



**Within the framework of the 19th European Week of Quality "Made in Quality - Made for Success"
CAMPAGNA NAZIONALE QUALITÀ E INNOVAZIONE "NOI CI SIAMO"
25th edition of the shared communication event promoted by Galvano Group**

The **Campagna Nazionale Qualità e Innovazione "Noi ci siamo"**, initiative shared campaign, is signed up every year by hundreds of private and public firms from every sector and of every dimension, that trust in the Values of Quality and Innovation, considered as models that seek to Excellence.

This Campaign, unique in its gender in Italy, has arrived to its 25th edition in the sphere of the 19th European Quality Week (11-17 november 2013, under the slogan "Made in Quality – Made for Success", chosen by EOQ European Organization for Quality)

The Campaign "Noi ci siamo" ([web site](#)) is an occasion for celebration, reflection and comparison that takes place since the first days of november through a communication campaign: media, billboards, social web  and , conventions.

For four years the President **Giorgio Napolitano** gives to this initiative the Speciale Medaglia Presidenziale to remember the importance of a concrete "movement" that is a real *community* with the aim of "*fare bene e farlo sapere*" ("*to do well and make it known*") The Ministries of Economy and Finances, of Defense, Public Administration have given to the 2013 edition their patronage and other Patronages will come. The [Manifesto del Qualità](#) of the 2012 edition.

Communicating Quality and Innovation is a strategic lever for the success of our Italian System. The Italian firms that have chosen to adhere in order to remember the Value of *Made in Quality* in this specific present moment are already in an on-line, constantly updated network ([elenco aderenti 2013](#)).

During this occasion, the Conferences organized by Galvano Group close every year the celebration. Link to the 2012 Convention report "[Quattro leve per crescere: Qualità, Innovazione, Empowerment, Leadership](#)" in Assolombarda.

In a constantly changing global scenario, the strategy of Quality assumes a more and more stronger connotation. "When we talk about themes like Quality and Innovation, it's fundamental talking about progress, growth and cultural evolution – as the President **Alberto Galvano** says – . If we assume not only the technological perspective, but also the cultural one, Innovation is the heart of a company and everyone is responsible of it. Moreover, Quality is the result of our will and commitment in making continuous and rapid improvement. It is a concept of today because it is related to human being. We have to work constantly on this goal".

A society in continuous evolution is the one in which the growth of our companies is determined by the ability of activating the useful strategic levels, required for repositioning our Country in the world, regenerating also the labor market because "the Quality in Movement changes the history". In a turbulent economic context as the actual one, it seems more evident the need to focus on these themes for the interest and development of our Country.

“*We are what we repeatedly do. Excellence, then, is not an act, but a habit*”, as Aristoteles said, but the concept is topical.

The Campagna Nazionale Qualità e Innovazione was created by Galvano Group in 1989, on occasion of the 1st World Quality Day established by the three big world Associations: EOQ - European Organization for Quality, ASQ – American Society for Quality Control, JUSE - Japanese Union of Scientists and Engineers. Since 1995 the initiative is celebrated also during the European Quality Week, that the European Union has promoted exhorting the Member States to hold initiatives in november to spread the Culture of Quality.

web site <http://www.galganogroup.com/gmq/index.asp>

BRIEF HISTORY OF THE CAMPAIGN

The Campagna “Noi ci siamo” is an initiative of shared communication, unique in its kind in Italy and of high simboli value, which involved more than 2000 companies, that have chosen to underwrite the strategic role of Quality and Innovation for the competitiveness of our Country. It was created by Galvano Group in 1989, year in which the World Quality Day started, promoted by the three major international associations of Quality:

- JUSE, *Japanese Union of Scientists and Engineers*, for JAPAN
- ASQ, *American Society for Quality Control*, oggi *American Society for Quality*, for the UNITED STATES OF AMERICA
- EOQ, *European Organization for Quality*, for EUROPE

The World Quality Day is celebrated always in novembre, on the second Thursday of the month. Since 1995, the celebration of the Day has been incorporated, at the behest of the European Union, in the European Quality Week, in which the Member States are invited to promote initiatives to spread of the Culture of Quality in our Country.

The Campagna Nazionale Qualità e Innovazione has obtained the Support of the President of the Italian Republic, who, since 2009 has given to it, as recognition, the Speciale Medaglia Presidenziale. The Patronage of the main Ministries adds prestige to the event.

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