

# **Making Voluntary Sustainability Standards Contribute to the SDGs**

11 October 2018

## **"The Brazilian VSS Platform"**

By

**Mr. Rogerio Correa**

Coordinator, Brazilian VSS Platform, INMETRO

The views expressed are those of the author and do not necessarily reflect the views of UNCTAD



MINISTÉRIO DA  
INDÚSTRIA, COMÉRCIO EXTERIOR  
E SERVIÇOS

---

## **NTM Week - 2018**

# **The Brazilian VSS Platform**

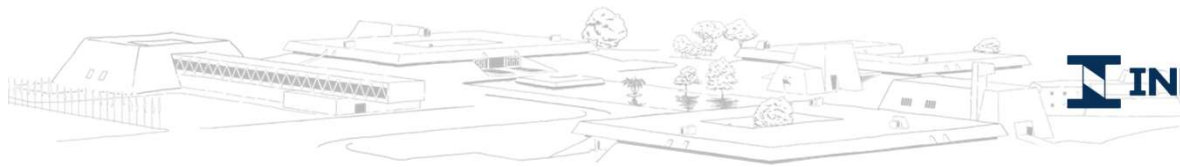
**Rogério de Oliveira Corrêa, DSc.**  
**Desk-Officer of the Brazilian National Platform on VSS**  
**Geneva, October 11<sup>th</sup>, 2018**



## BRAZIL LANDMARKS

- ✓ **Brazil** is a Federative Republic with 27 states located in South America
- ✓ Capital: **Brasília**
- ✓ Extension: **8.515.767,049 Km<sup>2</sup>**
- ✓ Population (2106): **207.7 millions inhabitants**
- ✓ GDP (2016): **US\$ 1.796 trillion**
- ✓ Language: **Portuguese**
- ✓ Currency: **Brazilian Real (BRL)**





## INMETRO – Brazilian National Institute of Metrology, Quality and Technology

### MISSION:

PROVIDE CONFIDENCE  
TO THE BRAZILIAN  
SOCIETY CONCERNING  
MEASUREMENTS AND  
PRODUCTS

PROMOTING  
HARMONIZATION IN  
CONSUMPTION  
RELATIONS, INOVATION  
AND COMPETITIVENESS

THROUGH METROLOGY  
AND CONFORMITY  
ASSESSMENT

### Inmetro's activities – Quality and Infrastructure:

- Metrology Institute
- Regulatory Agency
- National Accreditation Body
- Brazilian TBT/WTO Enquiry Point
- VSS National Platform





MINISTÉRIO DA  
INDÚSTRIA, COMÉRCIO EXTERIOR  
E SERVIÇOS

# SINMETRO

Brazilian National System of Metrology, Standardization and Industrial Quality  
Law nº 5.966, December , 11<sup>th</sup> 1973

**INMETRO IS THE  
EXECUTIVE BODY OF  
SINMETRO/CONMETRO**

# CONMETRO

Brazilian National Council of Metrology, Standardization and Industrial  
Quality  
– Chaired by the Minister of MDIC

**10 Ministries**  
CNI  
CNC  
Idec  
ABNT

# INMETRO

Brazilian National Institute of  
Metrology, Quality and  
Technology -  
Secretariat of CONMETRO

# CPCON

Permanent Commission  
of Consumers

**THE BRAZILIAN  
NATIONAL  
PLATFORM ON VSS  
IS UNDER CBTC**

## Technical Advisory Committees

Brazilian  
Committee of  
Metrology (CBM)

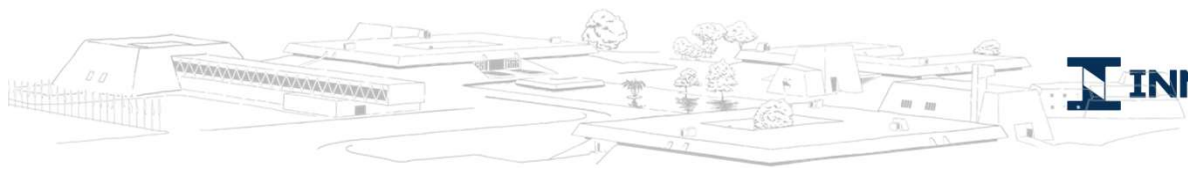
Brazilian Committee  
of Conformity  
Assesment (CBAC)

Brazilian Committee  
of Standardization  
(CBN)

Brazilian  
Committee of  
Codex Alimentarius  
(CCAB)

Brazilian  
Committee of  
Regulation  
(CBR)

Brazilian Committee  
on Technical Barriers  
to Trade (CBTC)



**INMETRO**

MINISTÉRIO DA  
INDÚSTRIA, COMÉRCIO EXTERIOR  
E SERVIÇOS

## Main SDGs in VSS



Main SDGs in VSS





## THE NATIONAL PLATFORM ON VSS – MAIN OBJECTIVES

“The NP concepts are based in UNFSS (UNCTAD, ITC, UNIDO, UNEP and FAO) a Forum of UN organizations with objective to help Developing countries to be aware and face the challenges of Private Standards.

Some countries decided to mirror the UNFSS trying to reach internal coordination on VSS and helping SMEs.”

### THE WORK OF THE NATIONAL PLATFORM IS AIMING:

- FULFIL GOVERNANCE GAPS RELATED TO VSS POLICIES;
- PROMOTE INTERACTION WITH GOVERNMENT AND PRIVATE SECTOR STAKEHOLDERS;
- PROVIDE COMPANIES AND CONSUMMERS **AWARENESS** ON VSS IN ORDER **TO MEET THE SDG**;
- IMPROVE THE QUALITY AND COMPETITIVENESS OF NATIONAL PRODUCT;
- TO PROMOTE NATIONAL CERTIFICATIONS THROUGH NEGOTIATIONS;
- **PROMOTE COOPERATION WITH OTHER NP** AND INTERNATIONAL ORGANIZATIONS;
- **MITIGATE THE BAD IMPACTS OF BURDENSOME CERTIFICATIONS.**

“The key challenge for sustainable production and consumption is to find the equilibrium point between many different stakeholders.

**Governments and businesses should work together to overcome the caotic proliferation and duplication of standards.”**



**INMETRO**

MINISTÉRIO DA  
INDÚSTRIA, COMÉRCIO EXTERIOR  
E SERVIÇOS

## HOME PAGE OF THE BRAZILIAN NATIONAL PLATFORM ON VSS [www.inmetro.gov.br/barreirastecnicas/normas-voluntarias-sustentabilidade.asp](http://www.inmetro.gov.br/barreirastecnicas/normas-voluntarias-sustentabilidade.asp)

← → ⓘ www.inmetro.gov.br/barreirastecnicas/normas-voluntarias-sustentabilidade.asp ☆ ⋮

BRASIL Serviços Participe Acesso à informação Legislação Canais

MDIC Carta de Serviços Inmetro nos Estados Fale Conosco Ouvidoria Comissão de Ética Mapa do site English Version

**INMETRO** Instituto Nacional de Metrologia, Qualidade e Tecnologia

### Articulação Internacional

Procurando algo?

Google Pesquisa personalizada **Buscar**

Página Inicial » Barreiras Técnicas às Exportações » Plataforma Brasileira de Normas Voluntárias de Sustentabilidade

imprimir

## PLATAFORMA BRASILEIRA DE NORMAS VOLUNTÁRIAS DE SUSTENTABILIDADE

### NORMAS VOLUNTÁRIAS DE SUSTENTABILIDADE

**Normas Voluntárias de Sustentabilidade (VSS, em inglês)** também conhecidas ou chamadas de **Padrões Privados (PS, em inglês)** não são um fenômeno novo, nem uma abordagem nova para aumentar os impactos ao comércio ou restringir acesso a mercados. Desde as primeiras negociações relacionadas com requisitos técnicos e seus efeitos sobre o comércio, como às da Rodada Tóquio durante os anos 70, a discussão sobre padrões privados tem evoluído algumas vezes de forma menos, outras vezes de forma mais explícita.

O que não parece tão claro é o efeito real dessas normas sobre o comércio internacional e especialmente sobre as exportações de países em desenvolvimento. Estudos mostram que a esmagadora maioria das VSS são desenvolvidas por vários atores em países desenvolvidos e contribuem crescentemente no acesso ao mercado destes países.

**Produtos e Serviços**

- Alerta Exportador!
- Biblioteca Online
- Palestras do Workshop sobre REACH e GHS
- Portarias e Regulamentos Técnicos Metroológicos e de Avaliação da Conformidade
- Produção Intelectual
- Publicações

**Introdução**

- Comitê Brasileiro de Barreiras Técnicas ao Comércio (CBTC)
- Ponto Focal de Barreiras Técnicas às Exportações
- Barreiras Técnicas - Conceitos
- Coordenação Nacional do SGT N° 3/Mercosul
- Acordos de Reconhecimento Mútuo
- Instrumentos de Cooperação Técnica Internacional e Projetos Internacionais
- Associação Estratégica
- Organismos relacionados às Barreiras Técnicas
- Negociações sobre Barreiras Técnicas
- Exigências Técnicas (Países x Produtos)
- Brazil-U.S. Standards Dialogue (Videoconferências)
- Artigos Técnicos
- Atos Internacionais

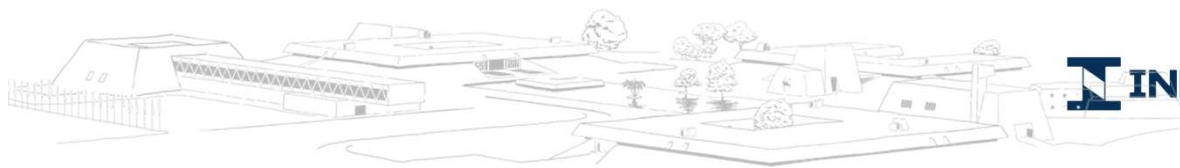
**ALERTA Exportador**  
Barreiras Técnicas às Exportações





## RESULTS OF BRAZILIAN PLATFORM – 2017/2018

- ✓ Launching events in Brasília and São Paulo with 150 stakeholders from public, private sector and foreign participants;
- ✓ Homepage - Internet;
- ✓ Establishment of a Working Group to execute an Action Plan and a Steering Committee to propose activities (three meetings and almost ten conference calls);
- ✓ Starting the mapping of VSS in Brazil;
- ✓ Sharing of experiences with partners abroad mainly DIE/MGG group of countries and other NP;
- ✓ Report of Brazilian Activities in third UNFSS Flagship;
- ✓ Partnership with “Getúlio Vargas Foundation - FGV” to produce studies on VSS;
- ✓ Selection of nineteen sectors to map VSS in a demand of the Brazilian Agency of Promotion of Exports (APEX) to FGV and NP;
- ✓ Motivate Government and Private Sector stakeholders to be awared and work on VSS issues;
- ✓ **Training activities;**
- ✓ **Selection of a sector to be pilot during implementation project;**
- ✓ **Planning of projects to finance some activities and the maintenance of the office of the Platform.**



MINISTÉRIO DA  
INDÚSTRIA, COMÉRCIO EXTERIOR  
E SERVIÇOS

## OFFICE – TEAM AND MAINTENANCE BUDGET

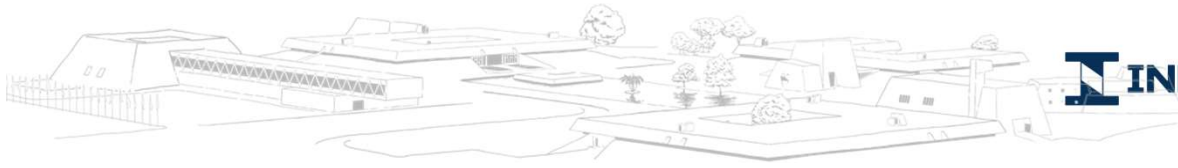
- ✓ **Coordinator (full time);**
- ✓ **Supporting Analyst in the CBTC Secretariat (partial time);**
- ✓ **FGV – Supporting Team (Prof. Vera Thorstensen and 3 researchers) (outside);**
- ✓ **INMETRO IT Supporting staff (not working directly in the office);**
- ✓ **Expert in Information (full time worker to be hired).**

COSTS OF THE PLATFORM (US\$ - monthly)	
OFFICE (Computers, printing and supporting facilities)	2.000
PERSONAL (coordinator and supporting people)	6.000
INTERNET (maintenance and staff involved)	2.000
<b>EXTERNAL ACTIVITIES</b>	
TRAVEL EXPENSES	1.000
MEETINGS	1.000
WORKSHOPS	1.000
IMPLEMENTATION PROJECT (EXTERNAL ACTIVITY WITH COMPANY)	2.000
<b>TOTAL COSTS</b>	<b>15.000 (month) 180.000 (year)</b>



## CONCLUSIONS

- VSS have a huge implication for business (production companies and service providers), they affect mainly SMEs, thus the need to continuously assess their impact;
- The chaotic proliferation and fragmentation of VSS are negative for business, as well as for communicating SDGs to companies and may cause misunderstandings among consumers;
- The cooperative work among countries can fulfil structural gaps by raising awareness; providing trainings; improving QIS and standards assessment; and by promoting mutual recognition or merging of certifications, consequently mitigating the proliferation of schemes;
- It will be very important to National Platforms and Developing Countries **to reframe the VSS environment**, acknowledging the importance **of achieving SDGs but not creating unnecessary TBT**;
- Should WTO reopen the discussion on VSS in new grounds and become the normative organization of this very important and impactful trade issue, countries, SMEs, small-holders and consumers would greatly benefit.



**INMETRO**

MINISTÉRIO DA  
INDÚSTRIA, COMÉRCIO EXTERIOR  
E SERVIÇOS

# LAUNCHMENT EVENTS OF THE BRAZILIAN PLATFORM – BRASÍLIA AND SÃO PAULO (MAY/JUNE 2017)





MINISTÉRIO DA  
INDÚSTRIA, COMÉRCIO EXTERIOR  
E SERVIÇOS

---

*MUITO OBRIGADO !*

*THANK YOU !*

[rocorreia@inmetro.gov.br](mailto:rocorreia@inmetro.gov.br)