



INTERNATIONAL
TRADE
ADMINISTRATION

Introduction to the Environmental Technologies Trade Advisory Committee (ETTAC)

Amy Kreps

Designated Federal Officer

Office of Energy and Environmental Industries
International Trade Administration
U.S. Department of Commerce

Agenda

- ETTAC Authority & Mission
- ETTAC Purview and Duties
- Trade Promotion and Policy Mechanisms for the Environmental Industry
- ETTAC Governance and Recommendations Development Process
- March 19 - 20 Next Steps & Action Items

ETTAC Authority and Mission

SECTION 2313 C. OF THE EXPORT ENHANCEMENT ACT OF 1988, AS AMENDED, 15 U.S.C. § 4728 ENVIRONMENTAL TRADE PROMOTION:

- ➔ Establishes an advisory committee, the **ENVIRONMENTAL TECHNOLOGIES TRADE ADVISORY COMMITTEE (ETTAC)**
- ➔ Establishes a TPCC Interagency Working Group, the **ENVIRONMENTAL TRADE WORKING GROUP (ETWG)**
- ➔ Requires identification of **PRIORITY COUNTRIES** and development of **EXPORT PLANS**
- ➔ Requires development of '**ONE STOP SHOP**' for environmental businesses to access U.S. export programs
- ➔ Requires an **EVENT CALENDAR** and **INFORMATION DISSEMINATION PROGRAM**

ETTAC Purview and Description of Duties

The ETTAC advises on:

- all matters concerning **TRADE POLICY DEVELOPMENT AND NEGOTIATIONS** relating to U.S. environmental technologies exports;
- the effect of U.S. Government policies, regulations and programs, and foreign governments' policies and practices on the **EXPORT OF U.S. ENVIRONMENTAL PRODUCTS, TECHNOLOGIES, AND SERVICES**;

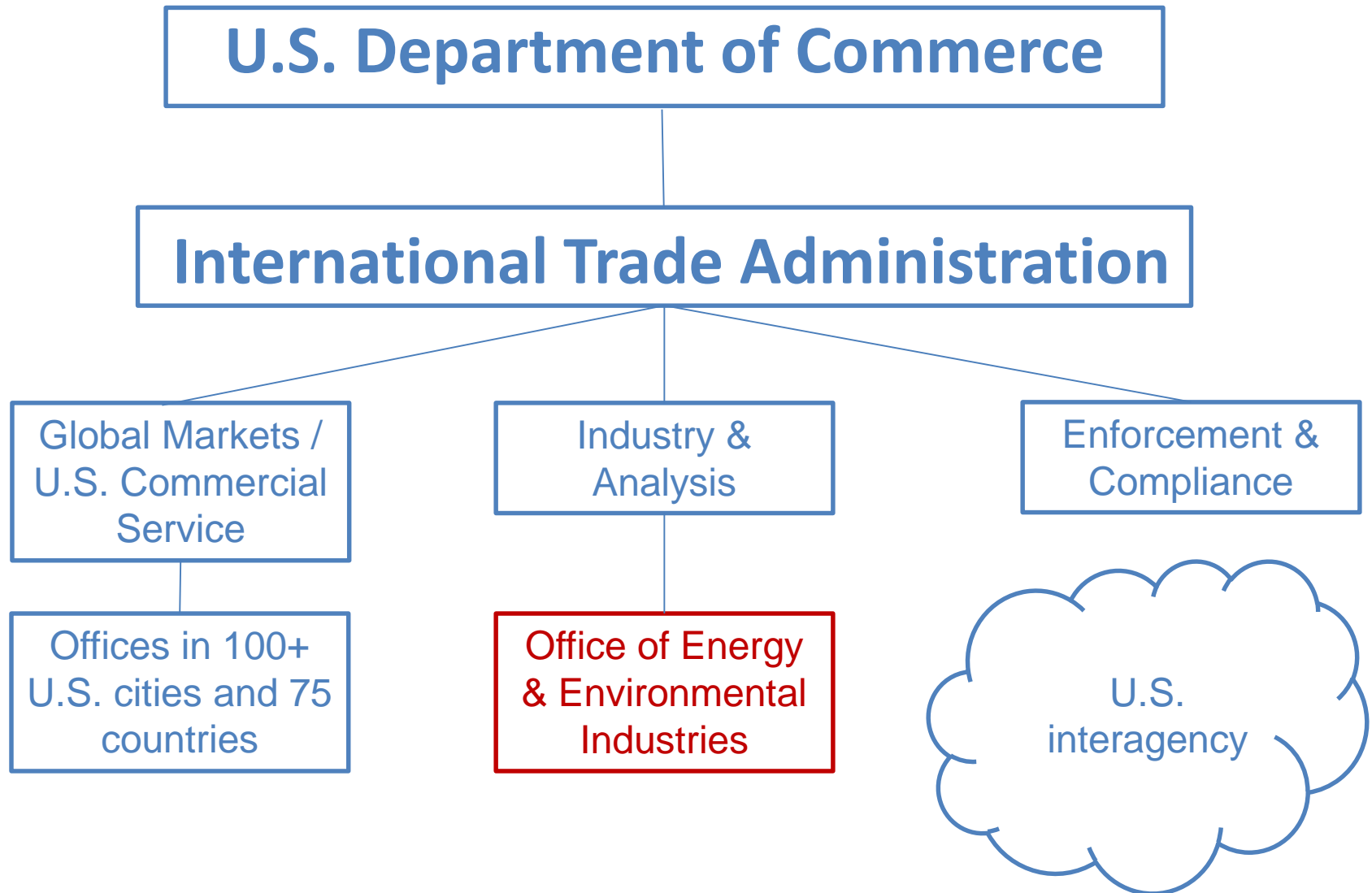
The ETTAC advises on:

- the **COMPETITIVENESS OF U.S. INDUSTRY** and its ability to compete for environmental technologies, products and services opportunities in international markets, including specific problems in exporting, and provide specific recommendations regarding U.S. Government and public/private actions to assist environmental technologies companies in expanding their exports;
- the **IDENTIFICATION OF PRIORITY ENVIRONMENTAL TECHNOLOGIES, PRODUCTS AND SERVICES MARKETS** with high immediate returns for U.S. exports, as well as emerging markets with a longer-term potential for U.S. exports;
- **STRATEGIES TO INCREASE PRIVATE SECTOR AWARENESS** and effective use of U.S. Government export promotion programs, and **RECOMMENDATIONS ON HOW U.S. GOVERNMENT PROGRAMS** may be more efficiently designed and coordinated;

The ETTAC advises on:

- the **DEVELOPMENT OF COMPLEMENTARY INDUSTRY AND TRADE ASSOCIATION EXPORT PROMOTION PROGRAMS**, and greater or more effective coordination of U.S. Government efforts with private sector organizations' environmental technologies industry export promotion efforts; and
- the **DEVELOPMENT OF U.S. GOVERNMENT PROGRAMS TO ENCOURAGE U.S. PRODUCERS OF ENVIRONMENTAL TECHNOLOGIES, PRODUCTS AND SERVICES TO ENTER NEW FOREIGN MARKETS**, in connection with which the committee may advise on how to gather, disseminate, and promote awareness of information on environmental exports and related trade issues.

Trade Promotion and Policy Mechanisms for the Environmental Industry



Environmental Trade Promotion and Policy: From U.S. Industry to U.S. Industry

Industry input is integrated through the ETWG - an interagency working group representing all export and technical agencies

ETTAC

Advises the Secretary of Commerce & ETWG on trade policy, USG trade promotion programs, and all issues affecting international competitiveness of the U.S. ET industry

ETWG

USG
Programs &
Policy

Driven by input from industry on key issues affecting its international competitiveness

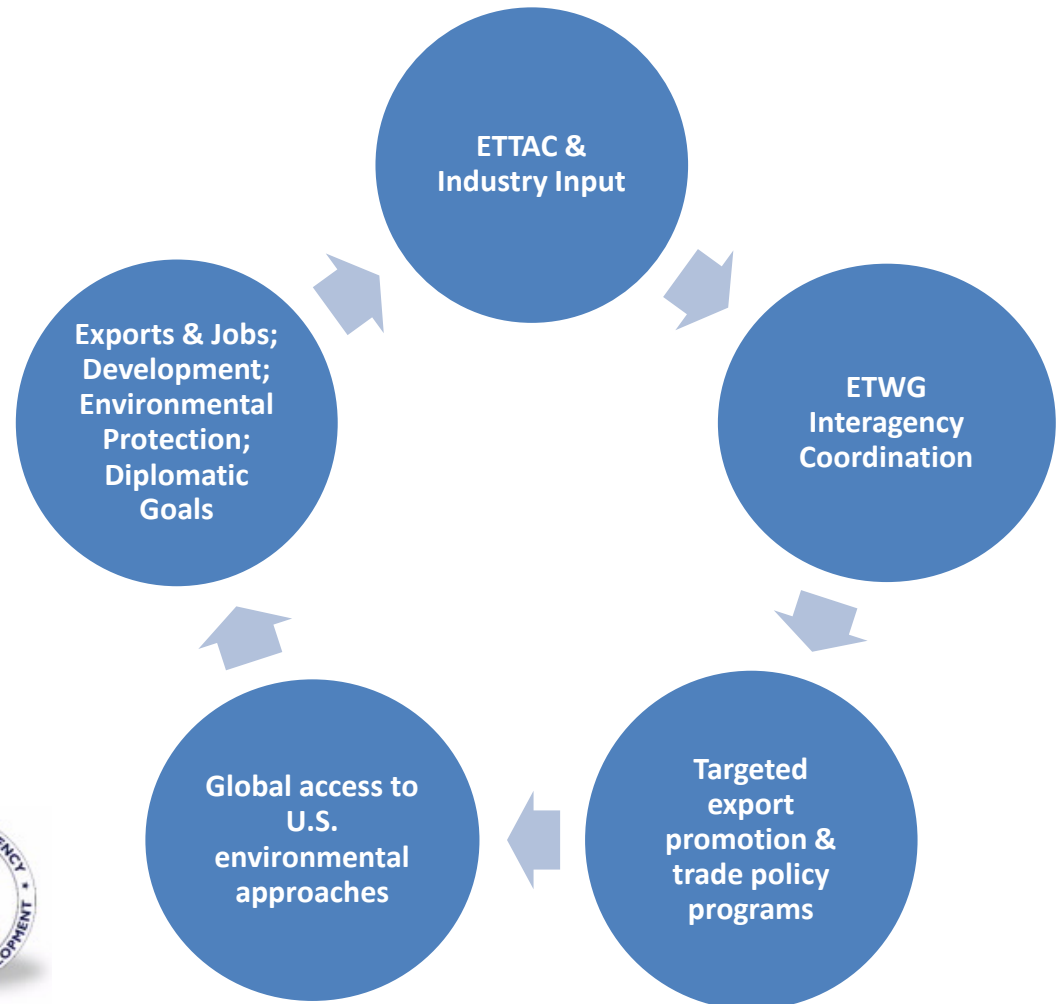
Key Acronyms Defined

ETTAC: Environmental Technologies Trade Advisory Committee

ETWG: Environmental Trade Working Group

ETWG-ETTAC Engagement

ETWG



ETTAC-ETWG Deliverable: U.S. Environmental Solutions Toolkit 1.0

Environmental Solutions Exporters Portal

Home » Envirotech

Environmental Solutions Toolkit

Search

Environmental Issue

EPA Regulation

Solution

Select An Option

Select An Option

Select An Option

Select An Option

Arsenic Remediation in Drinking Water

Biosolid Management, Use, or Disposal

Emissions Control for Oil and Natural Gas Processing

Emissions Control from Large Marine Diesel Engines

Groundwater Remediation

Mercury Emissions Control from Power Plants

envirotech@trade.gov and submitting the required information. The list is not exhaustive of all U.S. businesses in this sector. Listing does not constitute endorsement.

Clear

Find Solution

www.export.gov/envirotech_toolkit

Secondary or Advanced Wastewater Treatment

An important aspect of municipal wastewater is that it is amenable to biological treatment. The biological treatment component of a municipal treatment plant is termed secondary treatment and is usually preceded by simple settling (primary treatment). Secondary treatment standards are established by EPA for publicly owned treatment works (POTWs) and reflect the performance of secondary wastewater treatment plants. The secondary treatment standards also provide for special considerations regarding combined sewers, industrial wastes, waste stabilization ponds, less concentrated influent wastewater for combined and separate sewers, and alternative standards for treatment facilities considered equivalent to secondary treatment.

[U.S. Environmental Protection Agency Regulatory Background](#)

[Report on the Performance of Secondary Treatment Technology](#)

[Decision Memorandum Regarding Non-uniform Secondary Treatment Standards](#)

Select an Environmental Issue above for more information on Solutions.

Secondary Treatment Standards under the National Pollutant Discharge Elimination System (NPDES)

[Secondary Treatment Standards under the National Pollutant Discharge Elimination System \(NPDES\)](#)

1 - 12/12

Show: 25

Environmental Solution	U.S. Solution Provider
Biological Treatment Processes	Ovivo USA, LLC
Biological Treatment Processes	ZAPS Technologies, Inc.
Biological Treatment Processes	Brentwood Industries
In-plant Wet Weather Management Processes	ZAPS Technologies, Inc.
Process Monitoring Technologies	Geotech Environmental Equipment, Inc.
Process Monitoring Technologies	Ovivo USA, LLC
Process Monitoring Technologies	ZAPS Technologies, Inc.
Physical and Chemical Treatment Processes	Geotech Environmental Equipment, Inc.

ETTAC-ETWG Deliverable: U.S. Environmental Solutions Toolkit 2.0

U.S. Environmental Solutions Toolkit Search

The U.S. Environmental Solutions Toolkit is a buyer's resource guide that marries EPA expertise on solving environmental challenges with a catalogue of U.S. providers of related solutions. The Solutions Toolkit fosters export opportunities for the U.S. environmental industry as well as fosters and advances environmental protection goals. U.S. environmental technologies and services be listed as solution providers should submit an application.

Search the toolkit in

English

Environmental Issue

Arsenic Remediation in Drinking Water

Solution

Select...

Clear

EPA Regulation

Safe Drinking Water Act - Arsenic Rule

Provider

Select...

Search in 7
languages: English,
French, Spanish,
Portuguese,
Russian, Arabic,
Mandarin Chinese

U.S. Solution Provider

Total: 3

ET Toolkit Test 12

Solution

- Absorption Towers
- In-well Air Stripping
- Landfill Covers
- Landfill Groundwater Monitoring
- Membrane Processes
- Multi-Phase Extraction
- Permeable Reactive Barrier

Click on a company's
name to go to its
"Contact Card" with
more info about the
technologies &
services it offers

ET Toolkit Test 4

Solution

- Acid Gases - Dry Sorbent Injection with Fabric Filters
- Acid Gases - Flue-gas Desulfurization
- Anaerobic/Anoxic/Oxic (A2O)
- Biological Treatment Processes
- Chemical Precipitation for Nitrogen and Phosphorus
- Denitrification Filters for Nitrogen
- Dewatering Technology or Processes
- Dioxins & Furans - Work Practice Standard (Inspection, Adjustment, and/or Maintenance and Repairs to Ensure Optimal Combustion)
- MLE/3-stage Westbank

Environmental Issues

Arsenic Remediation in Drinking Water

Arsenic is a semi-metal element. It is odorless and tasteless. It occurs naturally in rocks and soil, water, air, and plants and animals. It can be released into the environment through natural activities such as volcanic action, erosion of rocks, and forest fires. Industry practices such as copper smelting, mining and coal burning also contribute to arsenic in our environment. Because it occurs naturally in the environment and as a by-product of some agricultural and industrial activities, it can enter drinking water through the ground or as runoff into surface water sources. Human exposure to arsenic can cause both short and long term health effects.

[U.S. EPA Regulatory Background](#)

[Analytical Methods for Rule Determinations](#)

[Arsenic Occurrence in Public Drinking Water](#)

[Economic Analysis](#)

EPA Regulations

[Safe Drinking Water Act - Arsenic Rule](#)

[Contact the U.S. EPA](#)

Coming Soon!

ETTAC-ETWG Deliverable:

ENVIRONMENTAL SOLUTIONS EXPORTER PORTAL

Link to ET
Toolkit 2.0,
to be
launched
Summer '19

U.S. ENVIRONMENTAL
SOLUTIONS TOOLKIT

OPPORTUNITIES FOR U.S.
SOLUTIONS PROVIDERS

Link to page with
auto-updated
events and trade
leads

EXPORTERS RESOURCE
GUIDE

INDUSTRY
RECOMMENDATIONS

Link to a dynamic,
searchable
database of
government-wide
resources
available to U.S.
solutions providers

MARKET
INTELLIGENCE

All public ETTAC
documents will
be posted here

Link to Top
Markets Report,
etc.

ETTAC-ETWG Deliverable: Top Markets Report

2017 Priority Markets

1. China
2. Mexico
3. Brazil
4. India
5. Saudi Arabia
6. South Korea
7. Indonesia
8. Turkey
9. Vietnam
10. United Arab Emirates

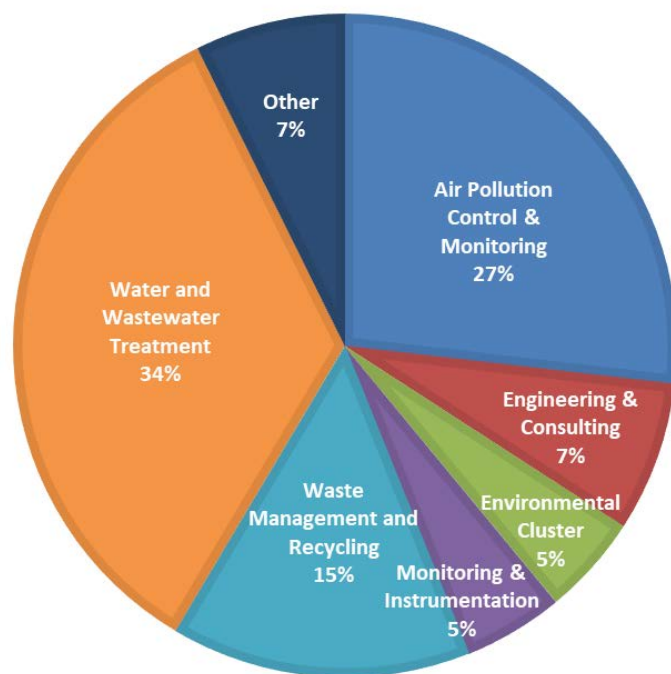
2019 TMR
Coming Soon!

2017 report available at:
trade.gov/topmarkets

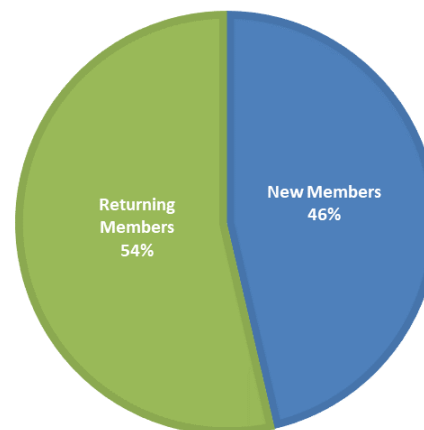


ETTAC Governance and Recommendations Development Process

2018-2020 ETTAC Representatives



Industry Sector



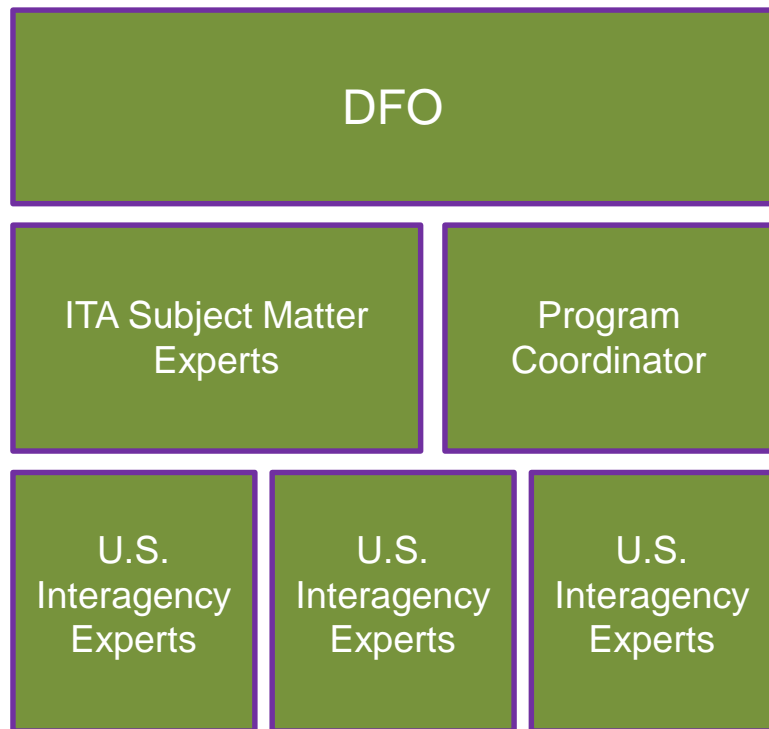
ETTAC Experience



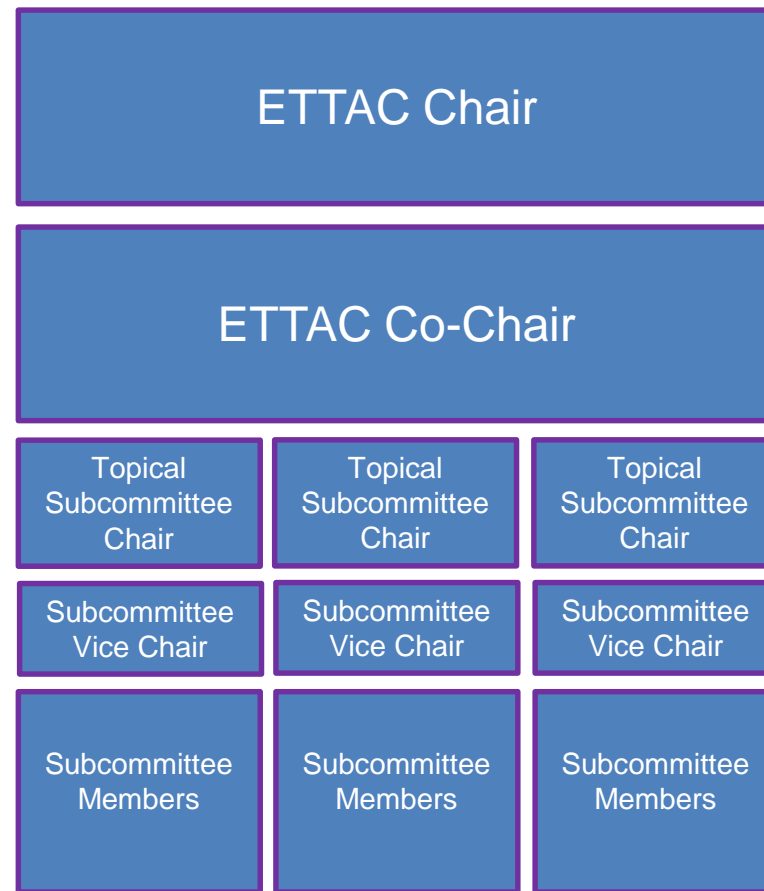
Organization Type

ETTAC Governance: Leadership Structure

U.S. Government

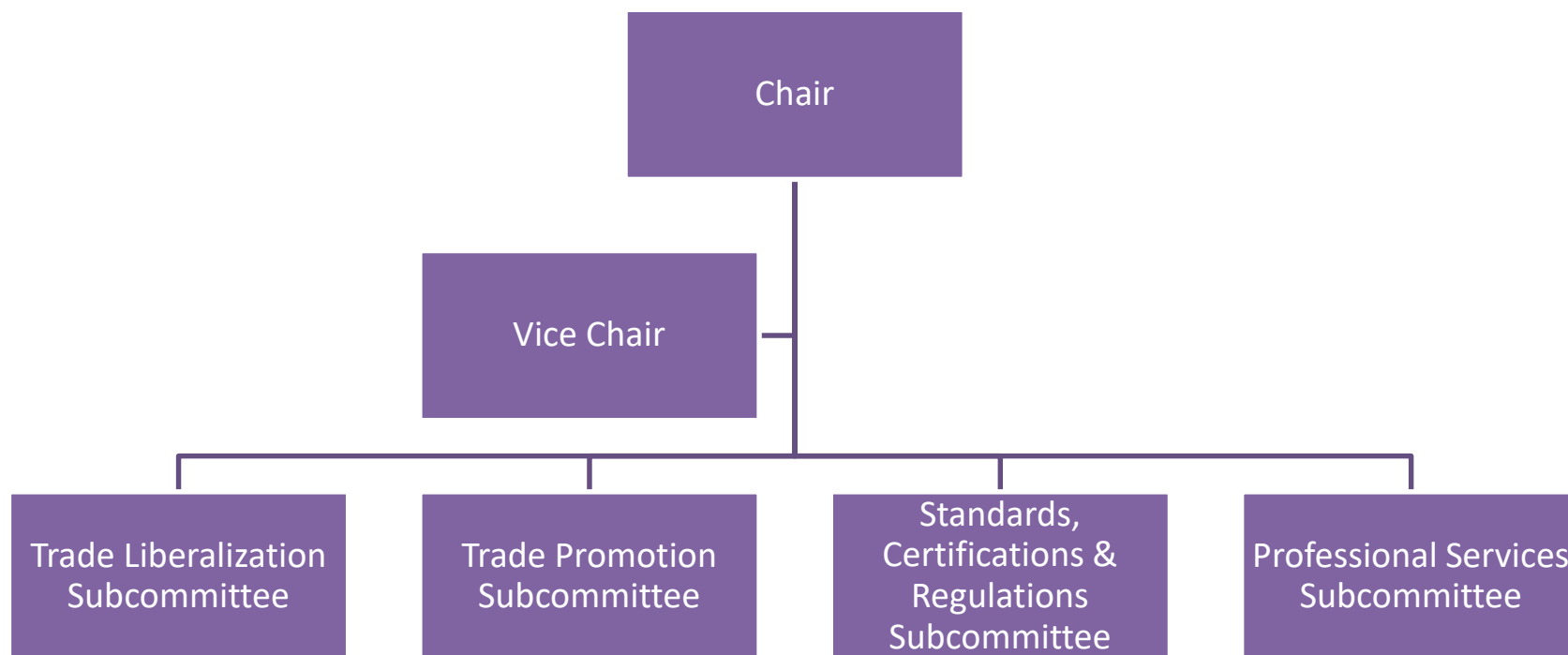


Committee



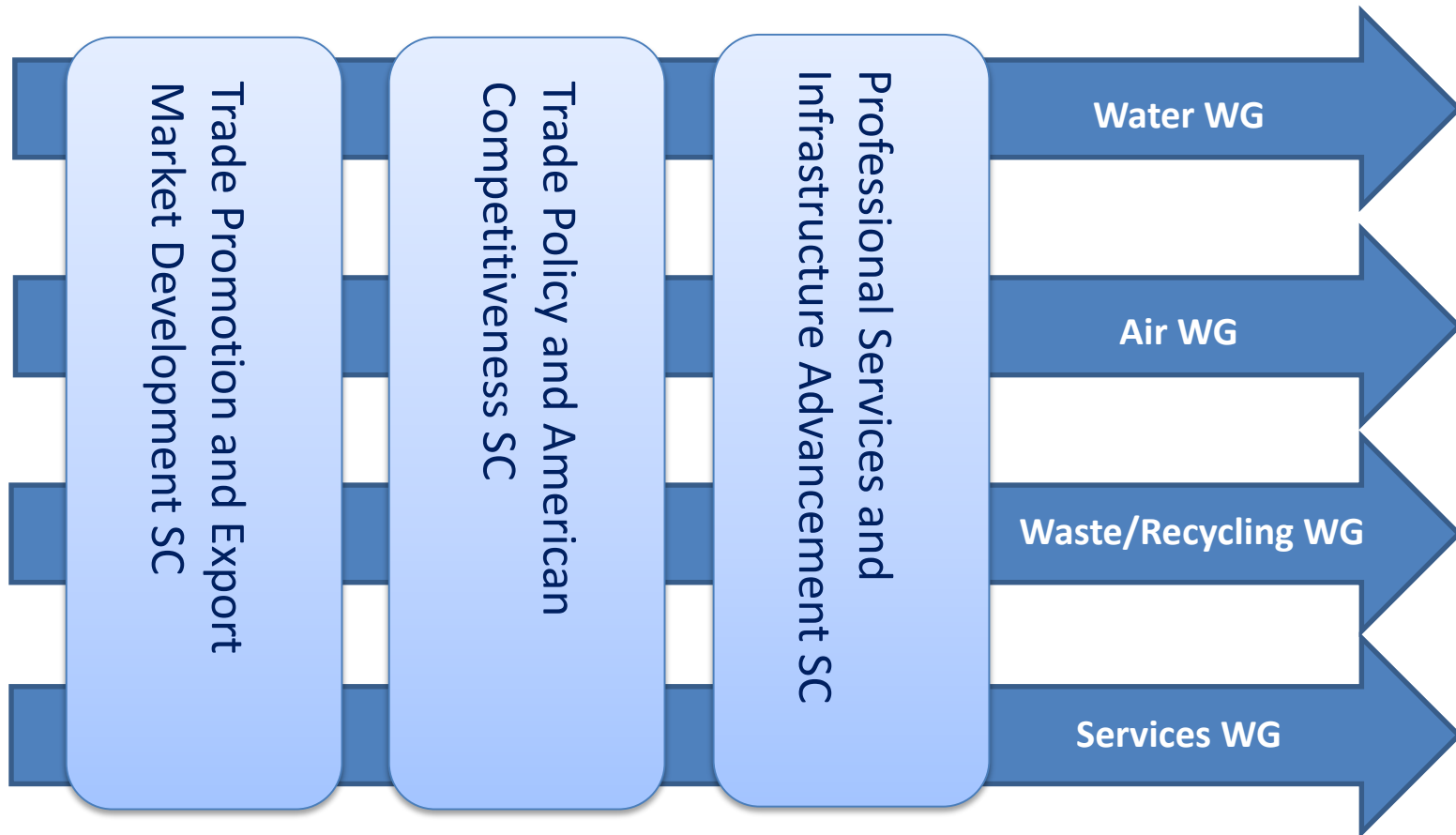
ETTAC Governance: Leadership Structure Example

2014-2016 ETTAC Charter



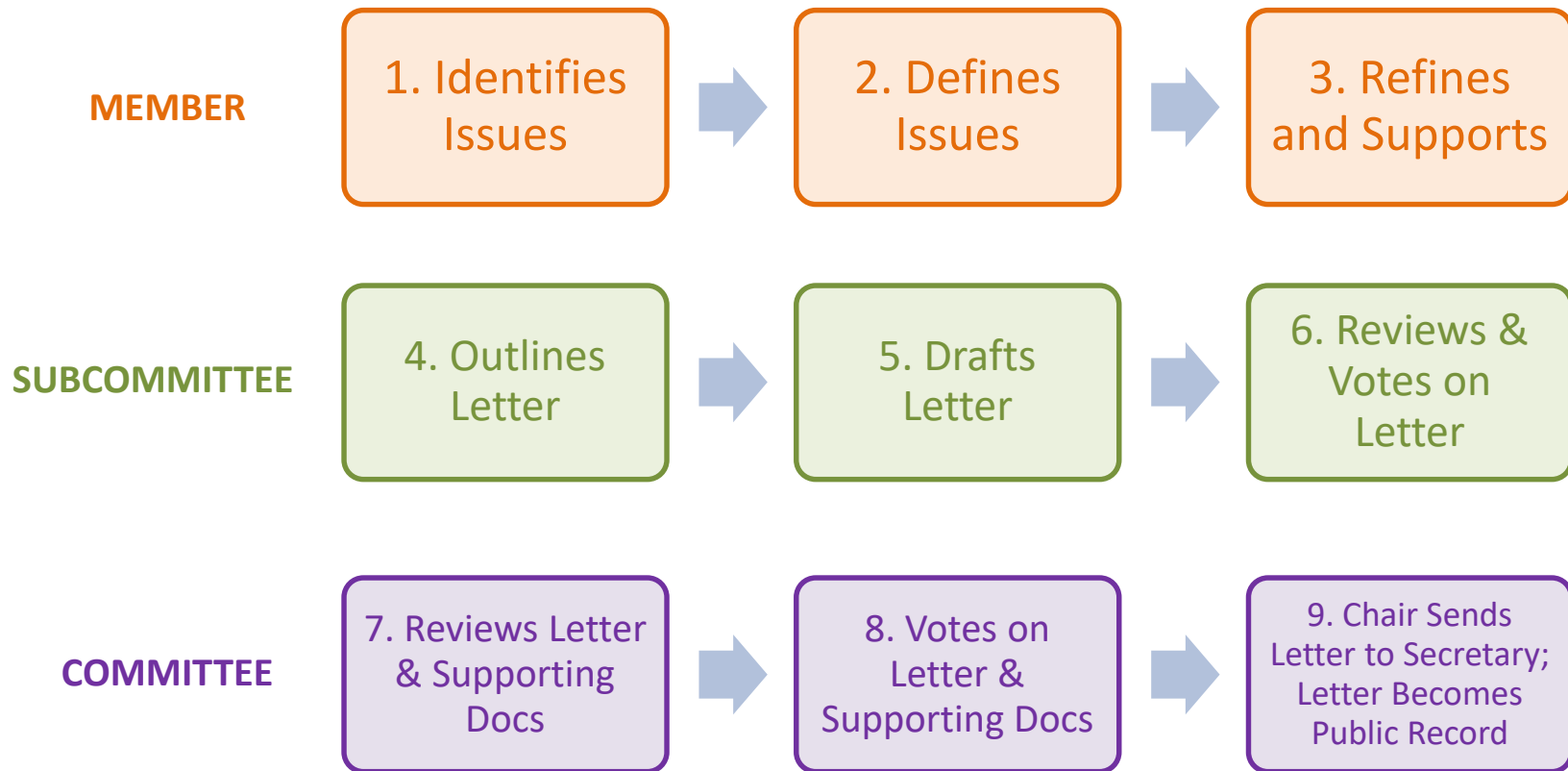
ETTAC Governance: Blended Structure Example

2016-2018 ETTAC Charter



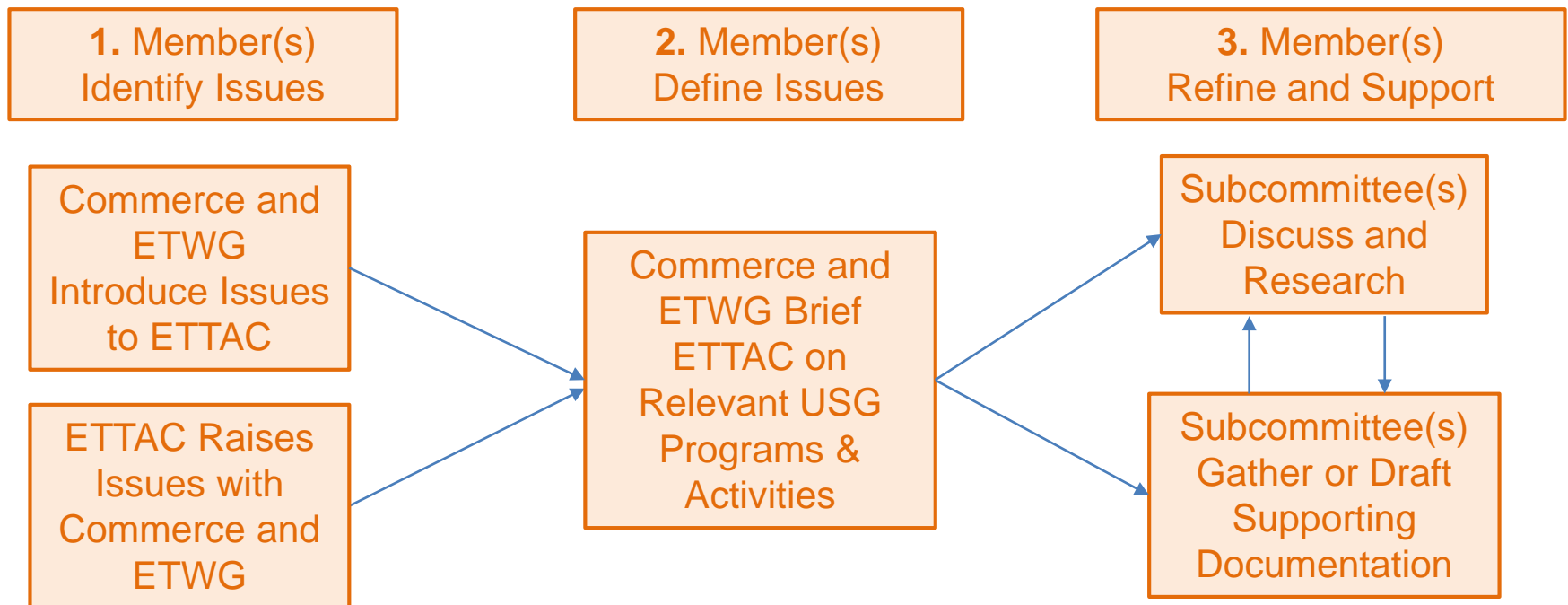
ETTAC Governance: Developing Recommendations

Cycle Summary



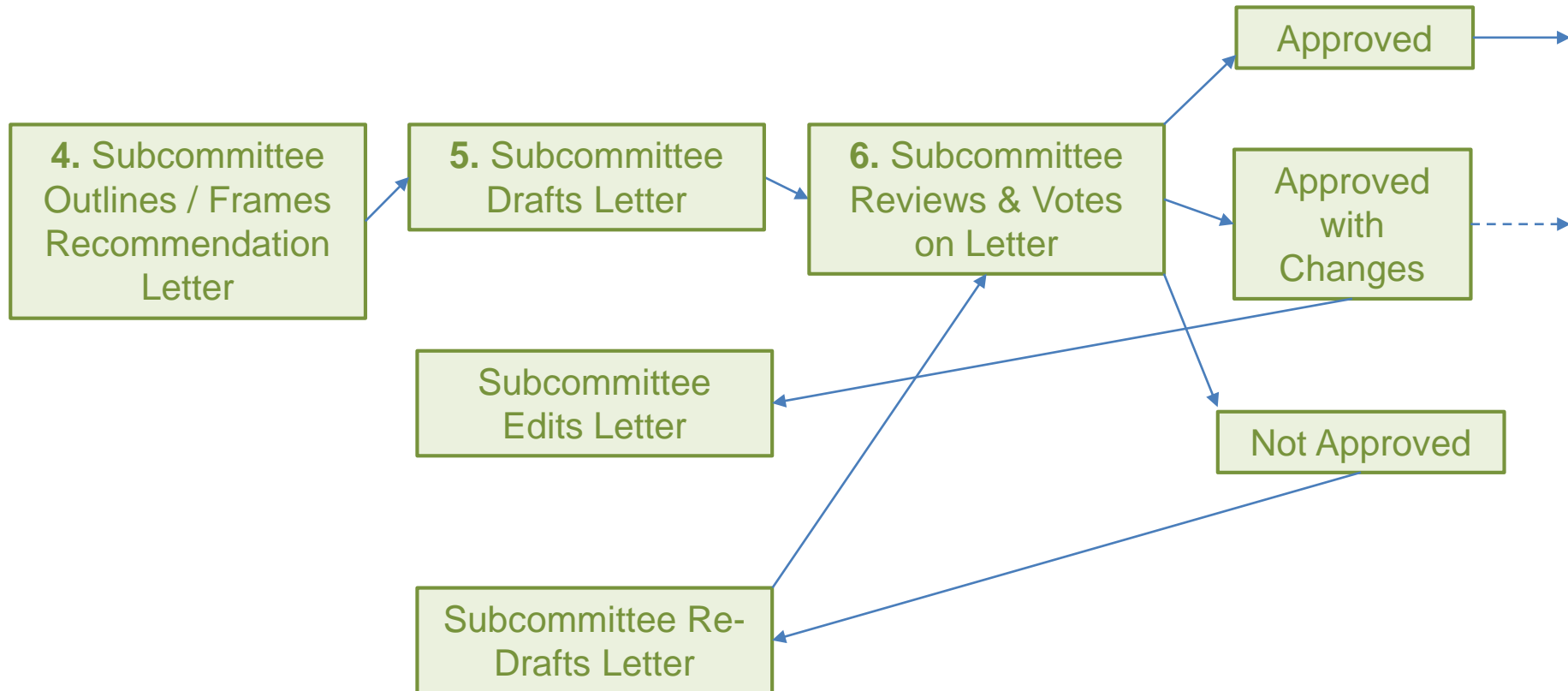
ETTAC Governance: Developing Recommendations

Steps 1-3: Consideration of Issues



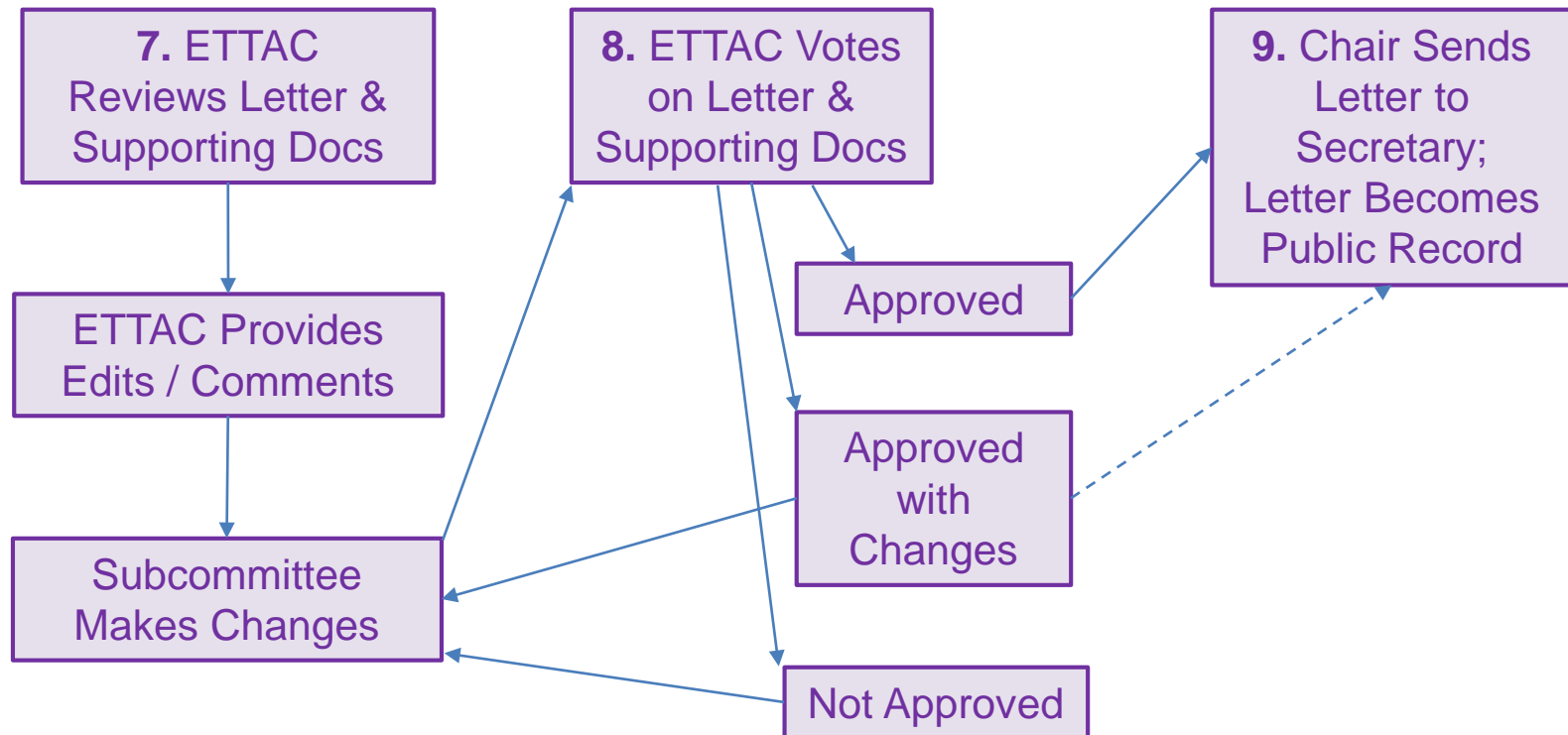
ETTAC Governance: Developing Recommendations

Steps 4-6: Subcommittee Deliberations

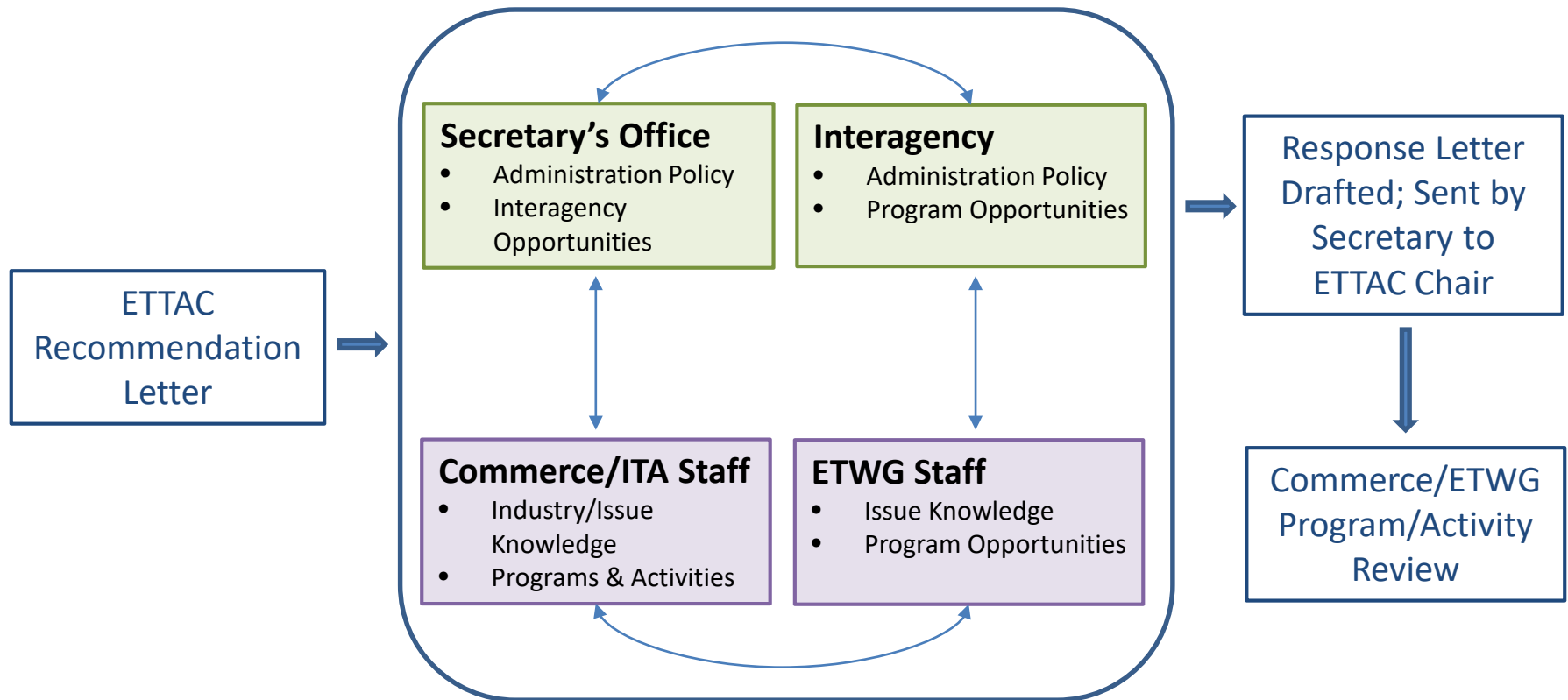


ETTAC Governance: Developing Recommendations

Steps 7-9: Full Committee (ETTAC) Deliberations



ETTAC Governance: Responding to Recommendations



ETTAC Governance: Recommendation Guidelines

All recommendations should be:

- ✓ Specific
- ✓ Clear
- ✓ Concise
- ✓ Complete
- ✓ Actionable
- ✓ Relevant
- ✓ Timely

November 29, 2017

The Honorable Wilbur Ross
Secretary
U.S. Department of Commerce
1401 Constitution Ave., N.W.
Washington, DC 20230

Dear Secretary Ross:

The Environmental Technologies Trade Advisory Committee (ETTAC) is a federally-established committee whose purpose is to advise on the policies and procedures of the U.S. Government that affect environmental technology exports. In this capacity, we write to convey our strong support for the United States to return to the negotiating table of the Environmental Goods Agreement (EGA) to ensure the elimination of tariffs on environmental goods.

As you consider negotiations beyond NAFTA, we hope EGA will be one of the top priorities given the competitiveness of the U.S. environmental industry. Our industry contributes significantly to U.S. jobs and export revenue. The global market for environmental goods and services reached \$1.05 trillion USD in 2015. According to Environmental Business International, Inc., the U.S. environmental industry supported 1,626,900 jobs. The estimated revenue from the industry in 2016 was \$329.7B, an increase of 2.7% from 2015, and in 2015, export sales contributed \$51.2B (15.5%) to this sector. Growth in this industry is forecasted to average 3.4% annually from 2017-2019 but could be improved with adjustments to trade policy and promotion.

"[T]ariffs remain a substantial and limiting barrier to trade in environmental technologies. In many markets, high tariffs compound the price differential for U.S. environmental technologies, making U.S. products prohibitively expensive in many markets or eroding profitability of U.S. goods in export markets," according to the International Trade Administration's 2017 Top Markets Report for Environmental Technologies.

While the U.S. industry is strong, we face stiff global competition and tariffs as high as 35% in key markets. Eliminating these tariffs will improve access to U.S. technologies, unlock opportunity for U.S. exporters, spur innovation and create jobs for U.S. workers.

As a global leader in environmental technology, the U.S. industry sees the EGA as an excellent opportunity to seize real benefits for the United States.

Thank you for your efforts in support of American companies and workers. We look forward to working with you to drive growth and level the playing field for the U.S. environmental technology and services industry.

Sincerely,



Ron Swinko
Chair, ETTAC

cc: Robert E. Lighthizer, U.S. Trade Representative

ETTAC Governance: 2016-2018 Recommendation Topics

The 2016-2018 charter of the Environmental Technologies Trade Advisory Committee (ETTAC) generated over 20 discrete recommendations on the following topics:

Trade Policy & American Competitiveness

- NAFTA:
 1. Use international standards
 2. Include environmental chapter
 3. Update/modernize IP chapter
- WTO Environmental Goods Agreement (EGA)
- Market Development Cooperator Program (MDCP)
- Export financing for coal fired power plants
- Proposed tariffs

Trade Promotion & Export Market Development

- Improving trade lead generation, dissemination by:
 1. Establishing standards, incentives and metrics; apply them to data collection across interagency
 2. Using existing digital tools (e.g. Salesforce), marketing, non-US industry networks, & U.S. Pavilions to amplify visibility of U.S. companies
 3. Improve value of leads shared with U.S. businesses via digital flows between platforms & other mechanisms
 4. Establishing & publishing operational metrics

Professional Services & Infrastructure Advancement

- Resurrect environmental technology work stream under U.S.-Brazil Commercial Dialogue
- Implement capacity building workshops recommended by 2014-2016 ETTAC
- Provide “Brazil Solid Waste Management Toolkit” to U.S. interagency & future ETTAC charters
- Buy American / Tied Aid in Official Development Assistance Procurements

ETTAC Governance: Sample Subcommittee Topics

- Trade Liberalization
- Trade Facilitation
- Trade Promotion
- Trade Finance
- Professional Services
- Standards, Regulations, and Certification
- Innovation
- Waste Management & Recycling Sector Issues
- Air Pollution Control & Monitoring Sector Issues
- Data Gaps / Big Data
- Supply Chain
- Client Sectors
- Non Tariff Barriers
- Others...?

Next Steps & Action Items

Next Steps: Looking Ahead to March 19-20

By the close of the March 19-20 meeting, you will have:

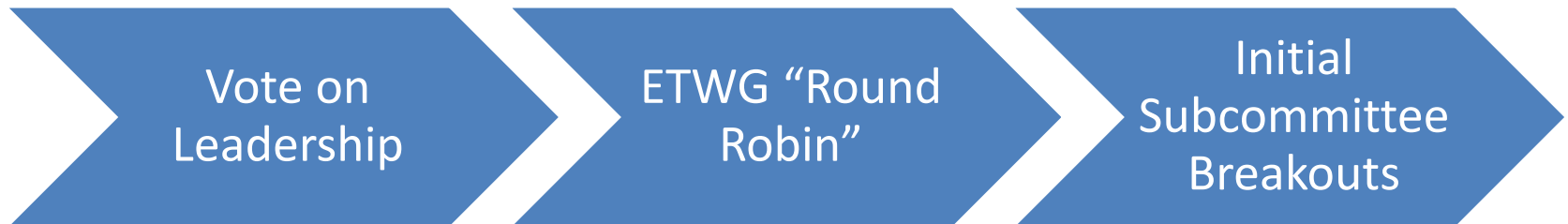
- ☐ Learned about key ITA/Commerce and ETWG representatives, programs, activities and policies;
- ☐ Defined topical subcommittees (collectively) and joined one (individually);
- ☐ Chosen committee and subcommittee leadership;
- ☐ Discussed issues for potential development into recommendations within subcommittees.

Action Items: Preparing for March 19-20

March 19 – Basic Work Flow



March 20 – Basic Work Flow



Action Items: Preparing for March 19-20

Over the next couple of weeks, please take a few moments to consider:

- ☐ With the purpose of ETTAC and your role on the committee in mind, what are the **issue(s) you think may be most pertinent for you/your sector** to discuss in a topical small group (subcommittee) this charter?
- ☐ Would you be interested in a **leadership position** on the committee? If so, what would be your 2-minute pitch to get your colleagues to vote for you? **(Also, please express your interest to the DFO via email or phone.)**
- ☐ Any **questions you would like to ask** the DFO, ITA staff or the U.S. interagency (ETWG) that would help facilitate ETTAC's work.



INTERNATIONAL
TRADE
ADMINISTRATION

Questions?

Amy Kreps

ETTAC Designated Federal Officer

amy.kreps@trade.gov

202-482-3835

Elizabeth Goffi

International Trade Specialist

Office of Energy and Environmental Industries

elizabeth.goffi@trade.gov

202-482-0627

Appendix 1:

U.S. Environmental Solutions Toolkit: Current Modules

Phase I Solutions Modules

Emissions Control from Large Marine Diesel Engines	Non-Road Diesel Emissions Control	Mercury Emissions Control from Power Plants	NOx Emissions Control from Power Plants	Emissions Control for Oil and Natural Gas Processing
Groundwater Remediation	Arsenic Remediation in Drinking Water	Advanced Wastewater Treatment	Biosolid Management, Use, or Disposal	Nutrient Removal from Municipal Wastewater
Universal Waste			Landfill Environmental Standards	