



**TERMS OF REFERENCE  
COMMUNICATION COMMITTEE**

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## **FURTHER INFORMATION**

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## 1. INTRODUCTION

### 1.1 Purpose

1.1.1 The purpose of this document is to define the terms of reference for the Global ACI Communication Committee.

### 1.2 Scope

1.2.1 This document applies to delegates of Global ACI that are members of the Communication Committee.

1.2.2 These terms of reference should be read in conjunction with Global ACI-GOV-008 *Permanent Committees and Subordinate Groups*.

## 2. TERMS OF REFERENCE

The Communication Committee is responsible for the internal and external communications activities of Global ACI including the discussion, development, and coordination of communications and marketing, and raising awareness and improving the image of accreditation globally.

### 2.1 Responsibilities of the Communication Committee

2.1.1 Ensure that Global ACI maintains a professional external profile.

2.1.2 Develop marketing materials to facilitate recognition by industry, government and government bodies.

2.1.3 Develop channels of communication to share information relevant to the membership, stakeholders, the wider conformity assessment community, and the external market.

2.1.4 Seek opportunities to promote accreditation to government bodies, industry groups, regulators, and other stakeholders.

2.1.5 Promote Global ACI and the benefits of accreditation collectively with Global ACI members to national, regional, and international audiences.

2.1.6 Support Global ACI members, where possible, in the promotion of accredited bodies, accreditation systems, and the Global ACI MRA.

2.1.7 Develop and review policies and guidelines, in collaboration with others, for the publication and dissemination of Global ACI information.

2.1.8 Coordinate the gathering and sharing of evidence to demonstrate the value of accreditation.

2.1.9 Collect and share information to ensure continuous improvement and sharing of best practice, including with other bodies/organisations with interests similar to those of Global ACI.

2.1.10 Monitor and respond to published articles that may be of interest to Global ACI stakeholders.

- 2.1.11 Develop and implement marketing and communications activities that target current and future users of conformity assessment services covered under the Global ACI scope.
- 2.1.12 Assist developing economies to obtain appropriate resources.
- 2.1.13 Conduct surveys where appropriate and analyse responses.
- 2.1.14 Provide input to ensure the Global ACI website provides an effective service to Global ACI members and stakeholders.

## **2.2 Approach**

The general approach to providing this service is to:

- 2.2.1 Produce promotional material that enable Global ACI members to promote accreditation effectively in their national economy.
- 2.2.2 Produce materials that enable Global ACI representatives to promote accreditation effectively to other global organisations.
- 2.2.3 Make the value of Global ACI activities, products, and services readily apparent to its members and ensure that they meet the needs of its members.
- 2.2.4 Make members aware of Global ACI activities that are relevant to their organisation, and to encourage greater membership participation and contribution.
- 2.2.5 Connect activities within the Regions and other relevant partners with a view to sharing best practice.
- 2.2.6 Exchange information as appropriate with the Regions and other international bodies.
- 2.2.7 Develop relationships with key external organisations to promote the use, adoption or recognition of accreditation.

## **2.3 Work Plan**

The Communication Committee shall develop appropriate strategies to implement any communications and marketing activities allocated to the committee in the Global ACI Strategic Plan, and develop an appropriate work plan and budget, to be reviewed and updated annually.

## **2.4 Meetings**

The Communication Committee shall generally meet annually in conjunction with the Annual General Meeting of Global ACI. However, as needed, it may conduct its work through virtual meetings or correspondence.

### 3. AMENDMENT TABLE

Section	Previous Version	Summary Of Changes
All	-	New issue of the establishment of Global Accreditation Cooperation Incorporated
All	2.0	Changing Global Accreditation Cooperation incorporated to Global ACI, including updating of Global ACI contact details