



**INMETRO**

MINISTÉRIO DA  
INDÚSTRIA, COMÉRCIO EXTERIOR  
E SERVIÇOS



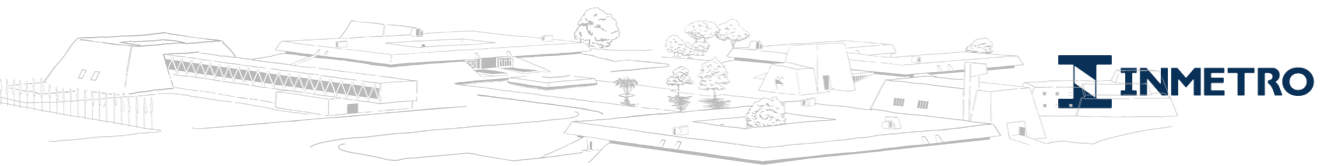
# Multi-Stakeholder Approach at the National Level

## The Brazilian VSS Platform

Rogério de Oliveira Corrêa

Brazilian Desk-Officer on VSS

Geneva – September 27<sup>th</sup>, 2017



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

### MISSION:

PROVIDE CONFIDENCE  
TO THE BRAZILIAN  
SOCIETY CONCERNING  
MEASUREMENTS AND  
PRODUCTS

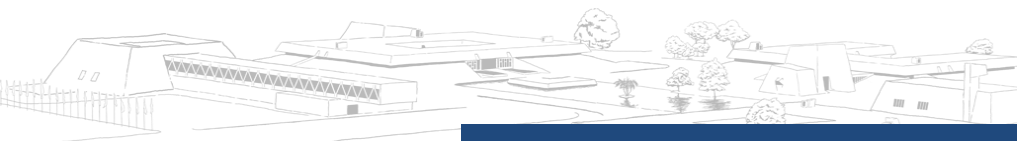
PROMOTING  
HARMONIZATION IN  
CONSUMPTION  
RELATIONS, INOVATION  
AND COMPETITIVENESS

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





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

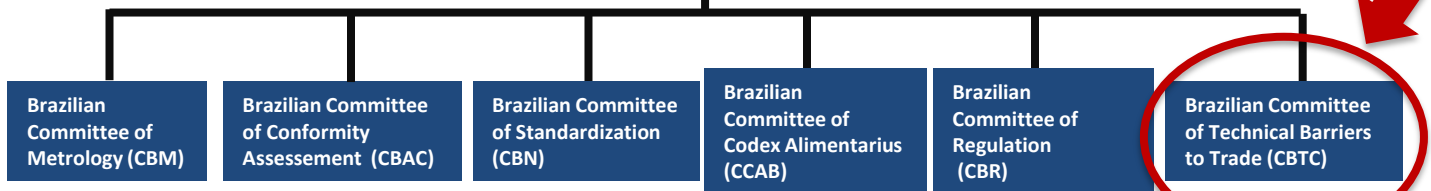
**CONMETRO**  
Brazilian National Council of Metrology, Standardization and Industrial Quality  
– Chaired by the Minister of MDIC

*10 Ministries*  
**CNI**  
**CNC**  
**Idec**  
**ABNT**

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

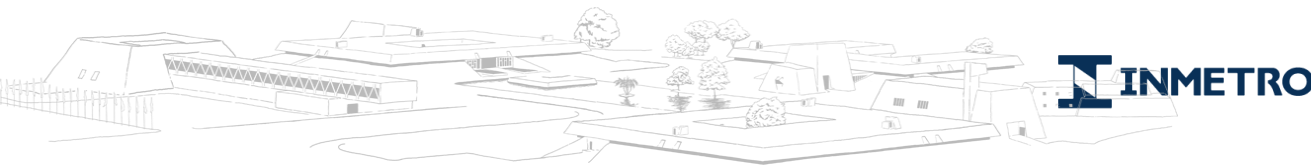
**CPCON**  
Permanent Commission of Consumers

**Technical Advisory Committees**



**The Brazilian VSS National Platform is under CBTC**





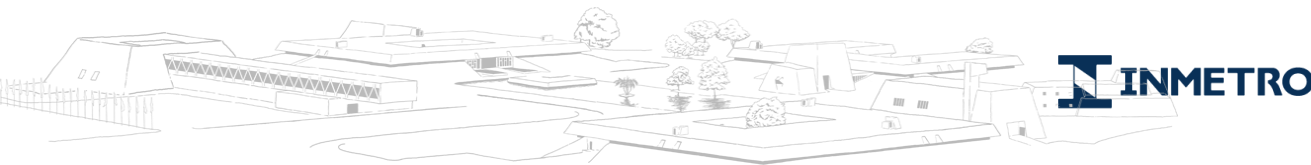
## INMETRO CHANNELS OF COMMUNICATION WITH SOCIETY

- OMBUDSMAN AND HEARING DIRECTORATE;
- WORKING GROUPS AND TECHNICAL COMMITTEES UNDER TECHNICAL REGULATION AND ACCREDITATION;
- REGULATORY AGENDA;
- EXPORT ALERT SYSTEM;
- NATIONAL SYSTEM OF INFORMATION ON CONSUMING ACCIDENTS;
- CONMETRO'S ADVISORY COMMITTEES;
- PROGRAM OF PRODUCT ANALISYS;
- BRAZILIAN **NATIONAL PLATFORM ON VSS**;
- WORKING GROUP AND STEERING COMMITTEE OF THE **NATIONAL PLATFORM.**

**Society demands are  
economy driven.**

**When economy performs  
well → more demands.**

**NEW  
CHANNELS**



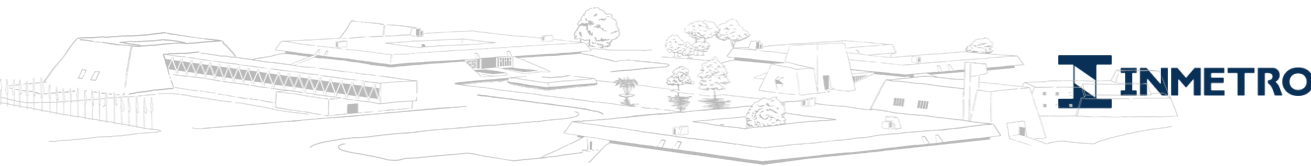
## THE NATIONAL PLATFORM ON VSS

### 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 AND ROOM ON VSS IN ORDER TO MEET THE SDG;
- IMPROVE QUALITY OF THE 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.”**



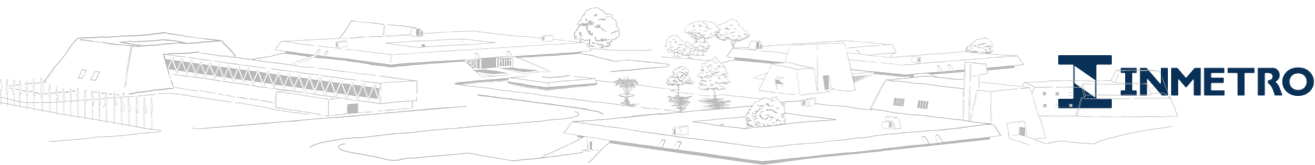
## COOPERATIVE WORK ON VSS

### REGIONAL WORK:

- INMETRO USUALLY COOPERATES WITH BRAZILIAN PARTNERS IN LATIN AMERICA THROUGH THE TBT INITIATIVES IN MERCOSUR (WG-3), ALADI (TBT - AAR-8) AND OTHER BILATERAL PARTNERSHIPS. THESE PARTNERS HAVE BEEN DEMANDING INMETRO FOR CLARIFYING ITS OBJECTIVES ON VSS AND PROPOSING COOPERATIVE WORK ON IT.

### EXTRA - REGIONAL WORK :

- WITH NATIONAL PLATFORMS MONITORING THEIR ACTIVITIES AND ESTABLISHING A CLOSE PARTNERSHIP WITH THEM;
- WITH UNFSS ORGANIZATIONS THROUGH THEIR WORK IN DIFFERENT ACTIVITIES RELATED TO VSS, MAINLY RELATED WITH MAPPING ACTIVITIES AND ECONOMIC STUDIES OF IMPACT ASSESSMENT.

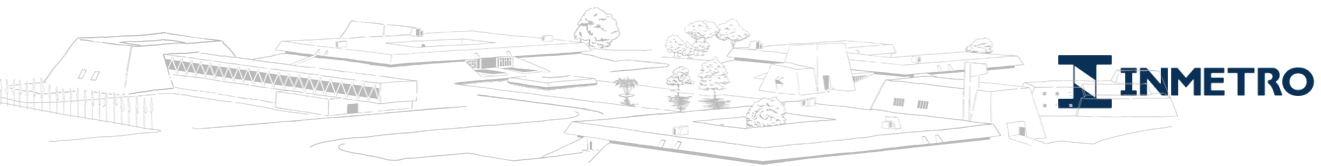


## INMETRO SCHEMES WITH SUSTAINABILITY GOALS

- SCHEME ON INTEGRATED PRODUCTION/GAP – PI BRASIL;
- SCHEME ON FOREST CERTIFICATION – CERFLOR/PEFC;
- SCHEME ON ENERGETIC EFFICIENCY – PBE ;
- ENVIRONMENTAL DECLARATION OF PRODUCT – DAP/PBACV.



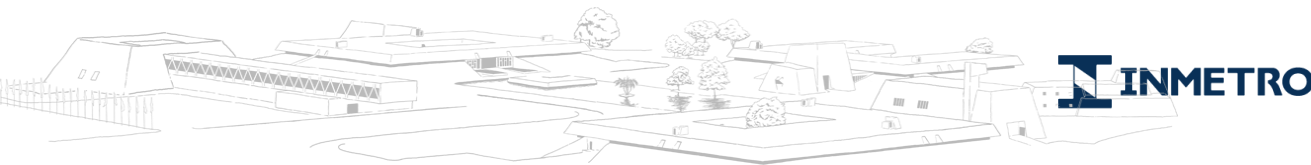




# INMETRO SCHEMES WITH SUSTAINABILITY GOALS







## HOMEPAGE 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)

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

### Articulação Internacional

Procurando algo?

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

- 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

### Workshop de Lançamento da PLATAFORMA BRASILEIRA DE NORMAS VOLUNTÁRIAS DE SUSTENTABILIDADE

I – Quarta-feira, 31 de maio de 2017 – BRASÍLIA – Setor Público

**Café de Boas vindas (30 min, Início às 9:30)**

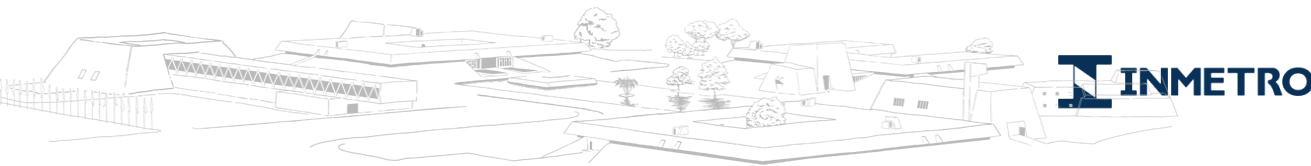
**Sessão de Abertura (30 min – Início às 10:00)** – UNFSS, MDIC, MRE, INMETRO, CNI, CBTC

**PAINEL I (120 min – 10:30-12:30) – Qual o papel dos Organismos de Regulamentação (Governo) em relação às Normas Voluntárias de Sustentabilidade (VSS)?**  
*Nota: Nesta sessão será apresentado o papel dos organismos reguladores em relação às VSS, os programas e iniciativas de suas organizações, como estes afetam as principais partes interessadas (empresas e consumidores) e como o governo usa estes programas para implementar políticas de sustentabilidade.*

**Moderador: Prof. Vera Thorstensen** - Presidente do CBTC/CONMETRO  
**Participantes:** MRE, MAPA, MMA, DIE, CNI

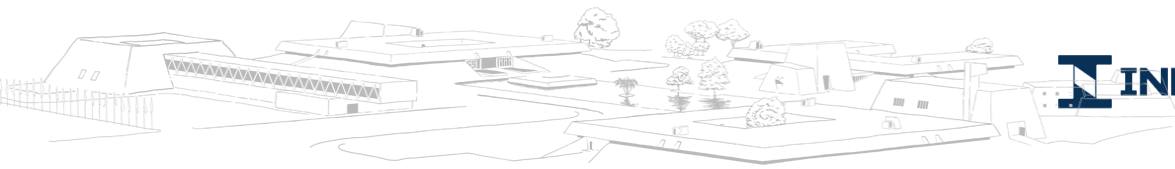
**Produtos e Serviços**

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



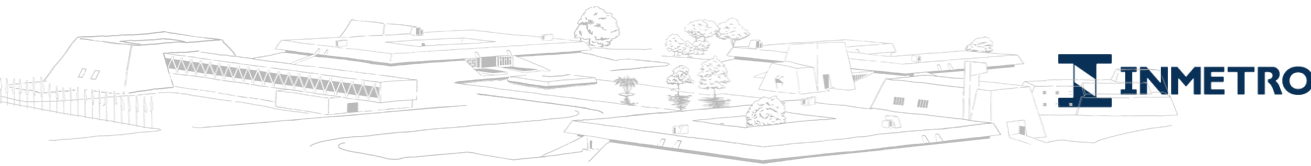
## PRIMARY RESULTS OF BRAZILIAN PLATFORM

- **Launching events in Brasília e São Paulo with 150 stakeholder 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;**
- **Starting the mapping of VSS in Brazil;**
- **Sharing of experiences with partners abroad mainly DIE/MGG group of countries and other National Platforms (India and China);**
- **Proposal of mutual recognition of VSS in Brazilian trade negotiations.**



# LAUNCHMENT EVENTS OF THE BRAZILIAN PLATFORM – BRASÍLIA AND SÃO PAULO

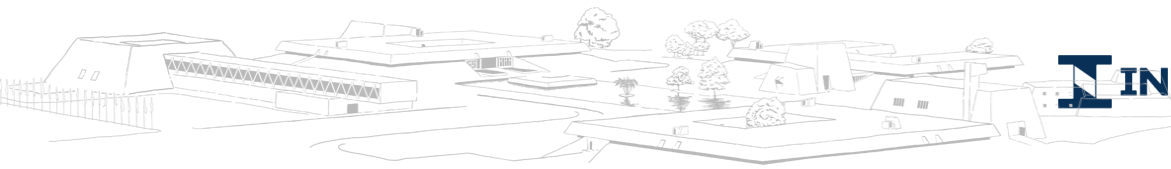




## CONCLUSIONS

- VSS have a huge implication for business (production companies and service providers), they affect mainly SME being important to assess continuously their impact;
- The caotic proliferation of VSS are bad for business, to communicate SDGs to the companies clients and provoke misunderstandings to consumers;
- To National Platforms it will be a plus if UNFSS' work also aim in assessing the impact, gathering stakeholders and pushing them to a cooperative work;
- The cooperative work could fulfil structural gaps like: raising awareness, training, QIS and standards and regulation assessment and promote mutual recognition of the certifications mitigating the proliferation of schemes.





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**MUITO OBRIGADO  
AND  
THANK YOU !!!**

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



**Chamex**  
Apresentamos um Produto  
Sustentável e Certificado

INTERNACIONAL PAPER

**Eu já sabia.**

**Chamex, o primeiro papel certificado pelo Cerflor/Inmetro.**

Apresentamos o Programa Brasileiro de Certificação Florestal e Ambiental pelo INMETRO. Um reconhecimento de qualidade comprometido ao melhor desempenho do setor de papel em utilizar matéria prima e recursos naturais de maneira sustentável no desenvolvimento dos seus produtos. Produtos, em toda sua diversidade, que atuam com responsabilidade ambiental, usa Chamex e compreva o que o meio ambiente já vinha acompanhando de perto.