

Action for Industry Committee

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The committee started in January 2023 with definition of its overall goals and milestones for the current term (which ends in 2024) by determination of key performance indicators (KPI) and development of an action plan for 2023. The committee organized around the seven key goals, (i) Mentorships, (ii) Internships, (iii) Industry Events, (iv) Section Industry Ambassador Coordination, (v) Awards, (vi) Entrepreneurship, and (vii) Communication, by forming sub-teams of 3 to 6 members per goal. Each sub-team is currently developing their action plan and defining the KPIs. The goals and their current progress are summarized below.

Goals

Goal description and key performance indicators:

- Mentorships program:** The Action for Industry (Afi) mentorship program is focused in bringing mentors (Senior and Fellow members of IEEE) and mentees from participating companies together. Match making is performed via an online program implemented in Collabratec. The Afi committee focuses on promoting this platform for companies engaged with IEEE for the purpose of establishing a mentor-mentee partnership. The actions performed so far in this program have included inviting senior and fellow members to join the platform as mentors and promotion of the mentoring opportunity to IEEE members in industry via Section Industry Ambassadors and the renewed website of Action for Industry committee. *Number of established connections* is used as the primary KPI for this program. Collection of the KPIs must be done manually by IEEE staff and currently we are facing challenges with having this vital IT support.
- Internships program:** IEEE Student and Young Professional (SYP) members are a valuable asset for industry. SYP members are all well-educated, engineering oriented people with diverse practical experience. The ultimate objective of the Afi internships program is to facilitate the placement process both by obtaining job descriptions from companies and vetting the student base to offer to the companies a selection of able young engineers. The primary objective for the current term, however, is to develop digital tools for mediation of internships. The Afi Committee has established collaboration with IEEE Industry Engagement Committee to utilize their established platform for [vacancies](#) for this purpose. The current plan is to use the Industry Engagement Committees vacancies platform to collect the internship positions but make the opportunities visible *in addition* to this platform, on the Collabratec platform where the Mentorship mediation is located. The platform integration is also dependent on the availability of IEEE staff to support with the implementation. Currently we have established that the integration is technically possible but implementation needs committed resources to realize. *Number of internships* (up-to-date 26 in 2023) mediated and *number of MoUs* between companies and Afi signed (up-to-date 26 in 2023) are used as KPIs for this program.
- Industrial events program:** IEEE organizes number of events that cover many industries relevant topics. Some of the events engage industries but others do not. This program will focus (a) on promoting those events that already engage industries (e.g. through organizing exhibitions or other type of industry relevant program) to companies across Region 8, and (b) seeks to engage with central IEEE sponsored conferences that perhaps currently engage less with industries and works together with the organizers to produce industry relevant program, such as industry workshops or site visits, to the conference agenda. So far in 2023, two such **in-person events** have been organized by the Afi:
 - [IEEE ISIE 2023](#), Helsinki, Finland in June 19-21, 2023: an industry session and industry visits were organized in conjunction of the technical conference. The industry session included invited speakers from Bechhoff Automation, Cumurore, Porsys OPC, Semantum, Siemens, and Universal Automation. In addition to the industry session we had industry visits Nokia 5G executive Experience Center, GE Health, Quantum Computer manufacturer IQM, and Helvar.
 - [IEEE Eurocon 2023](#), Turin, Italy, July 6-8: an industry workshop was organized to bring together industrial members at the conference and local industries. The workshop composed of keynote talks and a panel discussion.One more event of this format is planned to take place in 2023:
 - [IEEE Africon 2023](#), Nairobi, Kenya, Sep 20-22: This event is planned include an industry workshop similar to that organized in Eurocon (see above) and a visit to local industries similar to that organized in ISIE (see above).

In addition to the in-person type of events discussed above we are organizing **virtual events**. The first virtual industry event was organized on May 27, 2023. The recording is available on [IEEE R8 Afi Webinar - Intelligent Industry](#). We also established our own IEEE R8 Action for Industry YouTube channel where we will collect all digital materials: [IEEE R8 - Action for Industry](#)
Number of industry relevant events promoted and *workshops (or other types of engagements) organized* are used as KPIs for this program (up-to-date 2 in-person events and 1 virtual event in 2023).

4. **Section Industry Ambassador (SIA) Coordination program:** Each Section is asked to appoint an Industry Ambassador amongst their local members to liaise with the Afi SIA Coordination team. The Industry Ambassadors are local representatives of Afi and the primary contact point to the local industries. The purpose of the SIA Coordination program is to nurture the network of Industry Ambassadors by providing support for their work. The SIA Coordination team maintains the record of SIAs, inducts new SIAs, supports SIA with their outreach to companies, for example, by providing them with relevant information on the value of engaging with IEEE and support for performing the formally engagement with companies by signing and Memorandum of Understanding (MoU).

We have a plan to organize six meeting per year, four virtually and two physically. We have secured funding for two regional in-person meetings, the first one of which will take place on 26-27 Aug 2023 in the New Administrative Capital, Cairo, Egypt, and will be co-located with the IEEE Region 8 North Africa Student and Young Professional Congress. The second will take place in Europe at a place and time to be determined. Up-to-date we have organized two virtual SIA meetings: July 1 (for European SIAs) and July 15 (for MENA region SIAs).

Number of meetings organized and *MoUs signed* are the KPIs for this program. We currently have 28 SIAs appointed in 18 Sections and we have organized 2 virtual SIA meetings.

5. **Recognition of Active Companies – Awards program:** Commitment of companies to collaborate with various programs is a key to the success of many Afi program. The award program is established to formally recognize some of the most important collaboration partners. The first objective is to define the nomination, evaluation and presentation practicalities. We will be proposing two different awards for industry engagement: (i) one to recognize *Section-level industry activities*, engagements and initiatives within the Region and (ii) another to recognize *individual Section Industry Ambassadors* who have been actively engaged in improving industry engagement both within their Section and across Sections. We have the first draft of the nominations and evaluation procedure finalized. The proposal for the award will be sent to MGA for approval during summer 2023. The goal is to have the award in place during 2023 so that the first presentation of the award would take place in 2024.
6. **Entrepreneurship activities program:** There are number of actions and activities organized around entrepreneurship both inside and outside of IEEE. This program seeks to engage and collaborate with relevant IEEE activities on internship and select activities external to IEEE in reaching out to entrepreneurs. The Afi entrepreneurship sun-team is looking opportunities to focus on certain select geographic regions to maximize the impact of the engagement efforts. *Number of startups engaged* and/or *entrepreneur focused events organized* are/is the central KPIs for this program.
7. **Communications** (website & social media): The ultimate objective of the communications function is to increase the awareness of Afi, its value to industry and its ongoing activities. The new communications strategy will focus on directing the main messaging more towards companies (instead of existing IEEE members) by refreshing the existing website and creation of social media presence. The website will be upgraded to include new content, for example value proposal for companies, updates of all Afi sub-teams working on the discussed goals, testimonials of active industry ambassadors, and promotions of industry relevant events of IEEE. Social media channels will be used to communicate essentially this same information but in a different, more engaging format.

Our communications plan is focused on refreshing our website to better engage industries and creation of social media presence:

- a. The [Action for Industry](#) website is under construction. The most notable change has been in the target audience, industry. The communications team prepared an IEEE R8 Action for Industry Value Proposal to communicate concretely the value of engaging with IEEE to companies. This material will be made available to all SIAs to support them in their outreach to industries and the value proposal will also be made available on the Action for Industry website.
- b. We have also regained access to the [Action for Industry LinkedIn](#) site which we intend to revitalize and start using more actively.
- c. As mentioned above, we have also opened the Action for Industry YouTube channel which is also a part of our communication strategy.

Refreshing the website and *creation of social media strategy* will be the KPIs of this function.

Progress against goals since the last report

The committee started its term in January 2023 and has organized around the seven key goals discussed above by forming sub-teams of 3 to 6 members per goal. Each sub-team has developed an action plan for 2023 that projects to the overall goal described at the end of the committee term in 2024. All seven program teams have started their work. Most notable advancement has been achieved by the Industry Events, SIA Coordination, Awards, and Communications program teams. Rest of the program teams have also been active but they have faced challenges described in the next chapter.

Points of Concern

Both the Mentorships and Internships programs utilize the Collabratec platform to mediate opportunities. Utilizing the Collabratec platform fully for our purpose requires technical support from IEEE staff. During the first half of 2023 we received full support from IEEE and both these programs got under way very well but in the early spring, the person who was supporting us was transferred elsewhere and his position was not refilled. Now we have no means to access the Collabratec in the way we would need and the progress in these two programs is slowed down considerably.

Proposals for improvements/Other Issues to report

No other Issues to report.