

# The Rules of the EUROPEAN QUALITY CERTIFICATE®

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## I. GENERAL INFORMATION ABOUT THE EUROPEAN QUALITY CERTIFICATE®

1. The EUROPEAN QUALITY CERTIFICATE® (hereinafter the Certificate) is awarded by Fundacja Qualitas Europejskie Centrum Promocji Dobrych Praktyk Biznesowych, with its registered office in Katowice, hereinafter Qualitas Foundation.
2. The Certificate promotes and supports the objectives and ideas of Qualitas Foundation, including:
  - a) Promotion of quality and high standard in business, including manufacturing, trading, services and pro-ecological activities on the Polish market.
  - b) Growth of companies through promoting quality standards and incentives to invest in improving quality of goods and services,
  - c) Enhancing the image of Polish companies through promoting those ones, for whom quality is a major component of their market presence,
  - d) Introducing into companies a concept of constant upgrading of their management,
  - e) Popularizing pro-quality ways of thinking.
3. A graphic sign of the Certificate is the EUROPEAN QUALITY CERTIFICATE® logo .
4. The Certificate logo is protected under patent laws of Poland.
5. A participant is an entity who commenced the formal procedure to be awarded the Certificate.
6. A Certificate Winner is an entity who was positively verified and was formally awarded the EUROPEAN QUALITY CERTIFICATE®.

## II. BODIES OF THE EUROPEAN QUALITY CERTIFICATE®

### 1. The Jury of the Certificate

- a) The Jury appraises documents, approves results, and participates in the award ceremony. Its comments and observations are used for subsequent editions of the Certificate.
- b) The Jury is composed of the Qualitas Foundation representatives and renowned quality specialists.

### 2. The Secretariat of the Certificate

1. The Secretariat manages all administrative and organizational issues of the Certificate. It operates at Public PR, publisher of the Quality Magazine.
2. Secretariat's tasks include: publishing the current edition of the Certificate, nominating participants in the certification process, corresponding with the

certification process participants, organizing training and informational meeting for participants, potential participants and winners and honourable mentions of the previous editions of the Certificate, supervising promotional and informational activities provided for under the Certificate, including co-operation with the media on information about and promotion of the Certificate, introducing changes into the Certificate Regulations, setting and changing Certificate-relating charges etc.

### III. CONDITIONS REQUISITE TO APPLY FOR A CERTIFICATE

1. Certificate application is open for businesses, organizations, including NGOs, associations, local governments, research units, institutes, universities and colleges and foundations fulfilling the criteria set in point I.2 regarding the objectives and ideas of Qualitas Foundation and:
  - a) Will allow their vetting through an audit, taking place at their premises. The audit is conducted by the Certificate Secretariat-appointed auditors,
  - b) Will send to the Certificate Secretariat by mail/email a self-assessment of the enterprise and the following additional documents (within 30 days from the formal application to be granted the Certificate):
    - Certificate from the Social Security Institution (ZUS) on non-default on social security premiums,
    - Certificate from Revenue Office on no tax arrears .
  - c) Will pay the fee in line with current pricelist for promotional and advertising activities, aiming to propagate widely information about the participant, as set by the Secretariat, separately for each category they are entering.

### IV. CERTIFICATION PROCESS

1. Award of the the EUROPEAN QUALITY CERTIFICATE® takes place twice a year, on the dates as set by the Jury, following two-stage qualification:
  - a) **Stage I** – document completion process on the company's activity and achievements, submitting ZUS and Revenue Office certificates and the company's self-assessment.
  - b) **Stage II** – evaluation and vetting of candidates by the Certificate Jury, on the basis of data gathered by the Secretariat, including the audit, self-assessment and ZUS and Revenue Office certificates. Selection of participants meeting the criteria and awarding them the EUROPEAN QUALITY CERTIFICATE® stating the year it was awarded.
2. The vetting procedure entails the entire scope of the participant's activities, bearing in mind management through quality notion, and its implementation.
3. The following elements in particular are subject of evaluation:

- a) Quality systems implemented, including internal and company-wide,
  - b) Food safety systems implemented,
  - c) Other certificates, awards, titles, attesting special care about high quality of goods and services,
  - d) Quality policy being implemented in reality,
  - e) Position of an independent quality specialist in the company,
  - f) Level of involvement of the company crew in quality policy,
  - g) Quality and its reflection in the mission,
  - h) Organization and/or provision of pro-quality training for the employees and/or trainings raising the production safety awareness.
4. By participating in the Certificate awarding process the participants express their consent on making available and processing their address data for the vetting process purposes and for marketing purposes of Qualitas Foundation. At the same time they have the right to view their data, amend them and they have the objection right to be voiced to the organizers. The list of participants will be made public and thus subject to social verification.
  5. The EUROPEAN QUALITY CERTIFICATE® is awarded in the following categories: Product, Service, Innovation, Ecology, Research, Local Government, CSR, Employer, Sustainable Development and may take into account industry and voivodship divisions. The winners receive the EUROPEAN QUALITY CERTIFICATE® stating the year it was awarded.
  6. Winners who were awarded the Certificate twice shall receive the EUROPEAN QUALITY CERTIFICATE® **Bronze Statue.**
  7. Winners who were awarded the Certificate three times shall receive the QUALITY OF THE YEAR® **Silver Statue.**
  8. Winners who were awarded the Certificate four times shall receive the EUROPEAN QUALITY CERTIFICATE® **Gold Statue.**
  9. Winners who were awarded the Certificate five times shall receive the EUROPEAN QUALITY CERTIFICATE® **Diamond Statue.**
  10. Winners who were awarded the the EUROPEAN QUALITY CERTIFICATE® Certificate six times shall be granted an honorary tile and **the QUALITY Eagle Statue. Holders of the honorary title may be appointed members of the Policy Council of QUALITAS Foundation and members of the Certificate Jury.** Appointments are made on the motion of the Chairperson of the Certificate Jury.
  11. Usage of the logo EUROPEAN QUALITY CERTIFICATE® shall take place solely on the basis of the Book of the Logo, made available to the winners. Any tampering with the Certificate logo outside the Book of the Logo is not permitted.

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12. The list of winners and honourable mentions shall be made public on the website: **www.europeanquality.eu**.
13. Differentiation between various editions shall be made by inserting the year of that edition into the name, e.g. EUROPEAN QUALITY CERTIFICATE® 2018, EUROPEAN QUALITY CERTIFICATE® 2019, etc.

## V. USAGE OF THE CERTIFICATE

1. Winners of the Certificate shall be obliged to use the logo EUROPEAN QUALITY CERTIFICATE® specifying the year they were awarded it in their promotional, advertising and trading activity.
2. The Certificate logo shall in particular be placed:
  - a) On the winner's websites,
  - b) In advertising brochures and leaflets,
  - c) On product packaging (bulk and single),
  - d) In press, radio and TV commercials.
3. Additionally the winner shall be obliged to use the Certificate logo during fairs, seminars, conferences etc.
4. Any usage of the Certificate logo may not violate binding provisions of the Polish law.
5. A special logo **EUROPEAN QUALITY CERTIFICATE® NOMINATION** together with the nomination year may be used by companies who formally entered certification process, namely fulfilled the provisions of Part III hereof.

## VI. BENEFITS TO COMPANIES STEMMING FROM APPLYING FOR THE CERTIFICATE

1. Being awarded the Certificate highlights their particular care about quality.
2. Potential sales increase.
3. Possibility of displaying the Certificate and its logo.
4. Promotion in media and social media.
5. Increased interest of Clients and Consumers in the Winner's offer.
6. Strengthening the company's image, renown and prestige.
7. Increased trust of business partners, better terms of co-operation (offered by banks, public procurement organizers etc.)
8. Increased trust of customers.
9. Verification and improvement or introduction of management through quality systems in the company.
10. Propagating and supporting Qualitas Foundation goals, including ethical behaviour and pro-quality stance in business.

## VII. FINAL PROVISION

1. Any interpretation of the provisions hereof shall be made by the Secretariat.
2. The Certificate Jury reserves the right to withdraw or suspend the right to a Certificate in case of a major breach of principles of quality management, relating to a conflict situation with a customer, and when it was made public or officially sent to the Secretariat.
3. The Jury, on the Secretariat motion, can decide to withdraw the right to use the logo of the Certificate in cases, when the winner does not use it in its activities under point V hereof.
4. Decisions about not awarding the Certificate and withdrawal or suspending the right thereto are appealable to the Certificate Jury. The appeal must be lodged 15 days from the publication of the winners' list or from receiving a decision about withdrawal or suspension of the right to the EUROPEAN QUALITY CERTIFICATE®.
5. The appeal shall contain: grounds for the appeal together with supporting documentation.
6. The appeal shall be paid in the amount of PLN 500.00 PLN as a flat rate of adjudicating the appeal, on the day it is lodged.
7. In case the right to the EUROPEAN QUALITY CERTIFICATE® is withdrawn or suspended, the Winner shall lose the right to use the logo of the Certificate of a given edition and the right to use similar graphic elements, which may be associated therewith. Together with such withdrawal or suspension the Winner shall be obliged to remove the logo of the Certificate from all its promotional and marketing materials, websites and other materials it featured on.

Katowice, 02.01.2018

Marcin Kałużny

Chairman of the Board  
QUALITAS Foundation