

EA COMMUNICATIONS & PUBLICATIONS COMMITTEE (CPC)

TERMS OF REFERENCE

(approved at the EA General Assembly in May 2015)

Role

The EA CPC is the EA Committee responsible for internal and external communications activities. The Committee's activities support the fulfillment of the strategic objectives set out in the EA Strategic Plan. Communication objectives and strategy shall be defined in the EA Communication Plan.

Tasks

In particular, the CPC task to reach EA goals and objectives include:

- Develop and revise an EA Communication Plan that supports the realization of EA's strategic objectives;
- Coordination of the implementation of the EA Communication Plan;
- Development and execution of promotion and communication activities to increase EA visibility and recognition of accreditation, particularly by industry and government/authorities;
- Delivery of a consistent corporate identity;
- Development of communication tools for the publication and distribution of EA information including publications and communication material;
- Development and provision of communication and promotional material aiming to support EA and EA AB member activities;
- Development and implementation of a benchmarking framework with the purpose of transfer of marketing and communication knowledge and best practices between AB Members;
- Drafting of documents and publications on issues resulting from ToR;
- Facilitating communication among members with the purpose of:
 - Sharing knowledge and experience on issues related to the operation and management of accreditation bodies, as well as cooperation with authorities and other stakeholders.
- Establishing and maintaining partnerships to promote accreditation to a wide audience.

Approach

The EA CPC will achieve this by:

- Developing a Communication Plan that delivers high value outputs that are easily recognized and applicable by EA members;
- Conducting the meetings scheduled to provide opportunity for discussion, as well as establishing working groups to progress tasks;
- Arranging workshops and other events with the purpose of facilitating exchange of information and experience among members;
- Advising the EA Secretariat in the development of EA IT facilities for communication among EA members and dissemination of information about accreditation in Europe and outside Europe;
- Maintaining close relationships with the equivalent committees of the International Accreditation Forum (IAF) and of the International Laboratory Accreditation Cooperation (ILAC) to ensure a co-ordinated and effective approach to issues of common interest;
- Maintaining the detailed Work Plan which is submitted for approval by the EA General Assembly and reviewed at each meeting;
- Ensuring regular publication of general and specific information on EA activities to members and stakeholders;
- Preparing publication of information on specific issues to promote accreditation to industry and authorities and in support of the members communication activities at national level;
- Arranging exchange of experience with support of other EA Committees, where necessary.

Composition (Membership)

Each EA Member is entitled to nominate one entitled representative.

Each recognized stakeholder member can appoint one entitled representative.

All interested parties can contribute with additional meeting participants and resources to task forces and workings group at will.

The Chair of the CPC is elected by the EA General Assembly according to the EA Rules of Procedures.

The duties of the Chairman are to:

- Ensure the proper functioning of the committee and its work according the Terms of Reference;
- Prepare the committee meetings in cooperation with the EA Secretariat and the Vice-Chair;
- Chair CPC meetings;
- Prepare the financial plan and monitor the realization of the budget for the CPC, according to the EA procedure in force.

The Vice-Chair which is elected by members for a period of 2 years assists the Chairman in carrying out his/her duties.

The EA Secretariat provides secretariat resources to the EA CPC and supports the CPC in its operations. For these reasons, the secretariat is ex officio a member of the Committee.

The CPC Chair may invite observers, experts and others to attend CPC meetings.

Meetings

The CPC will meet when considered necessary by the Chair, by the EA General Assembly or by at least one third of its members. The CPC will, however, meet at least twice a year.

The draft agenda should be distributed at least one month prior to the meeting Draft minutes will be distributed within one month after the meeting.

Final provisions

EA CPC shall, if necessary, establish its internal rules of procedure in order to execute its tasks and responsibilities in an efficient and effective manner.

In case when working group or task force is established, EA CPC defines its terms of reference which include the scope, composition, tasks to be carried out and deadline for reporting of results.