

## Action for Industry

**John Matogo, Chair**

### Objective

To move IEEE closer to industry by creating programs for delivering credible and sustainable value to industry.

### Progress against goals since the last report

In 2021, a new committee was appointed which developed revised Goals and KPIs for Afl.

Committee Members

- [Marios Antoniou](#) - Past Chair
- [Maria Efthimiou](#) - Communications
- [Mohamed El Dallal](#) - Entrepreneurship & Innovation Coordinator
- [Kithinji Muriungi](#) - Industry Events & Initiatives Coordinator ([muriungi254@ieee.org](mailto:muriungi254@ieee.org))
- [Danilo Pau](#) - Internship Coordinator ([danilo.pau@st.com](mailto:danilo.pau@st.com))
- [Toni Mattila](#) - Mentoring Coordinator ([Toni.Mattila@hut.fi](mailto:Toni.Mattila@hut.fi))
- [Frédérique Vallée](#), IA Coordinator ([frederique.vallee@sarl-fandco.fr](mailto:frederique.vallee@sarl-fandco.fr))
- [John Matogo](#), Chair ([john.b.matogo@ieee.org](mailto:john.b.matogo@ieee.org))

### Goals and KPIs of the Afl sub-committee

Goals

1. Afl Website revamp
2. Greater involvement of the Industry Ambassadors (IAs).
3. Deepen engagement with existing companies/Expand to new companies
4. Streamline Mentorship/Internship program with involvement of SBs
5. Collaborate more with other groups (Conference Coordination, MD, YPs, SBs, WIE, HuAc) involving industry in program definition and activities
6. Organize and participate in events in industry & entrepreneurship events. Involve industry in IEEE & entrepreneurship events (talks, tutorials etc)

KPIs

1. Meetings with IAs: at least 1 per quarter
2. New MoUs with companies: 2 per section per year
3. Website Update: Mentorship/ Internship monthly update with opportunities/testimonies...
4. Meetings with representatives from other groups/participation in their meetings: 1 per quarter
5. Number of industry & entrepreneurship events joined/participated: 2 per year

Activities of the Sub-Committee Jan – Mar 2021.

1. Established a workplan with monthly committee meetings: 3 Committee meetings
2. Communication to the Section Chairs on the new membership of the committee
3. Requested Section Chairs to appoint Industry Ambassadors
4. Proposed and presented the Afl Innovation Challenge for approval by the R8 OpCom
5. Website Update
6. Established pillars and leads among the committee members
7. Developed a database of all current Industry Ambassadors

8. Hosted an Industry Ambassadors Workshop for Region 8.

**Points of Concern**

It was noted that some sections were yet to appoint an Industry Ambassador. The Afl sub-committee would encourage Section Chairs to support the initiative to engage industry by appointing an Industry Ambassador to the Section and have them join the Section Steering committee.

**Proposals for improvements/Other Issues to report**

Afl is open to receive recommendations from the sections on how to promote industry engagement. Feedback is welcome through the [afi@ieeer8.org](mailto:afi@ieeer8.org) channel.