The Promotion of Greater Diversity and Inclusion through the Use of Social Media at the Canada Border Services Agency (CBSA)



Canada

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PROTECTION SERVICE INTEGRITY | PROTECTION SERVICE INTÉGRITÉ



# Government of Canada-Inclusion and Respect for Diversity

The Government of Canada is committed to:

- · Supporting inclusion and respect for diversity
- · Promoting inclusion as a path to peace and prosperity
- Speaking up for inclusion and human rights at home and abroad
- Advancing gender equality for marginalized communities including, women, Racialized, Black, 2SLGBTQI+
- Addressing systemic and structural barriers to ensure the equal participation of all equity-deserving groups



# **Gender-based Analysis Plus**

- Gender-based Analysis Plus, or GBA Plus, is an analytical process used by the Government of Canada to assess how diverse groups of women, men and people of all genders may experience policies, programs and initiatives.
- The "plus" in GBA Plus acknowledges that GBA goes beyond biological (sex) and socio cultural (gender) differences,
- GBA Plus recognizes that individuals have intersecting identity factors that impact how government programs and policies affect them. Doing this analysis allows for the reduction of barriers at the outset.





# The Government of Canada's Policy on Communications

- Contains the fundamental concepts and principles for how the Government of Canada (GC) communicates with the public about policies, programs, services, and initiatives.
  - o Non-partisan, objective, factual, clear, and written in plain language
  - o Equality of English and French
  - o Diverse, inclusive and "accessible by default"
  - Digital media and platforms are the primary means to connect and interact with the public, balanced with traditional methods



# Diversity and Inclusion at the CBSA

- Women make up 47,8% of the CBSA workforce, including 52,3% of the executive cadre.
- In many areas, the representation gap for women has been closed. However women are still
  under represented amongst frontline employees, where they represent only 33.4% of the
  workforce.
- 18,3% of CBSA employees are visible minorities, which exceeds workforce availability.
- 3.6% of CBSA employees are Indigenous, and 7.3% of employees identify as a person with disabilities.
- Diversity, Equality and Inclusion at the CBSA are guided by a multi-year strategic action plan.
- The CBSA has a number of voluntary employee advisory committees and circles that represent each of the communities. These groups inform and support our policies, programs and initiatives



# Social Media at the CBSA

- We curate content in the form people want to receive it, and for the platforms which our audiences occupy.
- We keep pace with the evolution of trends and adapt to emerging tactics for reaching our audiences on social media, such as through the adoption of short-form videos (reels).
- We collaborate very closely with other departments and organizations, both external and internal to the Government of Canada, to reach our audiences.
  - World Customs Organization, US Customs and Border Patrol





# CBSA Approach to Diversity and Inclusion on Social Media • We ensure all content reflects diversity, equity, and inclusion, and has accessibility at its core. • We adopt a "nothing about us without us" approach to content development, where input from the communities about which we're communicating is prioritized. • We use plain language that is clear and concise, and that can be easily received by a wide audience, recognizing that our following is diverse. • We participate in domestic and international days of note on social media to recognize, celebrate, and embrace diversity and inclusion.



























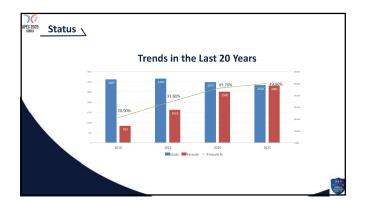




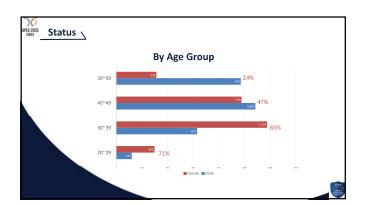


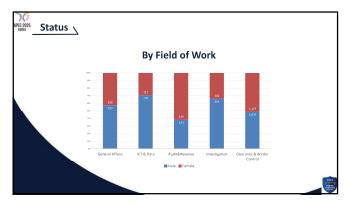






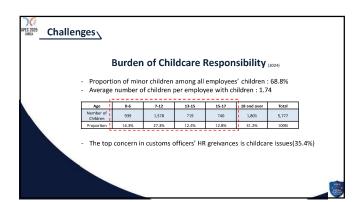






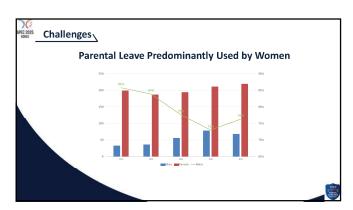












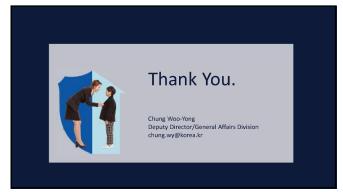












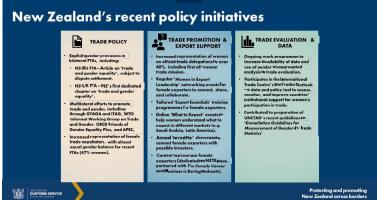


















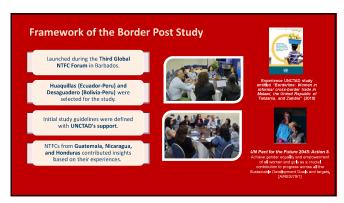
# Considerations moving forward

- Continuing to build our understanding and collecting more information
- Facilitating trade through simpler processes and more transparent procedures will increase small businesses' property to export, and decrease trade costs.
- Ensuring underrepresented groups are engaged in trade-policy making — as policy makers and consulted as stakeholders
- Making trade agreements more gender-sensitive
- Further outreach to SMEs- communicating the benefits of exporting and taking advantage of trade programmes

Protecting and promoting New Zealand across borders









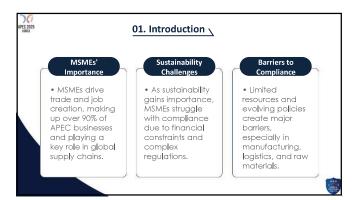




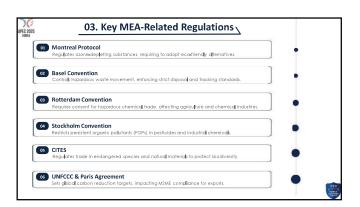










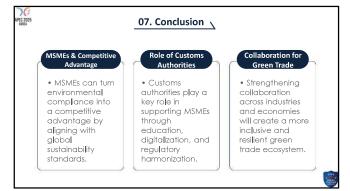












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# **Exploring the way forward** on how to support MSMEs in trade for inclusive growth

**Customs and Tariff Bureau,** Ministry of Finance, Japan



February 27, 2025



Japan Customs conducted the survey to understand the actual state of businesses and to further enrich the information provision and support for the use of EPAs.

Terms: December 13, 2023, to January 31, 2024

The Survey for Exported/Importers

- Respondents: 1,172
- Inquiries: Despite some exporters or importers can apply preferential treatment under EPAs, they do not. Why not?

importers do not request it.

The cost of origin certification is expensive.

Frequent answers

The rules of origins and HS are complicated.

We (exporter) do not utilize EPAs because



The expertise in trade procedures is insufficient.

# Promoting the use of EPAs

In June 2024, the panel of experts made up of academics, importers and exporters, and customs brokers has been established to start the discussions on issues and measures for promoting the use of EPAs especially by MSMEs.

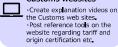
★Proposal by Panel



- Japan Customs Brokers Association plans to certify customs brokers who have completed training courses as "EPA Customs Certified Advisers" through joint efforts of the public and private sectors.
- They are expected to provide daily support on EPAs (supports for HS classification, PCA, and origin determination, etc.) as familiar experts nationwide especially for Japanese MSMEs.

# Other efforts

(a) Improve convenience of Customs websites



(b)Hold seminars

for trade operators Hold seminars on HS in cooperation with relevant institution Hold individual minars in response to trade operators



(a) Fulfill enquiry point for exporters Fulfill enquiry point for exporters in the ROO Center to strengthen consultation services for

# The Survey on Bonded System

# The Survey for Operators



Japan Customs conducted the survey to understand operators' challenges and needs for the customs bonded system and operations from the perspective of promoting the use of the system and improving the convenience.

- Terms: August 24 to September 22, 2023
- Via Online
- Respondents: 2,266

Inquiries: What procedures are complicated regarding; (a)application for permission of bonded areas and development of goods anagement systems?

(b)daily operations in bonded areas?

Frequent answers



It is difficult to learn the relevant laws, regulations and procedures and to train officers. We hope that the materials on the procedures will be more enriching.

It is complicated to manage the delivery of foreign goods. We hope that the procedures will be more simplified.

# Customs Bonded System Considering the Trend of International Logistics

# The Basic Policy of Customs Bonded System in Japan

The basic policy contributes to our economy through strengthening the international competitiveness while promoting trade facilitation to respond to operators' needs and keeping the level of the strict border enforcement. It consists of the following pillars;

# Improve user convenience

Improve user convenience, simplifying the procedures in the customs bonded operations.

# Promote utilization of the system

Promote utilization of the customs bonded system, identifying potential needs
for the system from the
viewpoint of contributing to our economy.

# Strict border enforcement

Maintain the strict border enforcement by upgrading and streamlining the inspection and enforcement in the bonded areas.

(a) Review the regulations and operations



Simplify the procedures such as bonded transportation, operations and permission ·Upgrade and streamline the enforcement in bonded

# (b)Digitalize the procedures

•Promote further digitalization and improve convenience of the system



·Further strengthen information sharing related to trainings of

# **Utilization of Customs Bonded System in Japan**

# Customs Display Areas



Japan Customs clarified the requirements for holding art fairs and other events in customs display areas. It contributes to promoting culture through better use of the bonded system.

The venue of Expo 2025 Osaka, Kansai, Japan has been permitted as a customs display area.



As the utilization of the customs bonded system is expected to contribute to economic revitalization, Japan Customs makes efforts to identify the needs of operators and respond















# SCCP Strategic Plan (2022-2025)

### **Vision Statement**

As an incubator for innovation and technology-led customs, the SCCP will lead trade facilitation and trade security measures that promote inclusive growth and create more connected, secure, and resilient global supply chains across the APEC region.



# SCCP Strategic Plan (2022-2025)

# Mission Statement

The SCCP will achieve its Vision by pursuing opportunities and increasing cooperation on projects, initiatives and outputs which focus on:

- A. All member economies implementing customs elements of the World Trade Organization Trade Facilitation Agreement (WTO TFA);
- B. Promoting the harmonization, simplification and digitalization of customs procedures within the APEC region:
- customs procedures within the APEC region;

  C. Spearheading innovation and technological development to facilitate trade and manage critical safety and security matters more effectively; and
- D. Creating an environment that increases access to trade for all.



# SCCP Strategic Plan (2022-2025)

#### Priorities:

- Contributing to economies' responses to and recovery from the COVID-19 pandemic.
- Accelerating implementation of the World Trade Organization Trade Facilitation Agreement (WTO TFA).
- 3. Enhancing supply chain predictability and connectivity in the APEC region.
- Exploring the use of new technology and innovative solutions to secure supply chains.
- Achieving the above priorities while promoting inclusion and fostering capacity building in the international trading environment.



# SCCP Terms of Reference (2022-2025)

# Friends of the Chair

At the last meeting of the SCCP each year the Chair will call for volunteers among members (hereafter called the "Friends of the Chair").



# SCCP Terms of Reference (2022-2025)

# Meeting Arrangements

The SCCP will meet at least twice a year prior to the meetings of the CTI, during SOM1 and SOM3, unless otherwise decided by the SCCP or the CTI.

If it is not possible for members to participate in the meetings in person, members may request to the Chair and the APEC Secretariat to participate in the meetings remotely. Remote participation of the meetings is governed by the APEC Remote Participation Guidelines.



# SCCP Terms of Reference (2022-2025)

#### Quorum

Quorum for SCCP meetings constitutes attendees from 14 economies. Should the SCCP fail to meet quorum for one meeting, the SCCP must notify the CTI. Should the SCCP fail to meet quorum for two consecutive meetings it will be referred to the Senior Officials for a decision on whether it should continue to exist. Decisions can be made if quorum and consensus are reached. If the quorum is not reached, the meeting may continue, but decisions must be put to the full membership for consideration.

Thank you!



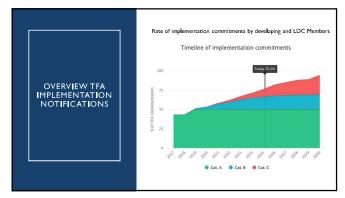
# SCCP Terms of Reference (2022-2025)

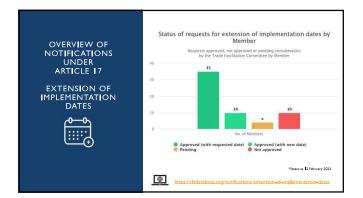
### Sunset Clause

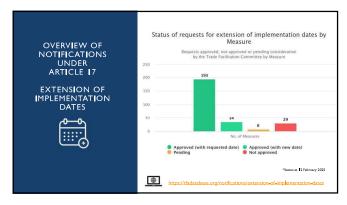
The SCCP's term is 1 January 2022 to 31 December 2025. Prior to the expiration of this and any subsequent term, the mandate of SCCP and its Terms of Reference shall be reviewed by the SCCP and the CTI who may make a recommendation on continuation of its mandate to be put forward for Senior Officials' approval. The SCCP will cease to exist upon the expiration of this Terms of Reference unless renewal is explicitly approved by Senior Officials.

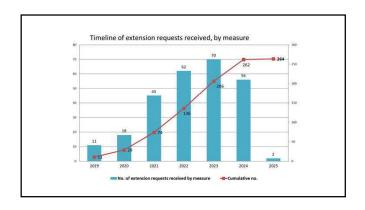


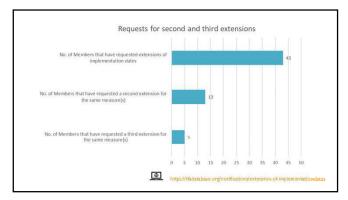


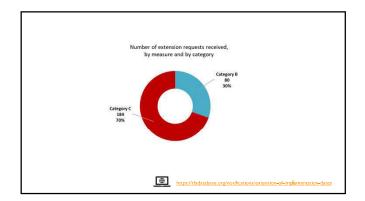


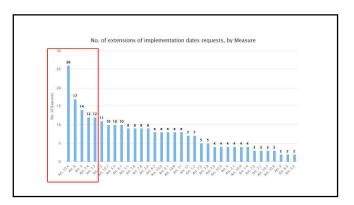


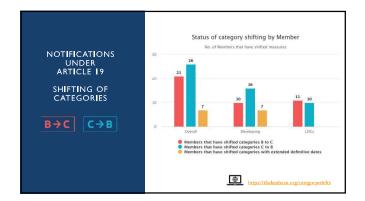


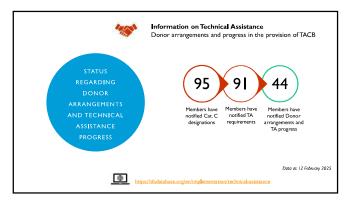






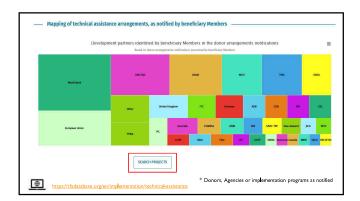


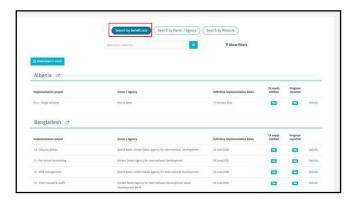


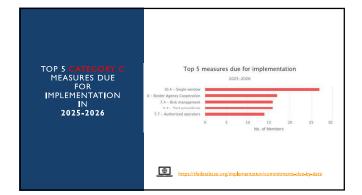


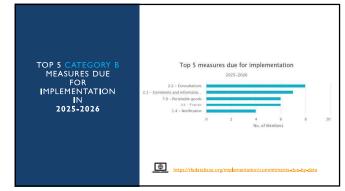


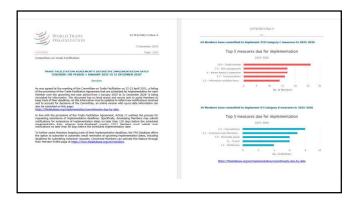


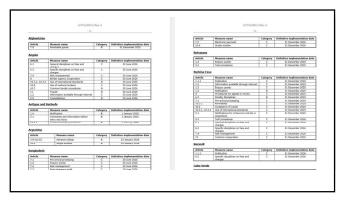


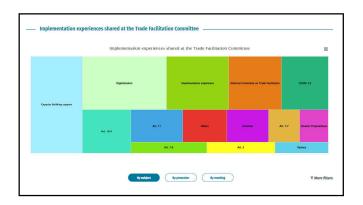






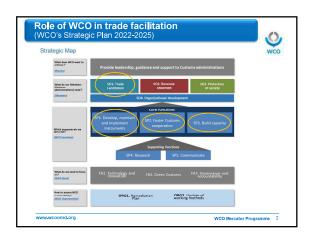




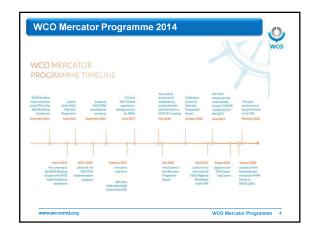


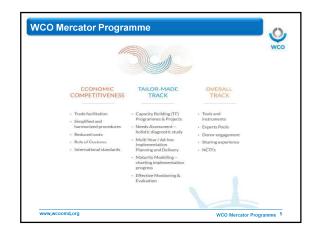


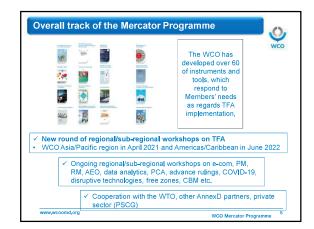


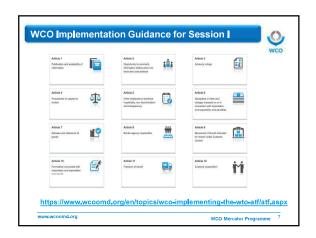


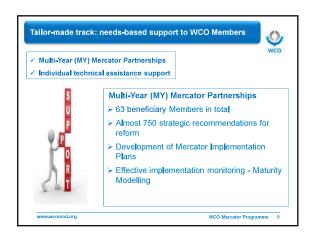


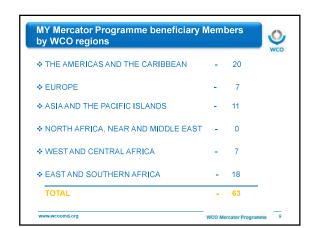
















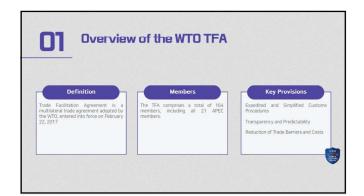


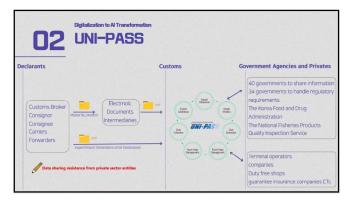


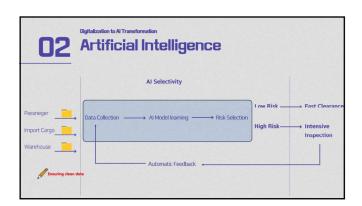




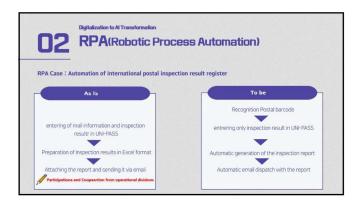








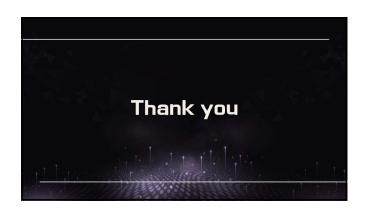
			ntelligence  Preferred Passenger Express Cargo			
	High Risk Model	Supply Chain Model	High Risk Model	Drug Risk Model	High Risk Model	
2022	Advanced declaration & detection(102)	Supply Chain High Risk Patterns 4				
2023			PNR Information Inspection results, etc (99)	PNR Information Declaration, Risk Patterns(155)		
2024					E-commerce Information Inspection results,etc(110)	Personal Import Investigation Inspection results(101)













# >>> Foreword

Single Window (SW) as an advanced philosophy and common rule of port administrations, has been
vigorously advocated by international organizations and actively promoted by governments all over
the world.





More than 100° economies in the world have implemented or are implementing Single Window. (as of Oct. 2024, according to the TFA database)







Reuse customs declaration data to achieve a remarkable 90% reduction of workload for One declaration to multiple agencies



Transform the approval procedures of customs, maritime, and border inspection agencies for international vessels entering and exiting the country from a *sequential* to a *parallel* process.





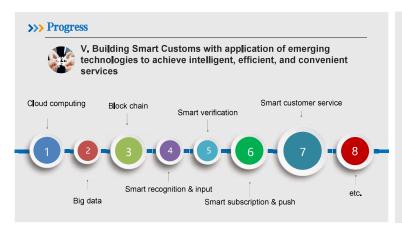


IV. Single window interconnectivity to facilitate the bilateral and multilateral trade.

■ Interconnection and electronic data exchange

(other

- Routine exchange and cooperation activities, agreements or longterm mechanisms.
- Participation in activities of international organizations & international standards



# Further deepening the innovative development of single window system. Harnessing the transformative power of digitization & emerging technologies. Sharing experiences among relevant stakeholders Fostering interoperability, and promote

trade facilitation with trade partners.









