



# Communication/ Marketing Plan

## AFSEC Communication / Marketing Plan Meeting



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## Acknowledgement

The development of this Communication /Marketing plan was supported by Physikalisch-Technische Bundesanstalt (PTB). AFSEC also acknowledges the support of the IEC through the IEC Africa Regional Centre (IEC AFRC).

## Abbreviations and Acronyms

AfCFTA	Africa Free Continental Trade Area
AFSEC	Africa Electrotechnical Standardization Commission
AFREC	Africa Energy Commission
ACAC	AFSEC Conformity Assessment Committee
APUA	Association of Power Utilities of Africa
ASHAM	AFRICA STANDARDS HARMONIZATION MODEL
ASMC	AFSEC Standardization Management Committee
ATC	AFSEC Technical Committee
AUC	African Union Commission
CA	Conformity Assessment
COMELEC	Comité Maghrébin de l'Electricité
EACREEE	East Africa renewable Energy and Energy Efficiency
EAPP	Eastern Africa Power Pool
ECREEE	Ecwas Renewable Energy and Energy Efficiency
IEC	International Electrotechnical Commission
IECEE	IEC System for Conformity Assessment Schemes for Electrotechnical Equipment and Components
IECEX	IEC System for Conformity Assessment Schemes for Equipment for use in Explosive Atmosphere IEC System for Conformity Assessment Schemes for Equipment for use in Renewable Energy Application
IECRE	Application
NEC	National Electrotechnical Committee
PEAC	Pool Energetique De L'Afrique Centrale
PIDA	Programme for Infrastructure Development in Africa
SACREEE	Southern Africa Renewable Energy and Energy Efficiency
SAPP	Southern Africa Power Pool
WAPP	West Africa Power Pool
TBT	Technical Barriers to Trade

## Foreword

The African Electrotechnical Standardization Commission (AFSEC) was established on 28<sup>th</sup> February 2008 by Association of Power Utilities of Africa (APUA) at the request of Africa Ministers of Energy under the auspices of the African Union Commission as the continental body in Africa that focuses on the harmonization/development of electrotechnical standards and conformity processes in order to improve access to electricity and hence the wellbeing of the African population in support of the Sustainable Development Goals (SDGs) and Agenda 2063 of the African Union. AFSEC through the harmonization of standards and conformity assessment procedures could contribute to the broad ambitions of the Africa Free Continental Trade Area (AfCFTA).

AFSEC is one of the four pillars of the Pan African Quality Infrastructure (PAQI) which was officially inaugurated on the 30<sup>th</sup> of August 2013 by the Director for Trade and Industry, African Union Commission, where members comprising of the African Accreditation Cooperation (AFRAC), the Intra-Africa Metrology System (AFRIMETS), the African Electro-

technical Standardisation Commission (AFSEC) and the African Organisation for Standardization (ARSO) formalized their cooperation as members of (PAQI) by signing a Memorandum of Understanding.

All users of electrotechnical standards in African countries - electricity utilities, the national standards bodies, electricity regulators, policy makers, consultants, contractors, developers and suppliers of electrical equipment and services – should participate in the activities of AFSEC, by forming a national electrotechnical committee in each country.

Up to August 2019, 17 Countries out of 54 had established National Electrotechnical Committees (NECs) and became statutory members of AFSEC (Cote d'Ivoire, Democratic Republic of Congo (DRC), Egypt, Ethiopia, Ghana, Guinea, Kenya, Namibia, Nigeria, Rwanda, Senegal, South Africa, Sudan, Tunisia, Uganda, Zambia, Zimbabwe).

The Affiliate members are APUA, Representative of African Energy Commission (AFREC), Representative of the African Union Commission (AUC) Commission; African Power Pools (SAPP, EAPP, WAPP)

AFSEC has established Standards Management Committee (ASMC) Chaired by AFSEC 1<sup>st</sup> Vice President for the management of the AFSEC Technical Committees (ATCs) and a Conformity Assessment Committee Chaired by AFSEC 2<sup>nd</sup> Vice President.

The Following ATCs have been established

1. ATC8: Systems aspects for electrical energy supply.
2. ATC13: Electrical energy measurement and control.
3. ATC57: Power systems management and associated information exchange.
4. ATC64: Electrical installations and protection against electric shock.
5. ATC77: Electromagnetic compatibility.
6. ATC82: Solar photovoltaic energy systems.

The goal is to engage all African countries in the AFSEC activities and work either as members of NEC or through their active participation as representatives of Affiliate members.

Following the success of the first guide developed and published by ATC 82 “Guidelines for the Application of Standards for Rural Electrification” which was updated in 2018 and the second guide on smart meters issued published in October 2018, others guidelines will follow. These Guides will allow our various African technicians, local engineering designers to follow the various guides for the preparation of the National specifications and assist installation and maintenance staff for a more sustainable solution.

AFSEC need to be visibility and in order to be closer to AFSEC members and to increase membership, AFSEC established five AFSEC regional representatives (North, West, Central, East and South). The elaboration of these regional representatives through the various missions has allowed resulted in the increase of the importance of AFSEC roles and activities. The first success of this strategy is shown by the increasing number of members per region.

This Communication/ Marketing plan was prepared by AFSEC Standards Management Committee (ASMC) and AFSEC Conformity Assessment Committee (ACAC).

## 2 Background

At the AFSEC Special General Assembly that was held in Cairo, Egypt in 25<sup>th</sup> July 2019 the Strategic Plan 2019 to 2024 and the AFSEC Concept note on the Development of Electrotechnical Infrastructure in Africa were approved.

### Key issues from Strategic Plan:

- Enhance AFSEC Recognition
- Enable Stakeholders to Participate in Developing Standards
- Groom Expertise to join ATCs
- Promote Conformity Assessment
- Increase the AFSEC Membership
- Establish Deliverable to be Source of Income

- Promote the AFSEC Guides
- Adoption of AFSEC Standards
- Maintain Vacancies on ATCs
- Monitor & Evaluate the Communication Plan

#### **Key Issues from the AFSEC Concept note on the Development of Electrotechnical Infrastructures in Africa.**

- Providing technical assistance to AFSEC Secretariat
- Support to AFSEC Committees
- Support to the Regional Representatives of AFSEC
- Support to Rural Electrification and Development of Guidelines

### **3 Scope of Work**

The Scope of Works was drawn from the objectives of the AFSEC Strategic Plan 2019 -2024 and AFSEC Concept note on the Development of Electrotechnical Infrastructures in Africa. The summary is given below

- To adopt /adapt Africa Standards Harmonization Model (ASHAM)
- To expedite the harmonization of electro-technical standards to support AU priorities: AFCFTA requirements, interconnection of power pools
- Coordination with African Union /Programme for Infrastructure Development in Africa (AU/PIDA) to introduce AFSEC Standards into Projects
- To foster the involvement of academia and research institutions in standardization,
- To provide a system which can attract and increase industry participation and leadership
- To Mainstream private sector standards into African harmonized standards to promote the development of the private sector and SMEs
- The role of Annex 6 of the AfCFTA agreement on Technical Barriers to Trade (TBT) to overcome the technical barriers between African countries.
  - Article 6 (b) - promote standards developed by ARSO and AFSEC
  - Article 6 (c) - where a relevant international standard required to facilitate trade does not exist, request the ARSO and/or the AFSEC to develop the required standard to facilitate trade between State Parties.
  - Article 6 (d) designate liaison focal points to ensure that all State Parties are well informed the standards developed or to be developed by the ARSO and the AFSEC.
  - Article 6 (f) promote membership, liaison and participation in the work of ISO, IEC, ARSO AFSEC and similar international and regional standardization organizations.
- To provide a platform to enable stakeholders to effectively participate in the development of standards,
- To Promote the Conformity Assessment activities
- To ensure continuous support by the African Union Commission as the preminent authority in implementation of electrotechnical standardization in Africa and urge member states to join AFSEC
- To Groom Technical Expertise to be effective members in the ATCs
- To establish value –added deliverables that could be source of income.
- To promote the AFSEC guides
  - Guide for application of standards for rural electrification in Africa



- Guide for application of standards for smart metering systems in Africa
- To Maintain vacancies on ATCs less than 10% (Active participation)
- To Achieve 80% adoption of AFSEC standards recommended for adoption by NEC members
- Discuss the methods of funding and preparing suggested budget and methods of monitoring and evaluation of this marketing plan.
- To have an active website that visualizes the activities of AFSEC to promote AFSEC and also serve as an marketing and communication platform.

## 4 Expected impact of the Communication/Marketing Plan

The overall objective for the AFSEC Communications/Marketing strategy is for visibility of AFSEC, increased membership and to garner support for AFSEC activities from key partners

### 4.1 The objectives – Key value driven messages

- **Identification of existing standards and prioritization of needs**
  - Harmonization of standards, adoption / adaptation of international standards.
  - Develop standards/guides as and when required.
  - Make recommendations of the harmonized standards for implementation by the relevant AU organs (AFREC, AU/PIDA etc.), Member NECs etc.
  - Collaboration with Regional and International Organizations
- **Promotion of conformity assessment activities**
  - Sensitize AFSEC members to participate in IEC conformity assessment system and to join AFSEC CAC to ensure that in Africa electrotechnical conformity is prioritized to meet the AfCFTA goals.

### 4.2 Goals

- Improve access to electricity and thus improving the well-being of African Citizens
- Promote the use of standards and conformity assessment to member countries
- Support the AfCFTA by reduction of technical barriers to trade

## 5 Identification of Key stakeholders and outreach

The strategy identifies both external and internal stakeholders, the message of outreach and the vehicle of communication.

The external stakeholders include APUA, AU/PIDA, AFREC, Power Pools, ARSO, Regional CREEE, etc.

The internal stakeholders include ASMC, ACAC, NECs, Regional Representatives, ATC members etc..

The details are given in the Matric in Annex 1.

### 5.1 African Union

The African Union (AU) is a continental body consisting of the 55 member states that make up the countries of the African Continent.

The vision of the African Union is that of: “An integrated, prosperous and peaceful Africa, driven by its own citizens and representing a dynamic force in global arena.”

The African Union Commission (AUC) is the key organ playing a central role in the day-to-day management of the African Union.

To ensure the realisation of its objectives and the attainment of the Pan African Vision of an integrated, prosperous and peaceful Africa, Agenda 2063 was developed as a strategic framework for Africa’s long term socio-economic and

integrative transformation. Agenda 2063 calls for greater collaboration and support for African led initiatives to ensure the achievement of the aspirations of African people.

### 5.1.1 Africa Continental Free Trade Area (AfCFTA)

The 18th Ordinary Session of the Assembly of Heads of State and Government of the African Union, held in Addis Ababa, Ethiopia in January 2012, adopted a decision to establish a Continental Free Trade Area. The Summit also endorsed the Action Plan on Boosting Intra-Africa Trade (BIAT) which identifies seven priority action clusters: trade policy, trade facilitation, productive capacity, trade related infrastructure, trade finance, trade information, and factor market integration.

The main objectives of the AfCFTA are to create a single continental market for goods and services, with free movement of business persons and investments, and thus pave the way for accelerating the establishment of the Customs Union. It will also expand intra-African trade through better harmonization and coordination of trade liberalization and facilitation and instruments across the RECs and across Africa in general. The AfCFTA is also expected to enhance competitiveness at the industry and enterprise level through exploitation of opportunities for scale production, continental market access and better reallocation of resources

### 5.1.2 AU Programme for Infrastructure Development in Africa (PIDA)

During the 18th ordinary session of the AU Summit, African Heads of State and Government adopted the Programme for Infrastructure Development in Africa (PIDA) as strategic framework for regional infrastructure. The PIDA Priority Action Plan (PIDA- PAP) comprises 51 cross-border programmes covering the four sectors transport, energy, and ICT as well as trans-boundary water resources management. Regional infrastructure is pivotal in increasing intra-African trade and improving the continent's competitiveness in the world market.

Using the PIDA Priority Action Plan (PIDA PAP) projects as a foundation, African ministers have made the following pledge in launching the APV:

“As the continent's Ministers of Power and Finance, we commit to the Africa Power Vision. We will build on the Energy Vision as articulated by the Program for Infrastructure Development in Africa:

To harness all African energy resources to ensure access to modern energy for all African households, businesses and industries by developing efficient, reliable, cost-effective and environmentally friendly energy infrastructure resulting in poverty eradication and vigorous sustainable development of the continent.”

## 5.2 APUA and the Power Pools

APUA was created with the purpose of promoting development and integration of the African power systems through the interconnection of networks, the exchanges of experiences and know-how as well as the pooling of energy resources in a win-win approach for all members.

APUA works as a development institution working closely with the African Union and other African specialized institutions regarding power projects on the Continent.

As energy resources are not evenly distributed across the continent, APUA has committed itself after having actively participated in the inception of some of them to coordinate the forum of the African regional power pools in close collaboration with the African Energy Commission and the African Union Commission.

APUA, with the support of the African Development Bank (AfDB) and the French Development Agency (Agence Francaise pour le Developpement: AFD) initiated the African Network of Centers of Excellence in Electricity (ANCEE). The network is designed as sustainable tool to enhance governance competencies, technical and managerial skills in the utilities, provide targeted financial support to utilities in order to address operational and financial deficiencies of utilities.

One of the key objectives of the Network is the transformation of the governance and leadership of utilities through constructive dialogue, advocacy, and share of experiences events. APUA having been involved in the establishment of AFSEC is a key stakeholder. To date 3 of the Power Pools are affiliate members of AFSEC i.e. EAPP, SAPP and WAPP. PEAC and COMELEC are yet to become members.

AFSEC needs to reach out to the Power Pools that are not yet members, identify standards that meet the needs of the Power Pools, participate in meetings of the Power Pools and invite them to AFSEC meetings.

### 5.3 African Centres of Renewable Energy and Energy Efficiency

Regional Centres of Renewable Energy and Energy Efficiency (CREEE) have been established in Africa namely ECOWAS Centre for Renewable Energy and Energy Efficiency (ECREEE), East Africa Centre for Renewable Energy and Energy Efficiency (EACREEE), SADC Centre for Renewable Energy and Energy Efficiency (SACREEE) North Africa Centre for Renewable Energy and Energy Efficiency (RCREEE))

The objective of the Centres is to contribute to the sustainable economic, social and environmental development of their respective regions and by improving access to modern, reliable and affordable energy services, energy security and reduction of energy related GHG emissions and climate change impacts on the energy system and to create favourable framework conditions for regional Renewable Energy & Energy Efficiency (RE&EE) markets by supporting activities directed to mitigate existing technology, financial, economic, business, legal, policy, institutional, knowledge and capacity related barriers.

Industries Africa use a lot of energy, and the use of renewable energy technologies and energy efficient equipment is critical for their competitiveness in the international arena.

Collaboration with AFSEC could facilitate the standards that would be required in the area of renewable energy and energy efficiency and in identification of products that may be targeted for conformity assessment /compliance. African Association for Rural Electrification (CLUB-ER)

In accordance with the “Sustainable Energy for All” initiative, launched by the UN Secretary-General in 2011, the object of the Association is to accelerate the development of access to electrical energy services in the rural areas of the continent, by creating the relevant conditions and by systematizing the beneficial pooling of experiences among domestic agencies and structures in charge of rural electrification. The activities of CLUB-ER shall be centred on three main targets:

- A. Development of capacities and expertise and strengthening the capacities of public and private players in order to be in a position to fully participate in the formulation of policies and the harmonisation of institutional frameworks with a view of elaborating and implementing investment programmes in rural electrification,
- B. Capitalization and management of knowledge & communications Pooling and capitalizing, as well as sharing knowledge and the lessons learnt on the proper practices for supporting implementation by the national operators of programmes in view of increasing access to electric services in rural areas,
- C. Pooling resources Setting up procedures and a dynamic pooling of technical and financial resources for: (i) reinforcing the capacities and expertise of CLUB-ER Members; (ii) managing knowledge and related communication, and (iii) implementing innovative actions and demonstrating new technical, financial or organisational rural electrification models.

### 5.4 Pan African Quality Infrastructure (PAQI)

The mission of PAQI is to strengthen the regional and global competitiveness of Africa’s goods and services and contribute towards an improved quality of life for the African people through prudent use of standards, measurements, conformity assessment and accreditation.

One of the ways PAQI strive to achieve its mission is through the development and implementation of African policies on Standards, Measurement, Conformity Assessment and Accreditation that supports the realization of Africa’s Economic integration and environmental sustainability.

AFSEC as one of the pillars of PAQI needs to strengthen its relationship with the other PAQI institutions and in particular with ARSO with respect to the development of standards. Sharing their workplans to ensure no duplication and to establish joint committees as necessary.

### 5.5 International Electrotechnical Commission (IEC)

Three AFSEC members are full members of the IEC (Egypt, Nigeria and South Africa), six are associate members (Cote d’Ivoire, Ethiopia, Ghana, Kenya Tunisia and Uganda and eight are in the Affiliate Country Programme (Democratic Republic of Congo (DRC), Guinea, Namibia, Rwanda, Senegal, Sudan, Zambia and Zimbabwe). AFSEC has signed and



MoU with IEC and the IEC has created a collaboration platform for AFSEC. AFSEC to follow up on how they can fully benefit from the MOU

## 5.6 Regional Economic Communities (RECs)

The Regional Economic Communities (RECs) are regional groupings of African states and are the pillars of the AU. The purpose of the RECs is to facilitate regional economic integration between members of the individual regions and through the wider African Economic Community (AEC), which was established under the Abuja Treaty (1991). This Treaty, which has been in operation since 1994, ultimately seeks to create an African Common Market using the RECs as building blocks. The AU recognises eight RECs namely:

- Arab Maghreb Union (UMA)
- Common Market for Eastern and Southern Africa (COMESA)
- Community of Sahel–Saharan States (CEN–SAD)
- East African Community (EAC)
- Economic Community of Central African States (ECCAS)
- Economic Community of West African States (ECOWAS)
- Intergovernmental Authority on Development (IGAD)
- Southern African Development Community (SADC).

All the RECs have Standards harmonization/ Quality Programmes. These Programmes provide a platform for AFSEC to create awareness and identify common gaps for standards required by the RECs. AFSEC Regional Representatives can participate in the meetings of their respective regions and present a common AFSEC message

## 5.7 Young Professional, Gender and Academia

Young professionals (YP) and the academia are the upcoming expert engineers, technicians, and managers. AFSEC YP Programme will provide an opportunity to the young professional and academia to be involved in the development of standards and thus ensure continuity for the future.

AFSEC will engage with both university students and teachers through training and awareness programmes. This engagement will enable AFSEC to capture the interest of the YPs and academia in standardization and conformity assessment activities.

The gender component of this programme aims to enhance gender diversity in AFSEC by increasing the participation of women in the development of electrotechnical standards.

## 5.8 Other Stakeholder

Other stake holder of AFSEC include Regulatory bodies, inspection bodies, consumers, manufacturers / industry some of whom may already be represented in their NECs. AFSEC may need to have a deliberate action in creating awareness to this group of stake holders in standardization and conformity assessment in the field of electrotechnology

# 6 Internal Communication System

In order for AFSEC to reach out to the external stakeholders, a good and solid internal system and communication needs to be place. This will require the development / preparation of promotion materials, training materials etc. A fully functional website is of utmost importance

## 6.1 AFSEC Secretariat

AFSEC secretariat should ensure that the AFSEC Website is up and running and kept up to date. The Secretariat should prepare a common message of AFSEC, a common Power Point template that is used by all when representing AFSEC in any meeting. This will give identity to AFSEC.

- **AFSEC New Website** is currently under construction by the IT Department at the Ministry of Electricity and Renewable Energy in Egypt in collaboration with AFSEC Secretariat.

AFSEC aims to build the new website similar to that of the IEC and CENELEC from point of view structure/ content.

The Main Menu will include the menu of the old website in addition to other topics related to AFSEC extended activities.

It is expected to receive from the IT Team the main Framework of this website to be ready for domain migration from South Africa by the end of October 2020, excluding the Database that will be built from scratch.

- **AFSEC Collaboration Platform** has been upgraded with the support of IEC Central Office, and has been launched to be available to all AFSEC Members in April 2020.

In collaboration with IEC, AFSEC has secured an EMS Login to all AFSEC Members by getting the updated members information from all NECs.

The main purpose of this Platform is to support AFSEC Committees in facilitating their work within their committees.

Using the collaboration tools, members in committees can upload any documents, send notifications, use chatting, giving tasks, discussing document, etc. Collaboration tools can be of a non-technological nature such as paper, flipcharts, post-it notes or whiteboard

## 6.2 National Electrotechnical Committees (NECs)

In order for AFSEC to be a strong institution, the members i.e. the NECs must function well.

Each NEC should have active mirror committees that mirrors the AFSEC TC's and to ensure Utilities, Regulator's & Policy Makers are members of the NEC/Mirror committees.

## 6.3 AFSEC Standards Management Committee (ASMC)

ASMC is responsible for the development of standards/guides and manages the ATCs. The goal is to engage all African countries and experts in and for them to actively participate either as members of NECs or as representative of Affiliate members.

Each ATCs should prepare a business plan based on AFSEC strategic plan posted on the website, with related programs of work and regular virtual meetings.

## 6.4 AFSEC Conformit Assessment Committee (ACAC)

ACAC is responsible for Conformity assessment activities. The Committee should develop a conformity assessment guide. Prepare and action plan on regular training for its members on how the IEC CA Systems can be use. (The IEC can provide the training content and facilitate webinars on the same)

## 6.5 AFSEC Regional Representatives

The Regional representatives are the representatives of the President of AFSEC in their respective regions and their role is more of awareness creation and recruitment of members.

AFSEC Secretariat should develop standardized promotional materials and educational materials to support the Regional representatives' visits/missions to countries, particularly for those countries that that are not members of AFSEC to promote and advance the cause of AFSEC.

# 7 Development partners

AFSEC had prepared a concept note for the development of Electrotechnical Infrastructure an Africa. This document could be updated and shared with targeted development partners for funding / projects

# 8 Recommendations

- Most of the NECs are domiciled in the National Standards Bodies (NSBs) and are often looked at as Technical Committees and not Management Committees. AFSEC should organize a forum for CEOs of the NSBs to make them aware of the importance of the NEC and its position as a management organ
- Establishment of Joint ARSO-AFSEC Technical Committees in anticipation that ARSO and AFSEC) might wish to jointly handle standards with overlapping nature In order to strengthen collaboration between

ARSO and AFSEC, A representative from the ARSO SMC should be an observer in the AFSE SMC and vice versa. Similarly, the same should apply for ARSO CACO and AFSEC CAC

- At the moment AFSEC is not delivering any scheme on conformity assessment and therefore they will need to come up with a scheme/ framework mirroring the IEC Conformity Assessment Systems which they can offer to members to initiate harmonized conformity assessment systems .
- AFSEC needs to work with the AU especially on the AfCFTA and engage with Annex 6 so that AFSEC standards can be implemented and this may result in increased membership
- Executive Secretary to manage the execution of this plan by having an active visible barometer of actions and progress. (Implementation plan / execution of the matrix)

## 9 Annexes

### 9.1 Communication Matrix

#### COMMUNICATION MATRIX

INTERNAL AND EXTERNAL COMMUNICATION PLAN					
EXTERNAL STAKE HOLDERS					
Stakeholder	Key issues	Communication Vehicle	Message	Impact	Responsibility
APUA Africa Power Pools – EAPP, PEAC, SAPP, WAPP and COMELEC (All APUA technical workshops and continental gathering events/meetings of the forum of Power Pools)	<ul style="list-style-type: none"> <li>Identify the Gaps and Challenges with respect to electrotechnical standards</li> <li>Identification and Review of Standards that meet the identified needs</li> <li>Recommendation of appropriate standards for country members</li> </ul>	<p>Letter/meeting</p> <p>AFSEC Technical Committees</p> <p>webinar, electronic media / brochures</p>	<p>Contents of letter/presentation</p> <p>List of Standards required for gaps identified</p> <p>Promoting the standards identified for adoption</p>	<p>Identified standard gaps</p> <p>Harmonized standards</p> <p>-Promotion of AFSEC</p> <p>-Access to Electricity to Sustainable Development of interconnection projects</p> <p>-Visibility of AFSEC improved</p>	<p>Exec Sec</p> <p>SMC Representatives of ATC 8-JWG, ATC82/TC8 and ATC57SMC</p>
African Union (PIDA)	<ul style="list-style-type: none"> <li>AU to promote adoption of AFSEC standards</li> </ul>	<p>AFSEC Official delegation to meet AU</p> <p>Short Power Point presentation on AFSEC Activities</p>	<p>Publication on the list of standards to support appropriate projects</p>	<ul style="list-style-type: none"> <li>Support to AfCFTA</li> <li>Reduction of Technical Barriers to Trade</li> </ul>	<p>Exec Sec &amp; SMC</p>

<p>Africa Centers for Renewable Energy and Energy Efficiency (ECREEE, EACREEE, SACREE, RCREEE)</p>	<ul style="list-style-type: none"> <li>• Establish a platform to ensure conformity</li> <li>• Identification of products targeted for conformity assessment</li> </ul>	<p>Letter and meeting</p> <p>Specific information of the targeted products through brochures /publications</p>	<p>Short Publication on the role of AFSEC on Renewable Energy and Energy Efficiency – How to reference Standards in the policies</p>	<p>Reliable and efficient products for electricity access.</p> <p>Clean energy</p>	<p>ACAC, Exec Sec &amp; ASMC</p>
<p>African Network of Centers of Excellence in Electricity for (ANCEE)/APUA</p>	<ul style="list-style-type: none"> <li>• Identify areas of capacity building, exchange of experiences and transfer of knowledge Communication</li> </ul>	<p>Trainings and seminars</p>	<p>Promoting good practices</p>	<p>Support the footprint of AFSEC and reinforcing capacities of national committees</p>	<p>AFSEC and APUA Secretariat</p>
<p>African Association for Rural Electrification (CLUB-ER)</p>	<ul style="list-style-type: none"> <li>• Harmonize rural electrification’s technical specifications and cost reduction by standardization</li> </ul>	<p>AFSEC and CLUB-ER Technical Committees</p>	<p>Publication on the list of standards to support appropriate projects</p>	<p>Ensure full access to electricity least cost planning in African countries</p>	<p>AFSEC and CLUB-ER</p>
<p>Regulatory Bodies</p> <ul style="list-style-type: none"> <li>• Energy Regulatory e.g. Zimbabwe Energy Regulatory Authority (ZERA)</li> <li>• Product Regulatory Bodies/ Inspection</li> </ul>	<ul style="list-style-type: none"> <li>• Raise regulators awareness on CA systems</li> <li>• Effective regulations through participatory process</li> </ul>	<p>AFSEC to organize at least one seminar every year to educate regulators on standards and conformity assessment</p>	<p>Promotion Materials targeting Regulatory Bodies Training Materials</p> <p>AFSEC publication breaking down the benefits of CA in line with IECEE, IECEx and IECRE</p>	<p>Support to AfCFTA Reduced Technical Barriers to Trade</p>	<p>AFSEC secretariat</p>



Bodies e.g. Kenya Bureau of Standards (KEBS) Product Verification of Conformity (PVOC)					
Consumers / Consumer organizations	<ul style="list-style-type: none"> <li>Awareness campaigns</li> </ul>	NECs to organize awareness campaigns to educate the consumers	Awareness brochures	Consumer Confidence	NECs
African Industries in Electrotechnical Equipment	<ul style="list-style-type: none"> <li>Conformity Assessment Procedures</li> </ul>	ASMC to liaise with ACAC	Documentation on identified gaps and the list of standards for the gaps	Standards for Quality /Safe Products	ASMC/ACAC
Industry / Private Sector	<ul style="list-style-type: none"> <li>AFSEC to foster collaboration between TC's and the private sector</li> <li>Encourage NEC's to establish active MC's to involve the regulators &amp; industry</li> </ul>	NECs to organize at least one seminar every year to educate industry / private sector on standards and related conformity assessments.	Generic Power Point Presentation targeting industry Training materials	Increase participation of industry/private sector in standards development process	AFSEC EXEC. ASMC and ACAC. To be monitored and ensured by Regional Reps
Universities and Research Institutions	<ul style="list-style-type: none"> <li>Promote the involvement of teachers and students in the electrotechnical standards</li> </ul>	Organise webinars and encourage participation in ATC's projects.	Training Materials	- Participation of academics and active participation of YP	Action for marketing consultant in

	<p>development and conformity activities</p> <ul style="list-style-type: none"> <li>Encourage participation of young professional students in the YP program (Young Professionals are not at the university but in the private sectors).</li> </ul>			<ul style="list-style-type: none"> <li>Introducing AFSEC to Universities through organized webinars</li> </ul>	conjunction with SMC
Young Professional and Gender	<ul style="list-style-type: none"> <li>Capturing interest of academics in young professionals to participate in standardization</li> </ul>	TC meetings	Awareness Materials specific for the young professionals	Continuity of AFSEC Work	TCC's
Pan African Quality Infrastructure (PAQI)	<ul style="list-style-type: none"> <li>Strengthening AFSEC Relationship with ARSO, AFRAC and AFRIMETS</li> </ul>	Attend Meetings	Promotion materials	Clarity of roles AFSEC activities and improved visibility	Exec Sec/VP's
Regional Economic Communities (RECs)	<ul style="list-style-type: none"> <li>Strengthening AFSEC Relationship with Regional Economic Communities</li> </ul>	Attend meetings	Promotion Materials	Clarity on the roles of AFSEC Activities and improved visibility	Exec Sec/VP's AFSEC Regional Representatives
United Nations Economic Commission for Africa (UNECA)	<ul style="list-style-type: none"> <li>Conformity Assessment support to the mining industry in Africa</li> </ul>	Letters / visit to UNECA	Endorsement of Common Regulatory Framework for Equipment Used in Environments with and Explosive Atmosphere.	Conformity Assessment for the mining sector in Africa	Exec Sec / CAC Vice President
Development Partners PTB, DKE, AFREXIM BANK, AfDB, WORLD BANK /IFC, EU, KFW, GIZ, EIB, JICA, etc.	<ul style="list-style-type: none"> <li>Identify Appropriate infrastructure project in African Countries that use/need standards</li> </ul>	Letter / meetings Brief concept note	Support to AFSEC	Funding support Technical Assistance Increased adoption of AFSEC recommended standards Improved Visibility	SMC

AFSEC Website – new home page, etc.	<ul style="list-style-type: none"> <li>Continuously updated active &amp; informative web page with an impressive dashboard.</li> </ul>	AFSEC IP owned & internally managed webpage.  Links to other related websites.	Up to date AFSEC Info/data	More visibility and trusted data on AFSEC that promotes the value that AFSEC adds to Africa	Exec Secretary
<b>INTERNAL COMMUNICATION</b>					
Stakeholder	Key issues	Communication Vehicle	Message	Impact	Responsibility
National Electrotechnical Committees (NEC)	<ul style="list-style-type: none"> <li>Calendar of activities to support AFSEC</li> </ul>	Meetings Websites Memos	Calendar of AFSEC Activities	Improved visibility Improved MC's	MC/REG Reps
Standards Management Committee	<ul style="list-style-type: none"> <li>Establishing Value added deliverables</li> <li>Optimized Standardization Business Plan (SBP) and optimized</li> </ul>	Stakeholder meetings Website	Integrated Programme of Work	Focused Programme of Work Appropriate standards	Mangement Committee/ASMC
Conformity Assessment Committee	<ul style="list-style-type: none"> <li>Establishing Value added deliverables</li> <li>Raising awareness of the IEC CA Systems to AFSEC member Countries</li> </ul>	Website  Publications	Database on CA Capabilities in Africa Elaboration on the benefits of CA	Mutual Recognition Reduction of TBTs Baseline data of countries and experiences Harmonization of CA Procedures	AFSEC Secretariat CAC/MC
Executive Committee to be put in place President, Vice presidents, the Executive Secretary & Treasurer	<ul style="list-style-type: none"> <li>Operational Issues</li> </ul>	Periodical Zoom meetings	Updates		AFSEC EXEC SEC
Technical Committees	<ul style="list-style-type: none"> <li>Approved Calendar of Activities</li> </ul>	Face to face and Zoom meetings	Integrated SBP	Improved productivity	SMC/TC's

		Participation in IEC Committee/'s they Mirror		Harmonized and appropriate standards	
AFSEC.	<ul style="list-style-type: none"> <li>Common message</li> </ul>	Website, Social media, Publications, Flyers, Brochures, Video, Email address, business cards	Training material, Power point presentations	Improved visibility More credible and sustainable	AFSEC Secretariat in consultation with members
AFSEC Internal Website	<ul style="list-style-type: none"> <li>Depository for all AFSEC operational documentation</li> </ul>	IEC Collaboration Platform – AFSEC Site (ACP)	Usage training program and launch of the ACP	Harmonization and sustainable documentation system	Exec Sec/SMC/CAC