ICAS Action Plan 2017-2019

Introduction

This document aims to identify the main ICAS projects and functional processes, and to map them in order to ensure efficient management and appropriate allocation for financial and human resources.

1. Objective #1: To ensure ICAS efficient management and appropriate allocation of human and financial resources

Goal 1.1	**Approval of 2017 ICAS Budget.**	a. Update the draft 2017 Budget included in the ICAS Standing Orders based on confirmed memberships b. Circulate Budget Draft to ICAS Exe. Co. members c. Approval by ICAS Exe. Co. d. Invoice Members for 2017 fees - (EASA Secretariat) e. Approval by ICAS General Assembly [8 May 2017 AGM]	Q1 Q1 Q1 Q1 Q2
Goal 1.2	**Appointment of one full-time employee with exclusive dedication (legally as part of EASA staff) and one or several senior advisers, on a pro-bono basis, for permanent or specific purposes.**	f. Plan recruitment process for one full-time employee [10 January Exe. Co. Meeting] g. Launch recruitment process for full time employee h. Full-time employee joins ICAS (To allow him/her to attend the 1st ICAS AGM May 2017)	Q1 Q1 Q2
Goal 1.3	**Ensure ICAS's structures and processes are efficient, inclusive and transparent.**	a. Appoint members to fill vacant officer and Exe. Co. slots (North America VC, Europe, Asia and Industry Exe. Co. members) [ICAS AGM 8 May 2017] b. Develop and send ICAS Member Survey (What do you need/expect from ICAS membership?)	Q2 Q3

2. Objective #2: To expand ICAS

Goal 2.1	Promote ICAS membership and ICAS collaboration with industry	a. Invite non-ICAS members SROs and Industry Associations to join ICAS b. Invite representatives of SROs currently under development to attend ICAS General Assembly c. Contact other international associations in order to encourage them to find out ways to cooperate with ICAS.	Q2 Q2 2018
Goal 2.2	Launch an ICAS website with free access to promote the organization and Ad SR, as well as an intranet (only for ICAS members) to serve as contact point and networking platform for SROs and industry to share their knowledge and insights.	a. Design the website b. Launch the website	Q3 Q4
Goal 2.3	ICAS Action Plan annual review and evaluation.	a. Ensure ICAS Action Plan is reviewed and evaluated on an annual basis. (calendar year)	Q4

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3. Objective #3: To support the establishment of self-regulatory systems in countries where they don't exist & to help maintain and strengthen existing national SROs

Goal 3.1	Encourage and support the establishment of self-regulatory systems in new countries.	a. Identify priority markets ready and receptive for SR development (China, Vietnam…) b. Create strategic development plan for development of new SROs in these priority markets (in collaboration with WFA and Industry Associations). c. Build relationships with key players in markets lacking an SRO. d. Design a mentoring program for new and developing SROs using SR experts from around the world.	Q2 Q3 Q3 Q4
Goal 3.2	Support development of SR Regional Organizations (i.e. CONARED, APEC)	a. Provide support and assistance to SR Regional Organizations, including CONARED and APEC.	Q3 Q3
Goal 3.3	Provide education and mentor for all SROs who wish to extend the remit to include digital issues & encourage greater participation of online companies and service providers in Ad SR network.	a. Conduct an assessment of SROS to determine whether their remit encompasses advertising in digital media b. Develop and implement plan to promote the participation of digital companies in advertising self-regulation.	2018
Goal 3.4	Develop an ICAS Education Program to increase SR knowledge and promote SR worldwide	a. Create a working group to assess global education needs around SR and to develop and implement strategy and plan to increase knowledge and appreciation of the value of SR b. Explore the development of audiovisual/visual edu modules explaining Jury, Copy Advice, finances, etc.	2018 2018

4. Objective #4: To develop an international network of SROs to facilitate information sharing

Goal 4.1	**Monitor and analyse international and national trends in advertising, advertising regulation and SR.**	a. To periodically collect information from external sources (International institutions and others), EASA, WFA and other Industry Associations, and SROs in order to monitor SR trends and challenges (help/coordination with WFA and other industry Associations, SROs…) b. Coordinate ICAS´ position with Industry when appropiated	Q3 Q3
Goal 4.2	**Establish a Countries Database with info about SROs, SR & regulation in every country.**	a. Set up a library of SRO resources b. Contact SROs to collect basic info about them: data contact, structure & funding, codes, main activities (Jury Copy Advice®, Pre-clearance), information and publications (in coordination with EASA for EU SROs) c. Establish Intranet access to the Database for ICAS members	Q4 2018 2018
Goal 4.3	**Facilitate information sharing of national, European and international trends in advertising SR.**	a. Design of ICAS Info-request service b. Launch of ICAS Info-request service c. Include *Tour de table* section in every ICAS AGM meeting d. Create a library of resources, including documents and legislation that support SR in ICAS website e. Launch of ICAS monthly newsletter [Q3 2017	Q3 Q4 Q2 Q3

5. Objective #5: To advocate for the existence of SR, its effectiveness and meaning and the added value of responsible communication in any international scenario (UN, WHO, APEC, etc.)

Goal 5.1	Sell the benefits of effective ad self-regulation at international level, specially to international organizations (UN, WHO,…)	a. Identify priority areas of action on SR at an International level	Q4
		b. Identify main international organizations	Q4
		c. Deliver key messages and materials, outline key success factors and provide evidence of SR in action	Q4
		d. Monitor International Institutions Discussion	Q4
		e. Encourage industry members input on International positioning on SR	Q4
		f. Identify opportunities to promote SR at International events	Q4