

# EOQ

experience and strategy  
under the Covid 19  
pandemic

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12<sup>th</sup> NOVEMBER 2020

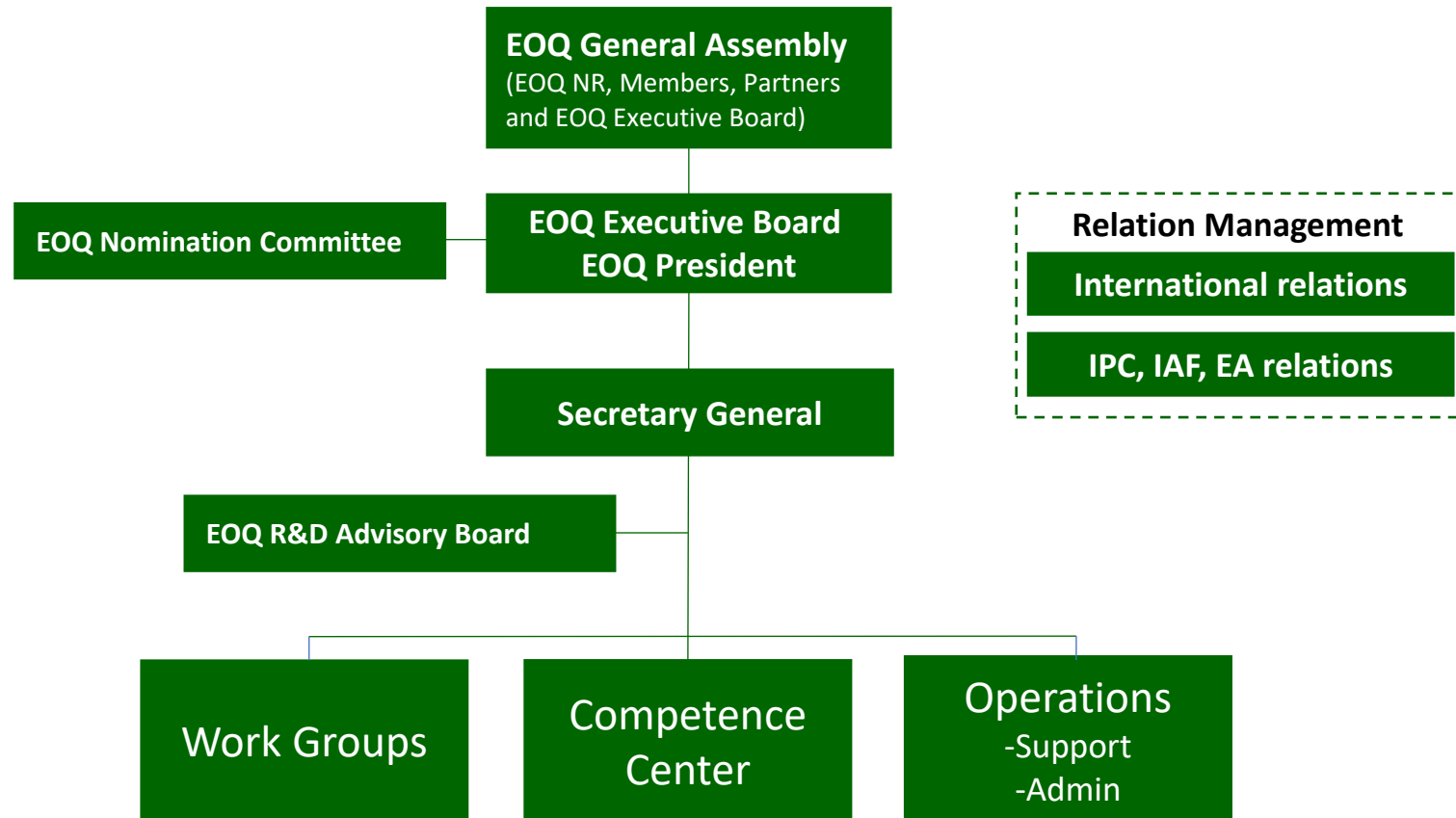
## Key topics:

- **EOQ organization**
- EOQ Vision, Ambition, Mission, Values
- The Covid 19 timeline in EOQ member countries
- EOQ's preparedness, risks
- Risk mitigation
- Impact on EOQ activities and financials
- Impact on the EOQ strategy

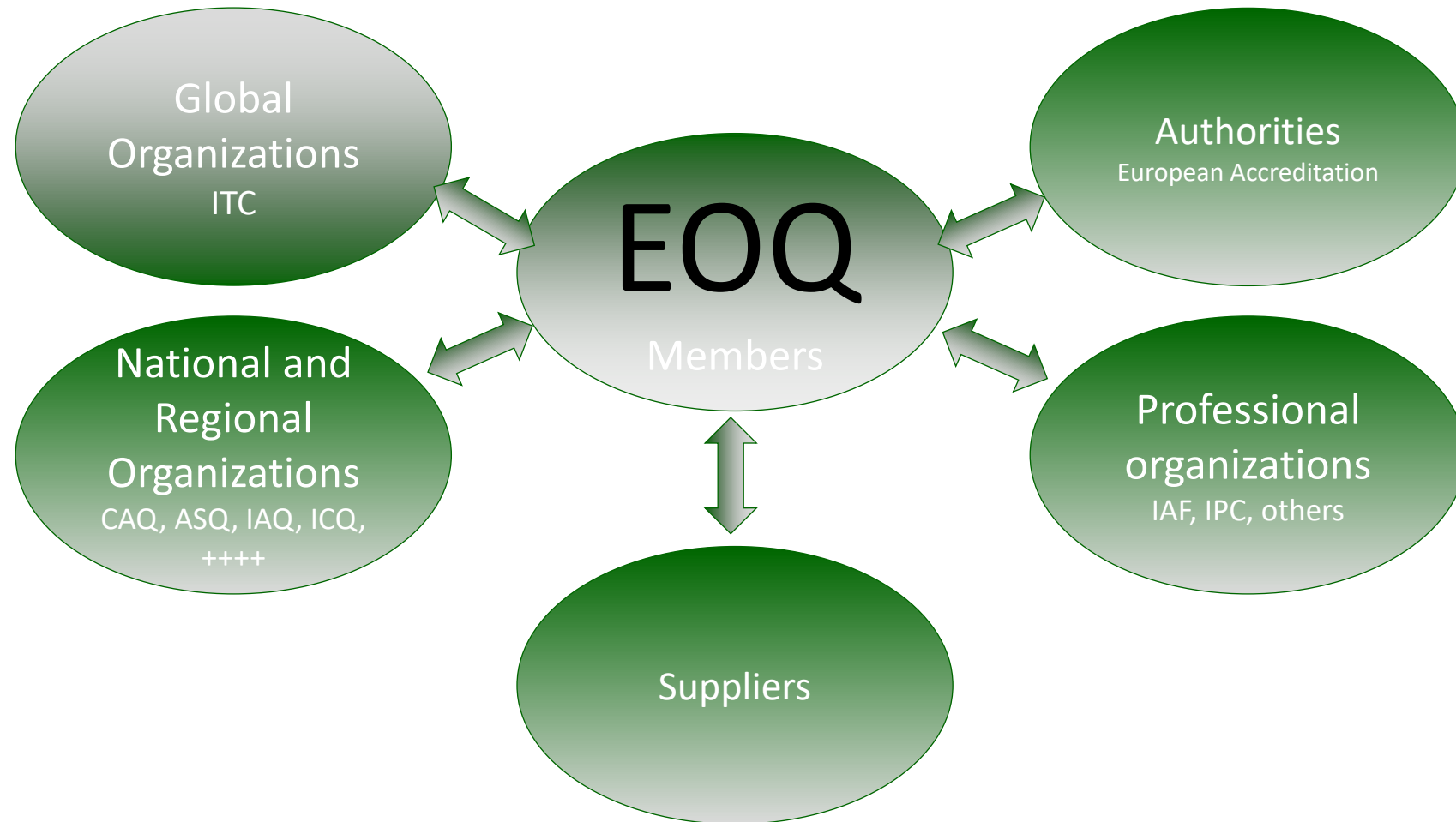


# EOQ Central organization – Org. Chart

Updated by ExB 27<sup>th</sup> Oct. 2020



# EOQ Global Relations



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# Vision, Ambition & Mission

## **Vision:**

**Europe's leading promoter of Quality** - by extending its sphere of influence through entire Europe and beyond

## **Five-year ambition - 2025:**

- EOQ is the go-to organization regarding quality
- EOQ is a key contributor to make Quality top of mind in Europe

## **Mission:**

Improve European society through the promotion of Quality in its broadest sense

## EOQ Values:

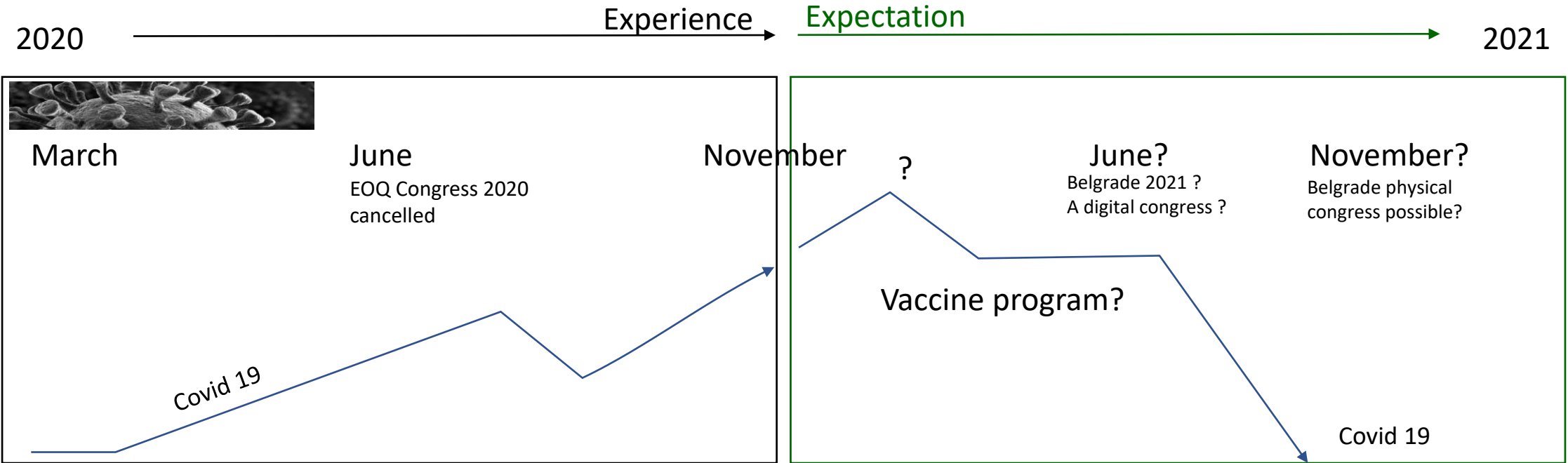
- **Togetherness** – All parts of the business, everyone counts, everyone contributes
- **Simplify** – Simplify: all we do, who does what, strategies and plans
- **Pragmatic** – Don't reinvent the wheel, dealing with things realistically, focus on goals
- **Make things happen** - We make do!



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# Timeline 2020-2021, Covid 19 effect to EOQ:



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# EOQ Risk & Opportunity Management

EUROPEAN ORGANIZATION FOR QUALITY **2020 EOQ risk & opportunity management register**

Nr	Theme	Risk	Consequence	Probability	Evaluation	Mitigating	Opportunity
1	Robust economy	1. Declining income 2. Increasing cost	High. 1. Not sustainable development 2. Less finances available restricting developing EOQ	High. Trend is negative over years. Development needing investments	Mapping and analyses made in workshop 16 <sup>th</sup> January. See summary report, ref (2)	Improving Mgt tools 1. Budget control 2. Effective MS 3. Priorities on income	1. Displaying con of My EOQ prod on web-page 2. Adding new
2	New products (2)	My EOQ not described and developed. except	High. Availability of My EOQ restricted	High. Current status	Information available to		

Consequence

High	6. EOQ income situation		1. EOQ economy 2. EOQ Products 3. EOQ Management System 4. EOQ Web & Information management
Medium	9. EOQ Congresses recruiting 11. GDPR	7. National Quality Mark 10. Membership fees	5. EOQ organisation
Low	8. EOQ Branding		
	Low	Medium	High

Probability

**Purpose:**

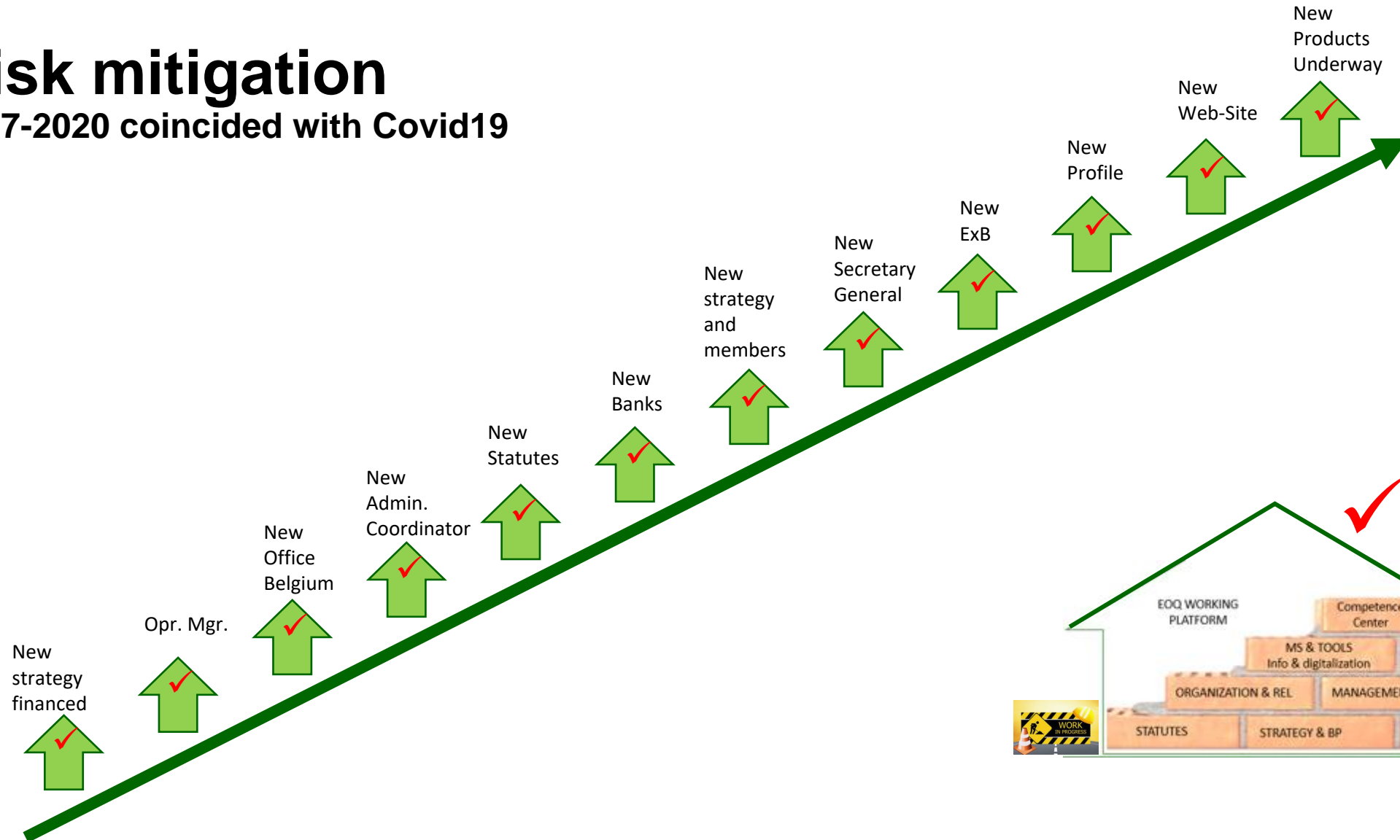
- Manage implementation of EOQ of strategy

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# Risk mitigation

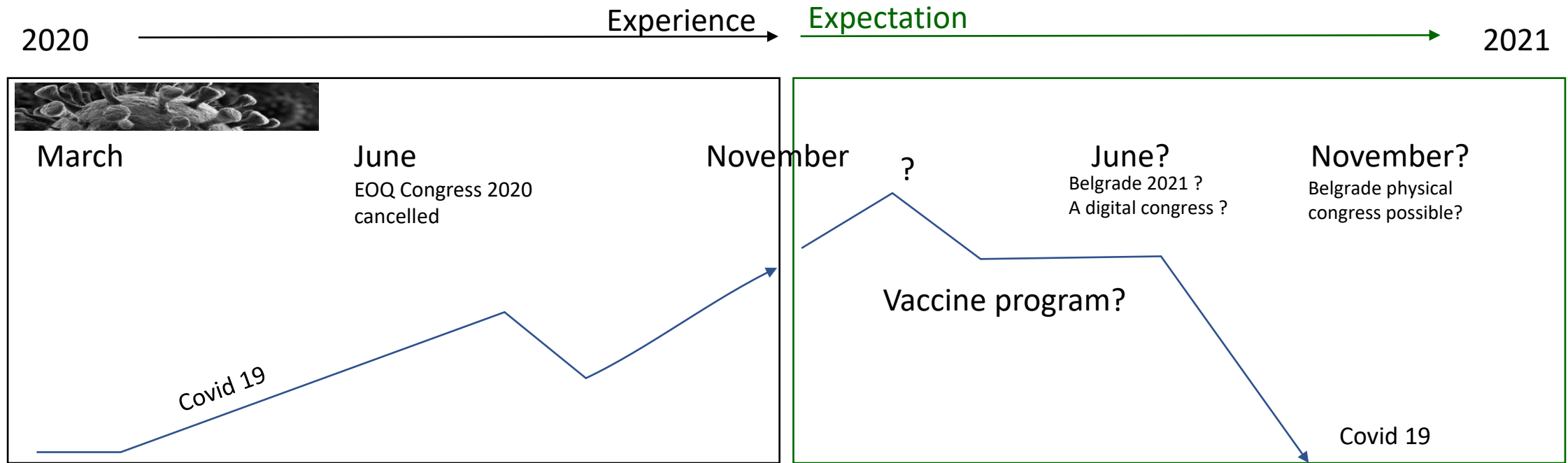
2017-2020 coincided with Covid19



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# Covid 19 impact on EOQ activities



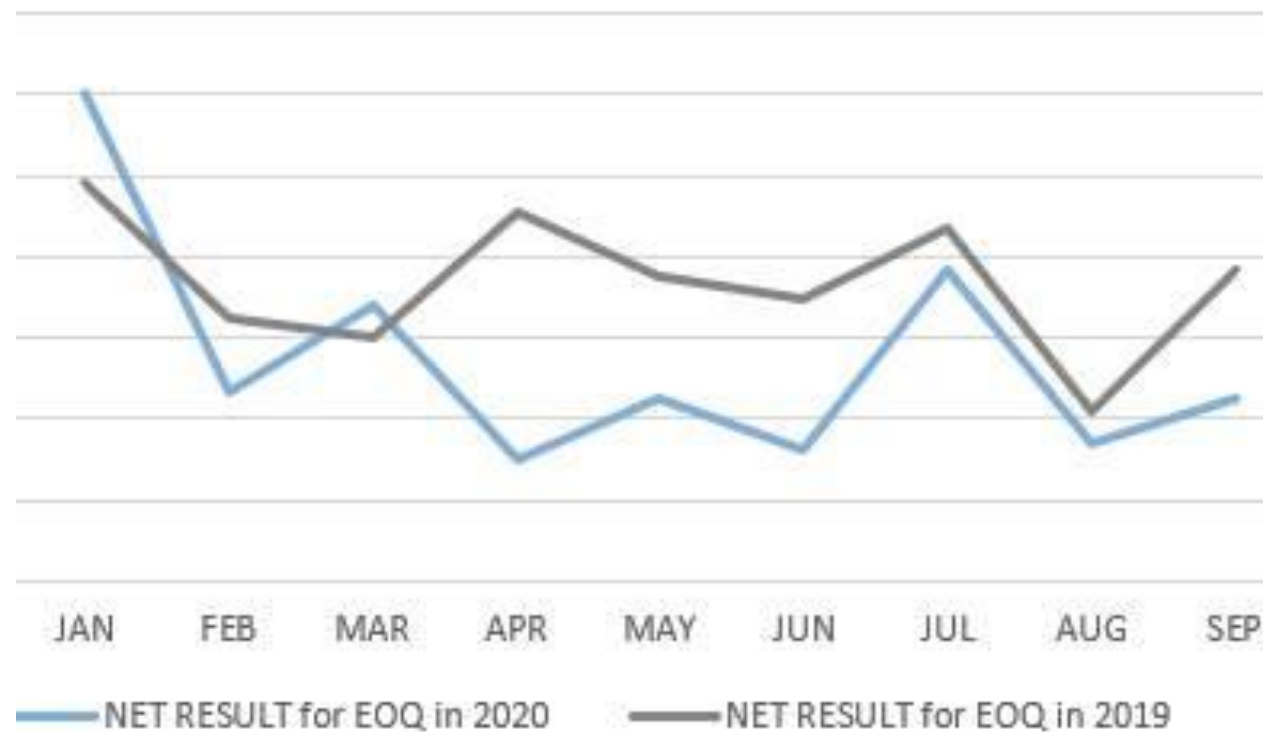
1. EOQ physical training, suffering
2. EOQ ExB and CC/PRU meetings, digital
3. EOQ Congresses, cancelled
4. Result of risk mitigation, new products





# Covid 19 impact on EOQ financials - 18%

Sales evolution EOQ Certificates in value



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- **Impact on the EOQ strategy**

# Developing EOQ 2020-2023

- Risk mitigation through strategy
- All digital products

“How to”



“What to”

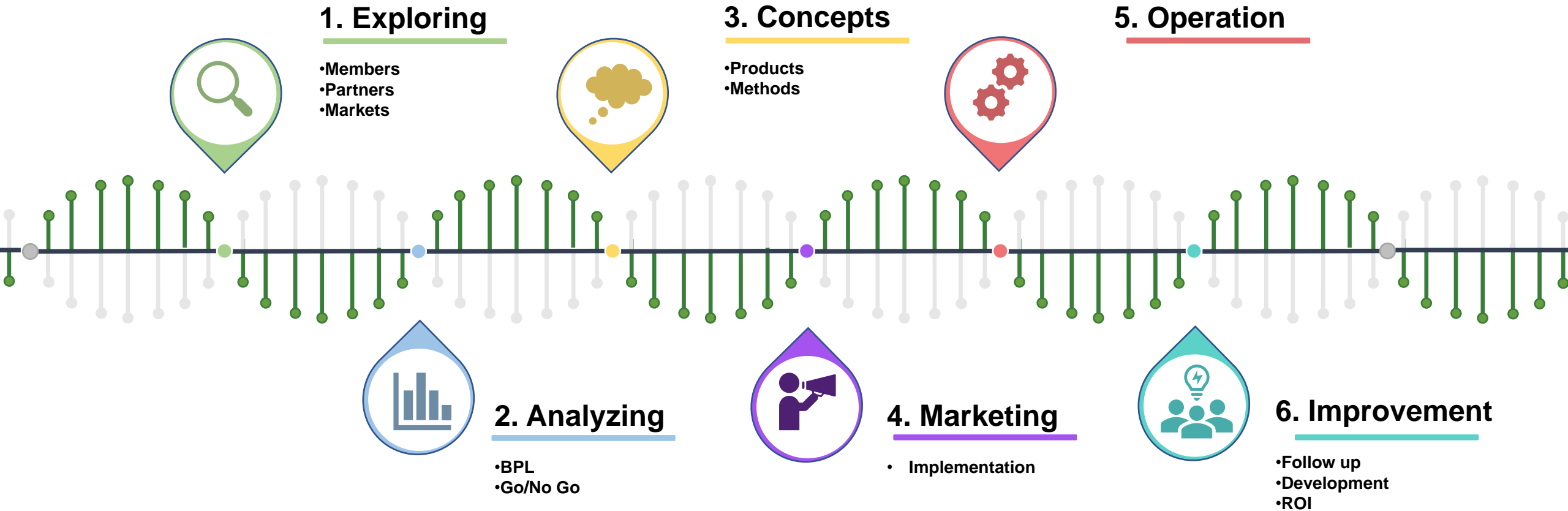
## Strategy directions

1. Members, partners and markets
2. Attractive offer for our members
3. Digital transformation
4. Marketing and communication
5. Organization (internal)



# EOQ Value Chain

A number of initiatives are in this pipeline



# Strategic focus area:



Members, partners and  
markets



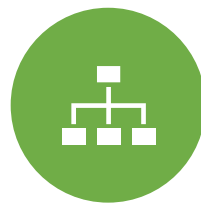
Attractive  
offer for our members



Digital transformation



Marketing and  
communication



Organization (internal)

## Frame:

Identify and incorporate solutions in close collaboration with members and European or global actors. Increase the involvement with European Commission.



Members, partners and  
markets

## Overall Goals:

- Identify three new partners for collaboration on European or global level during 2020
- Involve our member countries in the development - one activity per year

## Prioritized actions:

- Clarify EOQ expectations on future collaborations and the expected outcome - 2020
- Connect and explore opportunities with partners like European Commission - 2020

Thank you!