

DRAFT Summary of first STDF P-IMA Practitioner Group Zoom Meeting

11 Nov. 2020, 15.00-16.00 (CET)

Participants

1. 33 STDF Working Group members and other stakeholders with an interest in P-IMA (see Annex I).

Purpose

2. The PPP Practitioner Group aims to support and improve the planning, delivery and dissemination of STDF's work on [Prioritizing Investments for Market Access \(P-IMA\)](#), across relevant knowledge and project work.

3. The STDF Secretariat convenes members of this Group to identify opportunities to promote the use of P-IMA linked to other ongoing/planned work, encourage innovations and synergies to catalyse resources for SPS capacity building needs prioritized in various P-IMA reports, and exchange experiences and learning. This is expected to result in: i) new collaborative relationships to promote the use of P-IMA to strengthen SPS capacity and promote evidence-based decision making for the benefit of developing countries; ii) new information and knowledge products on experiences and learning related to the use of P-IMA to inform SPS related decision making for dissemination on the STDF website and via members, as well as ; iii) additional resources to promote the use of evidence based SPS planning and decision-making processes.

4. The aim of this meeting was to present the concept for the P-IMA Practitioners Group, discuss and get views from STDF members on its organization and operation, and hear from participants on their P-IMA related experiences.

Key Points Discussed

Introduction to the P-IMA framework, concept note and recent work

5. The STDF Secretariat provided an overview of the P-IMA framework and updated participants on ongoing STDF knowledge work on P-IMA, as well as STDF projects and PPGs that use this approach. Attention was drawn to the following:

- STDF Project¹, led by COMESA, in partnership with Enhanced Integrated Framework to mainstream SPS investments within the Comprehensive African Agriculture Development Programme and support project design and resource mobilization. Under this project, P-IMA country reports for Kenya, Uganda and Rwanda were nearing validation by national stakeholders. Malawi was still in the process of applying the framework. Work in Ethiopia had been delayed due to the pandemic.
- Use of P-IMA in other initiatives: Trademark East Africa (TMEA) is using the tool to identify regional trade priorities; Under the Building Safe Agricultural Food Enterprises project in the Philippines, Winrock International is carrying out SPS needs assessment using P-IMA; the International Livestock Research Institute used and adapted the P-IMA framework as part of a feasibility study to inform the design of the World Organisation for Animal Health's Better Enforcement of Standards for Safer Trade (BESST) initiative.
- Development of online P-IMA tools ongoing, such as the virtual Facilitators Manual and P-IMA online Course.

Inputs and experiences related to STDF's work on P-IMA:

¹ <https://www.standardsfacility.org/PG-606>

6. COMESA shared that their organization has been implementing the tool in four countries, and once it is also applied in Ethiopia, five countries will collectively profit from P-IMA learning experiences. Previously countries in the region had a siloed perspective when dealing with the various SPS constraints multiple sectors. P-IMA allowed identifying the different priority value chains in an integrated manner through having people on the ground interrogating these issues and seeing the value the tool has to offer with the different criteria. COMESA also highlighted that during the P-IMA consultations, in most cases, it soon became apparent that that this was first time that both private and public sectors were brought together to discuss market access issues. The P-IMA process itself was also very beneficial for the private sector, especially for SMEs to understand SPS regulations and regional trade. P-IMA works as an eye-opener of how the private sector can be assisted to overcome some of their trade obstacles.

7. The Bahamas, which is self-financing application of P-IMA, shared that initially application of P-IMA was planned for early 2020. However due to the pandemic, travel and meeting in person was no longer an option. P-IMA related workshops and meeting were shifted to Zoom and WebEx meetings. Planning this transition delayed the PPG work, which only started in June/July 2020. First step involved training staff on the use of P-IMA. A survey to identify SPS capacity building needs was developed in addition to a video to educate respondents on how to complete the survey. Some stakeholders that do not have access to internet connectivity might not be able to participate. The Bahamas is currently at the stage of inputting data into the D-sight software to visualize and weight priorities. The P-IMA report for The Bahamas is expected to be completed in December 2020.

8. The Secretariat noted that [Ecuador](#) also requested support to apply P-IMA and train regional facilitators on the approach. IICA will implement this PPG and work with select stakeholders in the region to build expertise in Latin America to apply P-IMA.

Discussion and feedback on the P-IMA Practitioner Group

9. The Philippines and the Bahamas noted that it would be interesting to have a list of who is working with P-IMA so participants could easily access each other and facilitate communication. The IPPC suggested that the STDF webpage could be updated to include countries and regions where P-IMA has been implemented. Participants also asked whether recordings from the meeting could be shared or uploaded to the website.

10. Land O'Lakes and Belize added that it would be useful to have sessions focused on sharing experiences from regional prioritization to understand, for instance, how experiences from Trademark East Africa and COMESA could be exchanged and identify positive synergies.

11. Sanjay Dave (Dev. Country expert), the Philippines and other participants highlighted interest in having a detailed session by Spencer Henson on the framework's methodology. Trade-Mark East Africa noted they are keen to share experiences in the next meeting of the P-IMA Practitioners Group regarding their experience of the P-IMA methodology.

Next steps / follow-up

- STDF Secretariat should update the STDF webpage on P-IMA with complete information on regional and country experiences.
- **Next session:** In-depth webinar with Spencer Henson on the framework's methodology.
- Suggested Upcoming sessions: combine findings from regional experiences like those of TMEA.
- The Secretariat will share a doodle for the next meeting expected in Jan/Feb 2021.



ANNEX 1

P-IMA PRACTITIONER GROUP LIST OF PARTICIPANTS

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