IEC CAB-PM01

CONFORMITY ASSESSMENT PUBLICATION

IEC CA Promotional Matrix

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INTERNATIONAL ELECTROTECHNICAL COMMISSION

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FOREWORD

The text of this publication is based on the following documents and decisions:

Document(s)	Decision(s)
CAB/1506/R, CAB/1531A/RM, CAB/1530/DL	CAB Decision 39/21 (A.1:1))
CAB/2039/DV, CAB/2039A/RV	CAB Decision 49/01

This second edition is an update of the previous edition from 2016. Some additional target audiences have been added together with a revision of the focused messages from each of the IEC CA Systems.

Also included in this new edition is a new section focused specifically on cybersecurity.

INTRODUCTION

The IEC CA activities create value for many stakeholders. However, for many of those stakeholders, the value that is created is transparent. They benefit from that value, but are either unaware of its presence (taking it for granted and assuming that that is just the way it is), or attribute it to some other source or effect (for example attributing to government regulation, or giving too much importance to accreditation, and so on).

Even within the IEC community itself, on the standards development (SD) side, there is little awareness that technical standards only create real value when they are coupled with conformity assessment (CA), whether it be manufacturers checking that their products are conformant, or formal certification by an independent third party, or some other form of conformity assessment.

Some of the reason for this lack of awareness is due to an absence of promotional messages to some stakeholders, other reasons include vague messages, mixed messages, or messages that were not focused to the stakeholder group's needs.

The Promotional Matrix given in this document was created by CAB WG 14: Promotions. It provides a list of stakeholders and indicates the value that the IEC CA activities create for each of them (drivers) and the message that should be communicated. It is intended to be used as a guide for any promotional activities initiated within the IEC and its CA community.

The goal is to "stay on message"; to send consistent messages to the targeted stakeholder groups no matter who creates the promotional material.

IEC CA Promotional Matrix

1   Background

Based on nearly 40 years of experience, IEC has developed the expertise, systems and tools necessary to effectively run true standardized conformity assessment (CA) services on a global basis. These global CA services create value for the different stakeholders involved. However, the value created is not the same for each of the different stakeholders.

For many of the stakeholders, the value that is created by the IEC CA activities is transparent. They benefit from that value, but are either unaware of its presence (taking it for granted and assuming that that is just the way it is), or attribute it to some other source or effect (for example attributing to government regulation, or giving too much importance to accreditation, and so on).

In business terms, the value created can be expressed as the market drivers. Some of the stakeholders are active stakeholders and participate at some level in the IEC CA activities, e.g. manufacturers seek certification, certification bodies and testing laboratories join the IEC CA Systems, etc. They do this because they obtain value that is greater than the cost of not doing so, or of doing some alternative. It makes economic sense. It is a market driver.

There are also passive stakeholders, who do not actively participate in the IEC CA activities, but nevertheless obtain benefits and value from them. Examples of these are consumers who obtain the benefits of more choice, lower prices and safer products, and developing countries regulators who can simply use the certificates issued under an IEC CA System as proof of compliance, as a free service, without having to invest in creating costly quality infrastructure at this level.

The objective of the Promotional Matrix is to identify the stakeholders that benefit from the IEC CA activities, to understand the value that is created (the market drivers) for each and to define messages targeted for each. It is then intended to be used as a guide for any promotional activities initiated from the IEC Communication Division, the IEC CA Systems and by the IEC National Committees or CA Mirror Committees, and so on. The goal is to communicate a consistent and focused message to each of the targeted stakeholder groups no matter who creates the promotional material.

2   Audiences

The messages promoting the IEC CA activities can be general, but are much more effective when they are focused messages for the targeted audience. To achieve this, however, it is first necessary to identify those targeted audiences.

For IEC CA activity promotion, the following nine target audiences have been identified:

1) Industry and manufacturers (CA service seekers)
2) Regulators from developing countries
3) National regulators and government departments
4) Regional economic cooperation programmes
5) Insurance and financial bodies
6) Certification bodies and test laboratories (CA service providers)
7) IEC Young Professionals and future leaders
8) Internal IEC members including technical committees
9) Consumers and general public

3   Tailored-targeted messages

The role of promoting something is to raise its awareness in the minds of the intended audience. To achieve this, the promotional message needs to "speak to" the audience, "hit the spot", "be tuned to needs", and so on, or, in a word, it needs to be "tailored" to the targeted audience.

The tailored message needs to carry incentives for which the targeted audience is sensitive. Those incentives (drivers) vary significantly between the audiences based on their needs and goals. For example, the drivers for industry and manufacturers include profit and marketing goals, while those for regulators include citizen safety and sustainability needs.

The Promotional Matrix identifies specific drivers for the specific targeted audiences. When targeting a specific audience the message should be consistent with one or more of the specific identified drivers.

When not targeting a specific audience, but simply communicating the attributes of the IEC CA activities, then the overriding message and tone of the message should be based on an expression of the following:

1) **VALUE**: standards only create value when combined with conformity assessment
2) **CONFIDENCE**: IEC CA provides earned confidence giving certainty of performance
3) **QUALITY**: CA equates to proven quality

In the context of the IEC and both its standards development and conformity assessment activities, this basic message can be summed up in the slogan:

standards = quality

conformity assessment = proven quality

4   Channels and mediums

The Promotional Matrix also identifies the "channel" or organizations through which the appropriate message can be relayed, and with it the mediums that can be employed to deliver that message. For example, IEC Young Professionals can benefit from mediums such as social media or apps, delivered through e-learning programmes. In contrast, CA service providers (such as certification bodies and testing laboratories) are likely to respond to live presentations and face-to-face meetings supported by written material such as brochures.

5   Goal

The Promotional Matrix is intended to be used as a guide for all IEC CA promotional activities.

Its intention is to serve as the reference guide for the message(s) to be communicated to the targeted audiences, by the IEC Communication Division, the IEC CA Systems and by the IEC National Committees or CA Mirror Committees, and other members of the IEC CA community. Staying "on message" is important.

The goal is a consistent message from all sources and through all mediums that is tuned to the respective audience and maximizes the benefit to them.

6 Promotional Matrix

Audience	Attribute	High level IEC (overall)	IECEE	IECEx	IECQ	IECRE
Manufacturers and traders (exporters/ importers and retailers)	Drivers	• Business development • Profits / Market share • Qualification recognition • Brand competition • Marketing / Strategic tool • Sustainable Development Goals (UN)	• Product & development cost • Market access • Vendor qualification • Risk management	• Market access • Safety and risk management • Qualification recognition	• Vendor qualification • Marketing / Strategic tool	• Vendor qualification (wind, marine, PV) • Profits / Market share • Insurance • Differentiation • Reducing audit overhead (PV, with rating system) • Bankability
	IEC message	• Global market access • International recognition • Maximize investment • Confidence	• Lower costs • Improved market access • Certainty in vendor qualification • Reduced risk	• Increased market access • Reduced global certification costs • Certification advantages • Exposure to risk reduced	• Increased market access	• Create awareness • Increased market access • Maximize investment • Confidence
	Channel	• NCs • Industry and trade forums • Industry associations • f2f • Clip • Website • Apps	• Website • Industry and trade associations • NC at national level • CA operators at both national and international level	• Website • Apps • Annual conferences	• Website • Training workshops	• Website • Annual conferences • Associations • 1:1 road show with key stakeholders
	Medium	• e-tech articles • Presentations • YouTube • Brochures	• e-tech articles • Brochures • PPT presentations and webinars	• e-tech articles • Presentations • User forums • Brochures	← same	• Presentations • Brochures • Webinars • Events

f2f = face-to-face

Audience	Attribute	High level IEC (overall)	IECEE	IECEx	IECQ	IECRE
Developing countries regulators	Drivers	• Citizen safety • Free quality infrastructure • Use of limited resource • Dumping protection • Address TBT issues • Sustainable Development Goals (UN)	• Verification / Infrastructure cost • Dumping protection • CA business	• Safety • Infrastructure protection • National economy protection	• Citizen safety • Dumping protection • Address TBT issues	• Critical energy infrastructure • Financial risk management • Energy transition • Decarbonization (Paris Climate Agreement) • Trade balance from oil imports
	IEC message	• Free quality infrastructure • Do not reinvent the wheel • Address TBT issues	• Free quality infrastructure • Dumping protection by CB Scheme	• UNECE/IECEx regulatory framework + case studies	• Do not reinvent the wheel • Address TBT issues	• Critical energy infrastructure • Financial risk management • CA = safety, supply security, low LCOE (Levelized Cost of Energy), sustainability
	Channel	• IEC Affiliate Programme, f2f + clip • WTO, UNECE, UNIDO • Training programmes, etc.	• WTO, UNECE, UNIDO, etc. • Regional associations such as AFSEC (the African Electrotechnical Standardization Commission)	← same	← same	• Leverage IRENA government and regulator contacts in DCs • International development banks • Regional associations, e.g. SolarPower Europe emerging markets task force
	Medium	• Presentations • Brochures • Training material • Video clips • Case studies	• ACAS e-learning • Webinars	← same	← same	← same • Roadshows • PR through publications

f2f = face-to-face

Audience	Attribute	High level IEC (overall)	IECEE	IECEx	IECQ	IECRE
National regulators & government departments	Drivers	• Citizen safety • Free quality infrastructure • Address TBT issues • Sustainable Development Goals (UN)	• Low-cost verification • Dumping protection • Market access • Mutual recognition	• Infrastructure protection • National economy protection	• Citizen safety • Dumping protection	• Critical energy infrastructure • Financial risk management • Energy transition • Decarbonization (Paris Climate Agreement) • Geopolitical aspects (oil dependency)
	IEC message	National focus on… • Free quality infrastructure • Don't reinvent the wheel • Enhances national industry export opportunities • Address TBT issues	• Low-cost verification • Dumping protection • Free trade • Mutual recognition • Facilitating market access	← same	← same	• Critical energy infrastructure • Financial risk management • CA = safety, supply security, low LCOE, sustainability
	Channel	• NCs • National regulators • Government departments (trade, energy, environment, etc.) • f2f	← same	← same	← same	• Leverage IRENA government and regulator contacts • Government departments (energy, environment) • f2f • Regional associations, e.g. SolarPower Europe emerging markets task force
	Medium	• Presentations • Brochures • Training material • Video clips • Case studies	← same	← same	← same	← same • Roadshows • PR through publications

f2f = face-to-face

Audience	Attribute	High level IEC (overall)	IECEE	IECEx	IECQ	IECRE
Regional economic cooperation programmes	Drivers	• Citizen safety • Free quality infrastructure • Dumping protection • Address TBT issues • Sustainable Development Goals (UN)	• Low-cost verification • Dumping protection • Facilitating market access	• Infrastructure protection • Regional economy protection	• Citizen safety • Dumping protection • Market access	• Critical energy infrastructure • Financial risk management
	IEC message	Regional focus on… • Free quality infrastructure • Do not reinvent the wheel • Free trade exchange • Enhances regional industry export opportunities • Address TBT issues	• Low-cost verification • Dumping protection • Free trade • Facilitating market access	← same	← same	• Critical energy infrastructure • Financial risk management • CA = safety, supply security, low LCOE, sustainability
	Channel	• Regional NCs • Regional organizations • f2f	• APEC, ASEAN, EU, GCC, CU, AFSEC, EASC, MERCOSUR	← same	← same	• Leverage IRENA government and regulator contacts in DCs • International development banks • Regional associations, e.g. SolarPower Europe emerging markets task force
	Medium	• Presentations • Brochures • Training material • Video clips • Case studies	← same	← same	← same	← same • Roadshows • PR through publications

f2f = face-to-face

Audience	Attribute	High level IEC (overall)	IECEE	IECEx	IECQ	IECRE
Insurance & financial bodies	Drivers	• Risk mitigation	n/a	• Premium reductions based on safety systems	n/a	• Risk management • Return on investment
	IEC message	• Consistency in approvals • Trust in conformity assessment systems • Sustainable Development Goals (UN)	n/a	• Premium reductions based on safety systems	n/a	• International best practice • Instant online certificate verification • Risk mitigation • With rating system: risk assessment
	Channel	• Industry publications • Direct marketing	n/a	• insurance investigator forums • OCS	n/a	• Sector associations • f2f • Website • Classification societies (IACS) • Local/regional associations
	Medium	• Print • Social media	n/a	• Presentations • White papers	n/a	• Clips, presentations • Testimonials, case studies • f2f meetings • Sector specific conferences

f2f = face-to-face

Audience	Attribute	High level IEC (overall)	IECEE	IECEx	IECQ	IECRE
CA service providers (CBs/TLs)	Drivers	• Business development • Risk exposure reduction • Sustainable Development Goals (UN)	← same	← same	← same	← same
	IEC message	• Peer recognition • International networking • Access to international market • Level playing field	← same	← same	← same	← same
	Channel	• Website • f2f • NCs	← same	← same	← same	← same
	Medium	• Presentations • Brochures • Training material • Video clips • Case studies • Testimonials • Workshops	← same	← same	← same	← same

f2f = face-to-face

Audience	Attribute	High level IEC (overall)	IECEE	IECEx	IECQ	IECRE
YPs and future leaders	Drivers	• Career & business development • Knowledge, recognition • International networking • Leadership opportunities • Sustainable Development Goals (UN)	n/a	n/a	n/a	n/a
	IEC message	• Standards + CA = value = IEC • How IEC CA Systems add/create value	n/a	n/a	n/a	n/a
	Channel	• NCs • Presentation at GM • Website • Apps • Social media: Facebook, Twitter, YouTube • LinkedIn and other professional networks, e.g. IECQ hub • IEC blog	n/a	n/a	n/a	n/a
	Medium	• Brochures • e-learning • Clips • Success stories • Targeted information releases	n/a	• Mentoring programmes	n/a	n/a

Audience	Attribute	High level IEC (overall)	IECEE	IECEx	IECQ	IECRE
Internal IEC community, e.g. TC/SCs, NC Officers, IEC Boards, etc.	Drivers	• Reply to market needs • Sustainable Development Goals (UN)	← same	← same	← same	← same
	IEC message	• Standards + CA = value = IEC • True standardization • Global package (SD+CA)	← same	← same	← same	← same
	Channel	• TC/SC liaisons • Advisory Committees • NCs • e-tech articles • f2f • Social media	← same	← same	← same	← same
	Medium	• Presentations • LinkedIn groups • Social media	← same	← same	← same	← same

f2f = face-to-face

Audience	Attribute	High level IEC (overall)	IECEE	IECEx	IECQ	IECRE
Consumer / General public	Drivers	• Citizen safety • Sustainability performance, etc. • Wider product choice • Trust in unknown brands • Lower cost • Sustainable Development Goals (UN)	• Citizen safety • Sustainability performance, etc. • Wider product choice • Trust in unknown brands • Lower cost	• Safety • Critical infrastructure	• Peace of mind: confidence in component reliability claims, e.g. aviation and LED lighting	• Clean energy • Global warming issues • Sustainability • RE innovation
	IEC message	• Earned trust / Proven quality • Choice • Lower cost	• Earned trust / Proven quality • More choice • Lower cost	• International best practice • Citizen safety • Awareness of everyday areas (gas stations, use of gas, LPG, storage of powdered goods) • Less critical, most consumers are oblivious to this	• Aviation safety assurance • Belief of claims (trust for LED lighting industry)	• Clean energy • Global warming issues • Sustainability • RE innovation • CA, and in particular rating = decision support for vendor, specific to individual price/risk preferences • Protection from counterfeit
	Channel	• Social media • Website • Brochures • Video clips • Advertisements	← same	← same, • POP ads	← same	← same • Plus: trade shows • social media
	Medium	• Brochures • e-learning • Clips • Success stories • Case studies	• Brochures • e-learning • Clips • Success stories	← same	← same	• Clips • Presentations • Testimonials • Case studies

7 Cybersecurity Promotional Matrix

Cybersecurity (CS)						
Audience	**Attribute**	**High level IEC (overall)**	**IECEE**	**IECEx**	**IECQ**	**IECRE**
Regulators	Drivers	• Citizen security/privacy • Critical infrastructure security • Address WTO TBT issues	• Global service • Comparable, believable CS CA results	n/a		n/a
	IEC message	• International CS standards for OT & IT • International global CS certification services	• Global CS solution • Complements national regulations • Free QI (message for developing countries)	n/a		n/a
Manufacturers of connected components/devices & service providers	Drivers	• Market acceptance of their products & services • Single CS assessment for all applications/sectors	• Lower product & development cost • Market access • Vendor qualification • Risk management	n/a		n/a
	IEC message	• IEC is one-stop-shop for CS standards & global CS certification services	• Lower costs • Improved market access • Certainty in vendor qualification • Reduced risk	n/a		n/a
Critical infrastructure asset owners	Drivers	• Security for their assets • Compliance with regulations • Wide choice of suppliers	• Global service • Comparable, believable CS CA results	n/a		n/a
	IEC message	• IEC has the standards and the global CS certification services	• IECEE CS certificate is essential part of CS plan	n/a		n/a

Cybersecurity (CS)						
Audience	Attribute	High level IEC (overall)	IECEE	IECEx	IECQ	IECRE
Users/owners of OT/IT systems	Drivers	• Security for their assets • Compliance with regulations • Wide choice of suppliers	• Global service • Comparable, believable CS CA results	n/a		n/a
	IEC message	• IEC has the standards and the global CS certification services	• IECEE CS certificate is essential part of CS plan	n/a		n/a
Systems' designers/ integrators	Drivers	• International CS standards for OT & IT • International global CS certification services	• Most global CS certification, therefore, offers widest acceptability	n/a		n/a
	IEC message	• IEC is one-stop-shop for CS standards & global CS certification services	• Design to the highest and most widely acceptable standards • Require the most global CS certification, offers widest acceptability	n/a		n/a

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