

**55<sup>th</sup> EOQ Congress**  
World Quality Congress  
Budapest, Hungary - June 20-23, 2011

"Navigating Global Quality in a New Era"



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**June 22, 2011 (Wednesday) 55th EOQ Congress**

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**CONCURRENT SESSIONS**  
**KEMPINSKI HOTEL CORVINUS**

**Wednesday 8:30 – 12:30**  
**Erzsébet tér 7-8, Budapest V.**

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**SALON REGIOMONTANUS**

**Wednesday 8:30 – 10:30**

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## **24.1. REFOCUSING QUALITY TO ENHANCE SERVICE TO CUSTOMERS I.**

**Session Chair:** *György Mikó, Hungarian National Committee for EOQ, Hungary*

### **8.30 Global Challenges: Sustainability in Global Logistics**

*Roland K. Jahnke, Deutsche Post, Germany*

**Jahnke, Roland K.** (Germany), Member of the International Academy for Quality (IAQ)

Roland K. Jahnke is Academician of the International Academy for Quality (IAQ). Furthermore, he is the Director of Deutsche Post DHL. The Group, which has 500,000 employees, is the biggest employer in Europe and the 6th biggest world-wide. Deutsche Post DHL has meanwhile become a successful world market leader in the logistics sector. Roland K. Jahnke started at Deutsche Post DHL after studying economics in Germany. In congruence with the global development of Deutsche Post DHL, he pursued further international studies: Executive MBA (Master of Business Administration) in the U.S. and Europe and the European Master Program in TQM/Business Excellence. By now he is Doctor cand. of the University of Gloucestershire, UK. Furthermore, he qualified himself as an International Lead Auditor (ISO 9000, Quality Management Systems). Since 2002 he has been active as a European Excellence Award Assessor of the European Foundation for Quality Management (EFQM), Brussels. In 2006 he became a Member of the Board of Examiners of the Malcolm Baldrige National Quality Award (U.S.). Roland is an experienced and leading expert in Global Business Excellence in the sector of Postal and Express companies around the world. He publishes papers in international journals and books and is a speaker at global events.

# **Navigating Global Quality in a New Era**

## **55<sup>th</sup> EOQ Congress and World Quality Congress**

### **Budapest, Hungary, June 21-23, 2011**

**Session: Refocusing Quality to Enhance Service to Customers**

*Chair: Roland K. Jahnke, International Academy for Quality (IAQ)*

Abstract from Roland K. Jahnke:

## **Global challenges: Sustainability in Global Logistics**

*Roland K. Jahnke, Academician, International Academy for Quality (IAQ)*

In this lecture, the motto of this year's EOQ Congress and World Quality Congress, which will take place simultaneously, will be discussed: "Navigating Global Quality in a New Era". In this respect, the focus is on studying the service sector as to how sustainability can help to create additional values for the customers.

In the ecological discussions, the field of global logistics/transportation plays a particular role. These global challenges require innovative concepts making it possible not only to do justice to the economic aspects but also to the social and ecological ones. The author starts upon the assumption that the future success of a global logistics company will be determined by the extent to which the company succeeds in leading a "Responsible Company" to sustainability on a long-term basis.

During the last two decades, the Group Deutsche Post DHL has succeeded in achieving a transformation from a deficitary national authority to a profitable global logistics company. In the meantime sustainability has become a key topic within the Group. In 2008, Deutsche Post DHL started its worldwide climate projection program GoGreen and thus became the global pioneer throughout the logistics sector. Deutsche Post DHL was the first big company active in this sector to set a measurable climate protection goal: By 2020, CO<sub>2</sub> emissions of the Group are to be reduced by 30% (base year: 2007). This goal is to be implemented by focusing on optimizing air and ground transportation, increasing energy efficiency in buildings and facilities, developing innovative technologies, motivating people and extending the GoGreen range of products.

Besides these ecological measures, there are many social activities, partnerships with UNICEF and UN also having been established. By now GoTeach is still another initiative.

"Think globally – act locally" has become an important motto for Deutsche Post DHL.