



Measuring Effectiveness in Enquiry Points

Outline

- I will cover
 - Article 10
 - are we doing the best we can?
 - how could we measure “best practice”?
 - some benefits from measuring “best practice”
 - steps that would be required to measure “best practice”

Questions to ask ourselves

- Are enquiry points fulfilling the requirements of Article 10?
- Are they helping to fulfil the intent of the Agreement as a whole?
- Are we satisfied with the performance of our Enquiry Points?
- Are we operating at our most effective levels?

More questions to ask ourselves

- Is there room for improvement?
- Do we keep statistics?
- Is there regular dialogue with other Enquiry Points?
- What are the answers to these questions? What is the measure to compare Enquiry Points against?

What information is available?

- Attendance at these meetings
- Triennial reviews
- Excellent information in JOB(07)/139
- TBT surveys
- But it's not all in one database

What else do we need to know to measure performance against best practice?

Suggestion

Implement some form of Benchmarking

- Acknowledging the diversity among National Enquiry Points
- Developed/Developing/Least Developed countries
- Widely varying roles, structures and governance, but they all answer enquiries.

Benchmarking

What is benchmarking?

- Collection, analysis and reporting of relevant information
- The use of that information to guide improvement
- **BIG MAC!**

Benchmarking

How would it help?

- Compare results to:
 - Identify areas where other Enquiry Points are doing better, and why
 - Identify how our own Enquiry Point can do better
 - Identify where mentoring and advice can be found
 - Identify operational benefits to Enquiry Points

What Benefits?

- Enquiry points can learn from those that are more effective
- Capacity building
 - More effective processes
 - Improve the use of resources
 - Improve performance
 - Better service to stakeholders
- More information sharing
- Development of new services
- Support for strategic goals

Suggested action plan

- Work with TBT Secretariat/Committee
 - Working group?
 - Alignment with WTO strategic objectives and TBT Article 10
- Identify what to measure
 - Acknowledge limitations
- Stocktake existing information
- Determine how best to gather information and where to host it

Action plan, continued

- Gather information from Enquiry Points
- Identify “best in class” for each measure
- Invite Enquiry Points to compare themselves and set improvement targets
- Repeat at regular intervals to measure changes

So... things to consider

- Can our enquiry points perform more effectively?
- How do we find the gaps in performance?
- A benchmarking exercise would
 - help drive improvements
 - help fulfil the Enquiry Point objectives of the TBT Agreement
 - provide better service to stakeholders