

**AFRAC MARKETING AND COMMUNICATIONS COMMITTEE (MCC)
 2019 WORKPLAN**

| OUTCOMES | RESPONSIBLE STRUCTURE | PERFORMANCE INDICATORS/ MEASURES | ANNUAL PERFORMANCE TARGETS | | | | | | |
|---|-------------------------|--|--|--|--|---|---|--|--|
| | | | Baseline | TARGET | 2018 | 2019 | 2020 | 2021 | 2022 |
| Strategic objective 1: Signatory status to ILAC and IAF Mutual Recognition Arrangement | | | | | | | | | |
| AFRAC MRA promoted globally | AFRAC MCC / Secretariat | Mobile responsive website; AFRAC Intra-net and social media platforms for information sharing. | Website in place has security concerns | Interactive and searchable website, Activation of Social Media Platforms | Upgrade the AFRAC website. | Commission the Upgraded website. | Audit the website; Review and refresh links | Audit the website; Review and refresh links | Audit the website; Review and refresh links |
| | | | | | | Train on online comments and balloting. | Track documents comment and balloting turn around time | Track documents comment and balloting turn around time. | Track documents comment and balloting turn around time |
| | | | | | Provide links to member websites directories | Run stats on Website, social media platforms. | Run stats on Website, social media platforms. | Run stats on Website, social media platforms. | Run stats on Website, social media platforms. |
| | | | | | Established Twitter, Facebook | Establish LinkedIn Platform. | Searchable directory with links to members directories and ILAC/IAF | Access of accredited CABS by AFRAC Members, MRA signatories. | Access of accredited CABS by AFRAC Members, MRA signatories. |
| | | Brand Identity | Guidelines on use of AFRAC Logo | Approved Corporate Identity Manual | CI Manual developed and approved., | Brochures and Newsletter templates cast, Review A004-01 | Publish Bi-annual Newsletters and monitor readership | Publish Bi-annual Newsletters and monitor readership | Publish Bi-annual Newsletters and monitor readership |
| | | | | | Tagline developed and approved and locked to | Placement of Logo & Tagline on the website and other | Placement of Logo & Tagline on the website and other | Monitor usage of Logo & Tagline | Monitor usage of Logo & Tagline |

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| | | | Baseline | TARGET | 2018 | 2019 | 2020 | 2021 | 2022 |
| | | | | | the AFRAC logo | promotional materials | promotional materials | | |
| | | | | | | Publication template for News-Releases | Media releases for Publication of MRA signatories / signatory changes | Media releases for Publication of AFRAC Members / MRA signatories / signatory changes | Media releases for Publication of AFRAC Members / MRA signatories / signatory changes |
| | | Participate in the work of ILAC and IAF | | Attend Midterm and GA meetings | Attend Midterm and GA meetings | Attend Midterm and GA meetings | Attend Midterm and GA meetings | Attend Midterm and GA meetings | Attend Midterm and GA meetings |
| BUDGET (1.1.1-MCC) | | | | | \$12000 | \$15000 | \$10000 | \$10000 | \$5000 |
| <i>AFRAC MRA Scope expanded in support of member's needs & AUC Priority</i> | MRA comm / AFRAC MCC | Support the MRA Committee and and TC to communicate uptake of expanded MRA scopes | Prepare templates for use in communication | 10 | Publish Communication for Certification FSMS | Publish Communication for Product & PT | Publication on GHG based on MRA Comm. survey | Publication on RMP based on MRA Comm. survey | Publish Communication for –other Regional needs – Agro-processing, Mineral Beneficiation |
| | | | | | Publish brochure for FSMS | Publish brochure for Product & PT | Publish brochure for GHG | Publish brochure for RMP | |
| BUDGET (1.1.2-MCC) | | | | | \$1000 | \$1000 | \$1000 | \$1000 | 1000 |
| <i>Technical cooperation enhance between AFRAC and other regions</i> | EXCO & TC / AFRAC MCC | Publication of the Number of joint initiatives undertaken or agreed on | | Publication of Peer evaluators training & new scopes development | Publication of Peer evaluators training & new scopes development | Publication of Peer evaluators training & new scopes development | Publication of Peer evaluators training & new scopes development | Publication of Peer evaluators training & new scopes development | Publication of Peer evaluators training & new scopes development |
| BUDGET (1.1.3-MCC) | | | | | \$1000 | \$1000 | \$1000 | \$1000 | 1000 |

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| Strategic objective 2: Mutual recognition/acceptance of conformity assessment data by African regulators | | | | | | | | | |
| Increase awareness of AFRAC | AFRAC MCC | 100% of strategic plan activities implemented and AFRAC incorporated in CFTA and regional initiatives | Draft strategic plan in development | Reference to AFRAC and/or incorporation of AFRAC in AUC activities and national regulations/communications | Develop M&C strategy | Finalise the Stakeholders engagement plan and Factor into the MCC Strategy Implement 33% of approved M&C Strategic activities | Implement 66% of approved M&C Strategic activities Monitor and Evaluate | Implement 100% of approved M&C Strategic activities Monitor and Evaluate | Monitor and Evaluate |
| BUDGET (2-MCC) | | | | | \$3000 | \$6000 | \$10000 | \$7000 | \$2000 |
| Strategic objective 3: Delivering service excellence and support | | | | | | | | | |
| <i>Implement AFRAC Membership strategy</i> | AFRAC MCC | AB, Associate and Stakeholders engagement plan with supporting Promotional materials | 14 | 27 | Provision of promotional materials in print or customisation friendly mode to African countries for use in promotion. | Design of AFRAC 360 degree banner with tagline (electronic version). Procure AFRAC Memoirs | Explore possibility of including AFRAC logo and tagline on the E-learning modules Procure AFRAC Memoirs | Strategic placement on website Procure AFRAC Memoirs | Strategic placement on website Procure AFRAC Memoirs |
| | | | | | | All brochures; AFRAC MRA pamphlet and AFRAC Evolution easily accessible | Promotional materials distributed at PAQI, AUC, CFTA meetings. | Promotional materials distributed at PAQI, AUC, CFTA meetings. | Promotional materials distributed at PAQI, AUC, CFTA meetings. |

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| | | | | | | | Refreshed AFRAC links to PAQI Website | | |
| | | | | | AFRAC Membership Map drawn & Presentation Template Cast | Provide links from AFRAC to AUC and influence linkage from the AUC | Utilise trade meetings, trade fairs in member countries to promote accreditation | Utilise trade meetings, trade fairs in member countries to promote accreditation | Utilise trade meetings, trade fairs in member countries to promote accreditation |
| BUDGET (3-MCC) | | | | | \$1000 | \$2000 | \$2000 | \$2000 | \$2000 |
| TOTAL BUDGET | | | | | \$18000 | \$25000 | \$24000 | \$21000 | \$11000 |