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Item 8 (e) of the provisional agenda

Working Party on Industry and Enterprise Development

Expert meeting on Best Practices in Promoting and Supporting SMEs

Geneva, 13 and 14 November 2003

**QUESTIONNAIRE ON
QUALITY MODELS, AWARDS AND PRACTICES FOR SMEs**

This paper contains the Questionnaire on quality models, awards and practices for SMEs (small and medium-sized enterprises) which exist in the UNECE region.

The purpose of the Questionnaire is to collect information and prepare comparative analyses of excellent quality models and practices for SMEs taking into account various international quality models.

The Questionnaire was prepared by the UNECE ad hoc Team of Specialists on Quality Management Systems (QMS Team), which is a joint activity of UNECE working parties 6 and 8 (on industry and enterprise development). This paper will be debated at the QMS Team meeting on 13 and 14 November 2003 in Geneva.

The paper is presented for discussion, possible comments and eventual replies by delegates. It is presented in the form in which it was received by the secretariat.

This questionnaire was prepared by Dr. Karolina Sugár, Managing Director of Hungarian Quality Development Centre, National Program Organizer & EFQM Member of Global Benchmarking Network in consultation with several members and the Secretary of the Team of Specialists on QMS.

On the current world market, both manufacturers and consumers require guarantees for the quality of products and services. Now it is no longer sufficient to provide products and services that conform to certain standards. All manufacturers and service organizations need to demonstrate their capability to provide a continuous quality for their products and services. This is why all businesses and public organizations need to set up quality systems enabling them to guarantee that required quality is obtained at the appropriate cost, and also taking ecological concerns into consideration.

There are many indicators and trends recognized by organizations: the widening world market, national and international organizations that demonstrate excellence in quality and overall achievement of an enterprise. National and regional Quality Award Systems should recognize the achievement of enterprises that have excellent quality management as a way to encourage future strategies that would contribute to the improvement of competitiveness in the entire business community.

The UNECE Expert Meeting on Best Practice in the Creation of Quality Systems for Enhancing the Competitiveness of SMEs held on 25 and 26 October 2001 at the Palais des Nations in Geneva emphasized that SMEs in Europe have to meet the challenges of globalization and the new knowledge-driven economy. The use of Quality Management Systems and Schemes can be one of the most effective means of overcoming their difficulties. Governments can promote quality awareness and help SMEs in safeguarding the required quality through National Quality Assurance Schemes. The Expert Meeting also recommended that Governments should create national quality award systems based on national approaches to excellence by adapting the European Excellence Quality Model.

This Questionnaire was compiled within the framework of the Working Programme of the UNECE Team of Specialists on Quality Management Systems for the years 2002-2003. The aim is the review the existing European and worldwide National Quality Award Programmes and Schemes and find common achievements for reasons of continuous improvement and benchmarking and provide assistance to those countries in transition, developing countries and emerging market economies, where the quality orientation is not well recognized or is not part of everyday life in order to improve the competitiveness and welfare of their nations.

National Quality Awards Organizations are kindly requested to nominate a Focal Point responsible for this project and provide information in accordance with the Questionnaire outlined below. You are kindly requested to schedule the implementation of this project as following:

- (a) Nomination of Focal Point and submitting the name, the full address, phone, fax, e-mail and web-address to the secretariat of the UNECE as soon as possible but no later than 31 December 2003.
- (b) Preparation and submission of the report in accordance with the Questionnaire by 28 February 2004. The report and documentation, brochures and information notices should be sent to the secretariat of the UNECE.
- (c) Expert Meeting on Evaluation and Comparative Analysis of excellent quality models is scheduled tentatively for May 2004. The Meeting will be held at the Palais des Nations in Geneva. The agenda and exact day of the Meeting will be announced later.

Nomination of focal points, as well as the report and documentation, should be addressed to:

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1. AWARD

1. When was the Quality Award(s) established in your country?

Name of Award:

Year:

Established by:

2. What types of category do you have? (Please cross the box below by X)

- ☐ Industrial
- ☐ Service
- ☐ Public
 - ☐ health
 - ☐ educational
 - ☐ public administration
- ☐ Individual entrepreneurs
- ☐ Group
- ☐ Organization
- ☐ Sectoral
- ☐ Regional
- ☐ Large companies
- ☐ SMEs
- ☐ Other

3. Which kinds of Model do you use?

Year:

Model (please describe it):

Have you changed anything in the Model and since you started using it?

Year:

What was changed?

II. AWARD PROCESS

1. Who presents the awards to the winners? (Please cross the box below by X)

- ☐ Head of State
- ☐ Prime minister
- ☐ Minister
- ☐ Head of Quality Award organizer
- ☐ Others (please specify)

2. Which level of recognition do you use? (Please cross the box below by X)

- ☐ Award winner
- ☐ Prize winner
- ☐ Finalist
- ☐ Diploma
- ☐ Other (please specify)

3. Who are the Jury/committee members?

[%] Number of the Members

- Government
- Winner companies
- Quality Specialists
- Representatives of Quality organization
- Universities
- Others (please specify)

4. How many applicants applied for the award in the last 10 years?

1994	1997	2000
1995	1998	2001
1996	1999	2002
		2003

5. How many assessors were involved in the assessment process?

1994	1997	2000
1995	1998	2001
1996	1999	2002
		2003

6. How many site visits did you organize?

(Number of site visits; site visits/total number of applicants (%), between 1994-2003)

7. What were the score points in the last 5 years?

1999	2000	2001	2002	2003
------	------	------	------	------

Minimum score:

Maximum score:

Winner score:

Overall score

8. How many pages do the submission documents consist of?

9. Did you send feedback to the applicants?

1999	2000	2001	2002	2003
------	------	------	------	------

If so, how many pages:

Content of the feedback report:

10. How much was the Application Fee? Please specify in national currency (and approximate US\$ equivalent)

1999	2000	2001	2002	2003
------	------	------	------	------

In the large category:
 In the SME category:
 In the public category:

11. How much was the Site visit Fee?

1999	2000	2001	2002	2003
------	------	------	------	------

In the large category:
 In the SME category:
 In the public category:

III. ASSESSORS

1. Do you have a process to select the assessors?

If so, please give details:

2. Do you have special material for the assessors?

- ☐ Guidelines
- ☐ Case studies
- ☐ Brochure
- ☐ Other

3. Do you organize workshops for the assessors to exchange their experiences regularly?

4. How many certified or trained assessors do you have?

Number of trained assessors:
 Number of experienced assessors:
 Number of European or international assessors

5. Do you pay the assessors for their work?

If so, how much?

6. Do you have to pay the assessors for the training?

If so, how much?

7. How do you appraise the assessors' work?

8. How many submission documents have the assessors to assess? (please circle the number)

1 2 3 4 5 more

9. Do you use special methods during the evaluation process?

IV. TRAINING

1. How many assessors did you train?

1994	1997	2000
1995	1998	2001
1996	1999	2002
		2003

2. How many people (managers) were trained on self-assessment?

1 day 2 days 3 days more

1994
 1995
 1996
 1997
 1998
 1999
 2000
 2001
 2002
 2003

3. Do you have special training for

	Hours or days	Participants
• Jury/Committee		
• Journalists		
• Government		
• Public sector in:		
- health care		
- education		
- public administration		
• Others (please specify):		

V. BENCHMARKING

1. Did you organize workshop, study tour or similar to exchange experiences with winner companies?

Number of participants in the following years:
 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003

- National competition:
- Regional competition:
- International competition:

2. Do you organize regular workshops for assessors?

What type of workshop?

How often?

Number of participants in the last year:

3. Do you have a programme or workshop to exchange experiences between the private and public sector?

If you so, please give details:

VI. MARKETING

1. What channels do you use for marketing and advertising? (Please cross the box below by X)

- ☐ Newspaper
- ☐ Television
- ☐ Press conference
- ☐ Brochure
- ☐ Conferences/meetings (on quality award)
- ☐ Internet
- ☐ Other (please specify)

2. How do you disseminate the results of the Quality Award process?

Please give details:

3. Do you have a brochure, video, etc. about winners, process, benefit, results?

If so, please give details:

VII. ORGANISATION & FINANCE

1. What kind of legal basis have the Quality Award organizers?

- ☐ Special Foundation for Quality Award organization.
- ☐ Government Agencies
- ☐ Institute
- ☐ Association
- ☐ Quality organization
- ☐ Private organization
- ☐ Others

2. How many people were employed (dealing with Quality Award)?

	Full time	Part time
1994		
1995		
1996		
1997		
1998		
1999		
2000		
2001		
2002		
2003		

3. When was the Quality Award organization established?
4. What are the mission and the goals of your organization?
5. How much was your budget to organise a Quality Award (in national currency) ?

1994
1995
1996
1997
1998
1999
2000
2001
2002
2003

6. What is your income? [In %]

[illegible]

7. What kinds of event have you organized? Please give name, year and number of participants.

- ☐ Winner conference
- ☐ Celebration of winners
- ☐ Annual conference
- ☐ Workshop
- ☐ Club
- ☐ Others

8. Do you have a national Quality Promotional programme, policy or strategy?

If so, please give details (since when, cost/year, promoted organisation/year, projects etc.)

9. Please give some details of results of your Quality Award Programme.

- List of national winners/category/year:

- List of European winners/or MBA winners, Deming winner, etc.

- Other main results:

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