

EPHYTO IMPLEMENTATION CASE STORY

QUESTIONNAIRE

Country	New Zealand
NPPO	The Ministry for Primary Industries (MPI)
Contact Person	Lihong Zhu
Designation	Portfolio Manager, International Standards Organisations
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TYPE OF IMPLEMENTATION

Please indicate if you have implemented ePhyto through:
Own National System.
Briefly describe your ePhyto implementation setup (maximum 150 words)
Our own National Systems produces electronic phytosanitary certificates which is sent to another internal system to transform the data into IPPC compliant format before the certificate/XML is sent to the Hub.
Please also indicate briefly (maximum 150 words) the main reasons for your choice of implementation model (i.e. GeNS or National System)
MPI's national electronic certification system was setup and implemented a number of years ago prior to the development of the Hub or GeNS.

BASIC ePHYTO STATISTICS FOR YOUR COUNTRY

How many ePhytos do you transmit and receive per month through the IPPC ePhyto Hub (average over the past 3 months)?
- Export (includes re-export [^]) = 1,400 - Import* = 785 [^] MPI issues very few re-export certificates for the countries we currently have electronic exchange with. *for imports, MPI receives more certificates than what is required under our standards.
What main countries are you exchanging ePhytos with via the IPPC ePhyto Hub?
The European Union, Fiji, Samoa, United States, Argentina, and Sri Lanka
Are there new countries to and from which you are now trading as a result of implementing ePhyto?
No

PROJECT DESIGN AND MANAGEMENT

<p>How did you organise the implementation of ePhyto in your country? Was a project team or steering group established to guide the project?</p>
<p>Project team was established, there was a project brief and project plan.</p> <p>A governance and steering group were also established and met on a regular basis</p>
<p>If yes, who participated in the team – what agencies and at what level (we do not need to know the specific names of the team members)?</p>
<p>Driven out of the Plant Imports and Exports team at the Ministry for Primary Industries (MPI). All development was done internally at MPI.</p>
<p>How were the key Stakeholders identified?</p>
<p>MPI maintains a list of all users of its electronic certification system for generate certificates (initial paper). This was used to identify those impacted along with list of recognised verifiers.</p> <p>MPI Staff records for border and target evaluators were used.</p> <p>We also have a Plant Market Access Advisory Council and Forestry Market Access Council which has key representatives of the Plant sector.</p>
<p>What process did you have for consulting with these key stakeholders?</p>
<p>Via numerous stakeholder meeting, industry newsletters and comms from MPI.</p> <p>For boarder staff this involved numerous meetings ensuring the display of the certificate showed all the relevant information.</p>
<p>Were the stakeholders engaged in the design of the ePhyto service?</p>
<p>Yes – workshops and individual meetings</p>
<p>What process did you undertake to get buy-in from senior management in your NPPO?</p>
<p>Via project brief and regular governance meetings</p>
<p>Did you do a Business Process Analysis (BPA) of the existing paper processes before designing and implementing the ePhyto service (including a cost comparison)?</p>
<p>Yes – looked at difference processes, on imports side, we identified how many consignments/certs we received via the different pathways.</p>
<p>If yes, did you use this to develop the new procedures?</p>
<p>Yes</p>
<p>Was any other research undertaken?</p>
<p>Yes – we investigated what Australia had developed and the different pathways for receiving phytosanitary certificates.</p>

Was there a pilot project? If yes, please describe (e.g. what countries and or products were chosen)?
Yes – Started with Argentina and the US for all plant products. The pilot involved maintaining paper certificates in parallel. For imports we received certificates from Australia (however this was via a direct interface/exchange)
How long did it take from the initial discussions on ePhyto in your country to the first exchange of Production ePhytos through the Hub?
Two years from initial discussions – at this time there was no Hub, just data inwards from Australia with the ability to receive from other countries too. Because we had already established a system – exchange via the hub took approximately 3 month (at the most)
Did implementing ePhyto take more or less time than you expected?
Less time than expected
What was your biggest challenge to overcome in implementing ePhyto in your country?
Internal decision making and prioritisation.

STAKEHOLDER ENGAGEMENT, CHANGE MANAGEMENT

Was there resistance from any specific sectors or agencies in establishing the service? If so, how was this handled?
No
Was a specific Change Management programme implemented? If so, please describe.
Yes – stakeholders identified, and comms /transitional plan developed and implemented as part of the project.
What kind of training was provided for users?
MPI had already implemented an electronic certification system therefore from the certificate requester and issuer end there was no change, other than not printing the certificate. User guide prepared and distributed to border officials. Superuser trained and available to staff for assistance.
Do you provide any helpdesk or customer service?
We have a generic email address overseas Competent Authorities can email with problems regarding exchange. For internal users / border staff there is a helpdesk they can contact.

COMMUNICATIONS

How were the stakeholders kept informed about the ePhyto implementation progress?
Via email updates and stakeholder meetings
How did you promote ePhyto to the business community, other stakeholders?
Via stakeholder meetings and newsletters

MONITORING AND EVALUATION

How did you monitor and evaluate progress in implementing ePhyto and in achieving the project objectives? What Key Performance Indicators (KPIs) did you use?
Regular governance meetings and reporting.

BENEFITS OBTAINED

What are the main benefits generated by the introduction of ePhyto?
<p>(1) For your NPPO</p> <ul style="list-style-type: none"> - Meeting our obligations under the World Trade Organisation Trade Facilitation Agreement 2017 and agreements negotiated with trading partners. - Data is easily exchanged and communicated between NPPOs. - Improves the security of transmission of documentation - Reduces the possibilities for fraudulent documentation. - Enable the replacement of paper certificates - Removal of importing country requirements to physically sign phytosanitary certificates <p>(2) For Companies</p> <ul style="list-style-type: none"> - Reduced inventory for exporters and importers; - Reduced cost of goods held at port; - Setting up a preference for importers to deal with New Zealand as they get their product relatively quickly (i.e. gain preferred supplier status); - Greater commercial certainty around product quality and availability, and problem resolution - Removes need to handle and transport paper certificate.
What problems did it solve?
<p>Errors in paper handling and reduction of fraud.</p> <p>Loss of paper certificates</p>
Is it possible to put a dollar value on the benefits achieved?
<p>Benefits have not been quantified across the full supply chain.</p> <p>We do know that there is approximately \$100,000 savings per annum by the NPPO for not having to receive, verify, handle and archive paper certificates for imported goods.</p>

COSTS AND SUSTAINABILITY

How much did it cost to establish ePhyto in your country?
To develop and implement the pilot system \$100,000 NZD + internal resource cost which is not included in this total figure To move into full production environment, meet all IT standards required another \$150,000 NZD.
What were the main costs areas?
Project management, software development and communication
What are the ongoing operational costs (annual)?
Approx. \$80k pa
Do you charge for issuing a Phytosanitary Certificate? If yes, what is the charge per certificate?
Food product: NZ\$29.5 Non-food product: NZ\$44
Are there any additional user fees for ePhyto?
Not directly but importer levies are now being considered for future funding.
If yes, Do the revenues generated cover operational costs?
Yes revenues generated from certificate fees and importer levies now cover operational costs
Are the revenues (if any) reinvested in the facility?
Yes
How will the facility/service be sustained over the coming years?
Cost recovered funds as above from exporters requiring certificates and importers.

FUNDING SOURCE(S)

How was the implementation of ePhyto funded?
Through cost recovery from Industry.
Did you receive Donor Support? If so, please describe.
No

CAPACITY BUILDING AND TECHNICAL ASSISTANCE

Describe any capacity building or technical assistance you received, including the source:
(1) to conceptualize and design your country's approach to ePhyto External project management and consulting
(2) to actually implement ePhyto External project management and consulting

LEGISLATION CHANGES REQUIRED

Were any specific legislation changes necessary?
No – however for imports there was an internal CTO (Chief Technical Officer) decision documenting that the electronic cert record is equivalent to the paper original certificate.
If so, what was the process and how long did this take?
No change in legislation.
How is the privacy of information protected?
Under MPIs Terms and Conditions of Use and Privacy Policy for the Ministry for Primary Industries' Online Systems (MPI Systems). These terms and conditions and Privacy policy are required to be accepted by users prior to using the system to request certificates.

TECHNOLOGY

What were the additional hardware or software or Internet facilities required to introduce ePhyto in your NPPO?
Additional virtual servers

SUCCESS FACTORS AND LESSONS LEARNED

What are the main lessons learned from implementing this service?
Importance of communication and collaboration.
What were the crucial success factors?
Can do attitude and management support and decision making
What were the greatest obstacles?
Internal decision making and prioritisation
What are the biggest obstacles to further development of the Facility/service?
Trading partners technical readiness, availability of resource and willingness to engage in negotiations regarding transitioning to electronic exchange.
Are you or other colleagues available to be resources to other countries implementing ePhyto?
Yes

CONTACT DETAILS FOR FURTHER INFORMATION

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