



Standards and Trade  
Development Facility

**Prioritizing SPS Investments for Market Access  
(P-IMA): A framework to *inform* and improve  
SPS decision-making processes**

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STDF Information Session  
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## Context

- Several different SPS investment needs exist
- Resource constraints (government, donors)
- Decision-making processes sometimes ad hoc and not transparent
- Interest of SPS delegates in evidence-based approach to inform SPS decision-making



STDF

**How are decisions usually made?**



## P-IMA Framework

**A framework to help *inform* and *improve* SPS planning and decision-making processes**



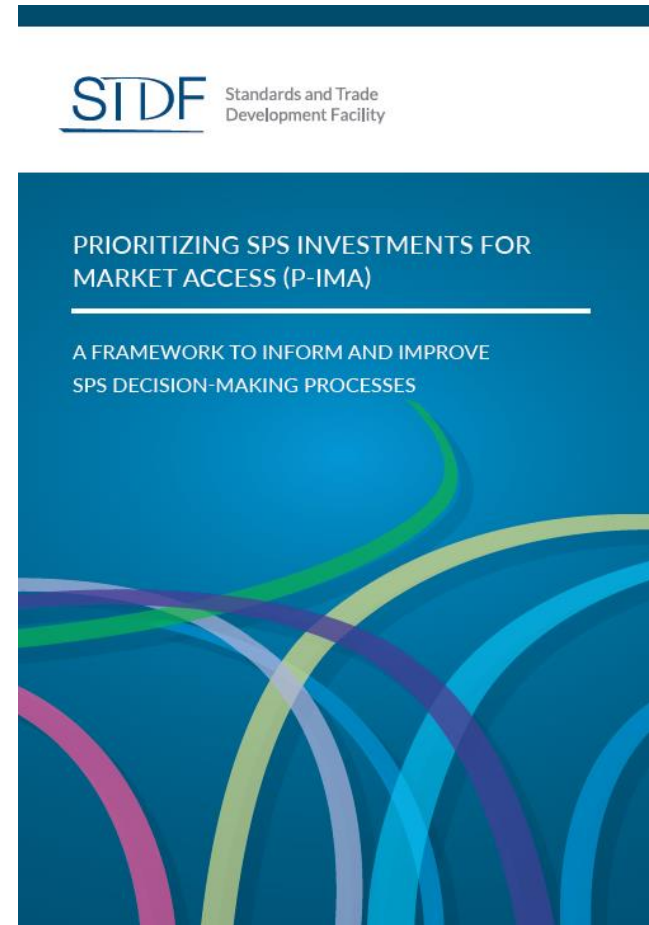
### **Benefits**

- Enhanced public-private dialogue
- Evidence to support project design and fundraising
- High-level awareness about value of investing in SPS capacity building
- Transparency and accountability
- Greater resource efficiency

*Complements sector-specific SPS capacity evaluation tools*

## New User Guide

- Step-by-step guidance on the steps involved
- Worked example – “Aflandia” case study
- Experiences from countries that have used P-IMA



*User Guide was peer reviewed by experts involved in using P-IMA, as well as interested STDF partners*

## Guiding Principles

- **Flexibility:** Can be used to prioritize several different SPS capacity-building options.
- **Pragmatism:** Makes use of best data and information available – new/better data incorporated whenever possible.
- **Participation:** Inputs encouraged from diverse public and private stakeholders.
- **Transparency:** All criteria and information used to set priorities are clearly documented so they are open to scrutiny and can be challenged.

## How does P-IMA work?

- Small group (SPS and trade expertise, and economist) to lead information collection / analysis work
- SPS stakeholders consulted on:
  - SPS investment options to be considered (choice set)
  - Decision criteria and weights
- Collection / documentation of data and information
- Prioritization of options using **multi criteria decision analysis** (computer software)
- Share, discuss, review and validate report/priorities
- Follow-up

## Definition of SPS investment options: “choice set”

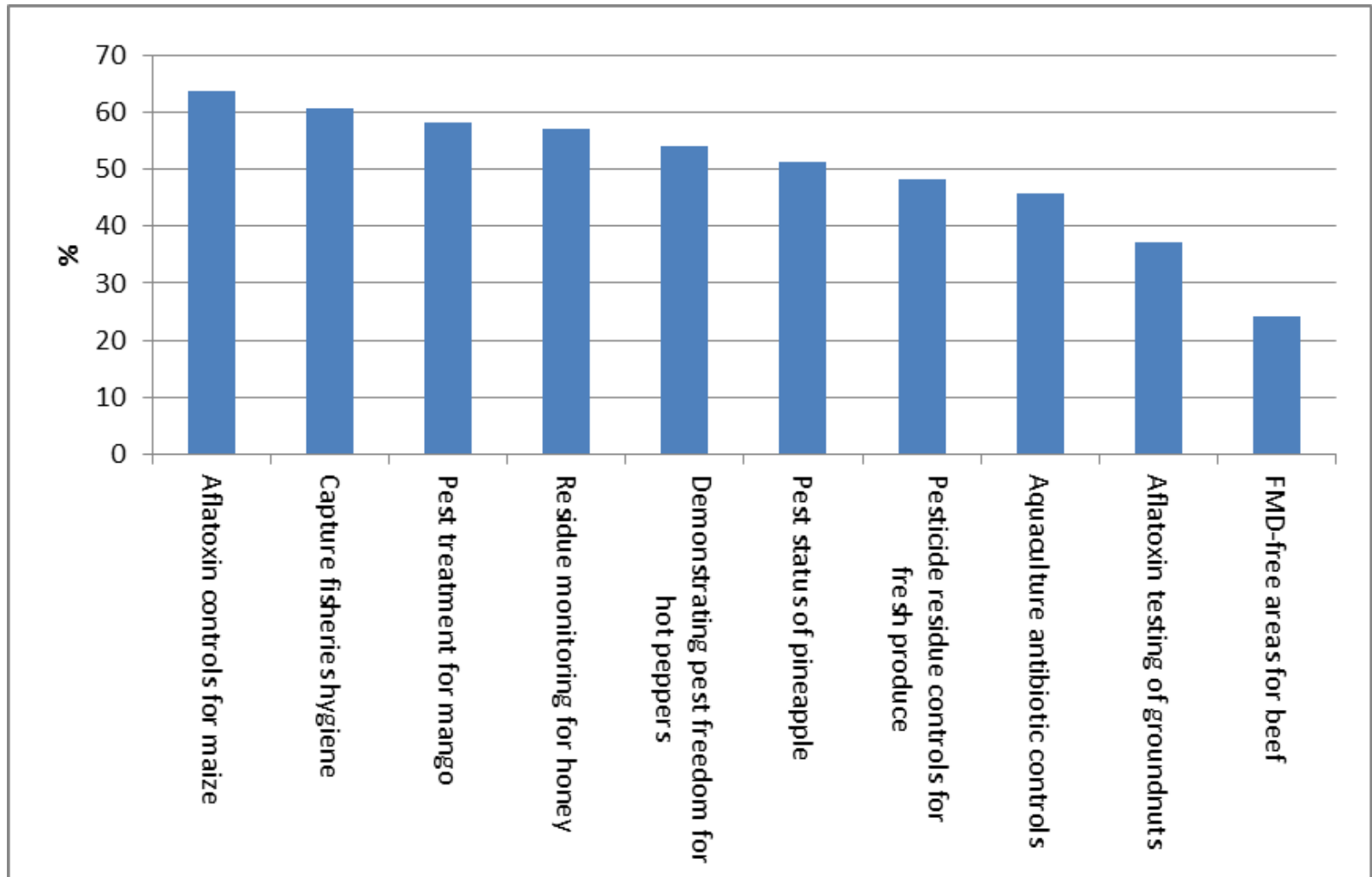


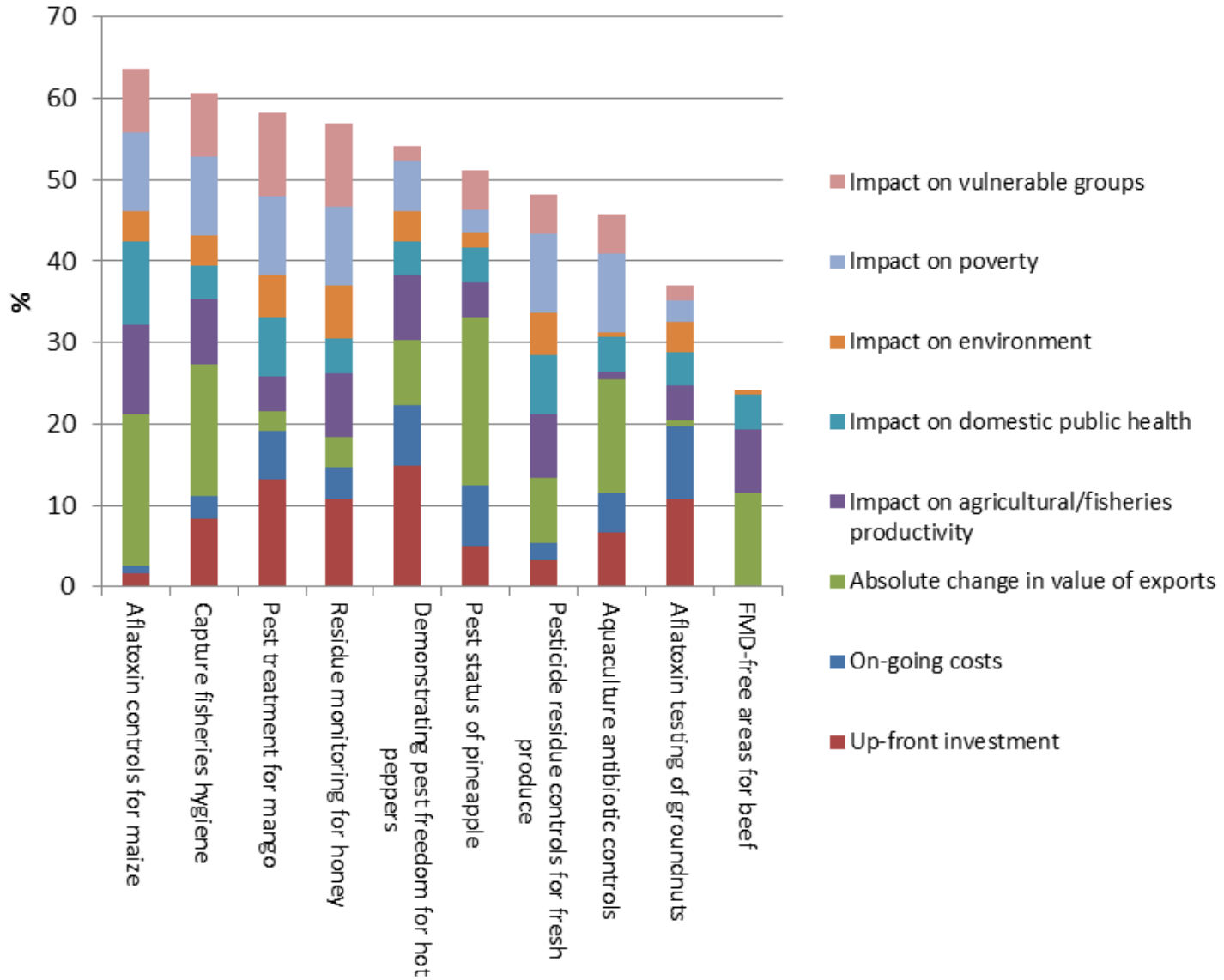


# Aflandia Case: Decision Criteria and Weights

Decision Criteria	Decision Weight
<b>Cost</b>	
Up-front investment	15%
On-going cost	9%
<b>Trade Impact</b>	
Change in absolute value of exports	21%
<b>Domestic Spillovers</b>	
Impact on domestic agricultural productivity	13%
Impact on domestic public health	11%
Impact on local environment	7%
<b>Social Impacts</b>	
Impact on poverty	14%
Impact on vulnerable groups	10%
TOTAL	100%

## Baseline prioritization: “Aflandia”





## Experiences & Results

- Used to prioritize SPS investment options in 10 countries (Belize, Ethiopia, Malawi, Mozambique, Namibia, Rwanda, Seychelles, Uganda, Vietnam and Zambia)
- Used to support decision-making in other areas (trade facilitation, agriculture, SMEs, etc.)
- **Reported benefits:** improved project design, helped mobilize funds, increased awareness on SPS needs (and links to broader development goals), strengthened dialogue/linkages (public-public, public-private)

*"Use of P-IMA helped to raise high-level awareness about the importance of SPS capacity. It also helped to integrate SPS priorities in agriculture sector investment plans under the Comprehensive Africa Agriculture Development Programme",  
Martha Byanyima, COMESA Secretariat*

## Going forward

- Disseminate STDF P-IMA user guide and briefing note
- Plans to further expand use of P-IMA at regional/national level within COMESA
- Development of regional capacity / resource persons
- Funding requests to use P-IMA (STDF PPGs, other)?
- Other interest / options to use P-IMA?

## For more information

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<http://www.standardsfacility.org/prioritizing-sps-investments-market-access-p-ima>