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“INTERNATIONAL WORKSHOP ON BEST PRACTICES IN NATIONAL QUALITY AWARD SCHEMES”

Ukraine: State Policies of Quality Assurance
(including information on Quality Awards Competition)

This document was submitted by the State Committee of Ukraine for Technical Regulation and Consumer Policy. It contains information on actions carried out on the State level, aimed at improving the quality and competitiveness of products and implementing international standards, as well as information on the All-Ukrainian award for quality products and some other related activities.

It is presented for information to delegates and, apart from minor editorial changes, is reproduced in the form in which it was received by the secretariat.

Documents for the Workshop and fourteenth session can be found at:
1. Improving the quality and competitiveness of domestically produced goods is considered by the Ukrainian Government to be one of the major tasks of the state and is considered as an effective tool for strengthening the Ukrainian Economy, promoting entry into the World Trade Organization, as well as joining the European Union.

2. The role and importance of quality are constantly growing under the influence of markets' globalisation, the implementation of new technologies, and changes in the demands made by both society and individual consumers. Solving these problems requires a complex approach to forming long-term state policy, having as its purpose stimulating manufacturers to improve the quality of goods and services, and the involvement of all interested parties: public authorities, scientific and social circles, manufacturers and entrepreneurs, consumers.

3. Decree ? 113, "On measures for the improvement of quality of domestically produced goods" approved in February of 2001 by the Ukrainian President, was aimed at improving the legislative and normative basis; promoting implementation of the ISO series standards 9000 and 14000; training specialists; creating the necessary infrastructure in the field of quality; conducting yearly contests and introducing awards for quality assurance achievements.

4. Responsibility for the inter-branch coordination and the functional regulation of matters connected with realisation of the decree was given to the State Committee of Ukraine for Technical Regulation and Consumer Policy (Derzhspozhivstandart of Ukraine).

5. In order to determine the strategic directions, methods and mechanisms for implementation of this state policy, as well as for the creation of a general culture for quality and the constant perfection of quality management in all sectors of the economy, the Derzhspozhivstandart of Ukraine has prepared a strategy, with the participation of interested parties, for State policies in the sphere of quality management of products (goods and services), as well as an action plan for the realisation of this policy. These documents were approved by the Ukrainian Government.

6. The tasks of government policy in the sphere of quality management consist of the establishment of the legislative, economic and organizational conditions for:

- Manufacturing products of high quality, which are competitive in internal and external markets;
- Satisfaction of demands for safe and quality products;
- Protection of the environment;
- Increasing budget revenues owing to the intensification of economic development;
- Job growth and improvement of peoples' living standards;
- Raising the country's image within the world community, ensuring the stable development of the country's economy.

7. As the basis of the state policy in the sphere of quality management the principles of the total quality management (TQM) were used.

8. State regulatory measures in the sphere of quality management are directed at facilitating manufacturers' activities to improve product quality and increasing the consequences for the production and sale of legally substandard products.
9. Organizational actions, aimed at State regulation in the sphere of quality management, foresee:

- Establishment of the conditions for implementation of quality and environmental management systems;
- Involvement of state authorities and non-governmental organizations (NGOs) in activities that support quality assurance and product competitiveness;
- Dissemination of the experience of enterprises and organizations, which have achieved the highest results in the sphere of quality management and environmental management;
- Popularisation of actions in support of quality assurance and raising awareness of the population.

10. It is generally known that the provision of high quality products is impossible without using advanced standards, accurate measuring procedures and tests, all of which constitute a basis for the system of technical regulation. In this sphere there has been visible, definite progress in Ukraine during recent years. Along with the adoption in 2001 of laws on: “standardization”, “conformity assessment”, “accreditation of conformity assessment bodies”, which laid the foundation for reforming the national regulatory system, there was carried out further work on the harmonization of Ukrainian technical legislation with international and European practice. In Ukraine, as of 1 October 2004, there were 1949 standards harmonized with international and European ones, showing that the rate of implementation equals, on average, 500 standards annually.

11. In Ukraine, ISO series 9000 version 2000, as well as ISO 14000 series have been accepted as national. Aimed at providing safe and high quality food products a national standard on the basis of the Hazard Analysis and Critical Control Point (HACCP) concept was accepted.

12. Product quality depends to a great extent on accuracy of measurements. Ukraine has at its disposal 50 National Measurement Standards, the technical level of which is in line with the world level, that are approved by comparative tests with the national measurement standards of leading countries.

13. As of today, in Ukraine there is a visible positive tendency for the enlargement of implementation and the certification of quality systems at domestic enterprises. A corresponding infrastructure has been created for this task. As of 1 October 2004, 638 enterprises and organizations have received certificates for their system of quality management and environment management according to the standards ISO 9001 and ISO 14000 which have been transposed into Ukrainian standards. The leaders are the enterprises from the machinery, metallurgy and food industries.

14. To encourage these activities, in 2005 there are plans to develop a legal act directed at stimulating domestic enterprises to implement systems for quality and environmental management according to international standards.

15. Implementation of quality systems requires a high professional level of knowledge and raising the skill level of personnel. With this aim a plan was drawn up to establish a training system to raise qualifications, including study programs for specialists in the management of quality and environment, including for auditors in these fields.

16. One of the most important parts of the policy for quality assurance is the dissemination of advanced experience in order to increase the level of quality and competitiveness of products and services. This is done by arranging scientific and technical conferences, seminars, competitions and exhibitions with the wide involvement of manufacturers, consumers, and NGOs. To acquaint the consumer with market diversity, there is an organized practice of exhibiting both high quality products and low quality and forged goods, which have not passed certification or were revealed during surveillance and inspection procedures in the market.
17. A special place in the implementation of state policy in the field of quality is held by the annual All-Ukrainian competition on quality for the manufacturers of products (goods and services) – called "100 Top Products of Ukraine" which takes place under the auspices of the President of Ukraine, in line with the Decree of the President of Ukraine № 113 of 23 February 2001. By corresponding orders from the Cabinet of Ministers of Ukraine, the responsibility for arranging and holding this competition were given to the Derzhspozhivstandart of Ukraine along with the assistance of: the Ministry of Economy and European Integration Matters; the State Committee on Television and Radio Broadcasting; and the Crimean Autonomous Republic's Council of Ministers, regional and cities state administrations and NGOs.

18. The competition is held in the framework of a Week for European Quality and a World Consumers Day with the aim of uniting the efforts of Ukrainian enterprises for improving the quality and competitiveness of domestic products, assisting in the implementation of contemporary quality management methods and satisfying the needs and expectations of consumers.

19. The key goals of the Quality Awards Competition are as follows:

- determination of the best products (goods and services) on a competitive basis;
- promotion of the production of high quality and competitive domestically produced products (goods and services), satisfying the Ukrainian market with products of high quality, meeting the needs and expectations of consumers;
- supporting the initiatives and efforts of manufacturers for the improvement of product quality (goods and services);
- establishment of favourable conditions for the development and implementation at the enterprise level (organizations, institutions) in Ukraine of quality management systems and environmental monitoring;
- dissemination and propagation of the experience of enterprises and organizations, which are producing quality products (goods and services) and their manufacturers.

20. Participation in the competition by enterprises, organizations and institutions of all kinds is carried out on a voluntary basis. In the framework of the Competition in 2003, the best products (goods and services) were nominated in the following categories:

- food products;
- industrial consumer goods;
- goods of industrial and technical application;
- services which are carried out or supplied in the domestic and industrial sectors.

21. Determination of the best products (goods and services) at the regional stage is carried out in every nomination category on the basis of the results of product (goods and services) quality monitoring, testing, calculated ratings, and conclusions drawn by the regional competition commissions.

22. At the national stage, the main competition commission considers the final regional submissions, determines the top products and the winners within every nomination category.
23. The competition guidelines have been approved, in which the following main criteria for product assessment were specified:

- product testing results;
- availability/absence of claims, consumers’ claims for replacement, claims of supervision bodies and storage organizations;
- availability of positive comments on products from consumers, storage organizations, awards received in other competitions and exhibitions;
- stability of high quality level of products, level of implementation of quality management systems, environmental protection;
- use of local raw material resources, components, materials and so on.

24. Product quality assessment has involved the competent personnel and testing facilities of the territorial bodies of the Derzhspozivstandart of Ukraine.

25. There were 795 enterprises, exhibiting 890 types of products, in the competition in 2003. At the national level there were 421 products, among which 100 were recognised as winners, 170 as laureates, and the rest received recognition for having reached the final competition stage.

26. As the culmination of the competition there was an exhibition of enterprise-winners and the publication of a catalogue of the 100 top products from Ukraine.

27. Carrying out such an important activity has a wide public resonance and has become one more step on the way to improving the quality and competitiveness of domestic products and the level of consumer rights protection.

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