

DRAFT SMART NOTE

Global 2013 Smart Partnership Dialogue

***“Leveraging technology for Africa’s socio-economic transformation:
the Smart Partnership way”***

Dar Es Salam, Tanzania, 28-30 June 2013

Dialogue session 2:

“Inclusivity strategies for leveraging technology: quality and standards”

Sunday 30 June 2013

09:00-12:00

This smart note takes stock of the reflections and exchanges developed within the Smart Partnership community in recent years. It is designed to constitute an introduction to the session on quality and standards scheduled as part of the 2013 Global Smart Partnership Dialogue.

1- Organization of the session

Co- moderators

H.E. Jakaya Mrisho Kikwete, President of the United Republic of Tanzania and other Head of Government to be determined

09:00- 10:00: introductory presentations and statements

- “smart growth and emerging strategic role of quality and standards for national visions” by Alan Bryden, co-convenor of the CPTM quality and standards inclusion initiative (10’);
- message from Terry Hill, President of ISO (International organization for standardization) on “knowledge and standards” (8’);
- “interaction between regulations and consensus based standards” by David Bell BSI (British Standards Institute) (10’);
- “market access through quality and standards”, introduction by Hon. Dr. Abdallah Omari Kigoda, MP, Minister for Industry and Trade, Tanzania and other officials and business persons to be determined (5 to 8’ each for a total of 25’

- Explanation concerning the following interactive dialogue session by Alan Bryden (5')

10:00-11:00 Smart Partners interactive dialogues

The expected 400 participants will be seated around 40 round tables, with each one designated facilitator + one designated intervener familiar with Smart Partnership practice.

In order that the theme of Q&S be addressed as completely as possible, it is proposed to divide the participants in 4 quadrants of ten tables each, with the following four more focus topics to address:

- quadrant 1: Q&S for market access and competitiveness
- quadrant 2: Q&S for environmental and climate issues
- quadrant 3: Q&S for education, management and knowledge
- quadrant 4: Q&S for social issues, e.g. health, consumer protection, safety at work, social responsibility.

For each topic, a one page introductory note will be tabled, with suggestions for questions and “smart” issues which could be addressed by participants.

11:00- 12:00 Feedback from round table dialogues

2- A strategic approach to socio-economic transformation by combining innovation, quality and standards and financial inclusion

Leveraging technology for socio-economic transformation has been chosen as the focal theme for the Global 2013 Smart Partnership dialogue. Indeed, to tap from the vast array of technologies now available enables to develop new activities or modernize existing ones, and to increase the competitiveness of agriculture, industry and services, as well as the related infrastructures. Information and communication technologies, whether used as such or as means to access knowledge and to support trade relations, offer exponential opportunities, as telecom networks expand and the high speed internet gains ground worldwide and reaches the shores of East Africa where the Global 2013 Dialogue will take place.

2-1- Disseminating technology and good business practices requires engagement and interaction between the public, private and civil spheres.

The changes it induces in the ways of working and living must be accompanied by education and communication, so that they are readily accepted and practiced by the citizens and do yield the expected results in terms of economic and social development. Technology is also a key for addressing societal and environmental challenges, such as climate change or health, by allowing the production and deployment of renewable energies and “green” technologies, supporting energy and water efficiency or enabling more efficient health services.

2-2- The added value of the Smart Partnership Movement

The added value of the Smart Partnership Movement is precisely to assist in bringing the message to the top and facilitating multi stakeholders' exchange of experience, benchmarking and dialogue, which is particularly relevant to the theme of its Global 2013 Dialogue. The latter will benefit from the brainstorming and exchanges having taken place within the movement over the past three years. These have been articulated around three inter-related dimensions developed into specific inclusion initiatives, which, in combination, contribute to socio-economic transformation:

- **innovation**, not only through the transfer and deployment of new technologies, but also to enable a better use of local resources or by service and social innovation which positively affect the well being of people and the competitiveness of the economy,
- **finance**, covering both the financing of SMEs and entrepreneurship, and the optimal use of financial resources generated by the growing income from natural resources and raw materials to develop infrastructures, support education, improve social welfare and invest in locally added value,
- **quality and standards**, to support the transfer of technology and good practices, trade capacity, to replace imports by locally or regionally produced quality goods, to fight sub-standard exports or to improve the effectiveness of public services, infrastructures, health or environmental protection.

Leveraging technology requires addressing these three dimensions. First, it should deliver innovative solutions. But there is no sustained success of innovation, often defined as inventions having found a market, without constant customer care and awareness and quality management. Standards, and especially international standards, are a treasure chest of proven and recognised tools and knowledge to design better and faster, build in and demonstrate quality, as well as to transfer technology, ensure interoperability and good management practices. They also enable a better and wider market access and therefore contribute to economic development. Assistance in accessing and implementing such standards, which is the role of national standards bodies (NSBs), must therefore be enhanced. Finally, financial inclusion covers in particular the financing of start ups and SMEs investing in technology, as well as the generalized access to modern and efficient networked services such as energy or water distribution, transportation or telecoms.

Annex 1 expands on some aspects and benefits of leveraging technology and how quality and standards may help

3- Quality and standards: from inclusion in national visions to implementation and inclusivity

3-1- Why include quality and standards in national visions?

The general context:

- **the globalization of trade and of many other issues, e.g. environment, security, health, information and communication technologies, financial regulation;**
- **the intertwined challenges of climate change, energy efficiency, water, nutrition and demography;**
- **the development and consolidation of regional economic communities;**
- **the overall aspiration and pressure for more social responsibility of organizations and fostering the sustainable development of the planet.**

3-1-1- Improving the quality of infrastructures, products and services should be explicitly included in national visions

In this general context, national visions are formulated and updated at the highest level of a country. They are usually based on an extensive consultation and analysis of the aspirations of the population and of the potential human and physical resources to be mobilized in response. They should take into account the regional context, as well as the global trends which affect the economic, environmental and social prospects for the development of the nation. They set perspectives and concise goals for the country in order to collectively achieve economic and social transformation for the benefit of the population. Their implementation is elaborated and monitored in national strategic plans, supported by corresponding policies, budgets, and administrative reform.

National visions aim at ensuring an improved quality of life for the citizens, compatible with the sustainable development of the country. This is why improving the quality of infrastructures, products and services should be clearly identified as a key objective, to which all members of society should be associated: public and private sectors, the academia, NGOs and the citizens at large, thus contributing to an effective national “quality chain”, never stronger than its weakest link.

All the success stories of countries having in recent years evolved from developing to developed country status illustrate that a conscious and sustained commitment to improving quality has highly contributed both to their economic competitiveness and social progress.

CPTM has thus identified quality inclusion as a pillar for economic and social transformation, together with innovation and financial inclusion and recommends that it be included explicitly in national visions. The deployment of the concept should then be refined in a national quality strategy or plan, covering the various corresponding actions and tools, e.g.: commitment “at the top”, legislative framework,

public procurements, national standards body, measurement and testing laboratories, conformity assessment services, market surveillance, education and training, promotion and communication.

3-1-2- Quality and standards contribute to the competitiveness and sustainability of the nation

Quality and standards (Q&S), and related national infrastructures and regional cooperation, contribute to economic and social transformation at 5 levels:

- ***Q&S are essential to make sure that infrastructures and associated networks deliver the expected services and give value for the high level of financial, environmental and social investment they usually entail for the country***

This applies to all types of infrastructures, whether telecommunications, energy production and supply, water distribution, irrigation, transportation, health services or public buildings and works. It materializes by including quality requirements in procurement specifications and public purchasing, and controlling that they are met, using international standards to ensure that best practices are applied in the design, realization and operation of networks and monitoring the ongoing quality of the delivered services

- ***Q&S contribute to the sustainable commercial success of innovation, as well as to the transfer of technology and dissemination of innovative business practices***

International standards represent the state of the art of industrial production and networked services (transportation, IT, water, energy, etc.). They enable global interoperability, compliance to safety or environmental requirements and benchmarking of business and conformity assessment practices. Being aware of international standards and their development is a key component of economic intelligence. All major current technology developments are underpinned by the development of standards development: nano- and bio-technologies, ICT, “green” technologies, “smart grids”, intelligent and sustainable buildings and transports, E-mobility, health technologies, sustainable agriculture, etc.

- ***Q&S are key to facilitate trade, access markets and achieve sustainable competitiveness***

The globalisation and liberalization of trade, supported by the WTO and by the consolidation of regional economic communities and common markets and multilateral trade agreements, progressively eliminates tariff barriers and puts pressure on eliminating technical barriers to trade, i.a. by developing and promoting the use of international standards. In the same time, requirements on products and services in relation to safety, environmental, health or other societal impacts, such as the need to address climate change, become more sophisticated. Quality management and compliance to standards are indispensable to secure and improve market shares, both domestically and in exports. They contribute to opening new external markets, increasing locally added value and fight sub-standard imports.

- ***Q&S support the “greening” of industrial and agro-food production and the measures taken to reduce greenhouse gas emissions and environmental impacts, and to evolve towards greater energy efficiency, use of renewable energies and sustainable agriculture and exploitation of natural resources and assets (e.g.; tourism), thus contributing to greater sustainability at the national and international levels***

Standards, and associated conformity assessment, provide the metrics for quantifying and communicating impacts on the environment, such as carbon footprints, energy or water efficiency. The ongoing success of the ISO 14000 series of standards on environmental management or the recent publication of ISO 50001 on energy management provide tools for implementing internationally agreed good practices and technologies. They can be used directly to support economic and social transformation. Quality management enables the maintenance and the constant improvement of the performances achieved in respect to the impacts on the environment as well as on energy or water consumption, thus contributing to the competitiveness and sustainability.

- ***Q&S provide the means to improve consumer and worker protection, as well as efficient health services. They can also be used to improve public services, thus involving all the links of the “quality chain” and contributing to installing a “quality culture”.***

Consumer and worker protection are a traditional and yet still major purpose for standards and quality assurance. But they are now also addressing the efficiency of public services such as public administrations, education, health, transport and logistics. The ISO 26000 standard on social responsibility, published in November 2010, provides guidance to address this issue in a holistic and globally accepted manner.

3-2- How the strategic choice to include quality and standards in national visions could be implemented?

As a consequence of including Q&S in the national vision, a national Q&S strategy and plan should be designed and implemented, associated with adequate phasing and performance indicators. They should address i.a.:

- The commitment and involvement at the highest level of government and private sector, e.g. through: the organization of national quality awards handed to the selected recipients by the Head of State, the designation of a governmental inter ministerial unit charged with spearheading and coordinating the Q&S strategy and plan, the formation of a national quality movement open to both the public and private sectors, lead by prominent economic and industrial leaders;
- The legislative framework should be reviewed in order to verify and consolidate the basic legislation concerning issues such as metrology, technical regulation, standardization, accreditation, market surveillance;

- The Q&S national infrastructure should be audited and, if needed, strengthened and given adequate governance, management, business models and resources, fostering public-private involvement and partnerships, in order to make available to all economic actors relevant services for the development of standards and the proper monitoring of regional and international standards, the basic measurement and testing facilities, as well as adequate conformity assessment services through accredited calibration, testing and certification services, making the best of facilities already existing in the country, as well as bilateral, regional or multilateral technical assistance programmes (e.g. WTO, UNIDO) and financing (e.g. regional development banks);
- Consideration should be given to including Q&S in secondary and higher education, as well as to ensuring that adequate training services are available for professionals, in particular from SMEs;
- Communication on Q&S related services and achievements is key: this should be the role of the “national quality movement” as well as of central and local governments, but specific actions should be taken to materialize and promote a national brand conveying the notion of quality, associated to a positive image of the country;
- Specific actions should target SMEs, and may involve the major national public companies, as well as multinational companies having invested in the country, in particular to mentor their suppliers;
- Specific actions should target also public services, because they should be exemplary and because they are a key link in the national quality chain, be it through the impact of their efficiency on the economy, through good regulatory practice and efficient public services, or through the economic impact of public procurement;
- The links between the Q&S national strategy and plan and programmes to promote innovation and to finance entrepreneurship should be enhanced, as there is no sustainable success of innovation without quality and, often, the use of standards, and as managing sustainability through quality is a key success factor for companies;
- The national Q&S strategy and plan should take into account the regional dimension, especially when the country is part of a regional economic community (REC) where the issue of Q&S is addressed, in relation both to trade within the REC and to the increased negotiation and export capacity of the REC itself on global markets and issues.

Examples of countries having entered this route and started to reap the benefits are multiplying. Many technical assistance programmes have been deployed, both at regional and national levels, essentially so far because of the impact of Q&S on increasing trade and export capacity (cf. UNIDO, WTO in relation to the agreement on technical barriers to trade, US Aid, EU programmes, national development

agencies such as SIDA, NORAD, SECO, CIDA, AFD, GTZ, DIFID,...). But, as indicated above, Q&S can also benefit other areas of public policies and investments, such as environmental integrity, energy efficiency, health services, networked infrastructures, education etc. Consultancy and guidance are widely available. Concerning national standards bodies (NSBs) for instance, ISO has developed a comprehensive series of handbooks to assist in shaping so that they serve national economies in a global context.

3-3- The mobilization of all the actors of the “quality chain” should be facilitated by a constant and interactive dialogue and public-private partnerships.

Improving and achieving quality is a strong and consensual common objective for all members of society. It applies across the board to industry, public and commercial services and education, and therefore requires a general commitment and involvement, starting from the top. Indeed, the Head of the Nation and the government can mobilize the forces of the country on this theme, by including it in the national vision, recognizing merits (e.g. national quality awards) or ensuring high level inter-ministerial cooperation.

Public-private dialogue should be encouraged and structured, to mobilize and involve all the relevant actors of society contributing to the effectiveness of the “quality chain”:

- Public administrations to improve the efficiency of public services and use public procurements to leverage quality improvement;
- Multinational and government linked companies to exercise leadership and mentoring;
- SMEs to improve their access to market and sustainability;
- Financial institutions to include quality and standards as criteria for funding and risk assessment;
- Local communities to relay the message and actions;
- Consumer and citizen organizations to put pressure on market players and raise the level of the quality culture;
- The Academia to include quality and standards in education and link R&D, innovation and their effective translation into economic outcomes;
- The standards and conformity assessment community at national and regional levels to adjust to the expectations raised on their quality and standards related activities and services

The “smart partnership dialogue” concept has a longstanding record for multi stakeholder interaction in support of economic and social transformation. Its

approach and experience should be considered in order to facilitate the dialogue and collaboration on quality and standards. It has a reinforced topicality in the new global context where local achievements and involvement should take stock of and benefit from benchmarking, exchange of experience and sharing globally proven solutions.

Annex 2 expands on the objectives and related actions for the CPTM Quality and Standards inclusion initiative.

ANNEX 1

Leveraging technology through quality and standards

This note hereafter expands on the dimensions that a global dialogue on technology inclusion might address, and on the related contribution of quality and standards, as a contribution to the preparation and possible content of the 2013 Global dialogue.

1- What dimensions might technology inclusion address?

Inclusiveness is a keyword for the CPTM Global dialogue and initiatives. What does it entail when considering leveraging technology for social and economic development as a focal point for national visions and strategies?

First of all, inclusiveness should be seen as a crosscutting concept within a national community: between the public and the private sectors, through the partnerships between public corporations, multinational companies and SMEs, across all social categories, across generations or to reduce the gaps for persons with disabilities, thus reconciling economic growth, environmental integrity and social equity, all this within a given regional cooperative context. Inclusiveness is a requisite for national solidarity and cohesion.

Technology inclusion may be considered according to various dimensions:

- **imbedding technology in the education system:** technology awareness should be raised from primary education right through the university level, aiming at computer literacy for all, a better understanding of what technology can offer society and a closer adjustment of programmes and distribution of degrees to the foreseeable workforce needs for the economy of the nation, in line with its mid and long term development objectives;
- **optimizing the health system:** the management of health services and infrastructure should benefit from computerized techniques and management, prevention and early diagnosis should benefit from available techniques which reduce the need for subsequent and more costly curative solutions;
- **ensuring food security:** technology is at the heart of optimizing irrigation and the rational use of water and soil, adjusting plant and animal selection to the local conditions, reducing the use of chemicals and other resources to evolve towards more sustainable agriculture, assisting farmers to optimize their crop management and animal production. Increasing the efficiency of agriculture and agri-business is recognized as a key component of social progress, as well as a means for adding local value and reducing imports;
- **deploying a telecommunication infrastructure,** to support telephone, internet and other media access, which, themselves, bring solutions for societal and business interactions. It supports the dissemination of education

material and assistance, decentralized financial instruments, instant availability of key information, exchange of data for economic activities, e-administration, etc

- **increasing locally added value and reducing the need for imported goods and services:** whether for agro-food products, industrial production or services, technology should be seen as a major means for increasing locally added value and reducing the need for imports. Based on an evaluation of national assets in terms of natural resources, skills and geographic positioning, national strategies should consider how value might increasingly be added locally by making the relevant investments in terms of infrastructure and technology, giving appropriate priorities to public financial instruments to promote innovation and innovative entrepreneurship, transposing technical solutions in the local context and adjusting accordingly primary education and vocational training programmes.
- **promoting sustainable cities and building,** for which a broad array of new design and operation technical solutions exist to cope with growing urbanization or with the refurbishment and construction of social habitat, some of which are the revival of solutions adopted in the past and adapted to the local context, e.g. the use of locally produced building material, ventilation and heating techniques or architectural design;
- **improving the competitiveness of service activities:** the supply of distance services such as financial services, call centres or clerical support, the promotion and operation of tourism services or various forms of public services can all benefit from the availability of efficient IT connections and infrastructure;
- **providing access for all to sustainable energy:** this theme has recently been adopted as one of the central issues to achieve the UN Millennium Development Goals. Indeed, access to energy is the key to social and economic development. This is true both to support industrial development, through energy availability and efficiency, and to raise personal standards of living, whether by providing basic functions (cooking, cooling, lighting, access to water) or by enabling the use of computers and telecommunication. The pressure to reduce the use of fossil fuels results in the multiplication of available and promising alternative solutions: solar and wind energy, sustainable bio fuels, energy conservation, smart grids for electricity distribution, which all require the use of modern technologies and the ability to implement and use them efficiently;
- **facing the challenges of climate change,** by monitoring its reality and impacts and taking the right steps to mitigate or adapt to its consequences. There again, technology is key, whether to reduce the use of fossil fuels, to anticipate and respond to natural disasters or to adjust to long term trends such as increase in temperature or rise in water levels. International and regional development funding will increasingly be dedicated to related investment and action, which most often implies the use of innovative technical solutions.

In order to prepare and support the deployment of technologies along these dimensions, dialogue amongst all concerned parties is a key success factor. From the mere acceptability of new technologies by the public (e.g. nano- and bio-technologies, nuclear energy, shale gas, information technologies and security, transition from traditional to modern approaches...) to their educated implementation at the production level and eventually by the consumers themselves, technology must be explained and taught. Its successful implementation is most often a collective venture, where innovation, financing and quality are basic ingredients. Thus, going back to its original focus, but taking stock of the explosion of available technical solutions, as well as of the current global challenges, it is quite appropriate for CPTM to revisit and enhance how the form of social and economic dialogue it promotes may contribute to leveraging technology in support of social and economic development.

2- Leveraging technology: how quality and standards might help?

Over 90% of the standards composing the ISO collection deal with technical issues. These documents address technical rules and practices which enable the deployment and transfer of technology. They are based on the state of the art and on the consensus on such rules and practise achieved between stakeholders and between countries. The rest of these international voluntary standards address organizational issues, so that, together they constitute a treasure chest for technical and managerial solutions which can be applied worldwide. National adoptions of these standards enable their positioning in relation to the national context and give them a formal status as the recognized “rule of the art”. Together with the other voluntary international standards published by the IEC (International Electro technical Commission) and the ITU (International Telecommunications Union), they compose a collection of close to 30 000 publications.

Standards therefore are major facilitators to successfully transfer and implement technology, at various levels:

- technical drawings widely used in engineering design;
- interoperability: whether for mechanical or electrical parts and components, or for the transmission and exchange of digital data;
- naming, coding, classification or description of information or products, including pictograms to symbolize functions or warnings;
- measurement and testing, e.g. for dimension, composition, safety, efficiency, consumption (e.g.: energy, water), health or environmental impacts;
- ranking for performance, size or safety;
- operating instructions;

Beyond these purely technical standards, two new categories of standards have been developed in the last two decades which deal with organizational issues:

- design standards which give guidance for the rational design of products and installations, with eco-design and energy efficiency being the current topical developments, which assist in a cooperative approach to the design of industrial components, equipment or installations, as well as for building and construction of basic infrastructures (transportation networks, energy and water distribution, telecoms);
- management standards, starting with the first publication of the ISO 9000 series of standards in 1987, which have now both adjusted to the best practices for quality management (cf. the latest 2008 edition of ISO 9001 and the ongoing revision process) and expanded into thematic (e.g. environmental or energy management) or sector applications (e.g. food safety, information security, supply chains, automobile industry, etc.).

In addition, horizontal international standards have been developed to address conformity assessment (cf. The “CASCO toolbox”). They aim both at promoting good practices and at facilitating acceptance of test and measurement results, certificates or accreditation across the world.

Finally, the recent publication of ISO 26000, the international standard giving guidance on social responsibility, provides an overarching reference on the significance and implementation of social responsibility seen as the individual contribution of any organization (e.g.: administration, company, NGO) to the overall sustainable development of the planet.

In relation to technology inclusion, international standards and their national adoptions should therefore be seen as major knowledge resources and tools to facilitate the collaborative deployment of technology and the dialogue between all those involved in economy and society. The role of National Standards Bodies (NSBs) in this respect is paramount to enable a national community to access selectively the collection of standards, to develop their elaboration and dissemination for national purposes, to deliver training and information services based on the implementation of standards and to influence their content in order to facilitate their national acceptance and implementation.

The CPTM “quality and standards inclusion initiative” is therefore completely relevant for leveraging technology to support economic and social development. It indeed aims at raising awareness at the all levels, including quality and standards in national visions and strategies, promoting the information and engagement of stakeholders and facilitating the implementation of standards and good quality management practices through education and collaboration amongst economic players, taking into consideration the regional dimension.

ANNEX 2

**The CPTM Quality and Standards inclusion initiative:
to enhance the use of quality and standards
in support of economic and social transformation**

The 5 issues which have been identified and the possible corresponding “smart” activity areas are the following:

- 1- *Convey the message to the top and promote that quality and standards, and related national infrastructures and regional cooperation, be integral parts of national visions and strategies and given the appropriate attention and resources*

Possible “smart” activities:

- a. Organize or support national dialogues involving major stakeholders to elaborate on the Q&S dimension and contribution to economic and social transformation
- b. develop a “smart” communication tool, including examples at national and regional levels, to explain why and how Q&S should be part of national visions and strategies
- c. collect and consolidate testimonies, expectations and quotes of top politicians and managers on the importance of Q&S for economic and social transformation

- 2- *Promote the inclusion, interaction and engagement of all stakeholders in quality and standards:*

- . Public administrations to improve the efficiency of public services;
- . Multinational and government linked companies to exercise leadership and mentoring;
- . SMEs to improve their access to market and sustainability;
- . Financial institutions to include quality and standards as criteria for funding and risk assessment;
- . Consumer and citizen organizations to put pressure on market players and raise the level of the quality culture;
- . The Academia to include quality and standards in education;
- . The standards and conformity assessment community at national and regional levels to adjust to the expectations raised on their quality and standards related activities and services.

Possible “smart” activities:

- a. promote smart dialogues between stakeholders on Q&S programmes and inclusion in specific sectors (e.g. agro-food products, tourism, transport, energy and water infrastructures and services, public services including education, green industries, energy and environmental efficiency...);
- b. organize smart dialogues on the role of government linked enterprises and multinational companies in driving Q&S initiatives and mentor suppliers, in particular SMEs;
- c. encourage smart dialogues on the role of education in building a quality culture;
- d. organize smart dialogues on the role of Q&S to ensure corporate economic and social sustainability (connection with the smart partnership financial inclusion initiative).

3- *Exchange on the role of national and regional standards and conformity assessment bodies, to clarify and best cover the offensive (e.g. promoting exports) and defensive (e.g. preventing counterfeiting and imports of sub-standards goods) actions in support of quality*

Possible “smart” activities:

- organize smart dialogues at national and regional levels on how Q&S infrastructure and services can increase trade capacity and resilience
- encourage NSBs and export promotion agencies to engage together and with stakeholders on Q&S tools and services to build trade capacity
- collect and disseminate success stories of national Q&S strategic plans and achievements

4- *Promote regional cooperation and sharing of resources and expertise for quality and standards, i.a. to contribute to regional integration*

Possible “smart” activities:

- a. take advantage of regional meetings to convey the Q&S inclusion message to top politicians and CEOs, possibly in the form of launching smart “regional Q&S inclusion initiatives” at such meetings;
- b. relate Q&S inclusion initiatives with regional trade integration and regional external trade negotiations (e.g. EPAs).

5- *Reach out to international public (e.g. UNIDO, ITC, EU) and private donors and specialized organizations (e.g. ISO, IEC, IAF, ILAC) to relay the initiative and gain added support through their involvement and related technical assistance programmes.*

Possible “smart” activities:

- make major international and regional organizations having policies and activities related to Q&S aware of the smart partnership initiative and seek their support, starting with WTO and its “aid for trade” programme, the International Trade Centre (ITC), UNIDO, the international specialized Q&S organizations (ISO, IEC, ITU, IAF, ILAC) and the EU (i.a. connection with the development of EPAs),

Since the launch of this CPTM Q&S inclusion initiative, actions have been initiated and tested in national dialogues, such as in Seychelles, Namibia and in the EAC and SADEC regions.