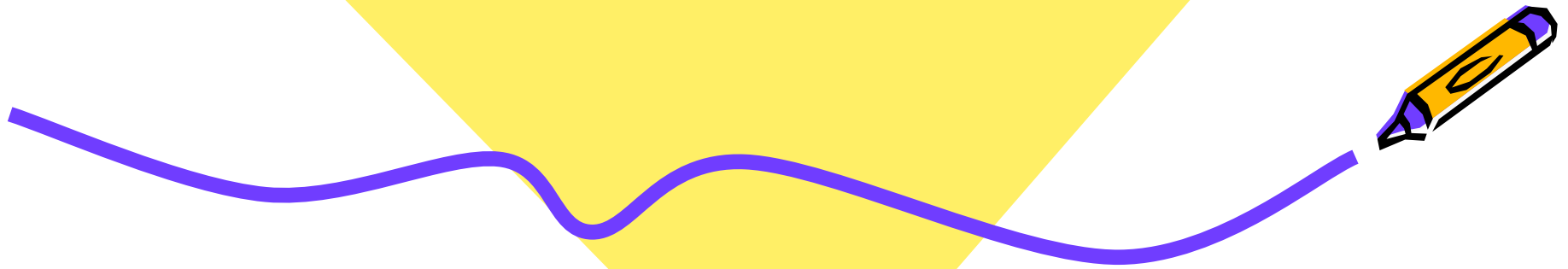


The Czech National Quality Policy



Some definitions:

- An inherent or distinguishing characteristic; a property.
- Superiority of kind
- Degree or grade of excellence
- **meets the needs and expectations of customers.**
- A plan or course of action, as of a government, political party, or business, intended to influence and determine decisions, actions, and other matters: *American foreign policy; the company's personnel policy.*
- A course of action, guiding principle, or procedure considered expedient, prudent, or advantageous: *Honesty is the best policy.*
- The general principles by which a government is guided in its management of public affairs, or the legislature in its measures.



Quality and....

competitiveness (national +
supranational)

business + trade

profit image

productivity

competitive advantage

loyalty of customers

economics - costs



„National quality“ interest

- Cca 80 countries worldwide:

ISO National Q awards documents
programmes, institutions.....

- November - „World month of quality“
- 2nd Thursday in Nov. - World Quality Day



Czech Republic

- „National quality“ - 20ies of 20th century“
- Quality institutions establishment (bef. 2nd world war): 1919 The Czechoslovak electrotechnical Union, 1922 ČSN (Úřad pro TN, M a SZ)
- František Egermaier (Škoda Plzeň), entrepreneurs (Bat'a, Kolben, Škoda...)
- 50ies TQM (scientists...)
- 60ies: Československé společnosti pro jakost (CS Quality Society -) ČSVTS

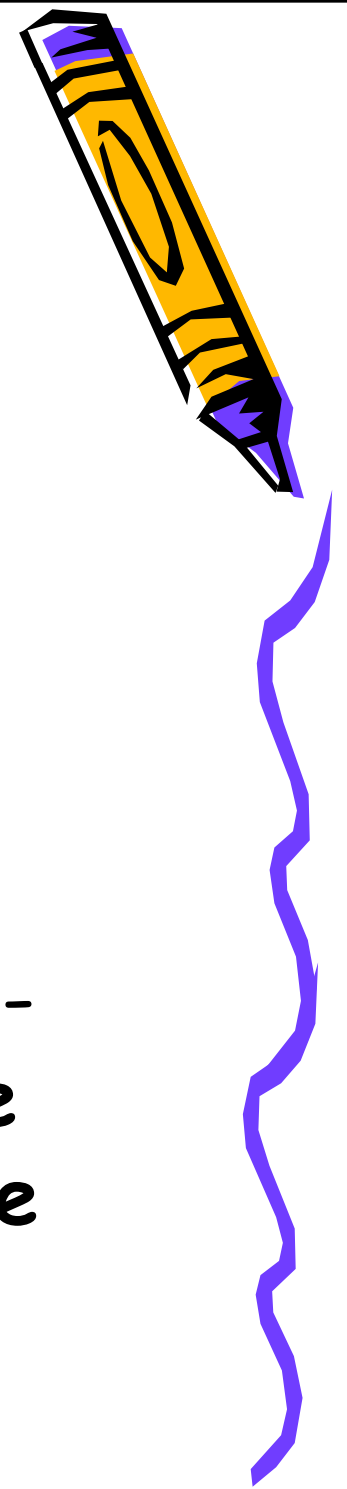


1989

- → market economy
- No Q MNG systems - export
- Low quality (no competition)
- 1989 - CSQ

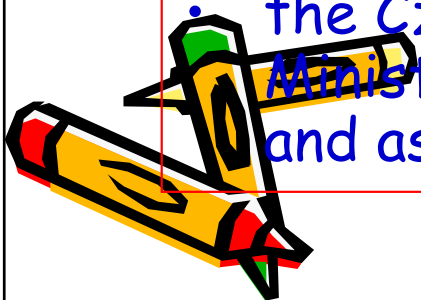
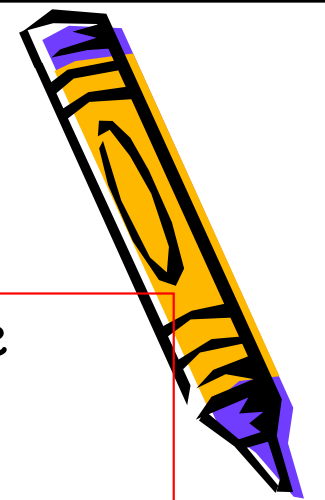
<http://www.csq.cz/en/about/profil.asp>

- NATO entry - AQAP standards (1999) -
own system of state quality assurance
(GQA - Government Quality Assurance
- suppliers)



EU entry process

- 1998: European Commission recommends to declare the National Quality Policy to be an integral part of the affiliation programme of Central and Eastern European countries
- 2000: **"Decree of the Czech republic government No. 458 of 10th May 2000 about the Czech Republic National Quality Policy"** responsibilities:
- the vice-president of the government, the Finance Minister and the Minister of Industry and Trade are charged by the government of the Czech republic to update the National Policy continuously according to developments in the EU;
- ministers are in charge since the year 2001 to work out projects for the support of quality always till October 31st of the preceding calendar year;
- the Czech Society for Quality is commissioned by the Minister of Industry and Trade to act as secretariat and as National Policy Information Centre.



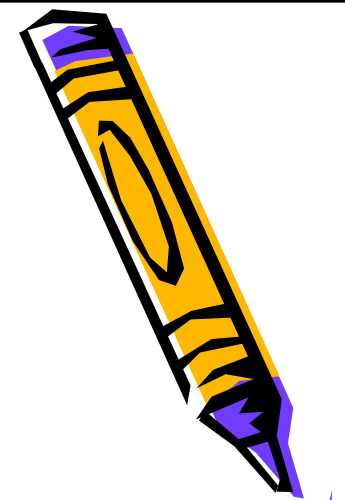
Main and general goals of the National Quality Policy:

- to strenghten the competitiveness of the Czech economy and its subjects in the European and world markets
- to support the economic growth
- to help to protext the environment and natural resources
- to upgrade the quality of work ad services in the public sector (including State bodies and organizations)
- to help to build the image of Czech quality and to influence the changes in the citizens' perception and attitudes to the Czech products
- to support the quality of work and services in the public sector, state administration, public transport, power industry, health service, school system, police, banking, insurance and others.



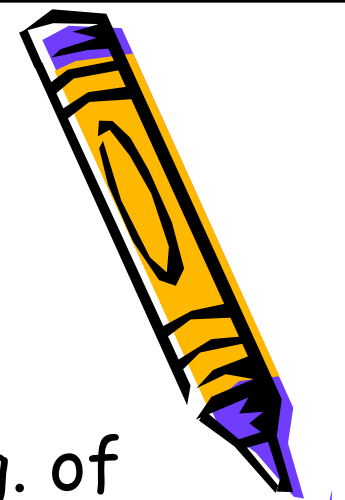
Quality Council of the Czech republic

- the advisory coordinating and managing governmental body affiliated to the Ministry of Industry and Trade
- <http://www.npj.cz/>
- Coordination and relations: industrial policy, environmental, social policy, regional policy, structural funds etc.
- quality education in schools, promotion in mass media, publishing of promotional and professional publications, support of citizens' associations and initiatives acting in the quality field, education and improving consumers' knowledge



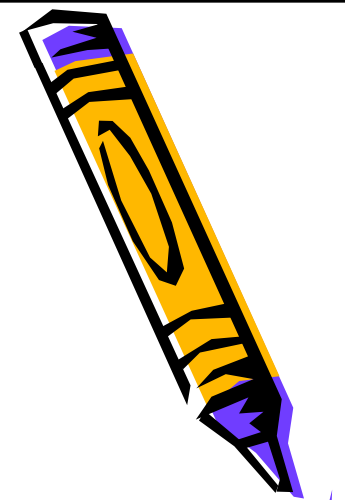
The National Information Centre for Quality Promotion

- the Council Secretariat. The Centre - among others - administrates several databases - e.g. of the documents of the National Quality Policy, ...of the certification and inspection bodies, National register of the certificated organizations, ...of the magazines published by the Centre, Press news etc.
- Every-year programme: various (about 200) actions of different areas concerning quality



some examples from the material for the year 2006:

- 15th annual international conference "Quality 2006"
- "The excellent product of the year 2006" - competition organised by the Design Centre of the Czech republic (governmental organisation)
- National Quality Award 2006
- Programme "Czech Quality" Award
- training course "Manager excellence"
- training course "Software for quality management"
- publication: "Handbook for the worker responsible for conformity assessment of the construction products"



the main tasks of the National Quality Policy:

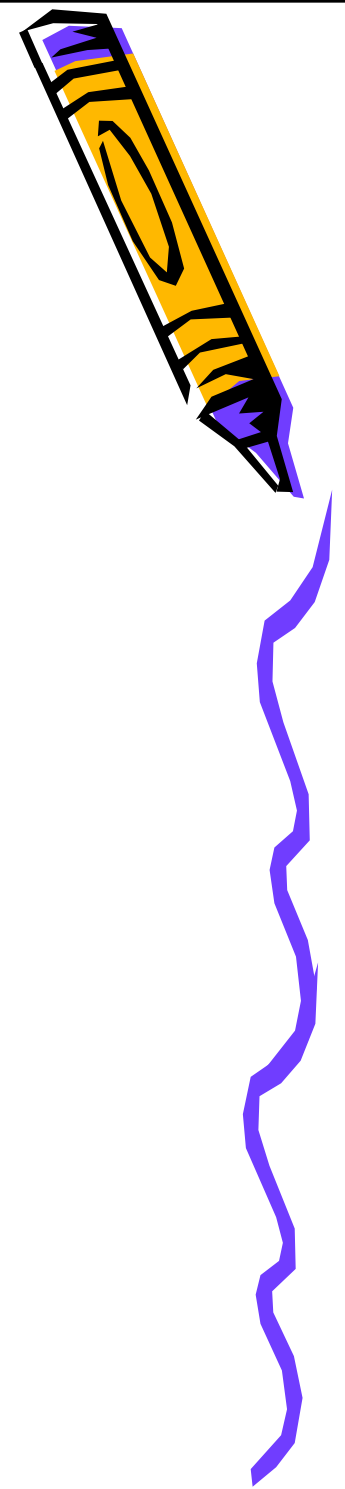
- **protection of public interests:** to optimise legislation and associated activities including the work of inspection and surveillance bodies
- **support of entrepreneurs/companies** - to create conditions for the development and support of all activities aimed at business success, improvement of domestic product quality, improvement of the position of Czech products on world markets and increasing the citizens' trust in domestic producers (service providers) and their products;
- **others:** - to support continuous development of standardisation, metrology and testing primarily in relation to the protection of public interests; to ensure the development of public service quality (health care, transport etc.); to support the quality of the environment; to support upbringing and education at schools, lifelong education, employee requalification according to market needs as well as employee education, training and re-qualification as well as to ensure the state quality verification system managed and coordinated by the Ministry of Defence in connection with NATO defence structures.



Example - Q in public sector promotion:

- **CAF - Common Assessment Framework**
- a tool
- simple, easy-to-use framework
- aims to assist public sector organizations in using quality management techniques
- help to get initial impression of organizations performance
- aims to improve performance of public sector organizations
- it is available without fee
- can be used by organization as self-assessment or with help of an expert
- a 'bridge' across the various models used in quality management
- facilitate benchmarking between public sector organizations.

- **EBN - European benchmarking network**



- Benchmarking - Robert C. Camp "...seeking for the best practices and procedures in the business, which lead to outstanding results".

- What it is? It is a comparison:

- outstanding results - **performance benchmarking**
- processes and procedures (best practices) - **process benchmarking**

- Results

- breaks established paradigm
- creates a readiness for action
- provides models of excellence
- provide goals for realistic process improvement

Its driving force is a spirit of "learning by sharing". It is based on win-win principle.

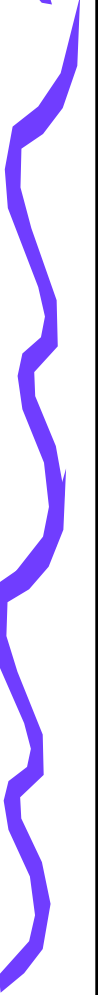
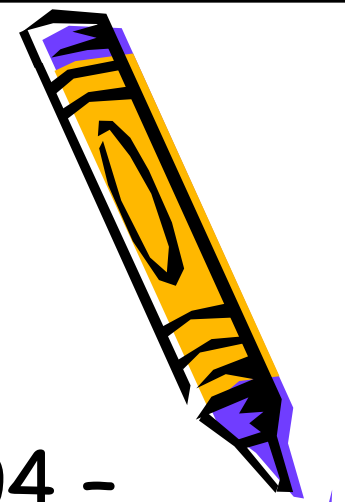


- The Czech Republic is a member of the Global Benchmarking
- Network (GBN), from 2002
- Benchmarking was introduced and supported by programs
- since 2001 in CR.
- In 2003 was started a first project oriented to the public sector.



Food safety initiative - Ministry of Agriculture

- Strategic document for the period 2004 - 2013
- □ Vision of food production in the Czech Republic
- □ Legal framework
- □ Intention to establish the Food Authority



Goals of Food Safety:

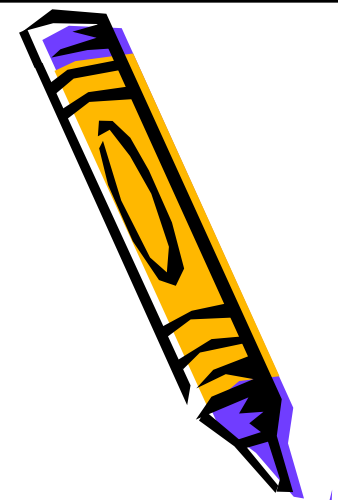
- Consumer's health protection
- □ Economical interests protection
- □ Support of competitiveness
- of Czech producers
- □ Optimum use of resources
- □ Better environment protection



Basic strategic document

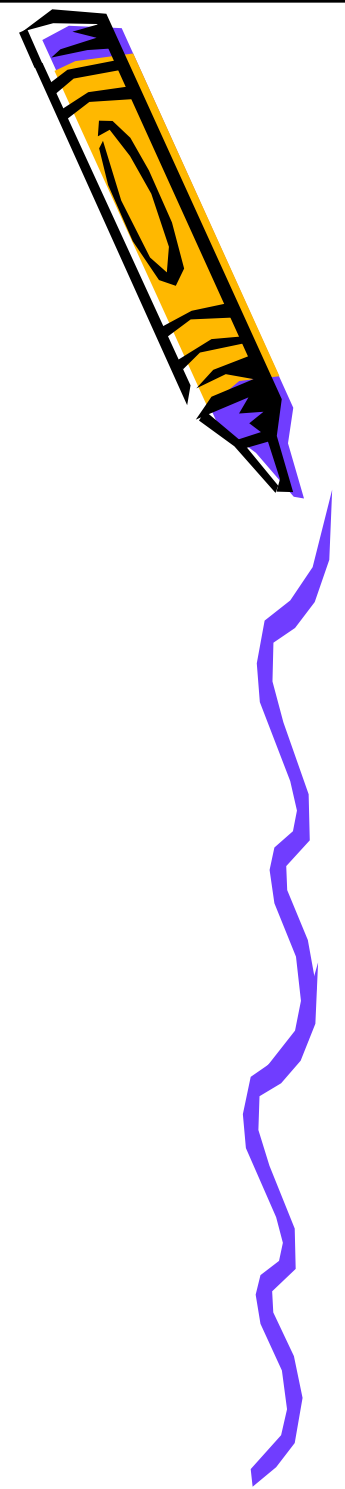
Strategy to Assure Food Safety in the CR after Accession to the EU

- □ adopted in December 2004
- □ review in 2006
- □ emphasis on improving of communication within the
- CR, EU Member States, EU bodies and third countries



Monitoring of contaminants

- □ launched at the MoA in 1992
- □ done by departmental competent authorities
- performing official control and research institutes
- □ MoA ensures monitoring of:
- □ raw materials and
- foodstuffs
- □ feedstuff and feeding water
- □ farmland
- □ farmland fallouts
- □ surface water
- (small water courses)
- □ water and forest ecosystems



- Food Safety Information Centre
- www.bezpecnostpotravin.cz
- □ news
- □ information on Food Safety Co-ordination Unit
- □ information on Scientific Committees
- □ reports from the monitoring of contaminants
- □ supervision over foodstuffs
- □ legislation (CR, EU, Codex Alimentarius, Standards)
- □ links to food safety websites



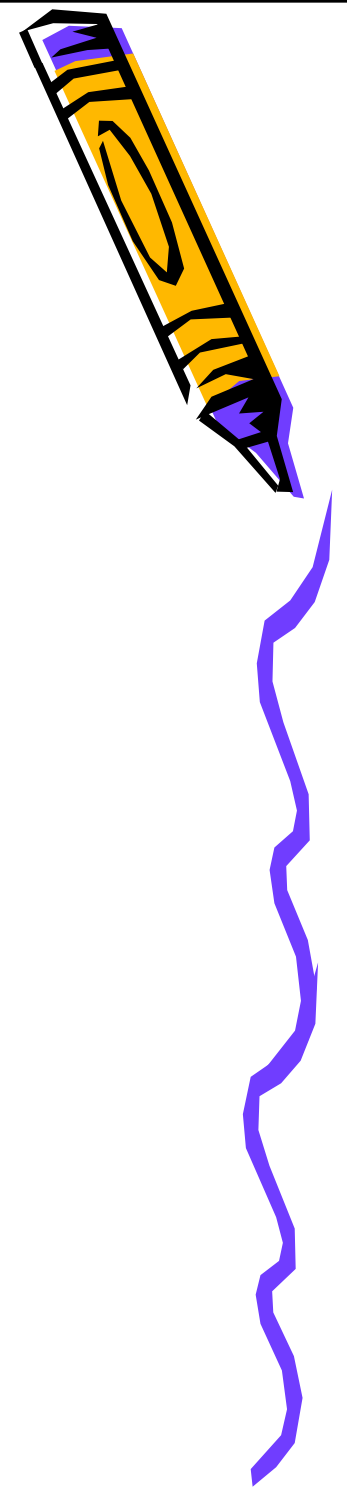
- National Programme **FOOD AUTHORITY**
- for Quality Promotion
- □ KLASA Quality Mark
- □ Awarded Since 2003

to high quality products

- □ Purpose - better orientation of consumer,
- focus on quality and healthy products
- <http://www.klasa.eu/>



- National Programme
- for Quality Promotion
- □ Today 668 products from 178 producers
- □ Three years term
- □ May be prolonged, but also withdrawn



Some other institutions:

- Ministry of Industry and Trade
http://www.mpo.cz/default_en.html

Czech Office for Standards, Metrology and Testing (UNMZ)

<http://www.unmz.cz/en/index.html>

The main mission of UNMZ is to fulfill the tasks following from the legislation of the Czech Republic regulating the technical standardization, metrology and state test laboratories

Czech Standards Institute (CNI)

http://www.cni.cz/NP/NotesPortalCNIEN.nsf/key/home_page?Open

Basic information concerning creation of standards, legal regulation of technical standardization, products and services offered by CNI, the list of CSN standards

Czech Metrology Institute (CMI)

<http://www.cmi.cz/index.php?lang=2&par=&wdc=&act=>

Leading executive organization of the national system of metrology

