



# PRONTO

## Productivity, Non-Tariff Measures and Openness

### **Publishable Project Summary Part 4.1.4** **impact, dissemination, & exploitation**

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### 1. Potential Impact and Relevance

As noted in the project summary, the PRONTO (Productivity, Non-Tariff Measures and Openness) project has been concerned with the policy relevance of non-tariff measures (NTMs) affecting international trade and investment flows. NTMs are a primary focus of the European Union's external trade and investment policy strategies, and for this reason the research conducted under PRONTO has socio-economic policy relevance, in addition to the scientific outcomes of the project.

Although the research team has been European, the results will have impacts well outside the EU. First, it must be remembered that the non-tariff measures (NTMs) that are the focus of the project have impacts on both EU and non-EU trading partners, in terms of both restricting their trade and investment directly and by diverting trade and investment towards member states which may find it easier to overcome the NTM barriers studied. Furthermore, if NTMs influence the productivity of European firms, this will have an impact on EU exports to the US, Japan, and other countries. Thus, understanding the impact of NTMs on the EU has important implications for understanding their impact outside the EU and for the potential for mutually beneficial coordination on NTMs. In addition, by laying out methodologies for the study, quantification, and use of NTMs in research, the projects findings will have a large influence on the study of these issues even when the focus is elsewhere. Thus, the analysis will both enrich our understanding of the global issues surrounding NTMs and on the academic study of these policies. Finally, although the research team is European, among the goals of the project has been identification of the impacts of NTMs on other countries, most notably the EU's developing country trading partners.

The results of the project with respect to measurement include: (i) identification of existing methods and extension of those methods for better classification of NTMs; (ii) collection and organization of existing data and generation of new data on NTMs; (iii) mapping from raw regulatory data to policy-focused quantitative measures; (iv) and identification and analysis of broad patterns of NTM incidence, in terms of countries, regions, and sectors. The result of this research both fed into project work on the impact of NTMs, and into a publicly available dataset that reflects extensive processing, clean-up, and integration of individual datasets, and development of new composite measures based on principal component analysis (PCA). The data series hosted on the database portal, as discussed in other parts of this publishable summary, will be a lasting legacy of the project. The project team will work to update the

database on the portal after the FP-7 funded phase of the project. The network will continue to support collaboration between international agencies and researchers.

The project outcomes themselves, again as summarized elsewhere in this report, are relevant for both the policy and scientific communities, and their impacts will live beyond the 4-year life of the project. The data themselves have been structured to allow for regular updating and extension to serve the needs of the policy and research community. The data and methodology elements of this project should benefit the broader public by improving the ability of our elected representatives to negotiate new, deeper trade and investment agreements by better understanding the role of NTMs in affecting economic integration. Civil society should benefit as well from a better understanding of the impact of NTMs on broad socio-economic objectives. In general, adhering to the belief that democratic societies benefit from more information, as this is an important public policy area, the information generation and dissemination tasks under this project should improve the public policy dialog on NTMs.

## 2. Dissemination

### *Overview*

The entire purpose of the dissemination elements of the project been to ensure that the output of the PRONTO project is made known to interested parties from academic and policy circles, as well as the public at large. This was done through three key methods: construction of a webpage, routine efforts to advertise the project, and finally the organisation of events that engaged all relevant stakeholders. The first of these, development of a dissemination plan, was completed at the beginning of the project. The other activities linked to dissemination continued through the life of the project.

The dissemination plan itself was developed during the first reporting period, setting the strategy for the project communication and exploitation activities. The plan identified the project stakeholders (PRONTO partner networks, the Economic and the Scientific Community and policy makers, ex: European Commission: DG Trade, WTO, ITC, UNCTAD, UNITC, World Bank, OECD, central banks, etc) and outlined the tools and channels to be used to reach the relevant targeted audiences and the general public.

### *The Website*

From the beginning, the dissemination plan featured the setup and regular updating of the project website. The project webpage can be found at <http://www.prontonetwork.org>. This website hosts PRONTO-driven research, a database on NTM methodology, and the PRONTO data portal. The last two points reflect support work related to dissemination of the methodology inventory and databases developed under the PRONTO project. The site not only works to advertise the output of the project, but also serves as a springboard for further activity among PRONTO members as well as the general research community. In particular, the one-stop-shopping data portal benefits both academic and non-academic researchers (including government institutions, other policy bodies, and the private sector). The database portal provides, in our view, a unique, valuable access to data on NTMs for the research and

policy community alike that will extend well beyond the FP7 funding period for this project. It has been structured, in cooperation with a number of agencies that provide primary source data, to allow for periodic post-FP7 updating of the indicators (such as the PCA-based NTM indexes) generated in the PRONTO project.

A key feature with respect to the website has been the data portal, which brings together the data used and developed in the project makes the link to the NTM data that have been collected by international organisations. The cooperation with the international organisations has been much appreciated and highly productive, in addition to the provision of data by the project partners.

The NTM Data portal has the following features:

- Documentation of source data;
- Datasets and guide to source data indexed by importing country, partners (where applicable), product codes (HS, WIOD/ISIC, GTAP), and MAST classification chapters;
- PRONTO datasets that will be updated periodically to reflect changes in the HS classification and eBOPS schemes;
- Concordance files that help working with NTM data;
- Interactive tables and graphs that support assessing data availability and NTM patterns;
- R and Stata scripts that access a MySQL instance of the PRONTO data, and thus load data directly into these programs;
- Sample script for replication exercises.

The NTM Data portal has been presented to the community of researchers, practitioners and policy-makers and was promoted at various events, like the ETSG conference, the World Trade Forum, the MAST meeting and the EAAE conference. This then serves to implement all the objectives in WP8.

#### *Logos and Newsletters*

Our dissemination strategy has also included distribution of tangible material (PRONTO logo coffee mugs, a PRONTO brochure, etc.) and intangible (widely circulated biannual newsletters) items. As with the website, while these called attention to the research output of the project, they were also geared to disseminate the data availability via PRONTO to relevant researchers.

A project **e-newsletter** was produced every six months by CEPR outlining the latest updates from each work package, information on upcoming and past events and access PRONTO working papers. Furthermore, a researcher's profile section featuring key PRONTO investigators was included in several editions.

Seven newsletters were sent out throughout the project. The e-newsletters have been based on partners' contributions, designed and edited by CEPR and distributed to different stakeholders (scientific organisations, policy makers and other interested parties).

### *Publication and Presentation*

Another element of dissemination and exploitation has been the publication of project research, as working papers, articles, and also as a (forthcoming) volume with Cambridge University Press. PRONTO participating institutions have published working papers based on PRONTO research, while working papers based on PRONTO research and resulting outputs have also been published on the PRONTO website itself (with periodic updates). Final versions of all working papers and data are also hosted on the WTI working paper repository (linked to the University of Bern's open access platform). This includes all papers/reports and related data for the project. Project partners have also present project results in international conferences, while related papers have also been submitted for publication at scientific journals. Given the time lag when publishing in economics, these papers will generally not be in print yet during the final reporting period, though several are already in press. Finally, based on PRONTO team research, a book volume with the Cambridge University Press has been accepted and is under editorial review.

Together, these various efforts have served to get the PRONTO name in front of a wide-ranging group of interested parties. These efforts will continue to pay off as the resulting data are updated and exploited by the research community.

### *Events and Conferences*

Throughout the project, several dissemination events and conferences took place. Project partner CEPR organised a Kick Off Meeting in Brussels and the Annual and the Final Conferences in Vienna with the local support of partner WIIW. The public events were well attended by practitioners and policy makers, as well as by prominent researchers from outside of the project network. Apart from that, two Dissemination Workshops were organised by Ecorys in Amsterdam and by PSE in Paris. Here we describe these events.

The First PRONTO Dissemination Workshop was organized by partner ECORYS over 27-28 May 2015. This event was held at Vrije Universiteit Amsterdam. The main topics discussed were the representation of NTMs across different data-sources were held, as well as recent developments with regard to data improvement. The event was organised in close cooperation with stakeholder agencies (WTI, UNCTAD, ITC).

We also organized annual conferences, as well as a final capstone conference. The project started with a Kick Off Meeting, organised by CEPR, which was held the 12-13 May 2014 in Brussels. During the 2-day event the PRONTO Team presented an overview and summary of immediate work-plan and deliverables, followed by a group discussion. Among other topics, the meeting focused on how to consolidate and develop the data and how to quantify economic, social and environmental impacts of NTMs.

The PRONTO Annual Conference, 25-26 February 2016 took place at the WIIW in Vienna and was jointly organised by CEPR and WIIW. This dissemination event aimed at promoting the project activities among different stakeholders and gathering feedback from partner organisations, the scientific community and practitioners from the field. A round table discussion on data availability was organised. The conference was followed by a meeting with

the Supervisory Board and a management meeting. During the conference, participants from within and outside the PRONTO network presented research, including some papers resulting from the project's deliverables.

Pronto organized its Third Conference in cooperation with the European University Institute. In particular, the September 2016 World Trade Forum was organized around the theme of PRONTO research on behind the border measures. Several dedicated PRONTO sessions were organized, and the resulting papers (based on PRONTO deliverable reports discussed in this report) will form the basis for a forthcoming book published by Cambridge University Press on behind the border trade policy.

The Second PRONTO Dissemination Workshop, took place the 16 and 17 March 2017 at the Paris School of Economics. Six sessions were held over the course of the two days where speakers and participants discussed topics including NTMs data concepts and sources; trade margins, price, and product quality adjustments to NTMs; the effectiveness of cash subsidies on export performance; NTMs skills and inequality; EU firms' experiences with NTMs and trade defence in the Trump era, amongst others. As with the other events, it included presentations by PRONTO members (including their work within the project) as well as non-members.

The PRONTO Final Conference was held at the WIIW in Vienna, the 18-19 January 2018, co-organised by WIIW and CEPR. Among the participants were PRONTO project members, Supervisory Board representatives, invited guests and external partners from the European Commission, WTO, UNCTAD, ITC and central banks. Fourteen speakers presented their papers in six sessions, speakers which included PRONTO members and non-members and papers derived from within the projects. Distinguished economists from outside of the project consortium got acquainted with the project results and added to the discussion, presenting their research on NTM topics. The final project results and the NTM Database were also introduced to the public in a dissemination seminar. Following the conference, the project partners met with the Supervisory Board to discuss the future of PRONTO, opportunities for potential cooperation and follow-up PRONTO research activities.

Beyond these events, throughout the four years of the project, the consortium partners promoted and contributed to a series of events and conferences, related to NTMs. These served as forums to call attention to the project's data collection and resulting research, as well as the name of the project overall.

"Non-tariff measures: Data, methods and future challenges" was the first of these public events. The workshop took place on the 24 September 2014 and it was held at the WTO in Geneva and co-organised by ITC and Pronto partner Ecorys. The topic of the workshop was methodologies for NTM measurement. On the 25 September, the event was followed by an internal methodology workshop and consortium meeting. This first annual public event served to advertise PRONTO to the stakeholder community, invite presentations and discussion on NTM measurement methodology, and solicit input from stakeholders and the broader public at an early stage in the formation of the PRONTO project. A second workshop on "Methodologies for NTM measurement" was held in Geneva on 25 September 2014 at the UNITC. Note that PRONTO members were heavily involved in the proceedings of this event.

A comparable PRONTO presence contributed to an UNCTAD meeting in the September 2015 on NTM classification under the MAST system, the conference on NTM measurement and quantifying socioeconomic impacts held over 5-8 October 2016, and the Mandatory Trade Regulations and MAST Meeting at the UNCAD in Geneva during 25 - 26 September 2017.

The Pronto team also organised a session on NTMs for the World Trade Forum in September 2015. This included several presentations by PRONTO members (including some work within the project) as well as external stakeholders.

Further, one of the PRONTO partners, UCD, hosted the Society for International Trade Theory conferences in November 2014, April 2016, and April 2017. These events, all in Dublin, Ireland, provided stage for promotion of the PRONTO research activities. Each included both PRONTO researchers (presenting PRONTO-driven research) and non-members.

Finally, PRONTO members have been heavily engaged in conference presentations (including the European Trade Study Group, the world's leading conference on international trade) and invited seminars. Although too numerous to list here, each of these presentations further disseminated the output of the project.