

# CONFORMITY ASSESSMENT PUBLICATION



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## IEC CA Promotional Matrix



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**IEC CA Promotional Matrix**

INTERNATIONAL  
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## INTERNATIONAL ELECTROTECHNICAL COMMISSION

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**IEC CA Promotional Matrix**

## 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)

## 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's 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, 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 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's 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's 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 Marketing and Communications Department, 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
- 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 of 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 Marketing and Communications Department, 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
Industry and Manufacturers	Drivers	<ul style="list-style-type: none"> <li>• Business development</li> <li>• Profits / Market share</li> <li>• Qualification recognition</li> <li>• Brand competition</li> <li>• Marketing / Strategic tool</li> </ul>	<ul style="list-style-type: none"> <li>• Product &amp; Development Cost</li> <li>• Market access</li> <li>• Vendor-qualification</li> <li>• Risk management</li> </ul>	<ul style="list-style-type: none"> <li>• Market access</li> <li>• Safety and risk management</li> <li>• Qualification recognition</li> </ul>	<ul style="list-style-type: none"> <li>• Vendor qualification</li> <li>• Marketing / Strategic tool</li> </ul>	<ul style="list-style-type: none"> <li>• Vendor qualification</li> <li>• Profits / Market share</li> <li>• Insurance</li> </ul>
	IEC Message	<ul style="list-style-type: none"> <li>• Global market access</li> <li>• International recognition</li> <li>• Maximize investment</li> <li>• Confidence</li> </ul>	<ul style="list-style-type: none"> <li>• Lower costs</li> <li>• Improved market access</li> <li>• Certainty in vendor qualification</li> <li>• Reduced risk</li> </ul>	<ul style="list-style-type: none"> <li>• Increased market access</li> <li>• Certification advantages</li> <li>• Exposure to risk reduced</li> </ul>	<ul style="list-style-type: none"> <li>• Increased market access</li> </ul>	<ul style="list-style-type: none"> <li>• Increased market access</li> <li>• Maximize investment</li> <li>• Confidence</li> </ul>
	Channel	<ul style="list-style-type: none"> <li>• NCs, industry forums, industry associations,</li> <li>• f2f + clip, website, apps</li> </ul>	<ul style="list-style-type: none"> <li>• website</li> <li>• IRHMA (international level)</li> <li>• NC at national level</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Apps</li> <li>• Annual conferences</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Training workshops</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Annual conferences</li> </ul>
	Medium	<ul style="list-style-type: none"> <li>• Etech articles, presentations, YouTube, brochures</li> </ul>	<ul style="list-style-type: none"> <li>• Etech articles, brochures</li> </ul>	← same	← same	<ul style="list-style-type: none"> <li>• Presentations, brochures</li> </ul>
Developing Countries regulators	Drivers	<ul style="list-style-type: none"> <li>• Citizen safety</li> <li>• Free quality infrastructure</li> <li>• Use of limited resource</li> <li>• Dumping protection</li> <li>• Address TBT issues</li> </ul>	<ul style="list-style-type: none"> <li>• Verification / Infrastructure cost</li> <li>• Dumping protection</li> </ul>	<ul style="list-style-type: none"> <li>• Safety.</li> <li>• Infrastructure protection</li> <li>• National economy protection</li> </ul>	<ul style="list-style-type: none"> <li>• Citizen safety</li> <li>• Dumping protection</li> <li>• Address TBT issues</li> </ul>	<ul style="list-style-type: none"> <li>• Critical energy infrastructure</li> <li>• Financial risk management</li> </ul>
	IEC Message	<ul style="list-style-type: none"> <li>• Free quality infrastructure</li> <li>• Don't reinvent the wheel</li> <li>• Address TBT issues</li> </ul>	<ul style="list-style-type: none"> <li>• Free quality infrastructure</li> <li>• Dumping protection by CB Scheme</li> </ul>	<ul style="list-style-type: none"> <li>• UNECE/IECEX regulatory framework + case studies</li> </ul>	<ul style="list-style-type: none"> <li>• Don't reinvent the wheel</li> <li>• Address TBT issues</li> </ul>	<ul style="list-style-type: none"> <li>• Critical energy infrastructure</li> <li>• Financial risk management</li> </ul>

Audience	Attribute	High level IEC (overall)	IECEE	IECEX	IECQ	IECRE
	Channel	<ul style="list-style-type: none"> <li>• IEC Affiliate Programme, f2f + clip</li> <li>• WTO, UNECE, UNIDO</li> <li>• Training programs, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• WTO, UNECE, UNIDO, etc.</li> </ul>	← same	← same	<ul style="list-style-type: none"> <li>• Leverage IRENA government and regulator contacts in DCs</li> </ul>
	Medium	<ul style="list-style-type: none"> <li>• Presentations, brochure</li> <li>• Training material, video clips, case studies</li> </ul>	<ul style="list-style-type: none"> <li>• ACAS e-learning</li> </ul>	← same	← same	← same
National Regulators & Government Departments	Drivers	<ul style="list-style-type: none"> <li>• Citizen safety</li> <li>• Free quality infrastructure</li> <li>• Address TBT issues</li> </ul>	<ul style="list-style-type: none"> <li>• Low cost verification</li> <li>• Dumping protection</li> <li>• Market access</li> </ul>	<ul style="list-style-type: none"> <li>• Infrastructure protect</li> <li>• National economy protection</li> </ul>	<ul style="list-style-type: none"> <li>• Citizen safety</li> <li>• Dumping protection</li> </ul>	<ul style="list-style-type: none"> <li>• Critical energy infrastructure</li> <li>• Financial risk management</li> </ul>
	IEC Message	National focus on... <ul style="list-style-type: none"> <li>• Free quality infrastructure</li> <li>• Don't reinvent the wheel</li> <li>• Enhances national indust. export opportunities</li> <li>• Address TBT issues</li> </ul>	<ul style="list-style-type: none"> <li>• Low cost verification</li> <li>• Dumping protection</li> <li>• Free trade</li> </ul>	← same	← same	<ul style="list-style-type: none"> <li>• Critical energy infrastructure</li> <li>• Financial risk management</li> </ul>
	Channel	<ul style="list-style-type: none"> <li>• NCs</li> <li>• National regulators</li> <li>• Gov. departments (trade, energy, environment, etc.)</li> <li>• f2f</li> </ul>	← same	← same	← same	<ul style="list-style-type: none"> <li>• Leverage IRENA government and regulator contacts</li> <li>• Gov. departments (energy, environ.)</li> <li>• f2f</li> </ul>
	Medium	<ul style="list-style-type: none"> <li>• Presentations, brochure,</li> <li>• Training material, video clips, case studies</li> </ul>	← same	← same	← same	← same
Regional Economic Cooperation Programmes	Drivers	<ul style="list-style-type: none"> <li>• Citizen safety</li> <li>• Free quality infrastructure</li> <li>• Dumping protection</li> <li>• Address TBT issues</li> </ul>	<ul style="list-style-type: none"> <li>• Low cost verification</li> <li>• Dumping protection</li> <li>• Market access</li> </ul>	<ul style="list-style-type: none"> <li>• Infrastructure protection</li> <li>• Regional economy protection</li> </ul>	<ul style="list-style-type: none"> <li>• Citizen safety</li> <li>• Dumping protection</li> <li>• Market access</li> </ul>	<ul style="list-style-type: none"> <li>• Critical energy infrastructure</li> <li>• Financial risk management</li> </ul>

Audience	Attribute	High level IEC (overall)	IECEE	IECEX	IECQ	IECRE
	IEC Message	Regional focus on... <ul style="list-style-type: none"> <li>• Free quality infrastructure</li> <li>• Don't reinvent the wheel</li> <li>• Free trade exchange</li> <li>• Enhances regional indust. export opportunities</li> <li>• Address TBT issues</li> </ul>	<ul style="list-style-type: none"> <li>• Low cost verification</li> <li>• Dumping protection</li> <li>• Free Trade</li> </ul>	← same	← same	<ul style="list-style-type: none"> <li>• Critical energy infrastructure</li> <li>• Financial risk management</li> </ul>
	Channel	<ul style="list-style-type: none"> <li>• Regional NCs, regional organizations, f2f</li> </ul>	<ul style="list-style-type: none"> <li>• APEC, ASEAN, EU GCC, CU, AFSEC, EASC, MERCOSUR</li> </ul>	← same	← same	<ul style="list-style-type: none"> <li>• Leverage IRENA gov. and regulator contacts in DCs</li> </ul>
	Medium	<ul style="list-style-type: none"> <li>• Presentations, brochure</li> <li>• Training material, video clips, case studies</li> </ul>	← same	← same	← same	← same
Insurance and Financial bodies	Drivers	n/a	n/a	n/a	n/a	<ul style="list-style-type: none"> <li>• Risk management</li> <li>• Return on investment</li> </ul>
	IEC Message	n/a	n/a	n/a	n/a	<ul style="list-style-type: none"> <li>• International best practice</li> <li>• Instant online certificate verification</li> </ul>
	Channel	n/a	n/a	n/a	n/a	<ul style="list-style-type: none"> <li>• Sector associations</li> <li>• f2f, website, classification societies (IACS)</li> </ul>
	Medium	n/a	n/a	n/a	n/a	<ul style="list-style-type: none"> <li>• Clips, presentations</li> <li>• Testimonials, case studies</li> </ul>

Audience	Attribute	High level IEC (overall)	IECEE	IECEX	IECQ	IECRE
CA service providers (CBs/TLs)	Drivers	<ul style="list-style-type: none"> <li>• Business development</li> <li>• Risk exposure reduction</li> </ul>	← same	← same	← same	← same
	IEC Message	<ul style="list-style-type: none"> <li>• Peer recognition</li> <li>• International networking</li> <li>• Access to international market, level playing field</li> </ul>	← same	← same	← same	← same
	Channel	<ul style="list-style-type: none"> <li>• Website, f2f, NCs</li> </ul>	← same	← same	← same	← same
	Medium	<ul style="list-style-type: none"> <li>• Presentations, brochures</li> <li>• Training material, video clips, case studies, testimonials</li> </ul>	← same	← same	← same	← same
YPs	Drivers	<ul style="list-style-type: none"> <li>• Career &amp; business dev.</li> <li>• Knowledge, recognition</li> <li>• International networking</li> <li>• Leadership opportunities</li> </ul>	n/a	n/a	n/a	n/a
	IEC Message	<ul style="list-style-type: none"> <li>• Standards + CA = value = IEC</li> <li>• How IEC CA Systems add/create value</li> </ul>	n/a	n/a	n/a	n/a
	Channel	<ul style="list-style-type: none"> <li>• NCs, Presentation at GM</li> <li>• Website, apps, social media</li> </ul>	n/a	n/a	n/a	n/a
	Medium	<ul style="list-style-type: none"> <li>• Brochures, e-learning, clips, success stories</li> </ul>	n/a	n/a	n/a	n/a
Internal IEC members, e.g. TC/SCs	Drivers	<ul style="list-style-type: none"> <li>• Reply to market needs</li> </ul>	← same	← same	← same	← same
	IEC Message	<ul style="list-style-type: none"> <li>• Standards + CA = value = IEC</li> <li>• True standardization</li> <li>• Global package (SD+CA)</li> </ul>	← same	← same	← same	← same

Audience	Attribute	High level IEC (overall)	IECEE	IECEX	IECQ	IECRE
	Channel	<ul style="list-style-type: none"> <li>• TC/SC liaisons, Advisory Committees, NCs, Etech articles, f2f</li> </ul>	← same	← same	← same	← same
	Medium	<ul style="list-style-type: none"> <li>• Presentations, LinkedIn groups</li> </ul>	← same	← same	← same	← same
Consumer/ General Public	Drivers	<ul style="list-style-type: none"> <li>• Citizen safety</li> <li>• Sustainability performance, etc.</li> <li>• Wider product choice</li> <li>• Trust in unknown brands</li> <li>• Lower cost</li> </ul>	<ul style="list-style-type: none"> <li>• Citizen safety</li> <li>• Sustainability performance, etc.</li> <li>• Wider product choice</li> <li>• Trust in unknown brands</li> <li>• Lower cost</li> </ul>	<ul style="list-style-type: none"> <li>• Safety</li> <li>• Critical infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• Peace of mind – confidence in component reliability claims, e.g. aviation and LED lighting</li> </ul>	<ul style="list-style-type: none"> <li>• Clean energy</li> <li>• Global warming issues</li> <li>• Sustainability</li> <li>• RE innovation</li> </ul>
	IEC Message	<ul style="list-style-type: none"> <li>• Earned trust / Proven quality</li> <li>• Choice</li> <li>• Lower cost</li> </ul>	<ul style="list-style-type: none"> <li>• Earned trust / Proven quality</li> <li>• Choice</li> <li>• Lower cost</li> </ul>	<ul style="list-style-type: none"> <li>• Intern'l best practice</li> <li>• Citizen safety</li> <li>• Awareness of everyday areas (gas stations, use of gas, LPG, storage of powdered goods)</li> </ul>	<ul style="list-style-type: none"> <li>• Aviation safety assurance</li> <li>• Belief of claims (trust for LED lighting industry)</li> </ul>	<ul style="list-style-type: none"> <li>• Clean energy</li> <li>• Global warming issues</li> <li>• Sustainability</li> <li>• RE innovation</li> </ul>
	Channel	<ul style="list-style-type: none"> <li>• Social media, Website</li> <li>• Brochures</li> <li>• Video clips</li> <li>• Advertisements</li> </ul>	← same	← same	← same	← same
	Medium	<ul style="list-style-type: none"> <li>• Brochures, e-learning, clips, success stories, case studies</li> </ul>	<ul style="list-style-type: none"> <li>• Brochure, e-learning, clips, success stories</li> </ul>	← same	← same	<ul style="list-style-type: none"> <li>• Clips, presentations</li> <li>• Testimonials, case studies</li> </ul>



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