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# QUALITY INFRASTRUCTURE & QUALITY POLICY DEVELOPMENT

*EVENT: BRAZIL'S STRATEGY FOR QUALITY INFRASTRUCTURE: A POLICY UNDER DEVELOPMENT*

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## Outline

1. UNIDO's Approach to **Quality Infrastructure**
  1. Expertise and work on standards and quality
  2. Enabling functions of QI
  3. Quality along the Value Chain
  4. Strategic partnerships
  5. UNIDO tools supporting policy implementation
2. UNIDO's Approach to **Quality Policy Development**
  1. Quality Policy trilogy
  2. QP development
3. Quality Policy **Action Plans**
  1. Elements of the QP and implementation plan and strategy
  2. UNIDO's action for NQIP implementation



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# 1. UNIDO's APPROACH TO QUALITY INFRASTRUCTURE



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## UNIDO's work on Standards & Quality



UNIDO's systemic  
approach to  
standards &  
quality

UNIDO's service  
module on  
standards &  
quality

UNIDO's unique  
value added

UNIDO tools &  
methodologies

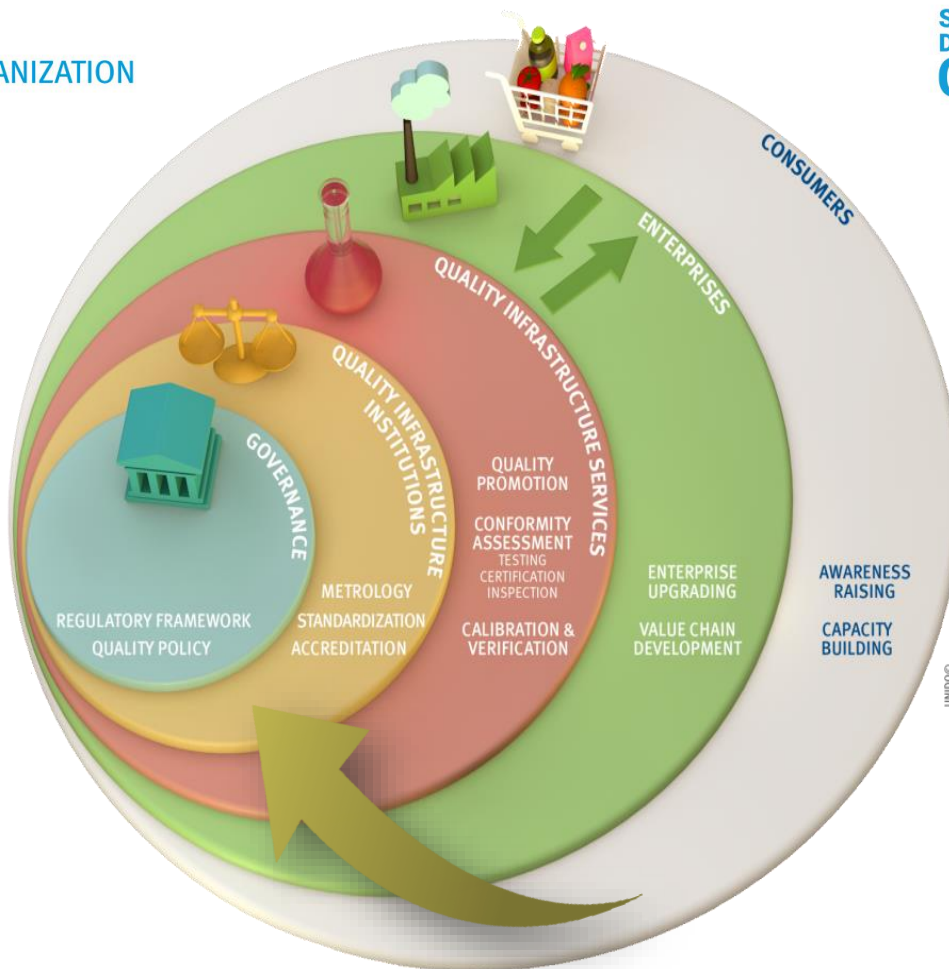


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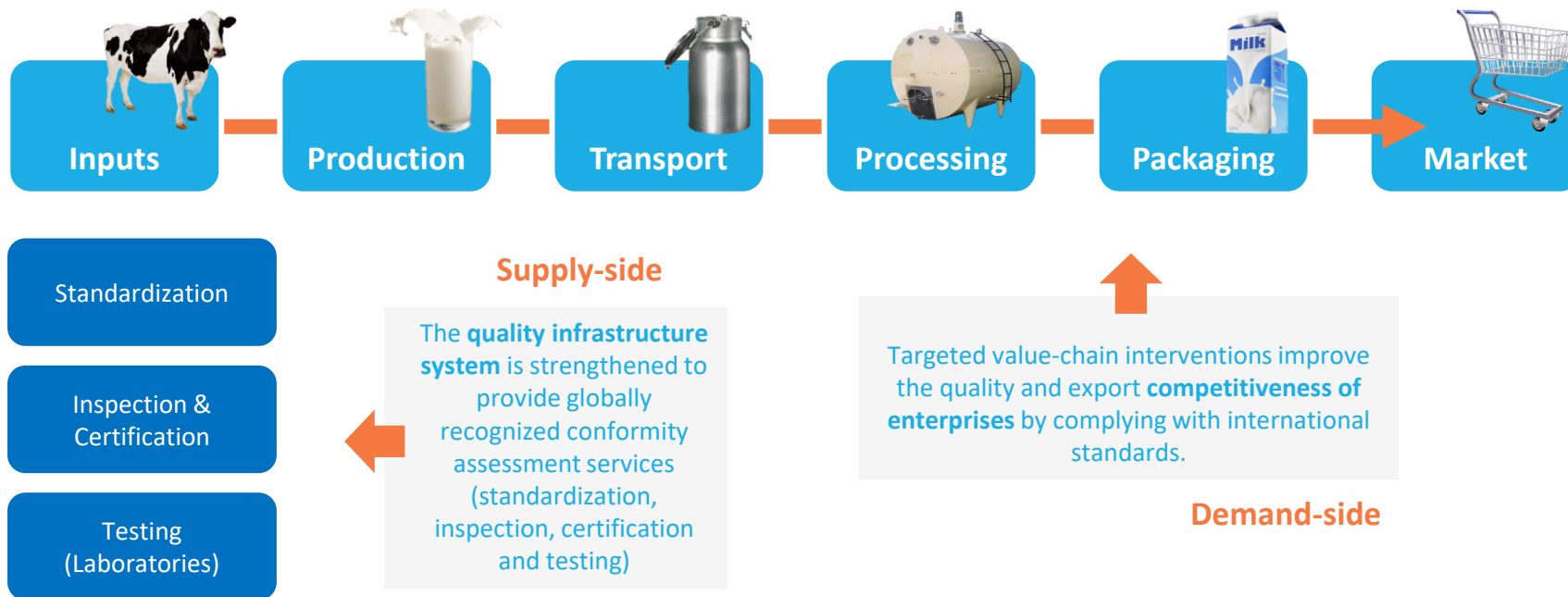
## UNIDO QI approach

- ➔ STANDARDS AND QUALITY FOR MARKET ACCESS
- ➔ FOLLOWING A SYSTEMIC APPROACH TO QI DEVELOPMENT
- ➔ DRIVEN BY PRIVATE SECTOR NEEDS





## Quality along the Value Chain







## UNIDO tools supporting policy implementation

Category	Target Audience	Tools & Methodologies
<b>QI Observatory</b>  <i>(macro- level)</i>	Policy makers	Quality Infrastructure Development Index
		Standards Compliance Analytics
		<b>Quality Policy Programme</b>
		Trade Capacity Building Resource Guide <i>(who is who in providing QI-related TC)</i>
		Laboratory Policy guidelines for development and Implementation
<b>QI Assessment</b>  <i>(meso-level)</i>	QI Institutions and CABs	Laboratory Network
		Quality Infrastructure for Trade Facilitation Toolkit
<b>Quality Roadmap</b>  <i>(micro –level)</i>	Enterprises and consumers	Quality along the Value Chain Methodology
		Quality Management (A Roadmap to Quality)
		SME upgrading
		Culture for Quality

### CAPACITY BUILDING



PT  
version



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knowledge  
hub

SUSTAINABLE  
DEVELOPMENT  
GOALS

## UNIDO tools supporting policy implementation

### Online Trainings

Quality Infrastructure and Trade

**Quality Policy**

Quality Management

Good Governance in QI

Innovation Management

Good Standardization Practice  
(ISO)



**392**

ONLINE  
RESOURCES  
(PUBLICATIONS)





## QI for Sustainable Development Index (QI4SD)

BRAZIL

The QI4SD Index summarizes the state of development of Quality Infrastructure (QI) readiness to support the Sustainable Development Goals (SDGs). The value of the QI4SD Index for Brazil is 58.3, placing the nation in the 29th position for the countries assessed.

### QI4SD INDEX

58.3

29th world rank

### THE 5 DIMENSIONS

Metrology

Standardization

Conformity assessment

Accreditation

Policy

No data available

2nd regional rank

### THE 3 PS

People

Planet

Prosperity

### QI4SD INDEX website

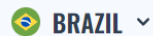
- Summarizes the overall state of development of a country's and/or region's QI readiness to support the SDGs.
- Index composed by 36 indicators and made out of 5 dimensions: metrology, standardization, conformity assessment, accreditation and policy.
- Related to the 3Ps of the SDGs: People, Planet and Prosperity
- Data and composite results available for 137 countries worldwide.
- Data that supports policy processes and national implementation plans for achieving the SDGs

[Available here](#)





## QI for Sustainable Development Index (QI4SD)



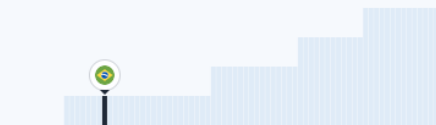
BRAZIL



POLICY

Participation In capacity building programmes

Value: 1 (62nd of 80 countries)



Support and funding for quality policy

No (like 15% of countries)



Stakeholder Involvement of quality policy

No data available



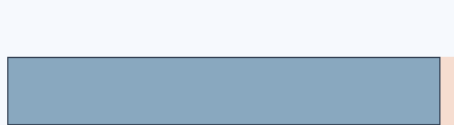
Monitoring and evaluation for quality policy

No data available



Quality policy In place

Yes (like 95% of countries)



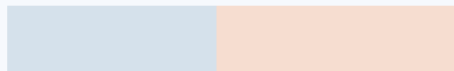
Government/political endorsement for quality policy

Yes (like 87% of countries)



Consideration of diversity in quality policy

No data available



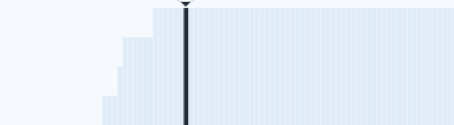
Reviewing and updating for quality policy

No data available



Dimensions of QI addressed by quality policy

Value: 4 (54th of 86 countries)



Government approval of quality policy

Yes (like 81% of countries)



Implementation plan for quality policy

No data available





## Standards Compliance Analytics



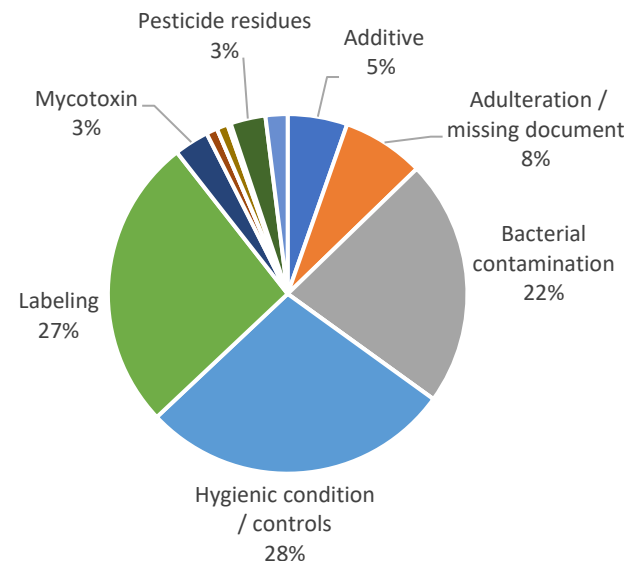
- **EXPLORE** global trends in standards compliance, challenges and exporting countries' global performance
- **COMPARE** neighbours, rivals or partners' performance in different markets, products, specific compliance challenges
- **ASSESS** exporting countries performance in specific markets, their compliance challenges in specific products

Informs policy development and technical assistance to navigate and focus efforts in addressing compliance issues.

[Website available here](#)

### Country profile: Brazil

#### Frequency of Reasons for Rejections (%) for Food & Feed HS1-23 Brazilian exports by market in 2020





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## SMART QI

What is Smart QI and how will it affect the future of industrialization? A collaborative effort is required to ensure that the digital transformation of QI serves a bigger cause, thereby contributing to the sustainability paradigm.

[Available online](#)

[Summary available in Portuguese](#)



Global discussion on  
Smart QI

UNIDO, ISO, IAF, and TIC Council  
[Video recording](#)



EN

ES (coming up)



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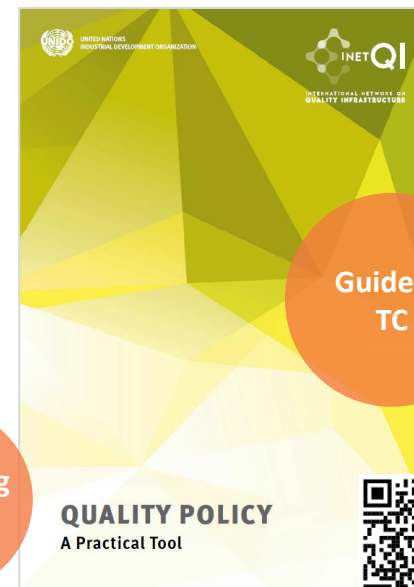
## 2. UNIDO'S APPROACH TO QUALITY POLICY DEVELOPMENT



## Quality Policy Trilogy

### OBJECTIVE

To help stakeholders to develop a quality policy and a robust quality infrastructure to **promote national, regional and international trade, environmental sustainability and societal wellbeing.**







## Quality Policy: Guiding principles

Coherence

Governance

Inclusiveness

Sustainability

Optimization





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## Quality Policy: Technical Guide

**WHY?** The guide explains how quality policy and quality infrastructure **support effective trade**.

**WHAT?** It lists all the **main elements of a quality policy**: vision, goals, objectives, outcomes and measures; and stresses government's commitment as a prerequisite for success.

**WHERE?** The guide highlights the need for national, regional and international contextualization and can be used for the development of **national and regional quality policies**.

**WHO?** **All stakeholders**, including government, private sector, non-governmental organizations, civil society, international development partners and media **should participate** in quality policy development.

**HOW?** By presenting various elements of a quality policy, the Guide offers policymakers **"building blocks"** and clarifies the available options for quality policy and quality infrastructure development.





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## Quality Policy: Practical Tool

### Detailed Guidance in every Step

- Intended Outcome
- Why?
- Who?
- What and How?
- Challenges and mitigation measures

### Case Stories

- Best practices from around the world



+ Glossary of Terms

+ Examples

+ Templates



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## Step-by-step Tool for NQP Development

### 1 Do the groundwork

Make sure there is a clear sense of ownership and coordination from top levels of government

### 2 Conduct Strategic Planning

Define priorities and allocate resources

### 3 Prepare draft NQP and build consensus

Provide for transparent consensus building and assure coherence

### 4 Obtain approval

Incorporate as part of national policy

### 5 Deploy the NQP

Ensure effective and sustainable implementation

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# Development of a Roadmap for the National Quality Infrastructure System & Implementation of the National Laboratory Policy in Colombia



Contributions in the construction of Colombia's Quality Policy through the **Safe+** Programme

## Results

- Strengthening of the National Quality Infrastructure with a focus on cosmetics with natural ingredients
- Adoption of good international practices
- Implementation of OECD GLP in Colombia
- Design of the National Laboratory Policy





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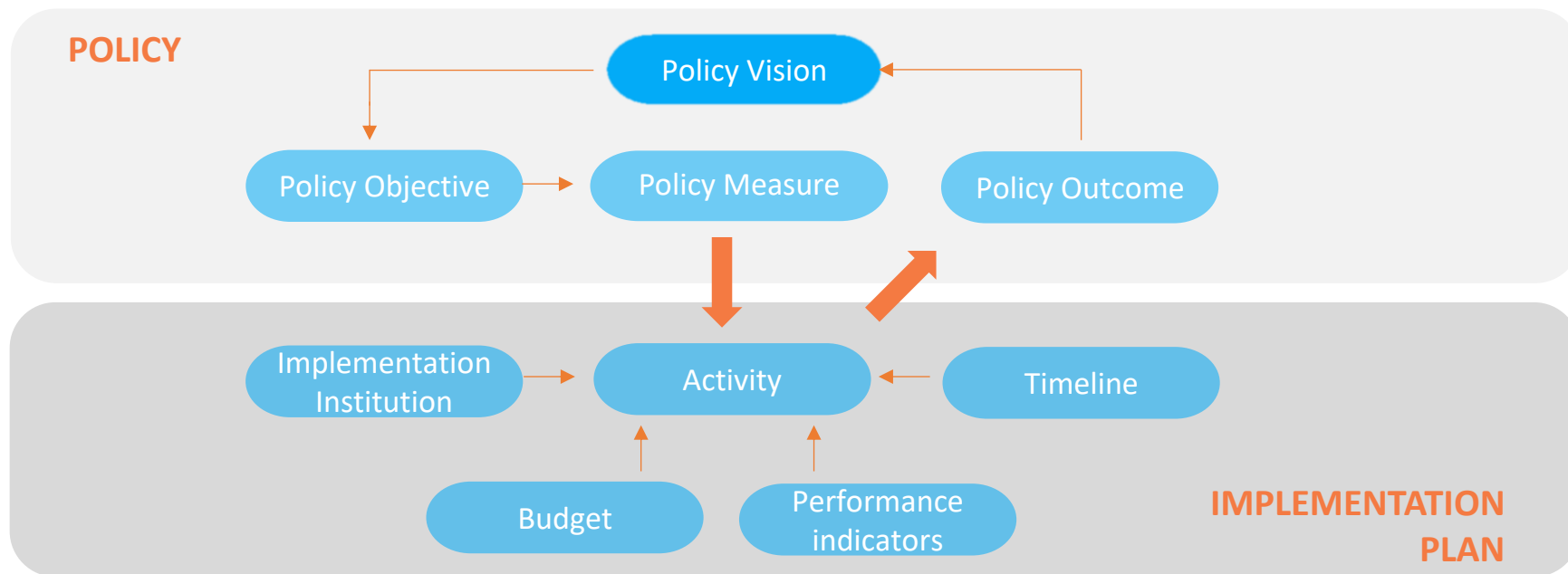


## 3. QUALITY POLICY ACTION PLANS





## Elements of the QP and implementation Plan and strategy





## UNIDO's actions for NQP implementation

### Contribution to the Strategy and Action Plans formulation

Holistic and inclusive approach, involving QI experts, relevant ministries, NQI institutions, associations (producers/consumers) and other stakeholders

01. Data  
Collection &  
Questionnaires

02. Workshops  
with relevant  
stakeholders

03. Preparation  
of Strategy and  
Action Plans  
drafts

04. National  
Validation  
workshop

**STRATEGY  
ACTION  
PLAN**  
per QI pillar &  
cross-cutting  
issues

Specific activities and expected outcomes for each of the Quality Policy objectives and measures ensure the realization of the Quality Policy vision

- Objectives
- Activities & Outcomes
- Timeline & Responsibilities
- Indicative budget



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## UNIDO, the ideal partner to accelerate the modernization of the Brazilian QI system

- Brazil's wish to strengthen its QI system and modernize its regulatory framework
- UNIDO, with its long-standing expertise in QI policy development, is ready to contribute to Brazil's objectives



ASSOCIAÇÃO  
BRASILEIRA  
DE NORMAS  
TÉCNICAS





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# THANK YOU!

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