

AFRAC MARKETING AND COMMUNICATIONS COMMITTEE (MCC) 2020 WORKPLAN

OUTCOMES	RESPONSIBLE STRUCTURE	PERFORMANCE INDICATORS/ MEASURES	ANNUAL PERFORMANCE TARGETS						
			Baseline	TARGET	2018	2019	2020	2021	2022
Strategic objective 1: <i>Signatory status to ILAC and IAF Mutual Recognition Arrangement</i>									
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

OUTCOMES	RESPONSIBLE STRUCTURE	PERFORMANCE INDICATORS/ MEASURES	ANNUAL PERFORMANCE TARGETS						
			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 of ILAC/IAF	Attend Midterm and GA meetings	Attend Midterm and GA meetings
BUDGET (1.1.1-MCC)					\$12000	\$15000	\$17000	\$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 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 enhanced 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

OUTCOMES	RESPONSIBLE STRUCTURE	PERFORMANCE INDICATORS/ MEASURES	ANNUAL PERFORMANCE TARGETS						
			Baseline	TARGET	2018	2019	2020	2021	2022
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
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 Promotional materials distributed at PAQI, AUC, CFTA meetings. Refreshed AFRAC links to PAQI Website	Strategic placement on website Procure AFRAC Memoirs	Strategic placement on website Procure AFRAC Memoirs

OUTCOMES	RESPONSIBLE STRUCTURE	PERFORMANCE INDICATORS/ MEASURES	ANNUAL PERFORMANCE TARGETS							
			Baseline	TARGET	2018	2019	2020	2021	2022	
						All brochures; AFRAC MRA pamphlet and AFRAC Evolution easily accessible	Promotional materials distributed at PAQI, AUC, CFTA meetings. Refreshed AFRAC links to PAQI Website	Promotional materials distributed at PAQI, AUC, CFTA meetings.	Promotional materials distributed at PAQI, AUC, CFTA meetings.	
					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	
TOTAL BUDGET						\$18000	\$25000	\$24000	\$21000	\$11000