My presentation will focus on the European Quality Award held on an annual basis and run by the EFQM. On the front here we see a quote from an applicant about the benefits of entering such an award.

Slide 2

- Elements used in the Award
- Some History and Background
- The EQA process
- How EQA fits with recognition generally
The Award is run using a number of elements. The first and most prominent of these is the EFQM Excellence Model.

The Model is a framework for assessing your organisation. It has enablers (approaches, processes) and results. The enablers are as important as the results as we believe that improving what you do will lead to improvement in results.

The Model has 9 criteria – these are the boxes you see here and sitting below that it has 32 criterion parts. These are questions to prompt you into describing your organisation and what you are achieving.
As the EFQM Excellence Model is based on the 8 Fundamental Concepts of Excellence then of course these play apart in the assessment. In recent years a change has been basing part of the feedback on these concepts.

And finally the assessment includes RADAR, which sits at the heart of the assessment, and is the scoring mechanism used during the awards. Assessors are trained in all the elements before the annual awards assessments begin.
The EQA exists to:

- Help promote the fundamental beliefs contained in the EFQM Excellence Model
- Identify role models that others will identify with and learn from
- Identify good practices that others will learn from
- Attract organisations to the EFQM and keep them as members

There are many reasons for the existence of the EQA here we see the four key;

The award is as we have seen based on the EFQM Excellence Model and the Fundamental Concepts of Excellence. As such the award helps us to promote the existence of these and their use.

The awards give us an opportunity to identify role models in both holistically and in particular criteria or concepts. These role models then share their good practices in a number of ways with other organisations. They act as a benchmark.

The awards can also act as a way of informing people about the EFQM promoting membership. Assessors for the awards come in the main from our members.
The EFQM Model was developed in the early 90's with a view to having something with a European perspective for promoting quality and good performance. Whilst such awards as the Baldrige and Deming existed they were focused on different cultures. It was deemed necessary to have something that was purely European.

Here we see how the awards have grown over the years bringing in different types of Recognition and categories as the process has developed.
Of particular note are the last two points that have increased the numbers of organisations that can now be awarded recognition. In 2001 the launch of Levels of Excellence means that any organisation scoring 400 points or above after a site visit can now be recognised.

Whilst the introduction of Special prizes based on the concepts was introduced last year and developed the opportunity to recognise good practice in particular areas.

The EFQM Excellence Model and the EQA are the foundation for many awards across Europe. Here we see just a few I know of others that are developing all the time.

The National awards give an organisation a good foundation in implementing the process and a number of the EQA applicants each year will have been a previous national award applicant or winner.
Organisations have the opportunity to apply in one of five categories that cover just about any type of organisation. In the Large Organisations we see anything from multi national companies, a whole company in one country and with one site and several business units from one multi national.

The public sector covers anything and can be Health, Education, Central or Local Government organisations

An SME is an organisation of 250 people or less. I know we have had organisations with as few as 16 people within them.

Details of all the criteria for the different categories are available on the EFQM web pages www.efqm.org

Awards, Prizes and Recognition are given in each of these categories assuming that organisations reach the required standards.
This slide shows some statistics around the Model. Numbers of applicants have started to decline in recent years and some changes to the process will become visible in the next couple of years to help to improve the situation. However, when we talk about the EQA we are of course looking for the crème de la crème of organisations to enter so we would not want a vast number.

We rely very heavily on the experience and professionalism of our assessors. They work in teams of 4 – 8 depending on the size of the organisations and tell us that working in a multi cultural, multi experienced team is a good experience (but an assessment is a lot of work).
The model criteria are weighted and the scoring is from 100 points. Here we can see how the average score for award applicants has progressed over the years. A typical award winner is scoring upwards of 700 points and will have a balanced profile over all the 9 criterion parts.
Here we see the end-to-end process. The process begins each year about now (October/November) and finishes with the awarding of prizes at our annual Forum.

In between these two points:

- An applicant will write a submission document
- A team will be appointed to assess the submission, first individually, then as a team and finally during a site visit.
- The team will provide written feedback and a scoring profile
- A jury will convene and decide who will be awarded what

This all sounds very straightforward but believe me organising and co-ordinating everything to be completed on time is a real challenge!
These are the stakeholders in the process – all have a role to play and in return receive something out of the process. This could be an award or recognition, some development, access to a network, access to good practices or an improvement in the way organisations around you operate.

The EQA is the pinnacle of the recognition journey and this slide is a final summary of the Levels of Excellence Scheme.
Information Brochures on all levels can be found on the EFQM web pages www.efqm.org/levels. And the EFQM or our NPOs will be happy to respond to any additional questions you may have.

Slide 16