



# Estonian Association for Quality (EAQ)

**Tiia Tammaru**

Chairman of the Board

*Creating new opportunities in the changing world – getting better together*

Abu Dhabi, 09.12.2018

# Estonian Association for Quality (EAQ)

- Not-for-profit organization, established 1991, [www.eaq.ee](http://www.eaq.ee)
- Over 300 members (organizations and individuals)

**Vision** - Being a reliable mediator of Quality & Excellence knowledge and a co-operation network.

**Mission** - Inspiring and supporting the development of people and organizations.

- Full Member of European Organization for Quality (EOQ) since 1993
  - EOQ World Congress 1993 Helsinki, Baltic Connection Day Tallinn;
  - 2013 EOQ congress in Tallinn
- EFQM National Partner Organization
- Partner of Quality Innovation Award



# The Purpose of EAQ activities

- Supporting Estonian enterprises and organizations in raising their competitiveness through better knowledge and competence in Excellence & Innovation and developing the Quality Infrastructure:
  - Participating in the development of National Quality Policy and developing Quality Infrastructure;
  - Raising Excellence & Quality awareness and qualifications in public, private and voluntary sectors;
  - Performing trainings and educational activities;
  - Promoting modern management and innovation techniques and disseminating corresponding know-how;
  - Spreading Quality & Excellence information;
  - Representing Estonia in European Organization for Quality (EOQ) and other international organizations;
  - Organizing cooperation on national as well as international levels with interested organizations and individuals;
  - Uniting organizations and individuals interested and committed to Quality.

# Estonian Association for Quality

## **Main activities:**

- conferences
- trainings, seminars
- awarding body of occupational qualifications - Quality Specialist and Quality Manager
- good practice visits
- project management
- assessments, recognition schemes
- sharing experience and competences
- sharing information and knowledge
- Regional activities – South-Estonia

## **Recognition:**

- Quality Deed and Quality Face of the Year
- Walter Masing Prize
- Estonian and EFQM Business Excellence recognition scheme
- Quality Innovation Award
- Lifetime Achievement Award
- Honorary Member

# Sharing information and knowledge

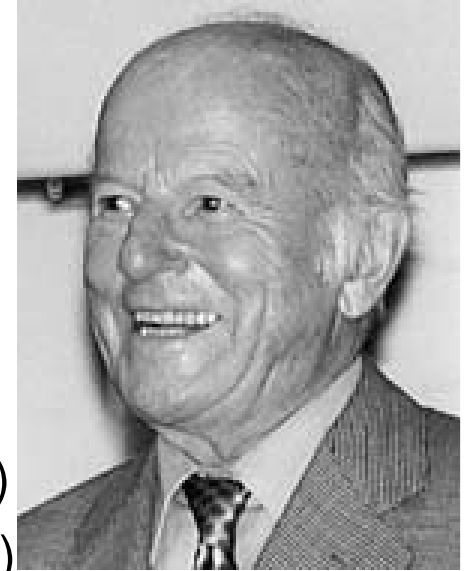
- Website [www.eaq.ee](http://www.eaq.ee)
  - Facebook', Twitter, LinkedIn
  - Quality list – beyond members
  - Seminars, trainings, information days etc
- 
- Certificates' data base – valid management systems' certificates, in cooperation with certification bodies



The image shows a screenshot of the Facebook page for Eesti Kvaliteediühing. The page header includes the organization's name, 443 members, and 2 recent posts. The main content is a post from January 7th, titled "Eesti Kvaliteediühing jagas viidet." The post text reads: "Hea sõber! Soovin Sulle ilusat alanud aastat ning ühtlasi on mul heameel kutsuda Sind 16. jaanuaril kell 18.00 Eesti Kvaliteediühingu selle aasta esimesele Salongiõhtule, ikka juba tuttavasse kohta, vanalinna salongi Shahmatt (Pikk tn. 39, ... Vaata veel". Below the text is a photo of a man pointing at a whiteboard. The post has 1 comment and is shared by the user. At the bottom, it shows 135 views and a share button.

# Prof. Dr. Walter Masing

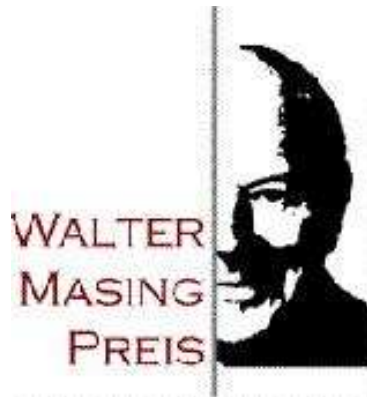
- 22.06.1915 St. Petersburg - 29.03.2004 Erbach, Germany
- Physics studies, Tartu University; later in Germany, PhD
- First Quality Management lecturer in German universities (1965 Technical University of Berlin, 1974 Stuttgart University), since 1975 European Business School
- 1952 founding member of German Quality Society (DGQ)
- 1956 founder of European Organization for Quality (EOQ)
- Founding member of International Academy for Quality (IAQ), 1978-1981 Vice President of IAQ president, 1981-1984 Chairman of the Board of IAQ
- Since 1988 visiting lecturer in Estonia
- 1991 founding member of Estonian Association for Quality (EAQ)
- 1996 Honorary Member of EAQ



# Walter-Masing-Preis

- 1986 established in Germany by German Quality Society (DGQ)
- In Estonia since 2006 every two years, in cooperation with DGQ
  - Independent scientific research or development study, eg scientific paper, diploma, bachelor, master or doctoral thesis or
  - New methodology or practical solution in the field of Quality

Walter Masing Prize 2017 - Kristel Annus - „Development process of key performance measures as change management, based on the example of Schenker Ltd”



# Quality Face of the Year

Annual recognition of a person, who has outstanding role in Quality promotion in Estonian society.

- **Quality Face 2017 –  
Tiit Hindreus**
- Recognised for dedicated activity as a member and leader of Quality Specialists' and Quality Managers' occupational qualification Committee





# Quality Deed of the Year

Recognition is awarded to an organization for one outstanding accomplishment in the field of Quality

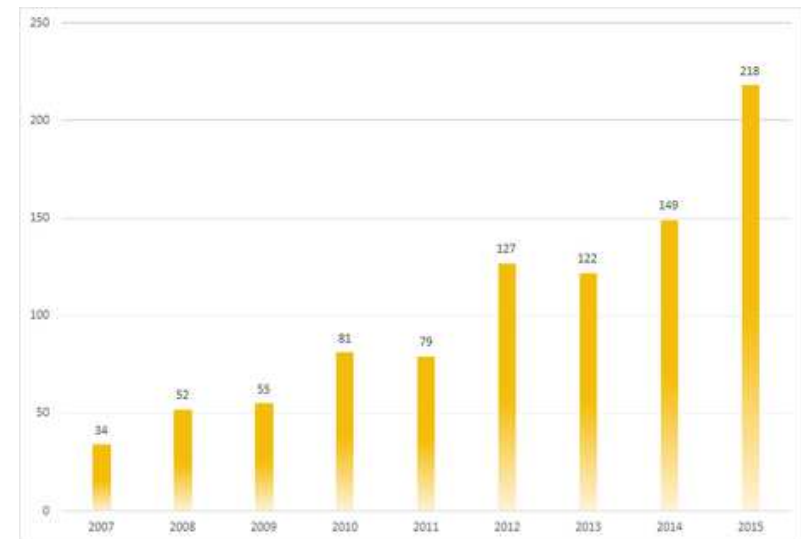
- **Quality Deed 2017 – DHL Estonia**
- Implementation of ISO 50001 standard and successful certification process



# Quality Innovation Award



- Recognition for an organization who has brought to the market an innovative and successful product, service or business model.
- Started by Finnish Quality Association in 2007, Patron – President of the Republic of Finland,
- 2017 twelve countries - Finland, Sweden, Estonia, Latvia, Lithuania, Czech, Hungary, Israel, Kazakhstan, Russia, China, Spain & Basque country; 5 African countries in 2018 (Botswana, Zimbabwe, Rwanda, Svaziland, Republic of South-Africa)



# Management conferences

- Annual conferences since 1993
- International and Estonian speakers
- 31st January, 2019 Tallinn – **Quality 4.0**



# International cooperation



- Full Member of European Organization for Quality (EOQ) since 1993
  - EOQ World Congress 1993 Helsinki, Baltic Connection Day Tallinn; 2013 EOQ congress in Tallinn



- EFQM - National Partner Organization 2005-2011; since 2014 .... ; EFQM member since 2014



- Member of World Alliance on Quality (WAQ)
- National quality organizations (Finland, Sweden, Latvia, Lithuania, Flemish VCK, INK, ASQ, ...)



- Partner of Quality Innovation Award since 2010
- Global Platform for Quality - 2017



# Quality/Excellence programmes in Estonia

- ❖ 2000 – 2003 Estonian Quality Award
- ❖ 2004 – 2010 Estonian Excellence Award and recognition scheme
- ❖ 2002 – 2015 Tallinn Educational Institutions' Quality Award
- ❖ 2003-2011; 2013 Quality Award for Vocational Educational Institutions
- ❖ 2003; 2011 Public Sector Quality Award
- ❖ 2004-2011 Touris Quality Programme
- ❖ 2009-2012 – Higher Educational Institutions Quality Assurance/Management Programme
- ❖ 2011-2013 – Quality assessment of Continuing education offered by HEIs (HYPE project)



ARENEV RIIGIASUTUS



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Kvaliteetne ja mitmekülgne täiendusõpe ülikoolide koostöös



**Märk  
kindlast arengust**

EESTI TURISMIETTEVÖTETE KVALITEEDIPROGRAMM

Kvaliteetne ja mitmekülgne täiendusõpe ülikoolide koostöös



**EAS**

Enterprise Estonia



**Primus**

ELLU VIIB SIHTASUTUS  
**ARCHIMEDES**

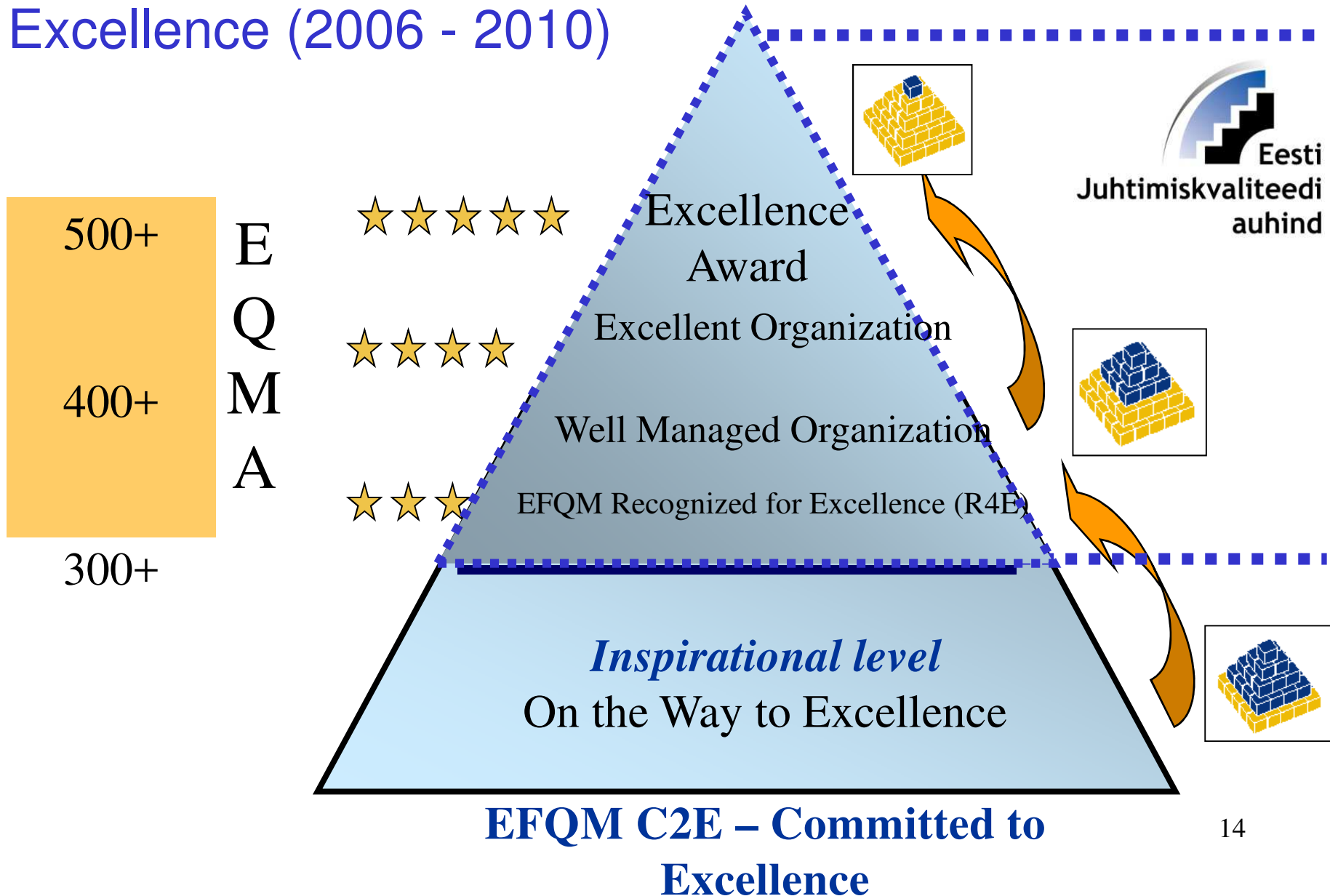


2007



**Eesti  
Juhtimiskvaliteedi  
auhind**

# Estonian National Recognition Scheme and EFQM Levels of Excellence (2006 - 2010)



# Adapted Sectoral Models in Estonia

ESTONIAN ASSOCIATION FOR QUALITY

From 2002 until nowadays the **Quality Award for Tallinn Educational Institutions** has been given to best schools and kindergartens. It is based on the EFQM EM-based and adapted to 'educational language'. Simplified categories like 'Best Learning Environment' have been developed.

In the period of 2003-2010 **Quality Award for Vocational Educational Institutions** was launched by Ministry of Science and Education and Foundation, pilot project 2003, since 2006 EFQMM-based)

In 2003 a pilot and in 2011 **Public Sector Quality Award** was run by Ministry of Finances, pilot project 2003, based on the CAF model (Common Assessment Framework) as an adaptation of EFQMM. Adapted external assessment system based on RADAR was developed.

2004-2011 **Estonian Tourism Quality Programme** was run. The adapted assessment model includes five criteria, the process is similar to EFQM C2E with additional mystery shopping visit. The project was supported by several seminars.

During 2009-2011 **Quality assessment for Higher Educational Institutions** was run as preparation for institutional accreditation. Self-assessment and external assessments based on adapted EFQM model, followed by a C2E-like improvement cycle. As continuation the adaptation of the model was made for **continuing education offered by HEIs (HYPE project)** in 2011-2013.