

QUALICITIES

ANDERLECHT

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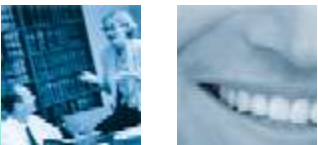
PRESENTATION

AFAQ AFNOR CERTIFICATION

QUALICITIES

**« IMPLEMENTATION OF A BRAND
CERTIFICATION FOLLOWING THE GOOD
PRACTICES REFERENT DOCUMENT »**

- Statement of the project
- Allowance AFAQ AFNOR Certification
- Goals of the brand
- The steps of the brand certification
- Process of upgrading of the communities
- Definition of the modalities of delivery of Qualicities brand name
- Conclusion



STATEMENT OF QUALICITIES PROJECT

The steps of the project :

- ↳ **Analysis of the AVEC** charter document and its implementation in different cities and territories of the network.
- ↳ **Composition of a Good Practicies referent document with AFNOR**
- ↳ **Implementation of self-assessments** following the referent document
- ↳ **launching of the reflexion phase about the brand certification implementation** with AFAQ AFNOR Certification

Implementation of a brand certification :

- ↪ **Understand the goals** of your project in the European context
- ↪ **Draw up the check points** for the Good Practices referent document
- ↪ **Submit different approaches** of brand certification
- ↪ **Define the modalities of brand name delivery**

ALLOWANCE AFAQ AFNOR CERTIFICATION

The check points of the Good Practices referent documents

- Worked out by **AFNOR**
- Validated by the **QUALICITIES project** steering committee

For all criteria :

↪ **checking to be carried out**

↪ **types of checking** (visual observation, documentary check, satisfaction enquiry, ...)



THE GOALS OF THE BRAND PROCESS

- ↪ **Homogeneity of the quality level of services** inside the involved organisations
- ↪ **Continuous improvement of the quality level of service**
- ↪ **Business differentiation**
- ↪ **Valorisation of the know how of** the collaborators
- ↪ **Mobilization of collaborators and/or network** around a common project (members, franchised, ...)

THE GOALS OF THE BRAND PROCESS

Voluntary bearing aiming to :

- ↳ **Give confidence to Associations** (Consumers,...) and clients (users)
- ↳ **Make credible the progress of your project « Qualicities »** which signs in an important span of time
- ↳ **Improve the legibility of means that are involved**
- ↳ **Communicate about the improvements and the advanced steps** for the well being of the clients

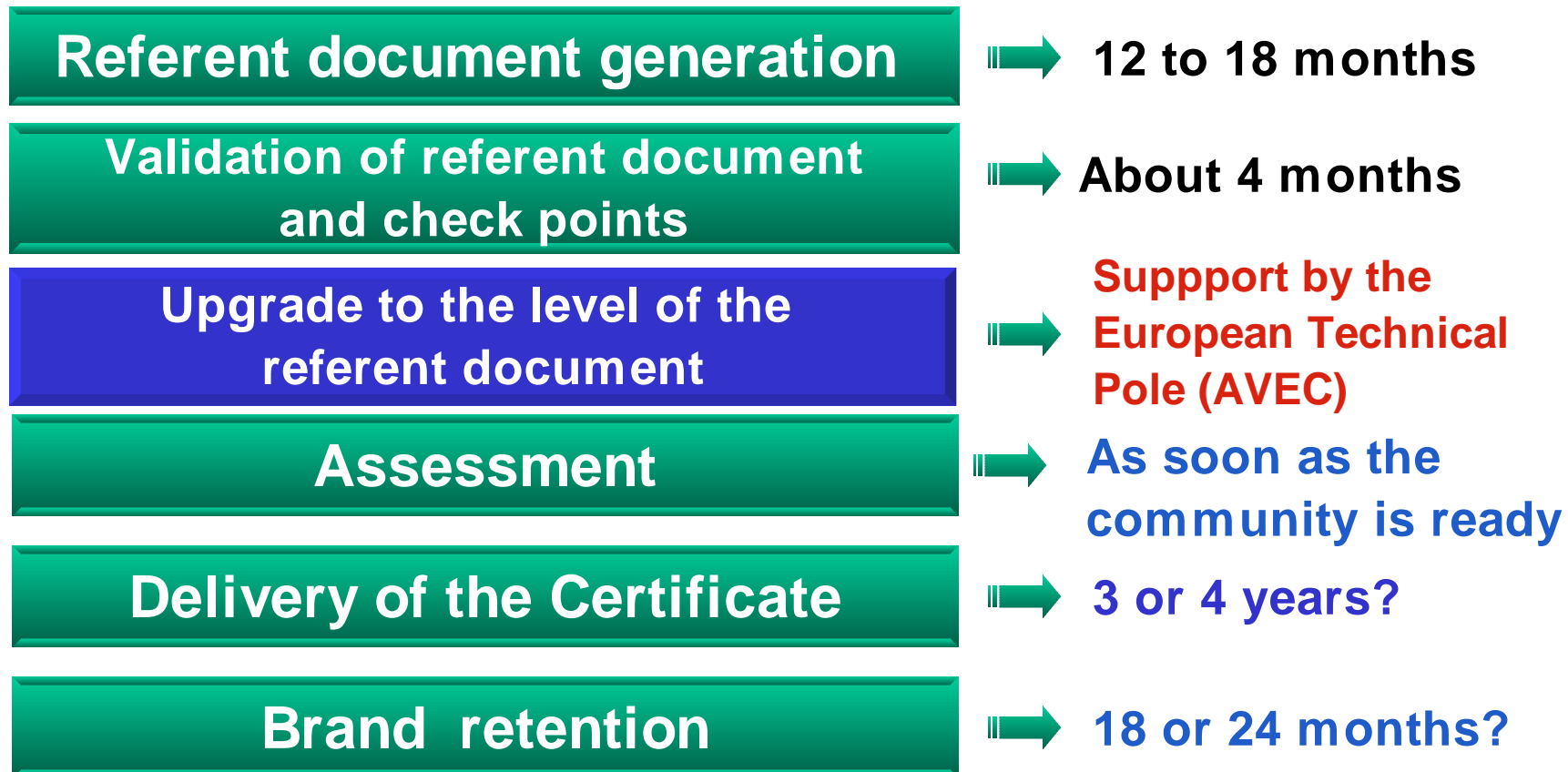
THE GOALS OF THE BRAND PROCESS

The advantages of the approach

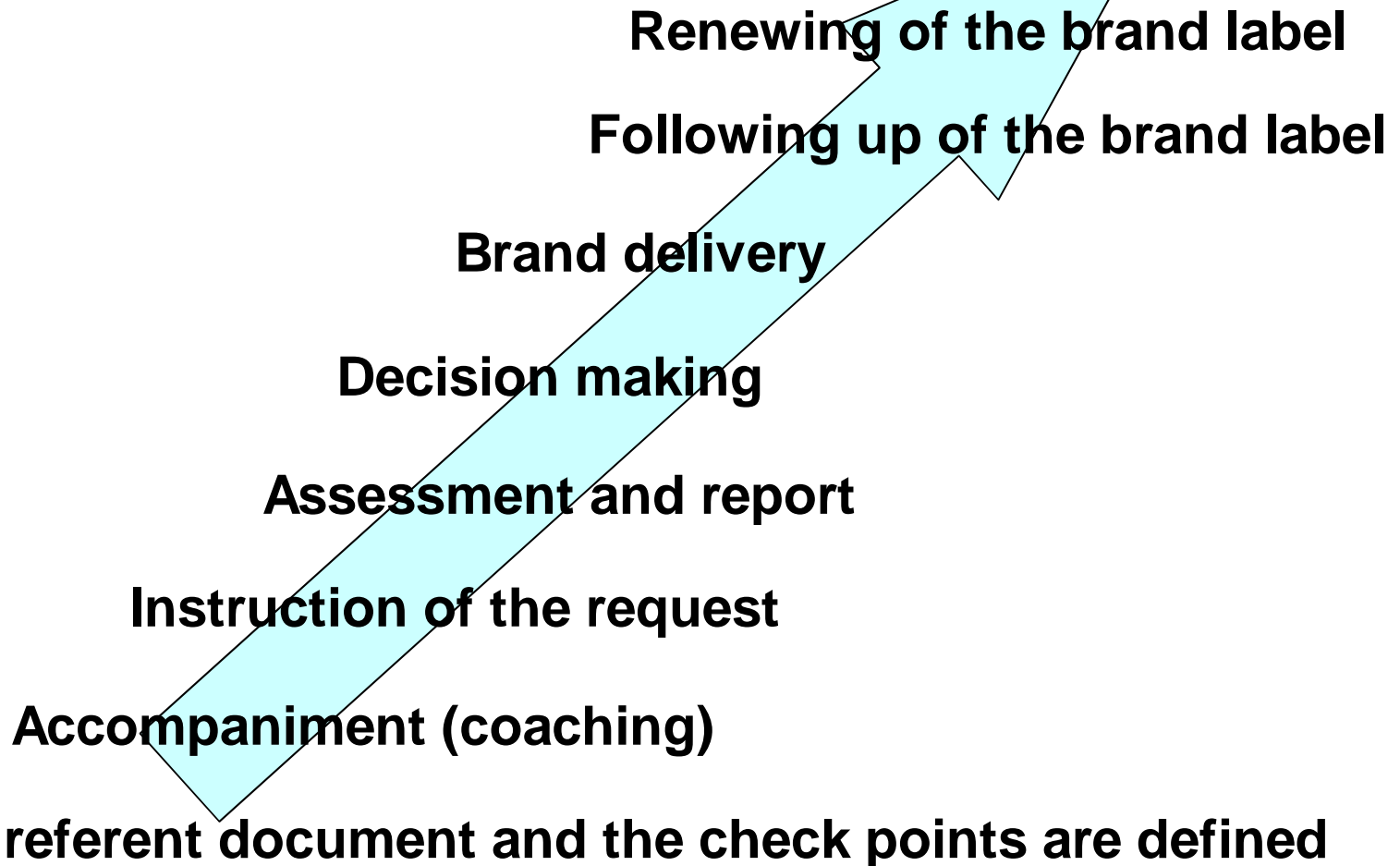
- The project bearer :
 - ↪ **is owner of the referent document**
 - ↪ **manage directly the delivery process of the brand certification**
- **The mechanism is flexible and reactive**
 - ➡ **Flexibility may allow a wider deployment of the bearing**

THE GOALS OF THE BRAND PROCESS

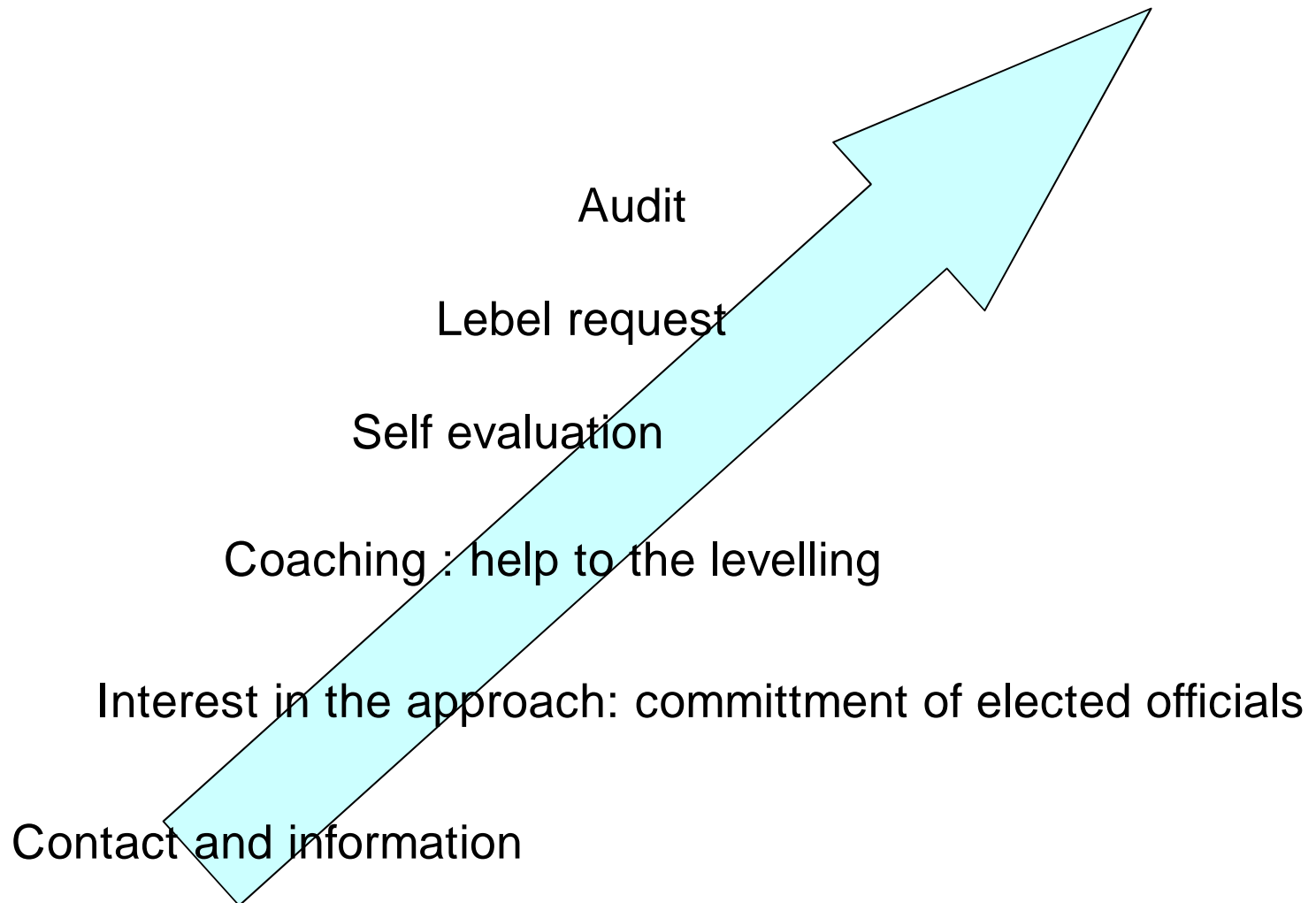
The brand certification process



THE STEPS OF THE BRAND



European Technical Pole



PROCESS OF UPGRADING OF THE COMMUNITIES

Objective : coach the communities to the labeling process

It expected to create a European structure :

↪ **« QUALICITIES/AVEC » : European technical pole.**

PROCESS OF UPGRADING OF THE COMMUNITIES

The missions of this structure will be :

- ↪ **training** of candidate communities
- ↪ exchange of **experiences** and database of Good Practices
- ↪ **implementation of a pool of auditors** coming from the communities in order to realise cross assessments (mutual coaching)
- ↪ ...

DEFINITION OF THE MODALITIES OF QUALICITIES BRAND NAME DELIVERY

Assessment and sustainability of the brand :

**A personified approach
to define and to formalize together**



Different options are given to the network

DEFINITION OF THE MODALITIES OF QUALICITIES BRAND NAME DELIVERY

The great principles to define :

Role and responsibilities of the different actors in the management of the brand

DEFINITION OF THE MODALITIES OF QUALICITIES BRAND NAME DELIVERY

- Will it be one **political management entity** and one technical management of the brand name and what will **its responsibilities** be ?

- Who will manage the different phases of **implementation and follow-up of labelling certification?**

↳ an « AVEC » network entity?

↳ delegation of all or part to an other body?



Several scenarios are offered to you, **the decisions will lead to the creation of one unique schema**

DEFINITION OF THE MODALITIES OF QUALICITIES BRAND NAME DELIVERY

The brand request:

- **Who must the community contact to get an assessment offer** (on defined element basis : duration of the assessments, periodicities, setting of prices,...) ?
 - ↪ an « AVEC » network entity : the European Technical Pole
 - ↪ delegation of all or part to an other body ?
- **Who does instruct the community's documentation file?**
 - ↪ the European Technical Pole
 - ↪ delegation of all or part to an other body ?

DEFINITION OF THE MODALITIES OF QUALICITIES BRAND NAME DELIVERY

The brand request:

● **What are the pre-requisites for a brand request?**
(documents to supply by the community) ?

- ↪ the involvement of the elected members ?
- ↪ result of the self-assessment ?
- ↪ references of the implemented documents ?
- ↪ Presentation documents of the community (brochures,...)?
- ↪ ...

DEFINITION OF THE MODALITIES OF QUALICITIES BRAND NAME DELIVERY

The assessment :

- **What kind of assessment may be considered?**
 - ↳ documentary?
 - ↳ on site?
 - ↳ documentary and on site?
 - ↳ planned?
 - ↳ unexpected?
- **Which approach can be adopted (according to the local context)?**
 - ↳ monosite (community)?
 - ↳ multisite (territory)? What will be the modalities?

DEFINITION OF THE MODALITIES OF QUALICITIES BRAND NAME DELIVERY

The assessment :

- **What will be the duration of the assessment? How many days? It must be adjusted** to the referent document and to other criteria to validate :
 - ↪ number of citizen?
 - ↪ surface area of the scope?
 - ↪ Number of criteria?
 - ↪ ... ?

DEFINITION OF THE MODALITIES OF QUALICITIES BRAND NAME DELIVERY

The assessment in the future :

- What will be the duration of validity of the brand ?
 - ↳ 1 year?
 - ↳ 3 years?
 - ↳ 4 years?
 - ↳ 5 years?
- What will be the following-up cadence for maintaining the brand ?
 - ↳ 12 months?
 - ↳ 18 months?
 - ↳ 24 months?

DEFINITION OF THE MODALITIES OF QUALICITIES BRAND NAME DELIVERY

The assessment in the time :

- What kind of assessment for the following-up audits?

- ↳ documentary?

- ↳ on site?

- ↳ documentary and on site

- ↳ planned

- ↳ unexpected?

- What will be the **complementary assessment modalities** in case of non observance of the referent document?

- ↳ documentary checking

- ↳ complementary assessment?

- ↳ anticipated following-up audit?

DEFINITION OF THE MODALITIES OF QUALICITIES BRAND NAME DELIVERY

An assessment with high added value :

- Who will manage the relationship with the external auditors?
 - ↳ a « AVEC » network entity ?
 - ↳ delegation of all or part to an other body
- What will be the profile of the external auditors?

They must:

 - ↳ be **selected** in relationship with their knowledge of the auditor job,
 - ↳ know the activity sector,
 - ↳ **dominate a foreign language** (to be defined)
 - ↳ ...

DEFINITION OF THE MODALITIES OF QUALICITIES BRAND NAME DELIVERY

An assessment with high added value :

- Who will follow the auditors training ?

- ↳ a « AVEC » network entity ?

- ↳ delegation of all or part to an other body ?



The assessors must be **trained** to the specificities of the reference frame **and the audit must be targeted** on the respect of the criteria (external check points)

- What must the auditor provide at the end of the assessment ?

- ↳ A synthesis report

- ↳ A report with an opinion on the brand attribution

DEFINITION OF THE MODALITIES OF QUALICITIES BRAND NAME DELIVERY

A brand delivered in **whole independence** :

- **Who will analyse the assessment report** for opinion :
 - ↳ external experts ?
 - ↳ Qualicities experts ?
 - ↳ **AVEC scientific committee**
- **Which entity will take the official decision of delivery of the attestation ?**
 - ↳ brand committee ?
 - ↳ delegation to an other body ?
 - ↳ **AVEC Bureau**

Credibility of the brand

DEFINITION OF THE MODALITIES OF QUALICITIES BRAND NAME DELIVERY

A brand delivered in whole independence :

- **What would be the modalities of decisions** after the assessment?
 - ↪ obtainment of the brand
 - ↪ complementary assessment
 - ↪ ...
- **What would be the conditions of probation of the brand ?**
 - ↪ causes (on request of the community, others) ?
 - ↪ duration ?
 - ↪ ...

Credibility of the brand

DEFINITION OF THE MODALITIES OF QUALICITIES BRAND NAME DELIVERY

Communication about the brand :

Will it exist a management and an animation by the **European Technical Pole «QUALICITIES/AVEC»**?

- **What will be the supports documents of the brand certification** (attestations, brochures,...) : communication tools
- **Who will treat the remarks and the claims linked to the brand certification ?** **The European Technical Pole**
- ...

CONCLUSION

The durability of the project is linked to the coherence of the different components of the marketing, especially:

- ↪ The quality of the referent document (added value)
- ↪ The effectiveness of the checking modalities (flexibility)
- ↪ The access facility and the enrolment process fluidity for the applicants, the access to the documents,...
- ↪ The effectiveness of the control and the management of the mechanism
- ↪ The competency and the qualification of the auditors
- ↪ The access cost to the recognition related to the brand
- ↪ The impact of the communication program about the brand

certification