

Definition & overview of quality & CSR management best practices worldwide



« We do not inherit the Earth from our Ancestors, we borrow it from our Children. »

Antoine de Saint Exupery, French writer

Challenge Optimum S.A.



Let's get acquainted

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- M. Eng. In telecommunication systems (Telecom Paris Tech)
- Former electrical design engineer at Texas Instruments (design of 3G digital baseband modem)
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- Consultant in Quality Management Systems in Public and Private Media companies (Radio Romania, Thai PBS, Swiss subsidized radio stations, ...)
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Challenge Optimum S.A.

✓ Member of Worms & Cie
(Safety management)

✓ Consulting, Training,
Softwares

✓ Quality Management Systems

✓ 600+ customers

✓ 40 fields of activities

✓ from 2 et 70'000 employees

✓ Swiss and international
customers

certified



accredited



affiliated



certified



Road map

1) Quality & CSR management : definition and key motivation factors

2) Worldwide overview

3) Conclusion



Why managing quality & CSR ?



1) To achieve legal and voluntary objectives

2) To detect hidden defects

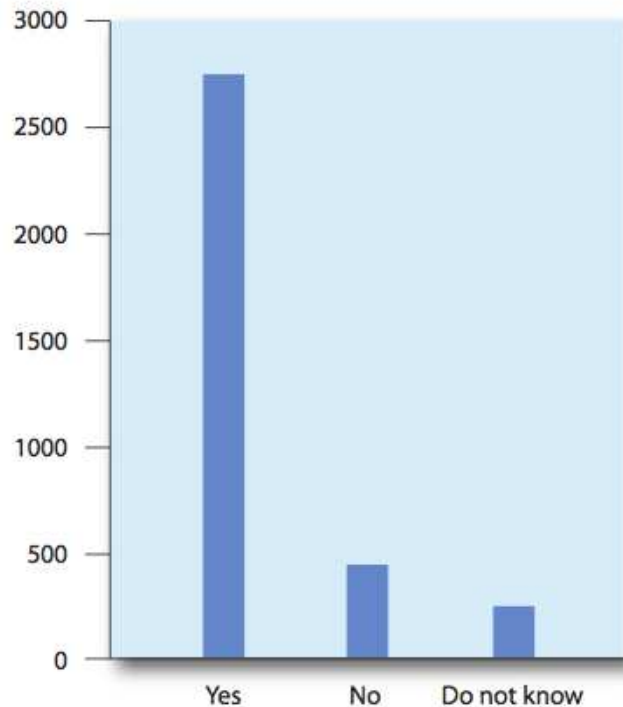
3) To show evidences of good governance and CSR



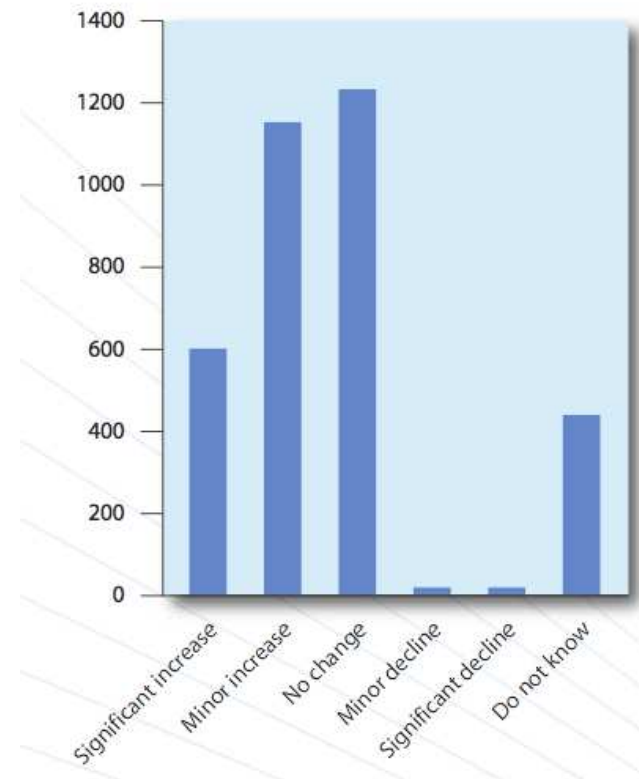
International Accreditation Forum 2012 survey*

« Businesses are generating significant benefits and added value from accredited certification. »

Has certification helped to meet the requirements of Regulators?



Has certification led to an increase in sales?



*4,191 respondents completed the survey from 41 different economies

Respondants : 69% quality managers, senior managers, purchasers, finance managers & marketing personnel



CSR & Quality management

8 Key Motivation Factors

- 1 – Ensure **compliance** with new Radio&TV laws
- 2 – Facilitate transition **from state owned to PSB**
- 3 - Capture **market expectations** more effectively
- 4 – Support **technological changes** proactively
- 5 – Get **independent recognition** on national market
- 6 – Implement **competitive managerial practices**
- 7 – Increase the **brand value / revenue**
- 8 – Show evidences of **social responsibility**



**All of them require to implement
a very simple principle**

**Be able to show evidences of what
the company states, at all levels**



Likely consequence of this mechanism : increased trust in products & services!

Result of Edelman Brand sharing study :

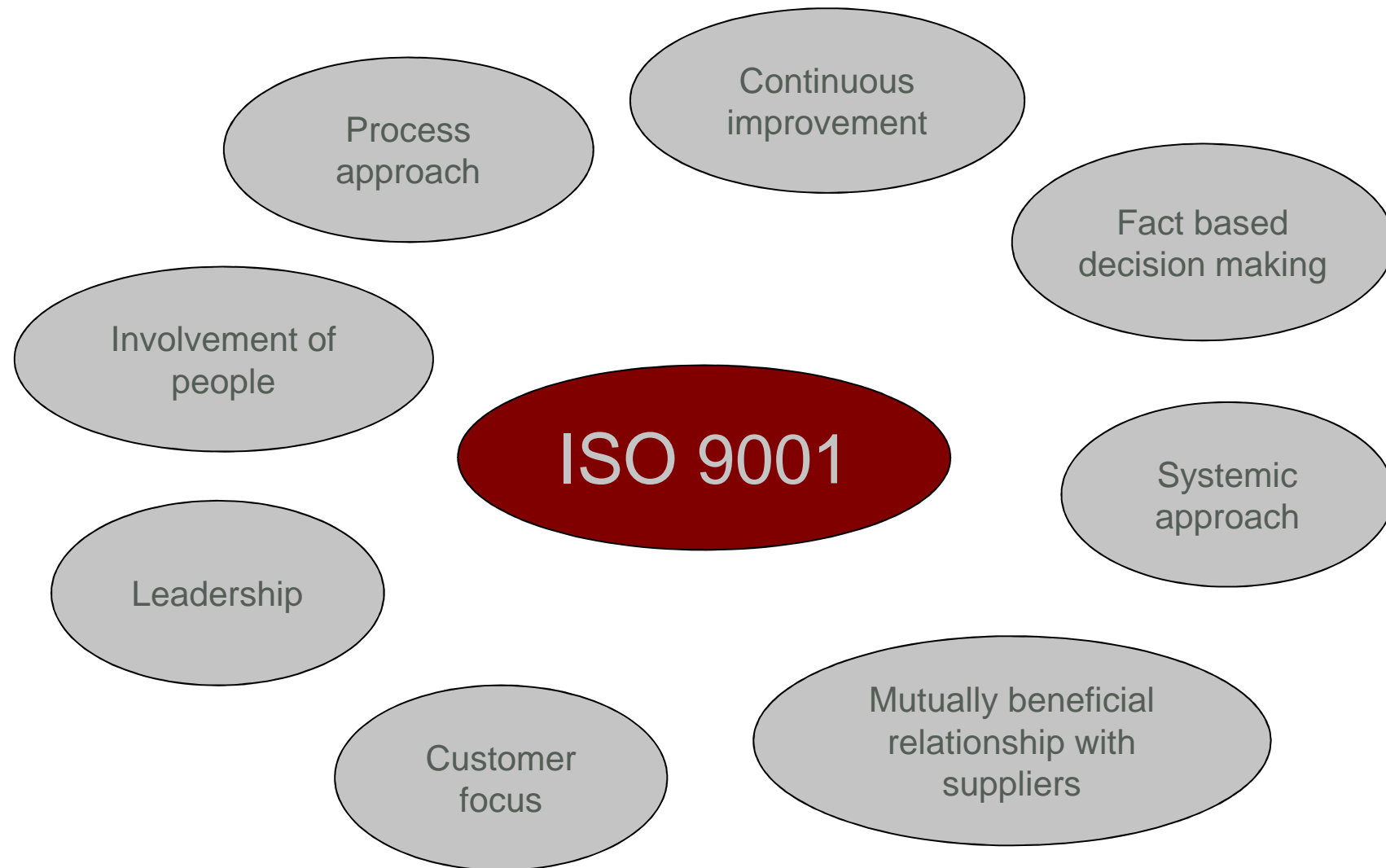
2013 : « a consumer desire for brands to be more **transparent, participatory** and **engaging** at every point along the product development and marketing cycle »

2014 :

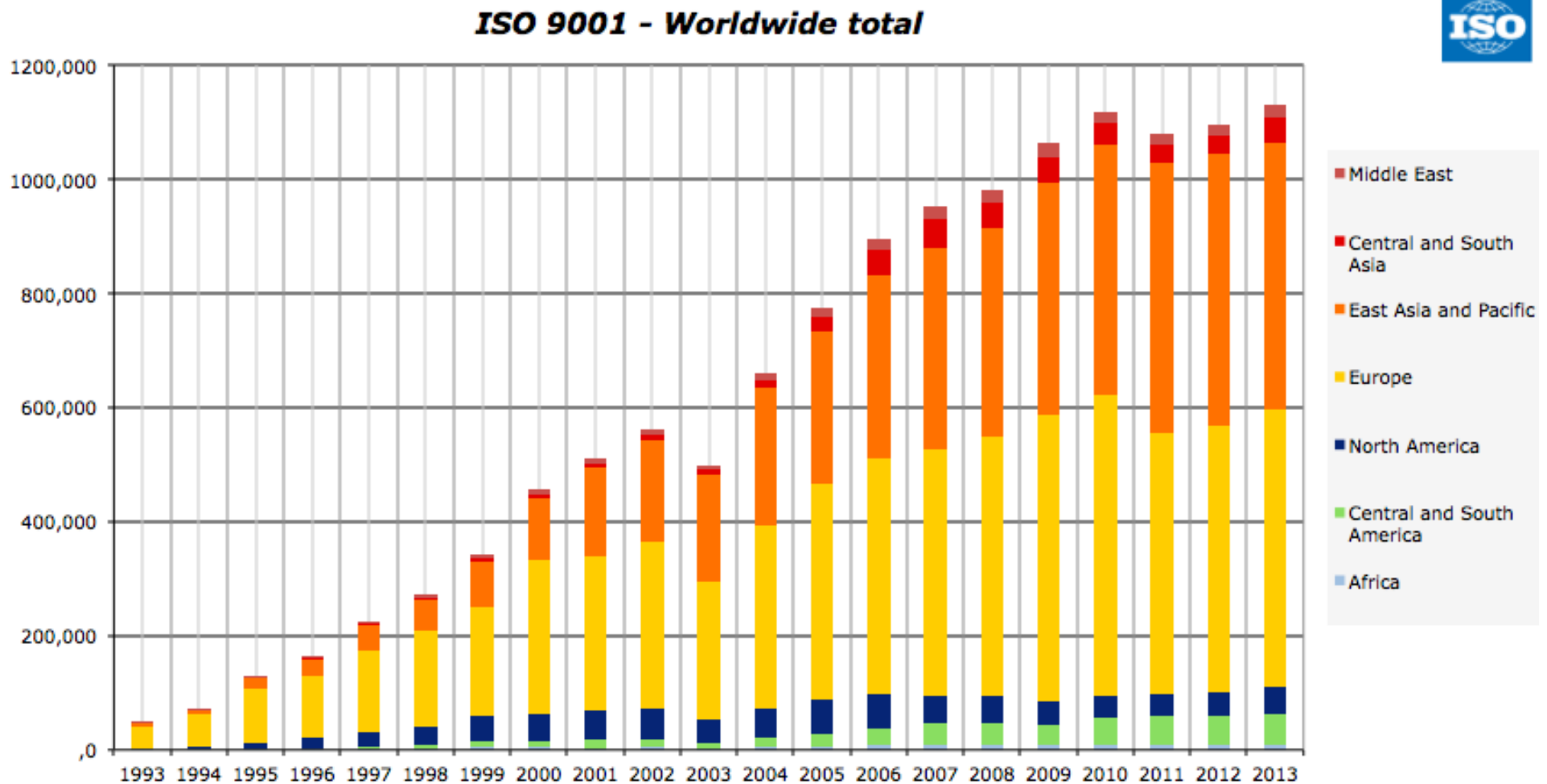
- 1) « People believe their **relationships with brands are one sided**. There is little value exchange. »
- 2) « Brands must find news ways to **fullfil people's emotional needs** »
- 3) « The rise of the new consumer need state : **fullfilling societal need** drives business value »



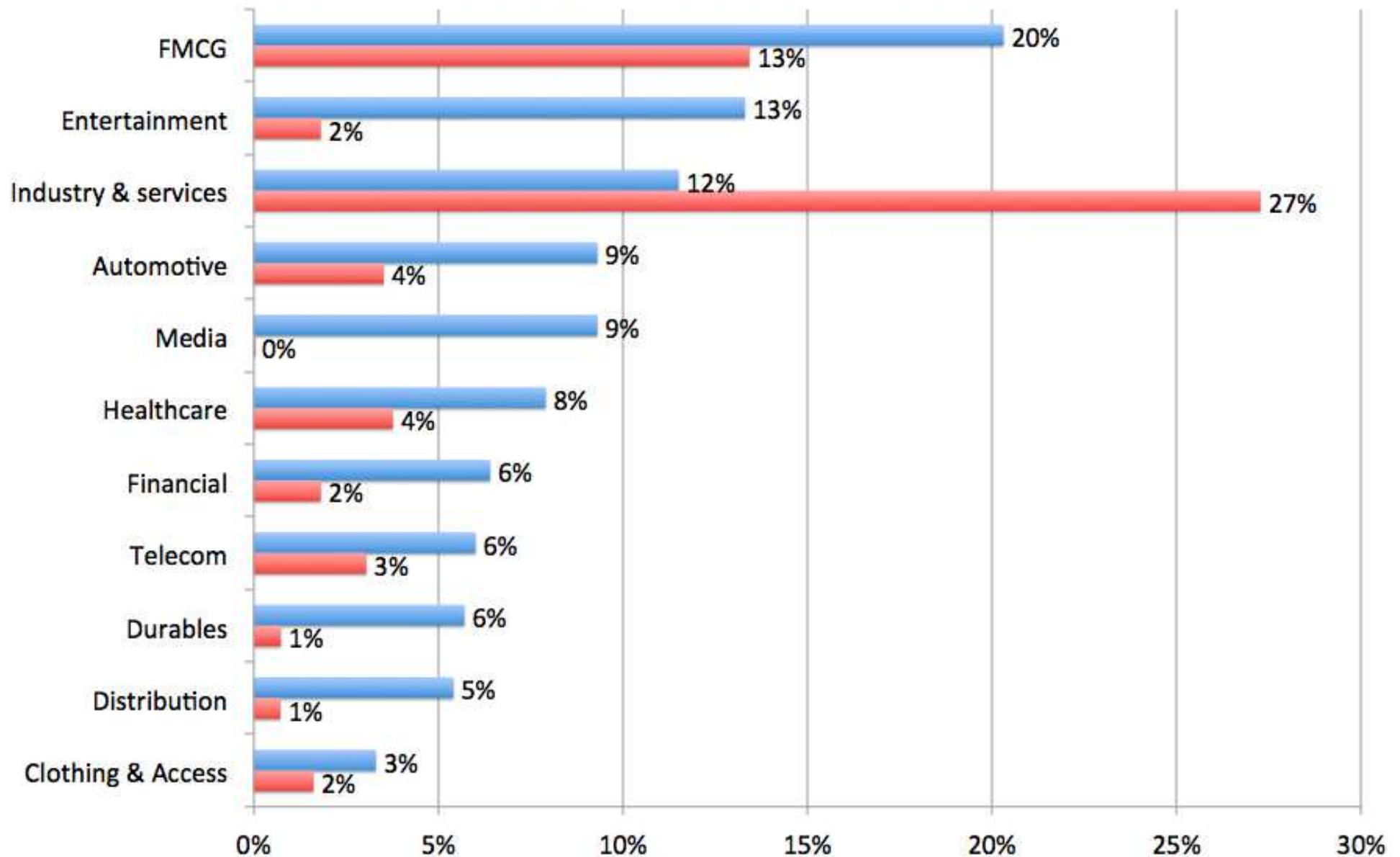
ISO 9001 : based on 8 key principles



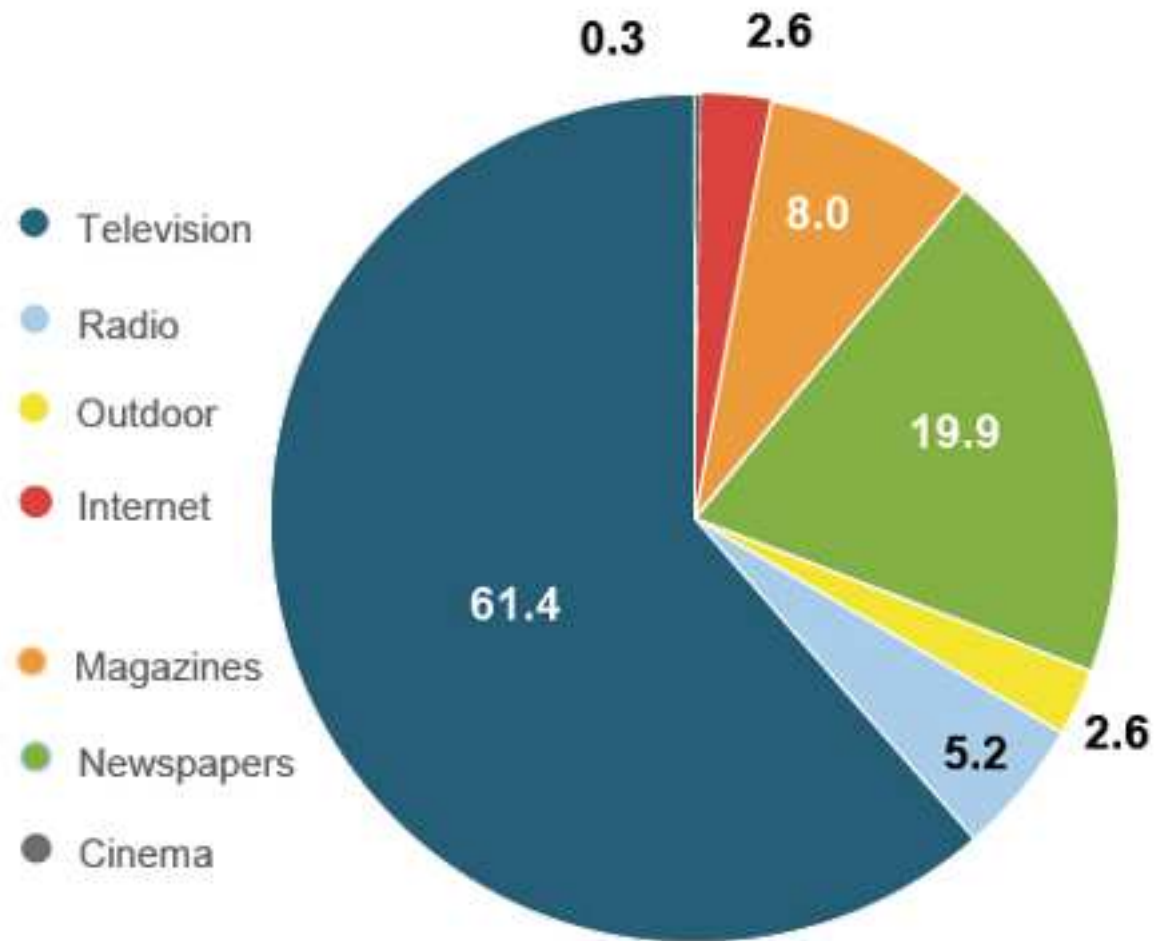
ISO 9001 : worldwide market penetration



Distribution of global advertising spending vs ISO 9001 certified companies per industrial sector



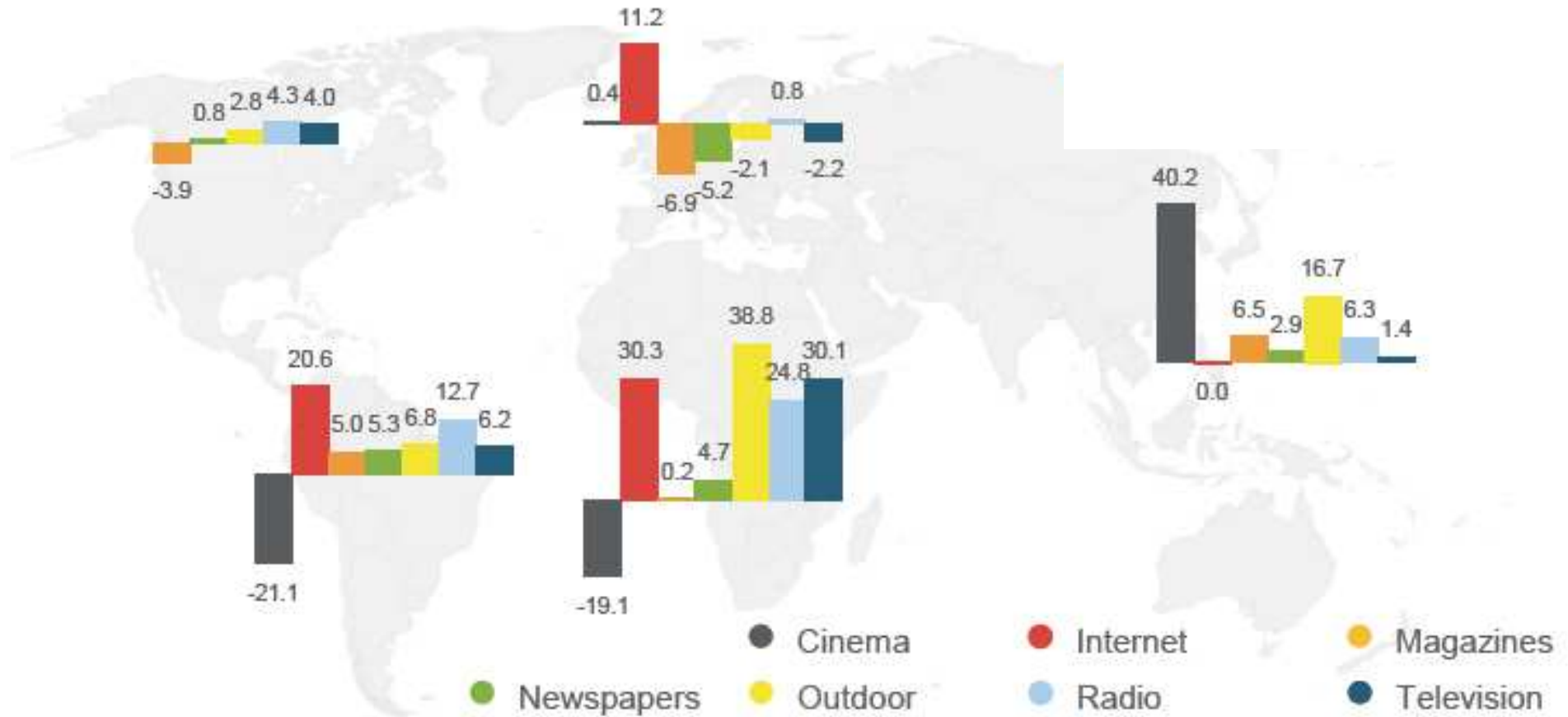
Media % share of spend, year to date (2012)



<http://www.dazeinfo.com/2012/10/21/global-ad-spend-trend-2012-internet-ads-fastest-growth-but-negligible-contribution/>



Media By region year to year % change, year to date (2012)

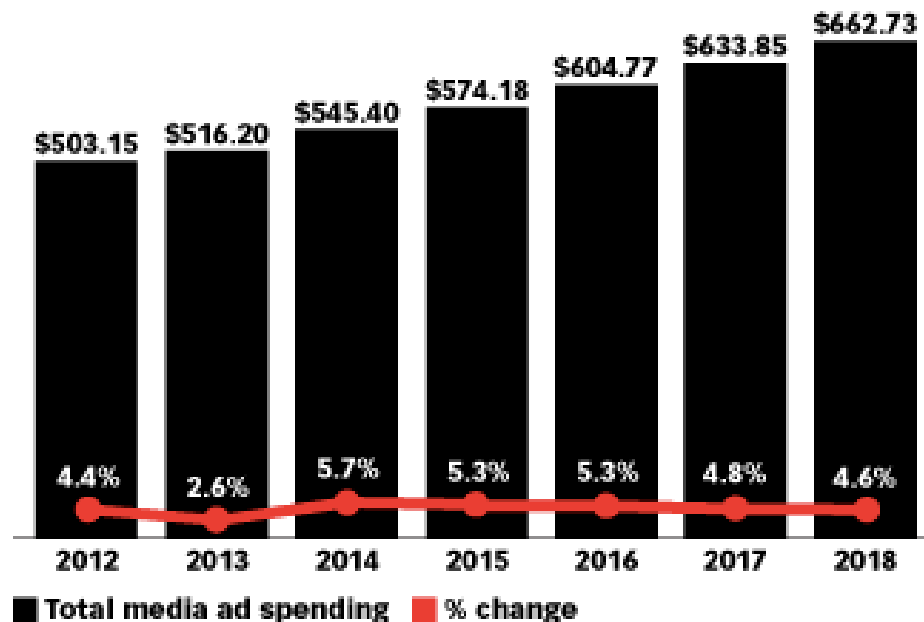


<http://www.dazeinfo.com/2012/10/21/global-ad-spend-trend-2012-internet-ads-fastest-growth-but-negligible-contribution/>



A fierce competition is expected between non-advertising based and ad based Media organizations

Total Media Ad Spending Worldwide, 2012-2018
billions and % change

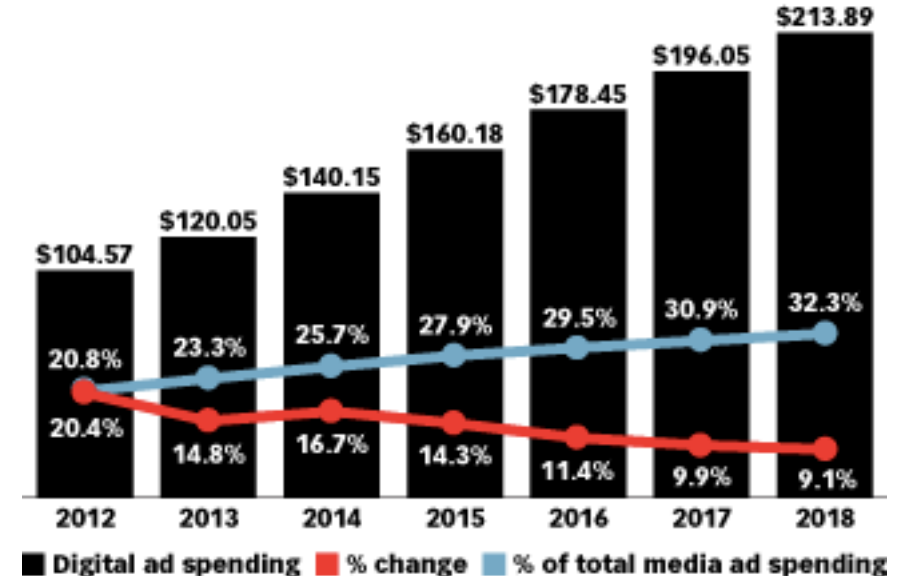


Note: includes digital (online and mobile), directories, magazines, newspapers, outdoor, radio and TV
Source: eMarketer, June 2014

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www.eMarketer.com

Digital Ad Spending Worldwide, 2012-2018
billions, % change and % of total media ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones and tablets, and includes all the various formats of advertising on those platforms; excludes SMS, MMS and P2P messaging-based advertising
Source: eMarketer, June 2014

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www.eMarketer.com

Source : eMarketer, June 2014

The need to implement customer focused TV production processes is crucial !



Testimony of Toyota President : «What does becoming number one in the global automobile industry mean to you ?

« To me, becoming number one isn't about being the world leader in terms of how many automobiles we manufacture or sell in a year, or generating the most sales and revenue or profits. »

Number of Toyota factories in the world

1995 : 26

2007 : 63

2014 : 67

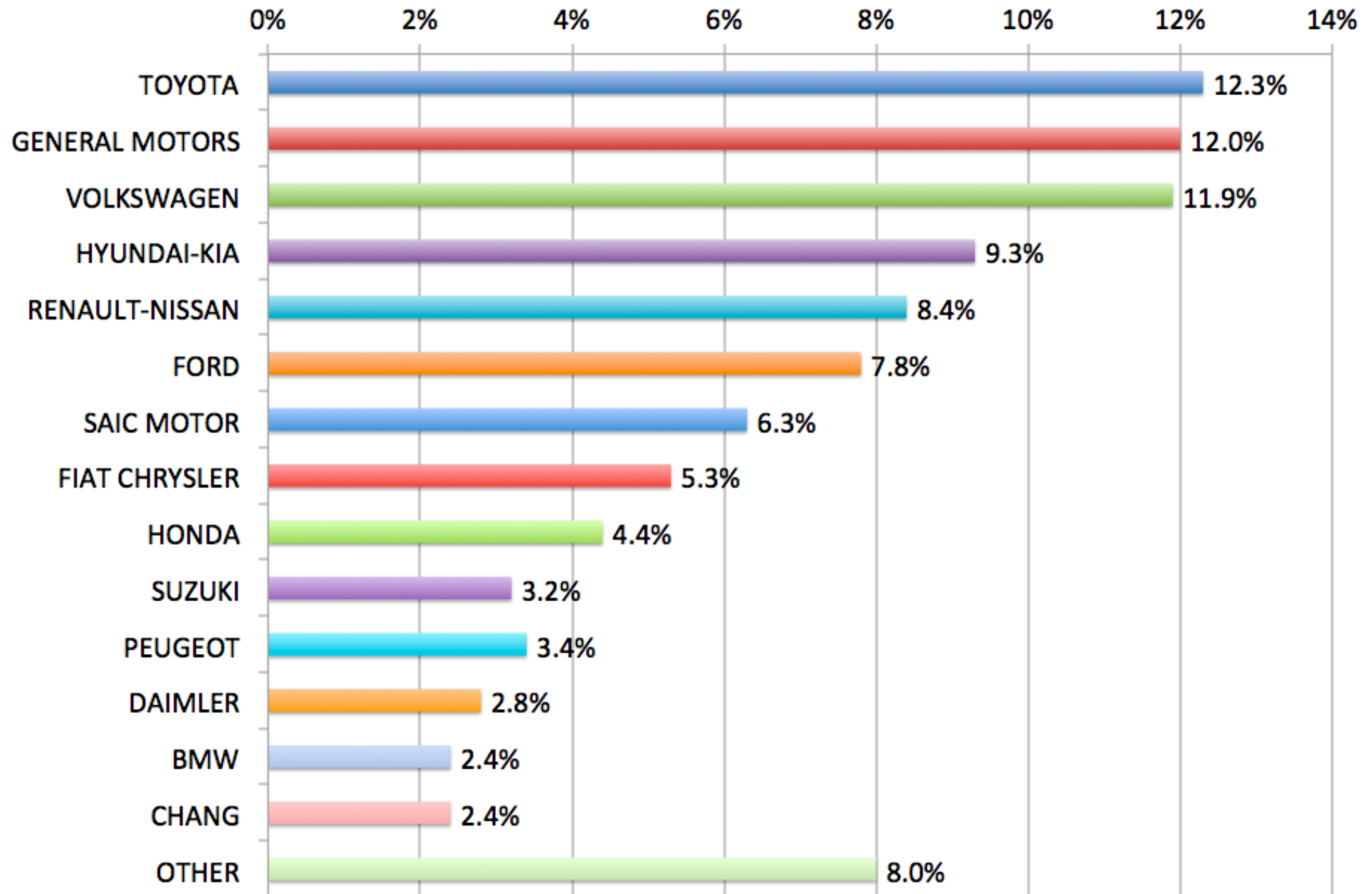
« **Being number one is about being the best in the world in terms of quality on a sustained basis.**

« We have never tried to become number one in terms of volumes & revenues; as long as we keep improving our quality, size will automatically follow. »

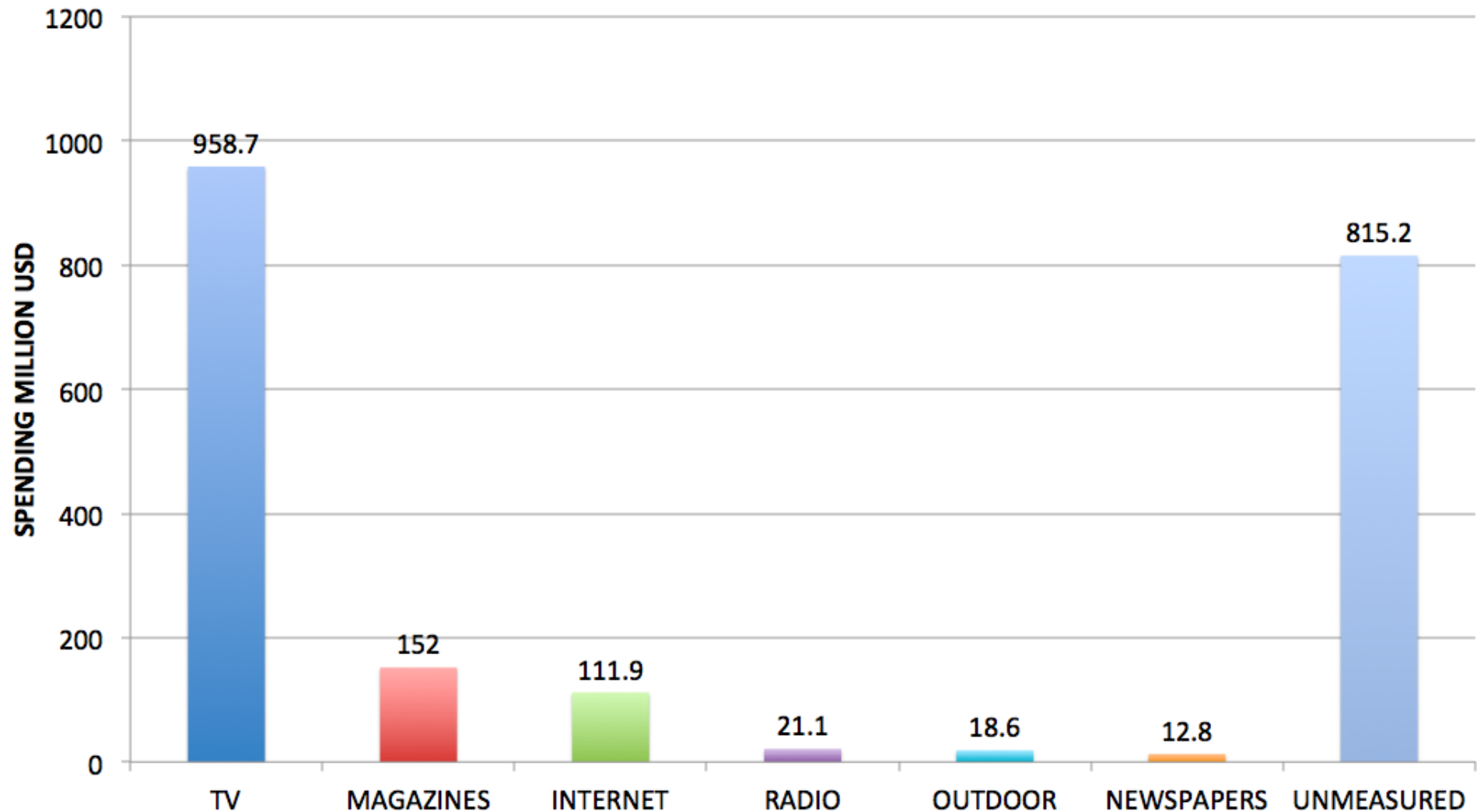
Harvard Business Review on Manufacturing Excellence at Toyota, 2008, Excerpt from the interview with Katsuaki Watanabe, Toyota President.



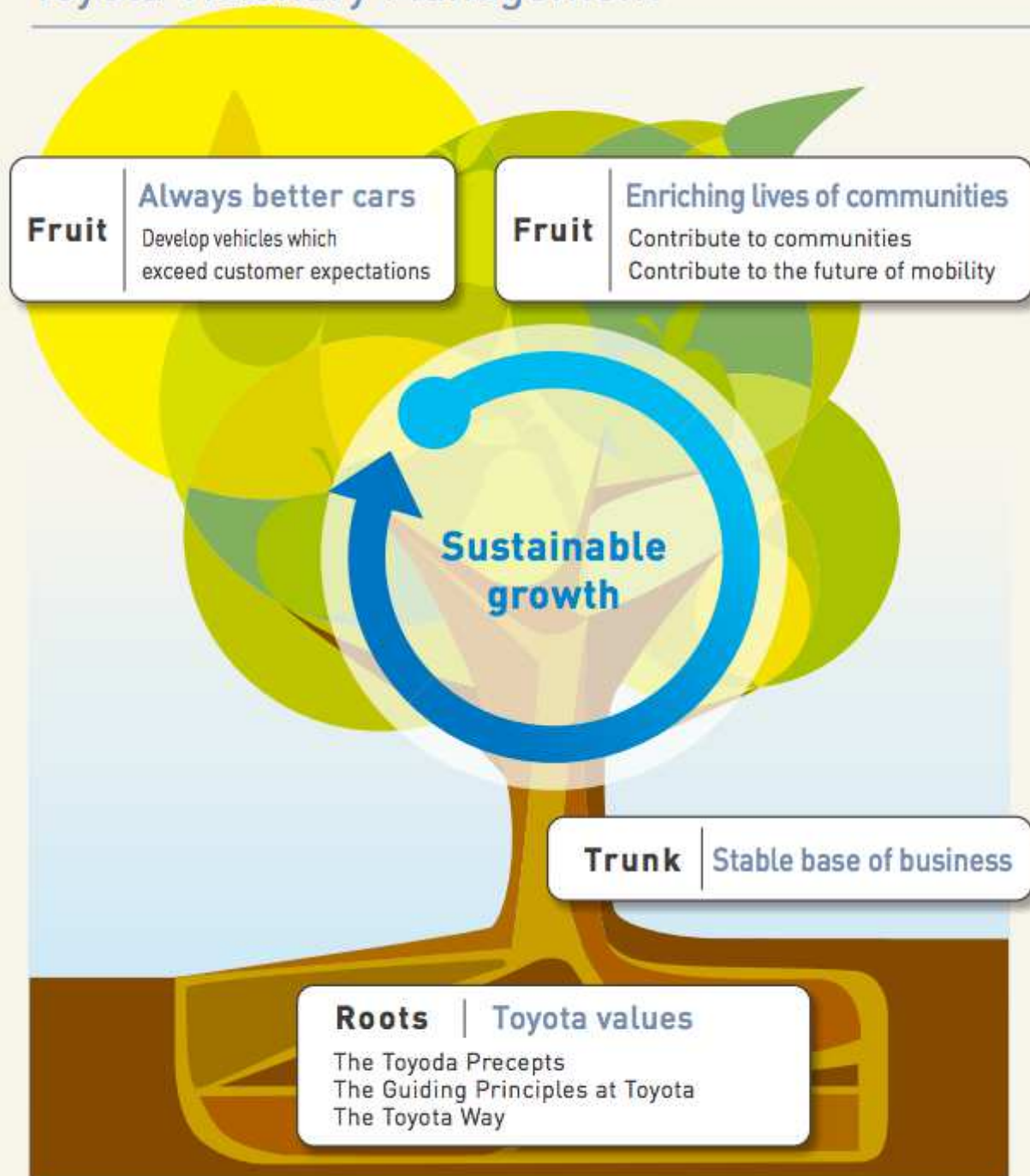
Worldwide market share of the largest car manufacturers 2013



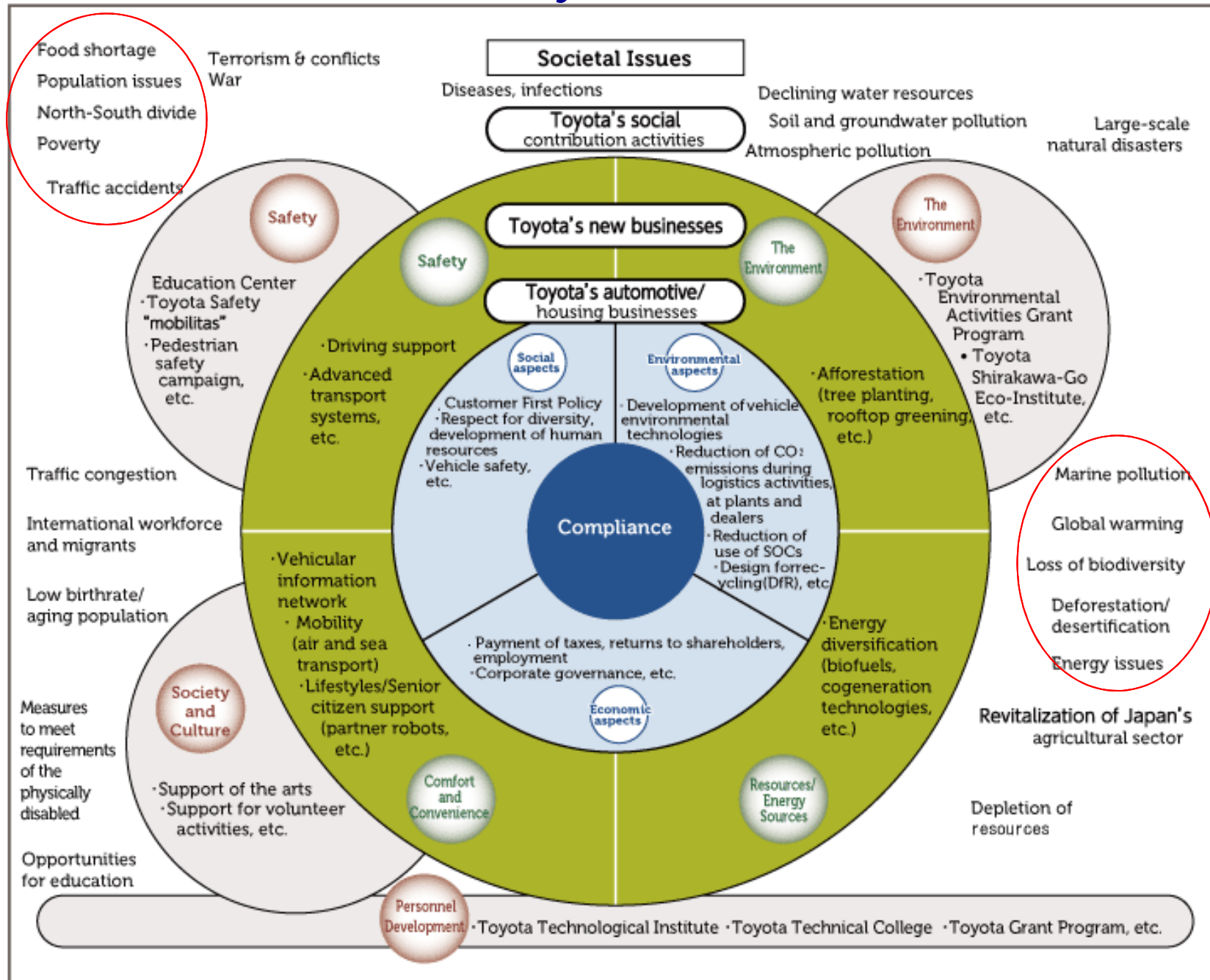
Toyota Motor advertising spending in the United States in 2013, by medium (in million U.S. dollars)



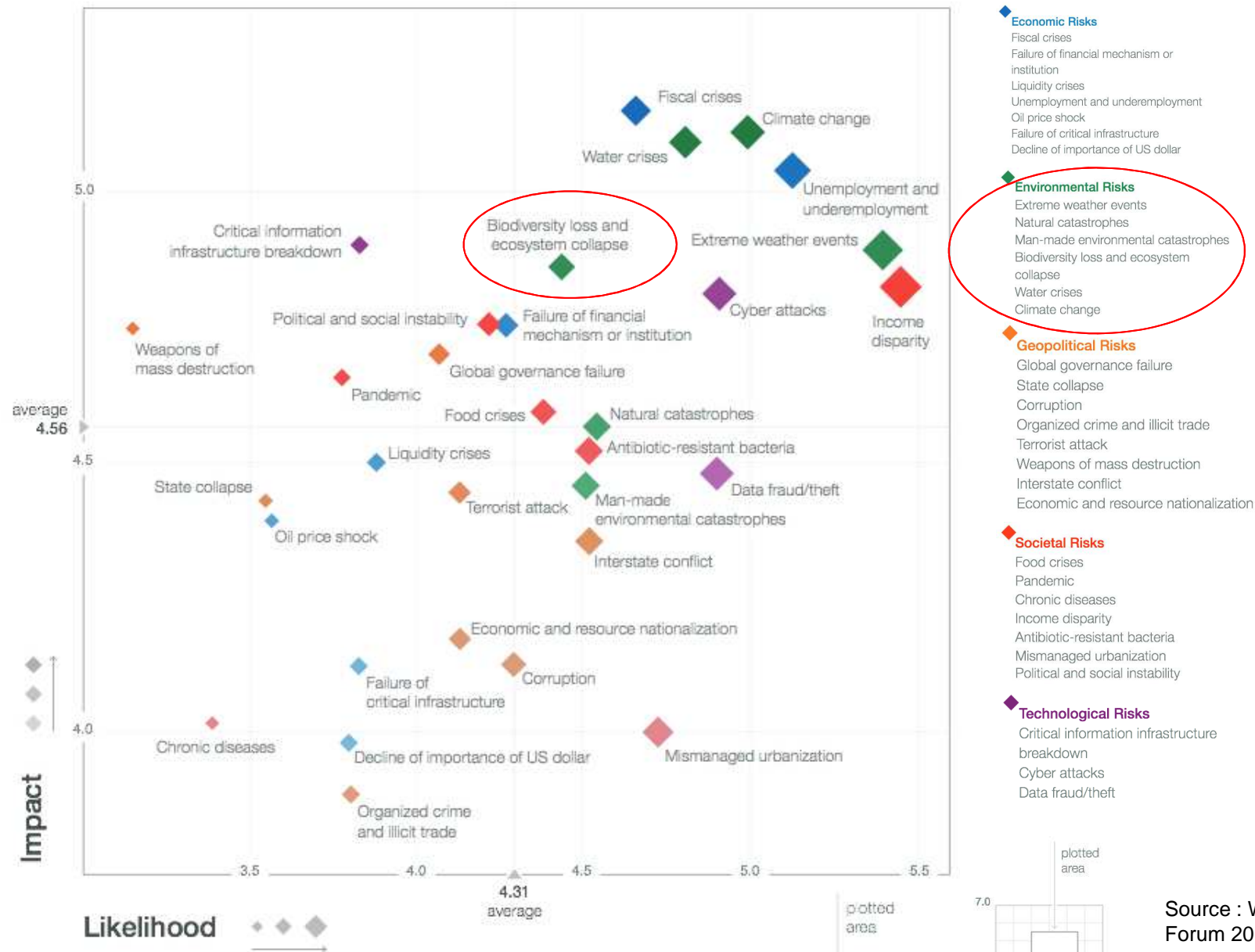
Toyota Visionary Management



Overview of Toyota's CSR activities



World Economic Forum : Global Risks Landscape 2014



Source : World Economic Forum 2014





Customers

- 1 Provide safe and reliable vehicles that inspire enthusiasm at affordable prices.
- 2 Listen sincerely to customer voices and continue to reinvent ourselves through sufficient information disclosure and dialogue.



Employees

- 3 Create working environments for various employees to work proudly and with loyalty and confidence in fulfilling their potential, which realize their self-growth.



Business Partners

- 4 Contribute for economic development of local communities with open stance to new suppliers and dealers and through sustainable growth based on mutually beneficial business relationships with dealers/distributors and suppliers.



Global Society/Local Communities

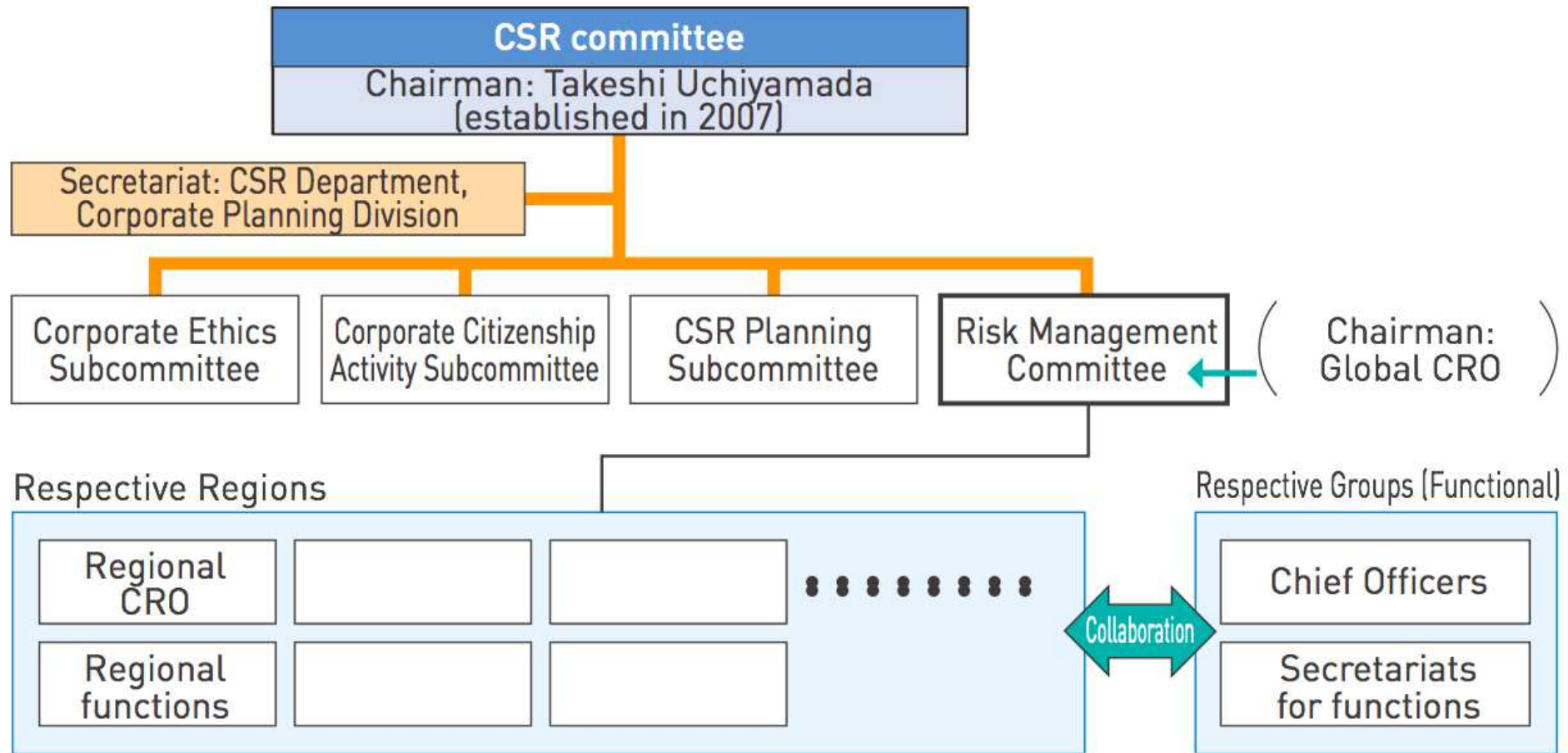
- 5 Reduce environmental burdens through lifecycle by developing various eco-friendly vehicles and technologies and making them prevail.
- 6 Be aware of responsibilities of developing and producing vehicles and contribute for realization of new mobility society free from traffic accidents and congestion.
- 7 As a good corporate citizen, respect the culture and customs of every nation and contribute to social development.



Shareholders

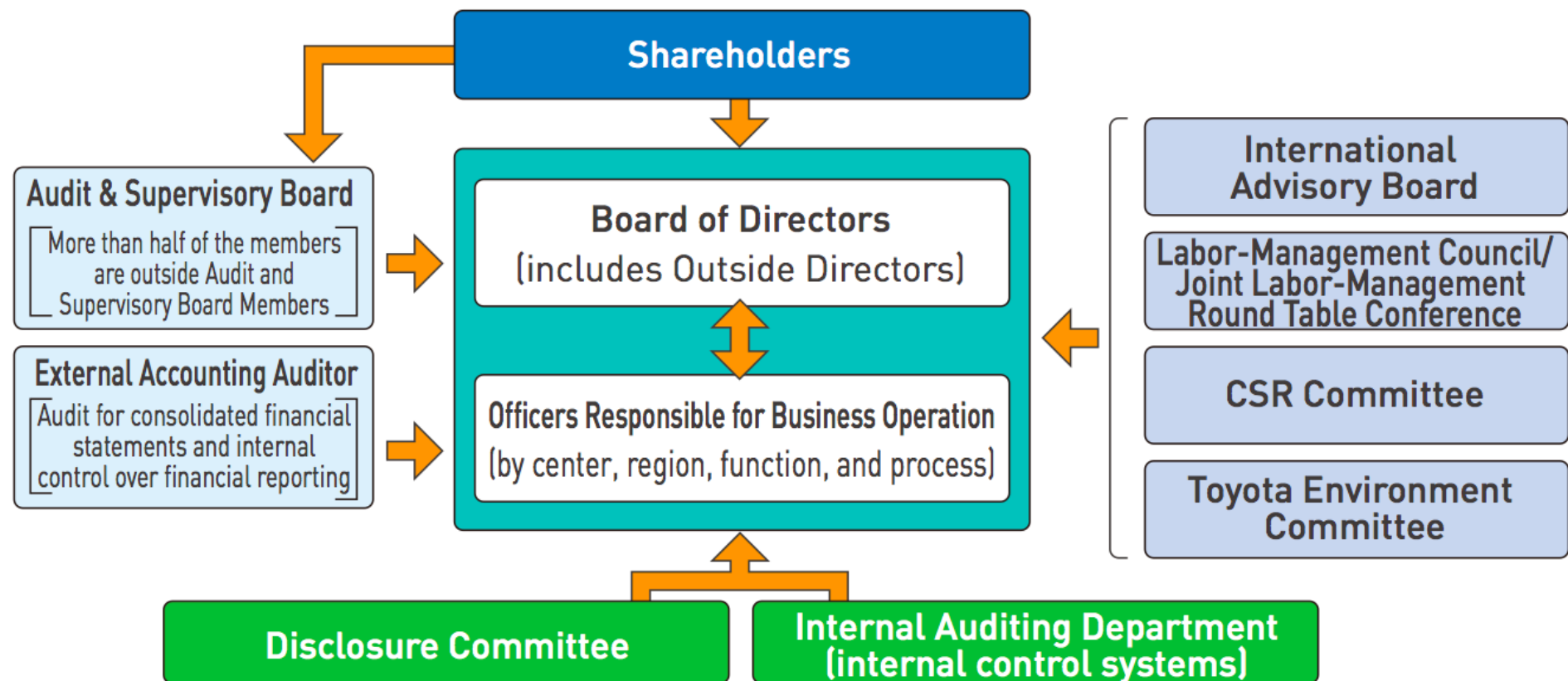
- 8 Ensure sustainable growth by fostering the virtuous circle. Always better cars → Enriching lives of communities → Stable base of business.

Toyota's CSR Organization and Structures



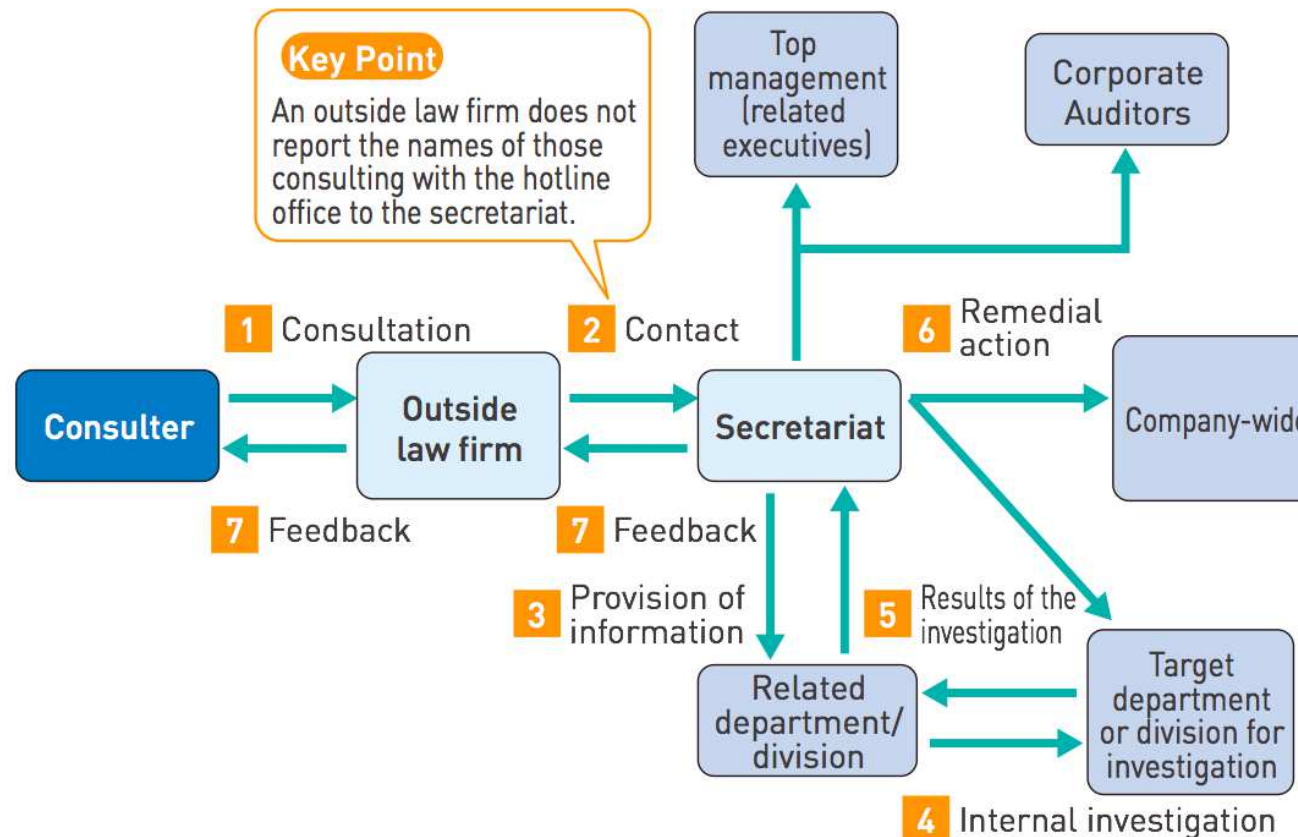
Toyota's Corporate Governance

Emphasizing Frontline Operations + Multidirectional Monitoring



Compliance hotline response procedure

The Compliance Hotline in the chart below allows employees to have consultations concerning compliance-related issues and has been set up at an outside law firm (subcontractor). Upon request, the content of consultations is conveyed anonymously to a secretariat within Toyota and the details are investigated with scrupulous care to ensure that the identity of the employee having the consultation is not revealed. If the results of the investigation indicate a compliance-related issue, a response is immediately implemented.



Conclusion

Quality & CSR management leverages the long term success of any corporation, for the best benefit of society in general



*« As for the future,
your task is not to
foresee it, but to
enable it »*

"Antoine de Saint-Exupéry"

