

# Prioritizing SPS investments for market access (P-IMA)

CAREC Regional Workshop on  
Modernizing SPS Measures

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## Context

- Several different SPS investment needs exist
- Resource constraints (government and donors)
- Decision-making processes sometimes ad hoc or not very transparent
- Resources not always targeted to where they're likely to have greatest impact



## P-IMA Framework

### Benefits

- Enhanced public-private dialogue
- Evidence to support project design and fundraising
- More awareness about the value of investing in SPS capacity
- Increased transparency and accountability
- Greater resource efficiency



***Complements sector-specific SPS capacity evaluation tools***

## How has P-IMA been used?

- To prioritize SPS investments in 12 countries
- To inform other decision-making processes:
  - trade facilitation interventions in Malawi
  - agriculture developing planning in Belize
  - phytosanitary investments in Tajikistan

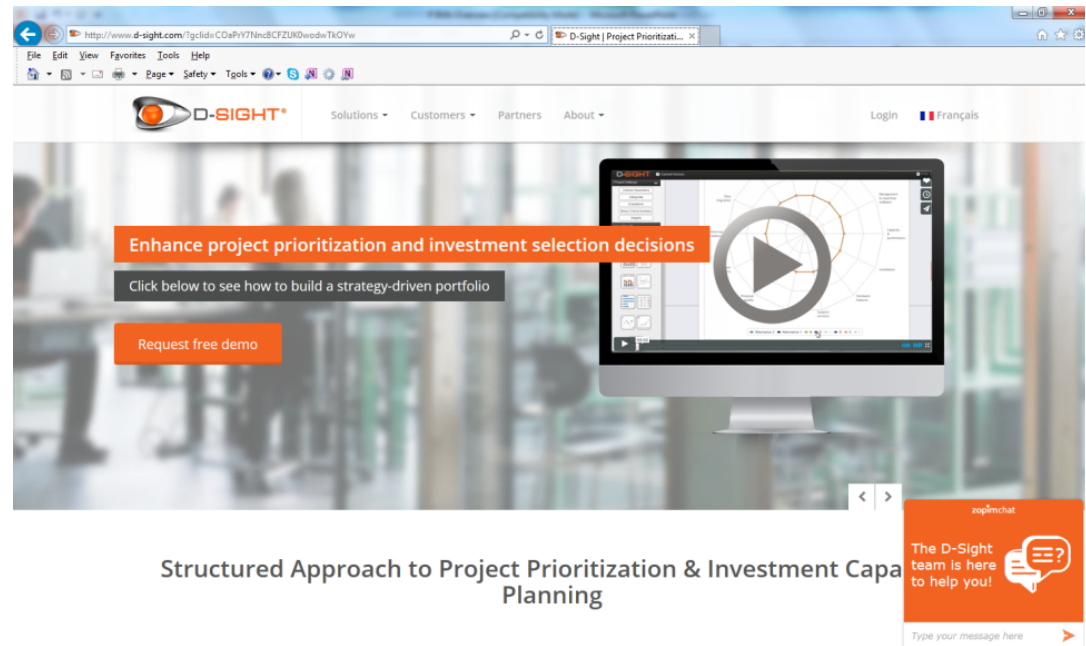
## How does P-IMA Work?

- **Flexibility:** Can prioritize several different SPS investment options, using diverse decision criteria (measured in different ways)
- **Pragmatism:** Uses best data and information available
- **Participation:** Diverse public and private stakeholders involved
- **Transparency:** All data/information used and rankings can be scrutinized and challenged

# SIDF

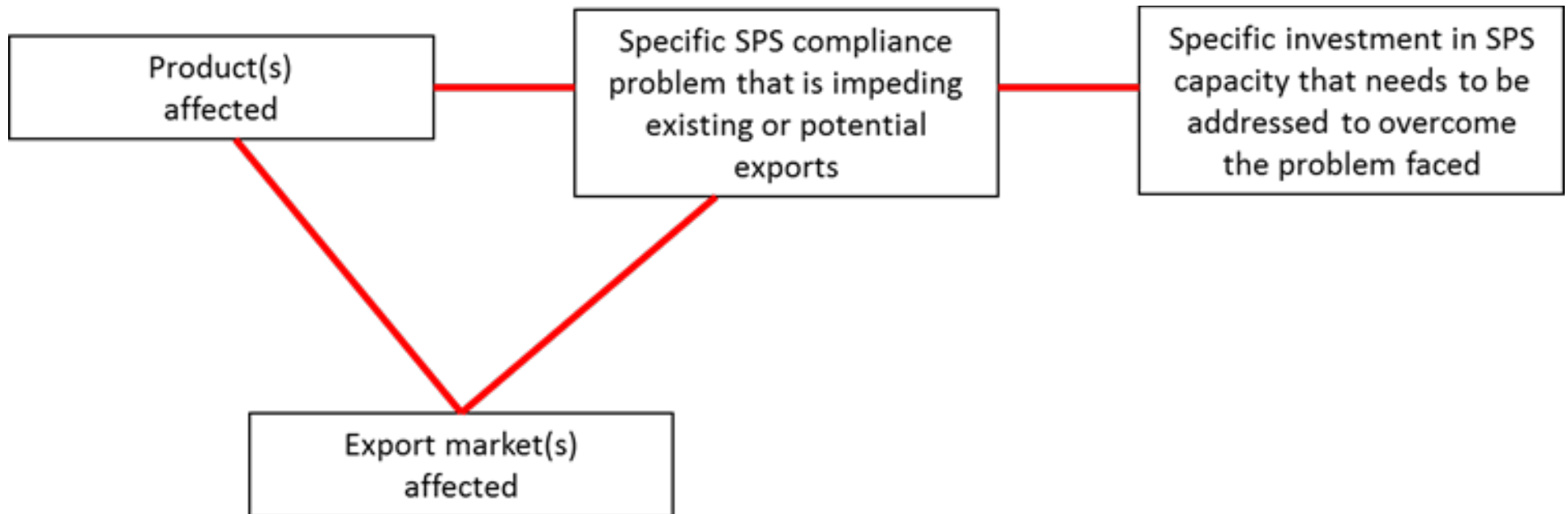
## Process:

1. Compile existing relevant information
2. Identify the SPS investment options
3. Define the decision criteria and weights
4. Collect data / information
5. Compare the options based on decision criteria
6. Calculate priorities using MCDA
7. Discuss, review and validate priorities with stakeholders, and follow-up



D-Sight ([www.d-sight.com](http://www.d-sight.com))

## Definition of SPS investment options



## Decision criteria

### Cost / difficulty of implementation:

- Up-front investments
- Ongoing costs
- Difficulty of implementation

### Trade impacts:

- Growth/avoided losses in value of exports
- Diversification of exports
- International reputation/new market access
- Capacity to prevent future problems

### Wider impacts on agri-food sector (domestic spillovers)

- Agricultural/fisheries productivity
- Domestic public health
- Environmental protection

### Social impacts:

- Poverty
- Vulnerable groups (women, small farmers, disadvantaged areas, etc.)
- Employment



## Reported Benefits

- Greater awareness about impact of SPS investments on broader development goals
- Compelling evidence to support project development
- More coherent funding requests
- Helped to mobilize resources
- Strengthened public-private dialogue
- Avoided “bad” investment decisions

*"Use of P-IMA helped to integrate SPS priorities in agriculture sector investment plans under the Comprehensive Africa Agriculture Development Programme", Martha Byanyima, COMESA Secretariat*

## Ongoing work in Tajikistan (FAO)

- Formulate a project on addressing priority phytosanitary challenges for exporting agricultural crops:
  - ✓ two products
  - ✓ 3-4 potential markets for each product
- Stakeholder consultations (March 2018) to discuss project implementation strategy and work plan





## Going Forward

- Build awareness and capacity among SPS stakeholders (public and private)
- P-IMA focused applications to STDF
- Mainstream SPS investments in national trade and agriculture development plans (Options to link to National Export Strategies)
- Monitor and disseminate experiences and results

More on P-IMA: [www.standardsfacility.org/p-ima](http://www.standardsfacility.org/p-ima)