

## CAS Conformity Assessment Ambassador Program

### Terms of Reference and Conditions

Version 1.0, issued February 15, 2025

To preserve the integrity and prestige of the Conformity Assessment Ambassador designation, CAS establishes the following ongoing requirements and conditions as prescribed in this **Terms and Conditions** document. In addition, CAS Ambassadors are expected to maintain exemplary professional conduct, uphold CAS values, and continue contributing to the global conformity assessment community.

#### 1. Purpose

The *CAS Conformity Assessment Ambassador*” (short: CAS Ambassador) Program is established to recognize CAS members who actively promote the Conformity Assessment Society (CAS), contribute to the global Conformity Assessment knowledge base and demonstrate verified competence in Conformity Assessment principles. The program supports CAS’s mission as the “Global Voice of Conformity Professionals”.

#### 2. Eligibility

Participation is open to all CAS Individual Members in good standing. CAS Ambassadors are expected to uphold CAS values, Code of Ethics (presented at Annex), and represent CAS with professionalism and integrity.

#### 3. Requirements for Recognition as a CAS Conformity Assessment Ambassador

A member must successfully complete all of the following criteria:

*(a) Membership Outreach*

- Register three (3) new CAS members (individual or student).
- New members must list the Ambassador as the referring member during registration in the designated CAS application form field and must complete payment and verification.

*(b) Knowledge Contribution*

Submission and successful review of at least one of the following:

**CADigest Article**

- A technical, analytical, opinion or thought-leadership article relevant to conformity assessment, accreditation, testing, inspection, certification, standardization, or a related domain.
- Must be formally accepted for publication in Conformity Assessment Digest (CADigest).

**CAS Technical Note / Web Contribution**

- A technical note, practical guidance document, or expert commentary approved for posting on the CAS website.
- Must pass CAS editorial and technical review.

(Either A or B satisfies this requirement; candidates may submit both.)

(c) *Demonstrated Knowledge and Competence*

- Successful completion of the “Foundations of Conformity Assessment” e-course
- Completion of the CAS Ambassador Online Test with a minimum score of 70%. (Only results recorded through CAS-authorized testing platforms are valid).

#### **4. Application & Verification Process**

Candidates must submit their request to become recognized as “CAS Conformity Assessment Ambassador” by sending an email to CAS secretariat stating their request and including:

- Names and membership IDs of three referred new members.
- Title and link (or acceptance confirmation) of the published CADigest article or CAS technical note.
- Copy of the “Foundations of Conformity Assessment” e-course certificate
- Date and score of the CAS Conformity Assessment Online Test ( $\geq 70\%$ ).

The CAS Secretariat verifies:

- Membership validity of applicant.
- Membership validity of referred new members.
- Publication approval of submitted articles/technical notes.
- Authenticity of “Foundations of Conformity Assessment” e-course certificate
- Authenticity of test results.

Upon successful verification, the candidate is formally conferred the title “CAS Conformity Assessment Ambassador” (short: CAS Ambassador) and added to the official CAS registry.

#### **5. Recognition & Benefits**

CAS Ambassadors receive:

- Official Certificate: “CAS Conformity Assessment Ambassador”.
- Digital Badge for use on LinkedIn, resumes, email signatures, and professional profiles.
- Recognition on the CAS website and in CADigest.
- Priority consideration for participation in CAS Working Groups, Committees, and event speaking opportunities.
- Optional awarding of Continuing Education Units (CEUs) according to the CAS CEU Policy.

#### **6. Retaining CAS Ambassador Status**

To retain the CAS Ambassador title, individuals must:

- Maintain active CAS membership (renewed annually).
- Comply with all CAS membership policies, codes of conduct, and ethical guidelines.
- Ensure contact information and professional affiliations remain up to date with the CAS Secretariat.

Failure to maintain membership automatically suspends CAS Ambassador status until reinstatement.

## **7. Continuous Professional Engagement Requirement**

CAS Ambassadors must demonstrate continued professional engagement by completing at least one (1) activity for each of the following categories, per 3-year period:

### *(a) Qualification Update*

- Completing a new CAS training course or
- Completing a third-party training course, in conformity assessment related topic (pending CAS approval).

### *(b) Knowledge Contribution*

- Submit at least one peer-reviewed article to CADigest, or
- Submit at least one technical note accepted for publication on the CAS website or
- Publish at least one conformity assessment related article to other third-party publication topic (pending CAS approval).

### *(c) Community Growth*

- Recruit at least one (1) new CAS member (individual or student) per year or
- Recruit at least three (3) new CAS members (individual or student) per 3-year period
- Recruit at least one (1) new CAS organizational member per 3-year period

### *(d) Professional Engagement*

- Participate in at least one CAS Working Group, Technical Committee, or official CAS webinar as presenter, panelist, or active contributor or
- Participate in at least one third-party conformity assessment Working Group, Technical Committee, or equivalent as technical expert topic (pending CAS approval).

CAS Ambassadors may fulfill the above requirements during a 3-year period, following their CAS Ambassador approval or renewal and submit the evidence for renewal as described below.

## **8. Renewal Every 3 Years**

To ensure ongoing competence and engagement, CAS Ambassadors must undergo triennial renewal, that requires:

- Maintaining active CAS membership (renewed annually)
- Passing the updated CAS Conformity Assessment Online Test with  $\geq 70\%$
- Completing successfully the *Continuous Professional Engagement Requirements* as described in clause above.

Failure to complete the renewal request within the prescribed 3-year window results in temporary CAS Ambassador status suspension until requirements are met.

Candidates must submit their request to renew their CAS Conformity Assessment Ambassador status by sending an email to CAS secretariat stating their request and including:

- Date and score of the updated CAS Conformity Assessment Online Test ( $\geq 70\%$ ).

- Evidence of successful completion of the *Continuous Professional Engagement Requirements* as described in clause above

Upon receipt of the CAS Ambassador renewal request the CAS Secretariat verifies:

- Membership validity of applicant.
- Authenticity of test results.
- Evidence of successful completion of the *Continuous Professional Engagement Requirements* as described in clause above.

Upon successful verification, the “CAS Conformity Assessment Ambassador” (short: CAS Ambassador) is renewed and the relevant CAS registry is updated.

## **9. Ethics, Conduct, and Professional Integrity**

CAS Ambassadors must:

- Represent CAS with professionalism, fairness, and impartiality.
- Avoid conflicts of interest and comply with relevant conformity assessment principles (e.g., ISO/IEC 17000 series).
- Follow the CAS Code of Conduct, including responsible communication of CA-related information (see attached Annex).

Misconduct or verified violations may result in immediate suspension or removal of Ambassador status.

## **10. Use of the Ambassador Badge and Title**

CAS Ambassadors may:

- Display the CAS Conformity Assessment Ambassador badge on CVs, LinkedIn profiles, email signatures, and professional presentations.
- Refer to themselves using the title in professional contexts (e.g., “CAS Conformity Assessment Ambassador” or simplified “CAS Ambassador”).

Restrictions:

- The badge may not be altered, redrawn, or used for commercial endorsements.
- The title must not imply authority on behalf of CAS beyond the scope of the program.

## **11. Inactivity and Reinstatement**

If a CAS Ambassador does not meet the annual CAS membership status and the triennial engagement requirement:

- Their status is classified as “Inactive Ambassador.”
- The badge and title must be removed from active professional use until reinstated.

Reinstatement requires:

- Fulfilling all annual requirements, and
- Achieving  $\geq 80\%$  on the CAS Conformity Assessment Online Test.

## **12. Exceptional Circumstances**

CAS may grant exemptions or extensions in cases such as:

- Health-related issues
- Military obligations
- Family emergencies
- Significant changes in employment

All exemptions require formal approval from the CAS Secretariat.

## **13. Revocation**

CAS reserves the right to revoke the CAS Ambassador title in cases of:

- Ethical violations
- Misuse of the badge or CAS intellectual property
- Activities harming CAS reputation or contradicting international CA principles
- Noncompliance with membership rules

Revocation decisions are final unless formally appealed.

## **14. Appeals Process**

CAS Ambassadors may challenge suspensions or revocations by submitting a written appeal to:

- CAS Secretariat – Appeals Committee
- Submit appeal fee of USD \$40.
- Within 30 days of the decision.

A review will be conducted within 60 days, and the final decision communicated in writing. The final decision cannot be further appealed.

## **15. Updates to Terms**

CAS may revise the terms of the CAS Ambassador Program to reflect evolving needs, professional standards, and organizational priorities. CAS Ambassadors will be notified in advance of any substantive changes.

## **16. Effective Date**

The CAS Conformity Assessment Ambassador Program becomes effective on: February 15<sup>th</sup>, 2026.

## **ANNEX**

### **CAS Code of Ethics / Professional Conduct**

#### **1. Introduction & Purpose**

The CAS Code of Ethics and Professional Conduct sets the guiding principles for all members, staff, volunteers, “ambassadors” and partners engaged in activities under the Conformity Assessment Society (CAS). Ethics are fundamental in conformity assessment, where impartiality, competence, and transparency directly influence trust in results. Neglecting ethical standards risks undermining CAS’s credibility, member confidence, and stakeholder trust.

#### **2. Rationale & Context**

Conformity assessment bodies operate in a trust-dependent environment. CAS, as a professional society, supports organizations and individuals engaged in testing, inspection, certification, and accreditation. Ethical lapses, whether perceived or real, can result in reputational harm, loss of membership, and diminished value of the CAS brand. This Code reinforces our collective responsibility to act with integrity and impartiality, free from undue influence, while promoting public confidence in the services and knowledge we provide.

#### **3. Definitions**

- Professional Integrity – Acting honestly, fairly, and consistently.
- Impartiality – Decisions made without bias, favoritism, or external pressure.
- Transparency – Open, honest, and clear communication of processes and outcomes.
- Accountability – Acceptance of responsibility for actions and decisions.
- Conflict of Interest – A situation in which personal interests could compromise professional judgment.

#### **4. Core Ethical Principles**

- Integrity: Act in a manner that is honest, transparent, and consistent with CAS values.
- Impartiality: Avoid situations that could create bias or the appearance of bias.
- Competence: Undertake only activities for which you are qualified and maintain your knowledge.
- Confidentiality: Protect all sensitive information obtained during CAS activities.
- Accountability: Accept responsibility for professional actions and decisions.
- Respect: Treat colleagues, members, and the public with courtesy and dignity.
- Compliance: Abide by applicable laws, standards, and CAS policies.
- Transparency: Clearly communicate decisions, processes, and reasoning to stakeholders.

#### **5. Responsibilities by Role**

- Board of Directors: Uphold this Code in strategic decisions and governance.

- Quality Manager: Ensure awareness and compliance across CAS.
- Members, “Ambassadors” and Staff: Integrate ethical principles into daily activities, training, and decisions.

## **6. Acceptable vs. Unacceptable Conduct**

Acceptable:

- Declaring potential conflicts before participating in a decision.
- Maintaining confidentiality of member data.
- Refusing to accept gifts that could influence judgment.

Unacceptable:

- Misrepresenting qualifications or experience.
- Using CAS resources for personal gain without authorization.
- Making decisions based on favoritism rather than merit.

## **7. Implementation & Compliance**

The Code will be integrated into CAS onboarding, training, and annual awareness programs. Breaches will be reviewed by the Executive Committee, with sanctions ranging from written warnings to membership termination.

All members shall accept the Ethics Commitment Statement upon joining and during renewals (through the application process).

## **8. Monitoring & Review**

This policy is reviewed annually during Management Review to ensure its ongoing relevance, effectiveness, and alignment with CAS requirements.