Global Public Goods (GPGs): Providing trade and market intelligence for informed trade decisions 2023-2028

Presentation to the
European Business Organisation worldwide network

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Co-funded by
the European Union

One project - two components

Impact: To contribute to increased sustainable trade

Outcome: 1. Greater MSMEs competitiveness through better trade related informed decision making

Output: 1.1. Improved **access to trade intelligence** for MSMEs, policy makers, business support organisations and other economic operators

Output: 1.2. Increased **awareness and knowledge on trade intelligence** of MSMEs, policy makers, business support organisations and other economic operators

Outcome: 2. Value chain actors better support MSMEs to understand the role and implications of social and environmental sustainability standards in corporate sustainability due diligence (CSDD) legislation

Output: 2.1. **Enhanced transparency** and support for alignment of social and environmental sustainability standards to support corporate sustainability due diligence in key sectors

Output: 2.2. **Increased awareness** of opportunities & challenges faced by small businesses to participate in due diligence activities

*Component 1
Managed by
Trade and Market Intelligence
(TMI) team*

*Component 2
Managed by
Trade for Sustainable
Development (T4SD) team*

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Component 1

Main project's commitments

Greater MSMEs competitiveness through better trade related informed decision making

Trade and Market Intelligence section (DMD/TMI)

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ITC Market Analyis Tools

- Used by:
  - **Companies:** Entrepreneurs, MSMEs, fortune 500 companies...
  - **Public sector:** Governments, ministries, embassies, government missions abroad, customs...
  - **Business support organisations**, trade and investment promotion agencies....
  - Journalists, Researchers, academics...
- **More than 1.3 million registered accounts**
- Over 11 million visits in 2023

- About **€240 million/year** in trade transactions **facilitated by the ITC market analysis tools** reported by the private sector

- **92% of BSO** state that access to ITC's market analysis tools and related services has helped them **better serve their clients' needs**

- 93% of companies' users report that the tools help them to **reduce the time or cost of obtaining information** they are looking for
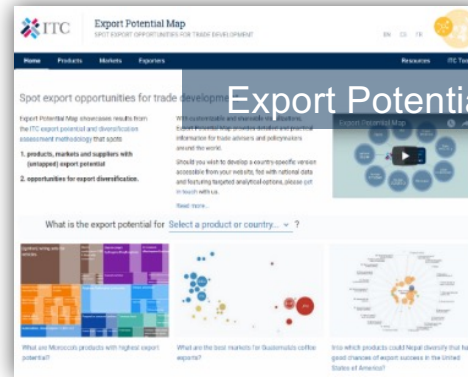
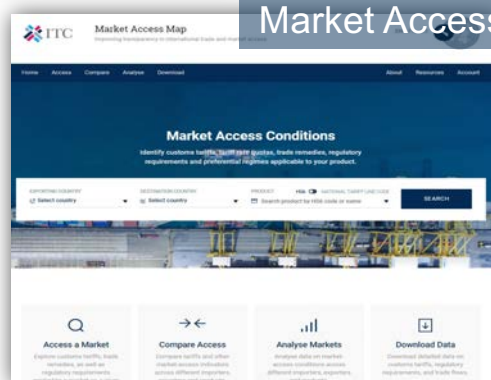# List of GPGs/services covered by the project
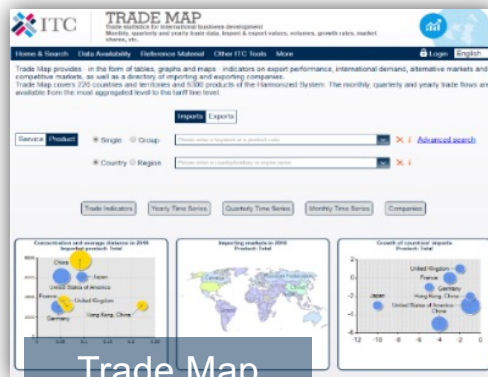
Trade Map

Export Potential Map

Increased knowledge

Market Access Map

MAT portal

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Trade Map

Raison d'être

✓ The **largest free trade data and analytics database** in the world with

- Global coverage of yearly and monthly detailed trade data, down to the HS 6-digit and national tariff line level, incl. for 47 LDCs
- Timely information with an average of 60+ country updated each month (~2-month gap)
- **Contact, product and partner details for more than 2 million companies**
- Services trade data for 182 countries

✓ Available in **5 languages** (English, French, Spanish, Russian, Arabic)

✓ **Over 100,000 users** connecting **every month**

✓ **Will be fully revamped in 2025-2026**

www.trademap.org

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Market Access Map

Raison d'être

✓ Provide accurate, up-to-date and digitized information and analytics on **market access conditions** such as Customs Tariffs, Tariff Rate Quotas, Trade Remedies and regulatory requirements in more than 200 destination markets;

✓ An average of **150 countries** for which tariffs are updated each year;

✓ Tool upgraded in 2019 available in **5 languages** (English, French, Spanish, Russian, Arabic)

✓ Development pages showing **temporary trade measures** (eg during Covid or enacted by government authorities in relation to Russian invasion of Ukraine)

✓ Over 50,000 users connecting every month

https://www.macmap.org/

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Export Potential Map

Raison d'être

✓ Based on a robust economic model and detailed trade, market access, GDP and other data

✓ Dissemination of results through a user-friendly, awarded interface

✓ **Only free application in the world to systematically identify trade growth and diversification opportunities**

✓ Basis for further research into job creation opportunities, trade policy outcomes, value chain development options

✓ Attracts ~150,000 users annually (+13% of monthly visits between 2021-2022)

https://exportpotential.intracen.org/

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Market Analysis Tools Portal

Raison d'être

✓ One-stop-shop to access all tools

✓ Country Profile with one key indicator from each tool

✓ Access to newsletters, learning corner, social media pages

✓ Will be upgraded in 2025-2026

https://marketanalysis.intracen.org/

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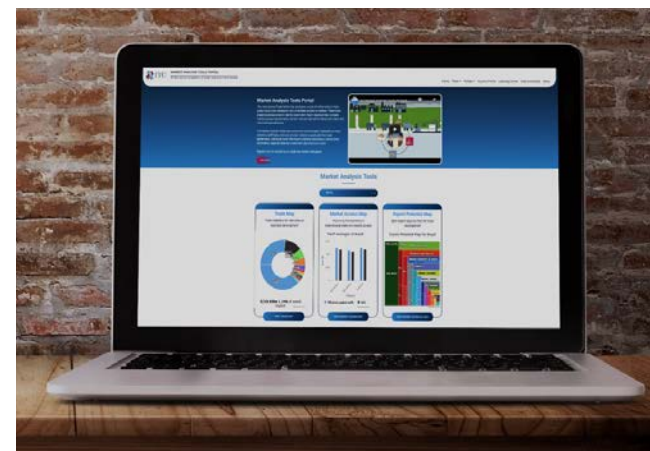
Increased knowledge

Planned activities

✓ **Raise awareness of ITC market analysis tools** as a global public good through online materials and marketing campaign (eg. social media pages, participation to events, press release for new Trade Map, promotional videos)

✓ Manage client relations responding to technical and general enquiries about ITC market analysis tools

✓ Train 3,000 economic operators / year on international trade issues and use of the tools through online **ITC SME Trade Academy (8 courses per year on Trade Map and Market Access Map)**

✓ Release quarterly newsletters about trade and market intelligence, containing news about market analysis tools

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Engaging with EBO

Webinars for European Business Organisation worldwide network

Purpose: to deliver online presentation about the tools, or the related regional/continental platforms (for instance, like the live webinars about ATO that ITC/TMI delivered dedicated presentation of the Market tools for EUD

Format: Online

Examples of collaboration with BSO

Training programmes for BSO staff members to improve their market research services

Training programmes for BSO staff members to certify trainers on Trade Map and Market Access Map (eg European Chamber of Commerce of The Philippines)

(Not part of the current project - shared as example)

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Component 2

Main project's commitments

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T4SD Programme

Division of Sustainable and Inclusive Trade

Green and Inclusive Value Chains Section

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T4SD Progamme: existing solutions

Standards Map

Sustainability Map

Business Sustainability Assessment

Customized Digital Solutions

Knowledge Sharing

Providing essential, accessible information, making it easier to commit to sustainability – especially for small businesseses – and creating value and alignment across industries

Lending expertise and collaborating with others for expanded impact

Furthering understanding and evolving strategies around sustainable trade

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Component 2: Overview

OUTCOME:
Value chain actors better support MSMEs to understand the role and implications of social and environmental sustainability standards in corporate sustainability due diligence (CSDD) legislation

"Standards Map Database"

Output 1: Enhanced transparency and support for alignment of social and environmental sustainability standards to support corporate sustainability due diligence in key sectors

"Dissemination to MSMEs"

Output 2: Increased awareness of opportunities & challenges faced by small businesses to participate in due diligence activities

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Component 2: Outputs & Activities

Output 1: Enhanced transparency and support for alignment of social and environmental sustainability standards to support corporate sustainability due diligence in key sectors

Activity

1.1 Identify, reference and update analysis of sustainability standards in T4SD website (global public tool)

1.2 Maintain and improve taxonomy and functionalities of the T4SD Data Entry Tool for in-depth analysis of standards systems

1.3 Improve ITC Standards Map website functionalities to display information related to due diligence criteria

1.4 Engage with sustainability standards and value chain actors to enhance transparency on their due diligence engagements

1.5 Scale-up alignment assessments of sustainability standards with OECD in key sectors

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Component 2: Outputs & Activities

Output 2: Increased awareness of opportunities & challenges faced by small businesses to participate in due diligence activities

Activity

2.1 Develop an online due diligence self-assessment questionnaire for companies to assess their compliance against corporate sustainability due diligence directive (CS3D) and analyze gaps

2.2 Build capacity of BSOs and their staff on CS3D and the use of the self-assessment questionnaire (through training and awareness-raising sessions)

2.3 Deploy the self-assessment questionnaire in pilot countries within small businesses working in sectors such as textiles or mining

2.4 Collect, aggregate and analyze data and produce aggregated results of self-assessments questionnaires

2.5 Organize multistakeholder roundtables with participating small businesses (diagnostics) on implications of CS3D for small businesses in developing countries to present feedback from implementation in the field and challenges/opportunities identified

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Component 2

Indicative workplan

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2024 - 2028

	Year 1				Year 2				Year 3				Year 4				Year 5			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4

Output 2.1.: Enhanced transparency and support for alignment of social and environmental sustainability standards to support corporate sustainability due diligence in key sectors

Inception phase

Activity 2.1.1: Identify, reference and update analysis of sustainability standards in Standards Map website (global public good online tool)

Activity 2.1.2: Maintain and improve taxonomy and functionalities of the T4SD Data Entry Tool for in-depth analysis of standards systems — *Maintenance ongoing*

Activity 2.1.3: Improve ITC Standards Map website functionalities to display information related to due diligence criteria

Activity 2.1.4: Engage with sustainability standards and value chain actors to enhance transparency on their due diligence engagements

Activity 2.1.5: Scale-up alignment assessments of sustainability standards with OECD in key sectors — *Agri*

Output 2.2.: Increased awareness of opportunities and challenges faced by small businesses to participate in due diligence activities

Activity 2.2.1: Develop an online due diligence self-assessment questionnaire for companies to assess their compliance against corporate sustainability due diligence directive (CS3D) and analyse gaps

Activity 2.2.2: Build capacity of BSOs and their staff on CS3D and the use of the self-assessment questionnaire (through training and awareness-raising sessions) — *Testing of online prototype possible* / *TOTs*

Activity 2.2.3: Deploy the self-assessment questionnaire in pilot countries within small businesses working in sectors such as textiles or mining

Activity 2.2.4: Collect, aggregate, and analyse data and produce aggregated results of self-assessments questionnaires

Activity 2.2.5: Organize multistakeholder roundtables with participating small businesses on the implications of CS3D for small businesses in developing countries to present feedback from implementation in the field

Ongoing inception phase (June 2024)

- **Output 1:**
  - Ongoing work on adjusting existing Standards Map database criteria - to extend scope of application from HR to environmental DD

- **Output 2:**
  - Existing first draft of the HREDD self-assessment questionnaire (SAQ) from 2023, with CS3D requirements interpretation (XLS-based) in agriculture sector: to be updated and adapted

  - Scoping the scenarios for piloting:
    - Demand-driven context (interested BSOs), synergies with other existing or emerging EU-funded projects or initiatives (example MADE in Myanmar, others?)
    - BSOs with personnel and high absorptive capacity
    - Sectors TBD: agriculture, textiles/apparel, mining/CRMs
    - Approximately three (3) BSOs to be trained, 8-10 personnel in each

  - Plan for implementation in late 2024 & into 2025:
    - Online tool prototyping in early 2025, by Sept 2025 'ready to market'
    - ToTs with BSOs in selected sectors from ~Sept 2025
    - Deployment in countries earliest end of 2025

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Discussion questions

❑ Component 2:

    ❑ Are there any synergies with national or regional initiatives in the macro-regions?
       Example: MADE in Myanmar (EuroCham Myanmar)
    ❑ Suggestions for countries/sectors/BSOs with high potential: demand-driven

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THANK YOU!

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