

55th EOQ Congress
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"Navigating Global Quality in a New Era"



June 21, 2011 (Tuesday) 55th EOQ Congress

CONCURRENT SESSIONS
KEMPINSKI HOTEL CORVINUS

Tuesday 13:30 – 17:30
Erzsébet tér 7-8, Budapest V.

SALON CORVINUS

Tuesday 13:30 – 15:00

13.1. MANAGEMENT SYSTEM CERTIFICATION AND THE AUDITS

Session Chair: *Olav F. Finsnes, Norwegian Society for Quality and Risk Management, Norway*

13.30 Management System Certification - Quo Vadis?

Petr Koten, Czech Society for Quality, Czech National Certification Forum, Czech Republic

Koten, Petr (Czech Republic)

He completed in 2001 the University of Economics, Prague with Retailing, Business Administration and Management major specializations including European Master's Program In Total Quality Management at the University of Limerick, Ireland with service quality assurance and EFQM Business Excellence Model studies. In 2010 he finished a corporate social responsibility manager course and became an ISO/IEC 20000 Information Technology Management Auditor.

Beginning from April 2005 so far he has been employed at the Czech Society for Quality providing complex services in the field of quality management, business excellence, food safety, environmental management and OHSAS (Occupational Health and Safety Management Systems). He is director of the certification sector, executive director nominee (during the year 2009) and member of board. He is responsible for leading the team of personnel, strategy performance, food safety, new products development, communication with customers and acquisition as well as presentation of services. In order to gain further professional experience, he also worked a year for a consulting company.

Management system certification - quo vadis?

The issue of quality and credibility of management system certification is discussed among general public and experts during last years. The programs of National quality politics of the Czech Republic also attempt to increase the credibility of management system certification. One of the initiatives was establishing of Czech National Certification Forum (CNCF) – as an independent and voluntary association of certification bodies, that mission is to support accredited certification and to increase the reputation and value added of certification. The following text describes not only view of CNCF members, but also views of wider society.

The quality (value, credibility) of certification services can be seen as a given degree of confidence to all parties that management system fulfils specified requirements. We can distinguish four main interested parties that should have a real concern over the credibility of certification services. These main interested bodies are: accreditation bodies, certification bodies, certified organization and customers of certified organization. Unfortunately, during last years we can see that the credibility of certification services is not always aim of some certification bodies or some certified organizations.

Today, there are proofs of non-credibility of certification services like strengthened role of supplier audits, more frequent application of branch standards and implementing and certifying by private standards. The main reasons for this status can be seen in: many certification bodies, many advisors, audit has no added value, quick implemented system, some certified organization do not meet legislative requirements, non accredited certification services or marketing “quality” marks.

For maintenance and reinforcement of credibility of certification, it is necessary to fulfill principles that are set up by standard ISO/IEC 17021. This principle includes *impartiality* (relationship auditor-auditee, certification “for money” – de-valuation of audit findings), *competence* of certification body personnel (not only auditors competence), *responsibility* (of certified organization and of certification bodies), *openness* (access to appropriate information – e.g. certification status), *confidentiality* (of any proprietary information about client) and *responsiveness to complaints*.

An important issue is a price of certification services. It is obvious; the price differs significantly between individual certification bodies and that there is a trend of decreasing price for certification. Causes of this situation are probably following: observance (or non observance) of specific rules that are laid down for audit man-day setting (e.g. IAF MD 5); effectiveness of internal operations of the certification authority (IT support, optimizing of activities); auditor's reward, costs of guarantee of competency of the certification bodies personnel and continuous professional growth. Auditor's competency is a key condition for added value of audit and for overall level of perception of certification services. The conclusion can be following: The certification service has its costs, it is important to draw organization (especially aspiring for certificate) attention to the fact that the lowest certification price cannot necessarily be in accordance with accreditation rules.

To find the “medicine” for improving the level of credibility of certification services is not easy. Each interested party can make some steps for improving this situation. So, here are some examples of such activities: explanation and understanding the difference between accredited and non-accredited certification, annual (not only temporary) compliance with certification (and accreditation) criteria, transparency of certification bodies, ethical behavior and compliance with legal requirements by certificate holders, increasing of competency of certification bodies personnel and (not in rules now) possibility of unannounced on-site supervision by accreditation body at certified organization. The conclusion is that the future of management system certification depends strongly on its generally perceived credibility (in some states degreasing). If the level of credibility will not be increased we can expect substitution of management system certification by other tools which prove, that given requirements are fulfilled.

Speaker:

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Function:

Czech Society for Quality, - Certification director

Czech National Certification Forum – Chairman