

EOQ VISION

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

EOQ MISSION

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

Strategy

This will be achieved by:

- **Facilitated networking especially by**
 - Developing and providing an information and communication network for EOQ members to facilitate the transfer of knowledge
 - Disseminating leading edge concepts and techniques
 - Cooperating with relevant organizations, governments inside and outside of Europe
 - Fostering the processes of global integration in the field of quality
- **Supporting EOQ members**
 - EOQ has to transform itself into the new business and organisational model.
 - The revenue stream should mainly be achieved by sharing good NRs practises under the leadership of EOQ and applying for funding for Quality and competitiveness.
 - Programs like mentorship, marketing packages, product portfolio, exchange of experts, trainings and education, can be implemented.
- **Strengthening the reputation of EOQ**
 - Strengthen the EOQ brand
 - Increase marketing activities
 - Support a high level prestige of EOQ recognized professionals
 - Support the local recognition and reputation of EOQ members
 - Acquisition of strong and active new members/partners
 - Influencing of and active participation in quality infrastructure related standardization activities
- **Developing EOQ product portfolio and value proposition**
 - Implementing My EOQ model with increased number of products, e.g. recognized by EOQ, troubleshooting kits, activities, awards (eg. EQL and George Borel), events (eg. EOQ Congress and European Quality Week), continuous improvement model, kits for improving creativity and innovation in a field of Quality, etc.
 - Plan and execute new EOQ projects
- **Supporting management/quality professionals by:**
 - Developing EOQ normative documents internationally recognized
 - EOQ recognition of competence
 - Registration of certified professionals
 - Organizing training and other activities for supporting careers