



**IAF China Day**  
**Saturday, 9th June 2007, Beijing, China**  
**IAF Strategic Plan to Identify and Achieve Expectations**

**IAF China Day**  
**9th June 2007**  
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**IAF Strategic Plan to Identify  
and  
Achieve Expectations**

**of the users of certified organisations  
like organisations, governments, end users, etc.**

**Presentation by**

**Thomas Facklam**

**IAF chairman**

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IAF chair

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## **Content**

### **Who is IAF**

**What are the aims and tasks of IAF and what are the strategic objectives to achieve that**

**What could be done to identify the expectations of Users of certified organisations**

**What should be done by IAF to achieve those expectations**

**Way forward – establishing of a end-user-group?**

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## **Who are we?**

### **IAF Inc. (International Accreditation Forum)**

#### **Established in 1993**

As a forum of national accreditation bodies for management system certification/registration; extended to all kind of certification and inspection with broad membership from all stakeholders for that field of conformity assessment

**Incorporated as a non-profit corporation in the State of Delaware, USA, in September 1998.**

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## **Global Conformity Assessment Regime**

**A web of Accreditation Bodies (ABs) operating acc. to  
internationally accepted documents and providing  
internationally accepted conformity assessment results  
leading to:**

**One accreditation - accepted everywhere**  
**One standard (set of), one test/certification/registration,  
accepted everywhere**  
**Capacity to meet regulatory requirements, consumer  
safety concerns and market demands**

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## **IAF Charter**

The International Accreditation Forum, Inc. (IAF) is an international association of organisations that have agreed to work together on a worldwide basis to achieve common trade facilitation objectives.

We are a major world forum for developing the principles and practices for the conduct of conformity assessment that will deliver the confidence needed for market acceptance.

We act through the accreditation of those bodies that certify or register management systems, products personnel and/or inspection.

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## IAF Charter

We promote the worldwide acceptance, of certificates of conformity issued by inspection and/or certification and/or registration bodies accredited by an Accreditation Body Member of IAF,  
and

**seek to add value for all stakeholders through what we do, and through our programs.**

We bring together, on a worldwide basis, partner accreditation bodies and representatives of stakeholder groups that seek to facilitate global trade through the acceptance of accredited certificates of conformity.

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## **IAF Charter**

We develop and/or recognize the appropriate processes and practices for the conduct of conformity assessment worldwide,

and

ensure their universal application by recognized IAF Accreditation Bodies Members and their accredited certification and/or registration and/or inspection bodies.

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## IAF Charter

We consult widely with stakeholders in developing our programs

**We work to deliver the best possible standard of conformity assessment in order to provide our stakeholders with a value added outcome**

We influence world trade through linking, and working, with other key international organizations and industry groups.

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## **IAF Strategic Objectives**

**# 1. IAF to establish mechanisms for obtaining input from end-users about how well accredited certification is meeting their expectations in order to influence IAF in ways to continually improve outcomes.**

**# 2. IAF to be seen as the organization which can respond to market feedback and promote changes to the assessment processes as needed, e.g. outcome focused.**

**# 3. IAF to demonstrate it is an organization which is committed to improving confidence that organizations with accredited certification consistently provide the outcomes required by management systems standards being used for accredited certification.**

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## **IAF Strategic Objectives**

**# 4. IAF to enforce the consistent application of its defined requirements by its members on all levels to provide uniform and effective application of international standards to achieve equivalent accreditation and certification outcomes for stakeholders.**

**# 5. To effectively communicate with stakeholders what IAF is doing to continually improve the effectiveness, and enhance the benefits of accredited certification.**

**# 6. To become the Body seen as being responsible for dealing with any questions on the application of Conformity Assessment Standards including complaints**

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## **IAF Strategic Objectives**

- # 7. Enhance interaction with ISO and IEC**
  
  
  
  
  
  
  
  
  
  
- # 8. Making use of the Accreditation Body Network**
  
  
  
  
  
  
  
  
  
  
- # 9. Development Support Committee**

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## IAF Strategic Plan

1. Establish an End-User Advisory Group integrated into the structure of IAF.
2. Collect information from stakeholders related to the expected outcomes of accredited management system certification for ISO 9001 and ISO 14001.

*Note: There may be a gap between the expectations of customers of organizations with a certified management system, as identified in Strategic Initiative 1, and what can realistically be delivered by accredited certification based on the relevant standard.*

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## **IAF Strategic Plan**

3. Collaborate with ISO and ILAC through the IAF-ILAC-ISO JWG to develop an effective process for periodically surveying end-users of accredited certification.
4. Review and revise, as needed, the process for managing IAF liaisons to industry to improve the exchange of information that will contribute to increased end-user satisfaction with accredited certification.

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## IAF Strategic Plan

5. Identify, document, and widely communicate concise statements of the outcomes required by the management system standards ISO 9001 and ISO 14001.

6. Develop or revise IAF application guidance, as needed, to establish appropriate means by which accreditation bodies and certification bodies can increase confidence that an organization with IAF accredited certification of its management system is consistently achieving required outcomes.

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## IAF Strategic Plan

7. Review of the governance of IAF to be sure that expectations and obligations of all members (AB MOU members, MLA signatories, liaison members, etc) and the regions (EA, PAC, IAAC, SADCA, etc) are clearly stated and understood (e.g. accountability).
8. Continue to improve the IAF MLA peer evaluation process (e.g. including consideration of observers from stakeholders in the peer team, conducting specific surveys, etc).
9. Continue to review the management process (e.g. feedback process, composition of groups) of the IAF peer evaluation process and perform improvement as necessary.

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## IAF Strategic Plan

10. Increase the visibility of the outcomes of peer evaluation

11. Enhance the IAF website to make it more user friendly (e.g. mission, vision, value, structure and operations of IAF and the MLA, and to increase feedback from end-users of accredited certification, including complaints)

12. Compilation and as far as possible coordination of presentations to international associations with an interest in accredited certification.

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## IAF Strategic Plan

13. Continue to promote the benefits of the MLA to promote trade, especially to governments (e.g. to collect success stories).

14. Clearly define the AB role and communicate it clearly to our partners.

15. Improve/enhance our network of international conformity assessment partners.

16. Approach groups who want to commit to supporting and promoting harmonized conformity assessment activity, encouraging IAF membership.

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## IAF Strategic Plan

17. Actively seek the views of clients and respond to their needs.

Develop and conduct a client satisfaction survey to determine the current level of satisfaction with IAF processes.

Analyze survey results and implement appropriate corrective actions.

Extend this survey to other levels of operation.  
Identify evolving forces which have the potential to affect conformity assessment processes.

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## IAF Strategic Plan

18. Provide active input into the ISO CASCO work program;
19. Promotion and use of MLA Mark.
20. Provide feedback to ISO/IEC on the application of Conformity Assessment Standards.

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## IAF Strategic Plan

21. Strengthen network of ABs by implementing the IAF Cross-Frontier Accreditation Policy by:

- Collecting information on implementation of Policy;
- Reviewing progress on implementation of the policy
- Prepare recommended means of best practice for implementation of Policy

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## IAF Strategic Plan

22. Ensure that emerging ABs from developing economies get support from IAF and other international bodies to develop their accreditation.

Ensure that the role of accreditation as a tool to remove TBT is understood in many developing economies, through encouragement to initiate ABs.

Ensure closer cooperation with ILAC DSC.

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## **The End-User Advisory Committee**

This Committee aims to represent the voice of end users of accredited certification. End users are those agents in the market who need to be confident in the information given by accredited certificates for their decisions. Examples of end users are :

Customers of certified companies

Purchasers of certified products

Scheme owners representing purchasing companies

Authorities

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## *Membership*

Each Industry and User Association Member and Partner Member of IAF representing end-users of accredited certification is entitled to nominate one representative to be a member of the End-User Advisory Committee.

Should we enlarge the possible membership to interested groups not being IAF members yet?

The Chairman of the End-User Advisory Committee is appointed by the Board.

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## *Terms of reference*

1. To represent the interests of end-users of accredited certification.
2. To achieve consensus amongst members of the End-User Advisory Committee as to the needs and expectations of end-users of accredited certification and to communicate this to all IAF members.
3. To assist IAF in determining how well the needs and expectations of end-users of accredited certification are being fulfilled.

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## **Terms of Reference**

4. To become informed and knowledgeable of IAF's organization, structure, operations, and activities; and in particular to be informed of the Executive Committee, the MLA Committee and the Technical Committee activities in aiming to ensure accredited certification is fulfilling the expectations of end-users.
  
5. To provide advice and assistance to IAF for the development and implementation of strategies to ensure accredited certification is fulfilling end-user expectations, and to continually improve the value and effectiveness of accredited certification.

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## **Question for the China Day**

**Is that the right way to go forward to achieve the goal**

- **accredited/certified once accepted everywhere**
- **Ensure added value conformity assessment services**
- **Ensuring expected outcomes are realised??**

**To be answered at the end of this event**

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