DQS COMPACT

DQS Holding GmbH

UNEXPECTED BENEFITS - REACH MORE CUSTOMERS WITH YOUR CERTIFICATION

There are many advantages to having a certified management system – but did anybody ever tell you it was good for your Marketing?
No? Then you may want to read on….

Writing a Press Release

Anybody who thinks they are outdated could not be farther **from** the truth. Third party sources seem more reliable than a blog or social media post on your website. Write your press release as if you were writing an article for a newspaper; many journalists read press releases and only make a few changes before sending them to print. Just a reminder that a press release starts off with the primary information and then expands in later paragraphs.

Writing a Blog Post

Even if you have decided to write a press release, you should still write a blog post to publicize on your own website. Write for the audience and make it captivating. Grab the reader's attention so they will keep reading about your accomplishment and hopefully help the reader decide they want to work with your company. Don't forget to proofread and make the article aesthetically pleasing with different headers and photos to engage the reader.

Send Out an Email Campaign

Once you've received your certification, you should send an email to all of your customers and vendors about it. This is not only to let them know about your accomplishment but also by linking to your website, you are driving more traffic to it and showing the viewer all you have to offer.

Post on Social Media

There are several different times you can post on social media about your company's certification. When you obtain the certification, you can write a post linking it with your certification body, which will increase the engagement. You can also post about the certificate handover, especially if you have nice pictures. You can then post the news article when it is published, linking with your newspaper again for more engagement, and you can post when you write your blog post, spreading the word and gaining more readers.

Put your Certification Mark Everywhere

Putting your Certification Mark on giveaways, sell sheets, etc. is a useful marketing tool. The DQS certification gives your company more credibility. By placing the Certification Mark on your marketing materials, you will publicize your certification and encourage potential clients to speak with a company representative. However, you must make sure your company's use follows the DQS requirements. Another option is ordering a plaque or flag with the Certification Mark on it to keep in the office.

IN THIS ISSUE

ISO 45001

Imagine, if you will, a high-bay warehouse, where the top rows can only be reached with an XXXL forklift. OK? Now imagine an urgent order for parts comes in, but this particular forklift breaks down – not to the driver's surprise, mind you, since he knew about the overdue maintenance for a long time already. And of course those parts are on the top row. The warehouse supervisor is adamant; the parts must go out "in time", no matter what. The company cannot afford a delay.

The driver has always been too busy or afraid of recriminations to tell anybody about the need for maintenance. And now the warehouse staff is under pressure to find a solution… and this is what they may come up with.
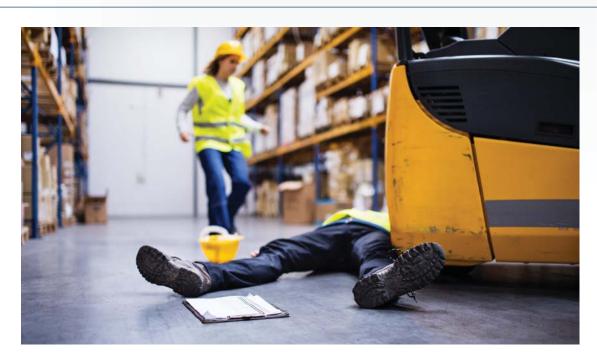
Occupational safety has been compromised and at this point, we're all very glad this is a staged picture.

ISO 45001 wants the top management of any organization to always be aware of safety and health at work, no matter its business sector, type or size, Ideally, this should take place within the context of an occupational health and safety management system (OHSMS), that is continuously improved. Things often look different on the shop floor, as illustrated by the example above.

"Employees should always feel safe at their place of work. That is not only good for their health; it also goes a long way to ensure they are motivated and committed. And that benefits their employer. "

"Still, every year people are injured and die at work from avoidable causes.

ISO 45001 sets out to change this – and it starts by taking top management to account."

Cause and Effect

If we look at this scenario more carefully, we find that the employees are really just the last, weak link in a chain of oversights – and, ultimately, the victims. Where top management is committed to health and safety, however, and where the OHSMS is effective and provides employees with a good basis for trust, things are not going to get so far out of hand. If we treat this like an audit, we would find the following non-conformities to the requirements of ISO 45001, for example:

Inadequate communication processes

There are no clearly designed communication channels or processes the driver could have used to notify somebody about the need for maintenance. „Internal communication", however, needs to be ensured among all levels (clause 7.4.2). There needs to be an answer to the question: "who communicates with whom, about what, when and how?"

Overworked

The company only has that one forklift that can reach the top rows, and only one authorized driver. Of course it is in continuous use and of course, there is never any time for maintenance. ISO 45001 addresses this not only in general terms (clause 5.2 "OH&S policy", but also very specifically in clause 6.1.2.1 "Hazard identification", where clause a) lists aspects such as workload, work hours, harassment and bullying etc. as potential hazards that need to be removed.

Pressure

When the forklift fails, the supervisor puts an enormous amount of pressure on the staff that causes them to take unacceptable risks in order to comply with the disastrous command. The supervisor's conduct is not only in direct contravention of the nature of ISO 45001 (i.a. clause 5.1.k), it may also be legally relevant (Compliance, clause 9.1.2).

Budget restrictions

The company does not want to invest money in a second forklift and possibly a se-cond driver, even though there is obviously an urgent need. They are also looking to save money on maintenance and downtime. ISO 45001, on the other hand, aims for sustainability. Clause 5.1.d requires that top management ensure resources needed for the OH&S management system are available. Additional requirements can be found in clauses 8.1.1/8.1.2, "Operational planning and control" and 8.1.4 "Procurement".

Insufficient supervision

Even if the supervisor had not put on any pressure, they are responsible for their department and should have ensured that any solution to the problem was safe. Clause 5.3 "Organizational roles, responsibilities and authorities", for example requires that every person in the workplace take account not only of their own health and safety, but also the health and safety of others.

Reprisals

The forklift driver should have insisted on his equipment receiving maintenance. Instead he allowed a dangerous situation to develop, albeit unintentionally, because he was afraid of negative consequences. Clause 5.1 addresses the protection from reprisals for reporting hazardous situations. In clause 5.4, the standard requires that obstacles or barriers for the participation of workers be removed or minimized where removal is not possible.

Lack of training

Obviously the employees that came up with the idea of had not been made aware of or trained sufficiently with respect to hazards. In clause 5.1.g, ISO 45001 requires the company to direct and support their employees so they can contribute to the effectiveness of the OH&S management system.

In summary, we can see that an OHSMS allows for shortcomings to be avoided and addressed with suitable measures early on, so they will not add up to a hazard later. ISO 45001: helping organizations worldwide to reduce the burden of occupational injuries and diseases by providing a framework to improve employee safety, reduce workplace risks and create better, safer working conditions.

TRANSITIONING EARLY

You may maintain your current BS OHSAS certificate throughout the official transition period of three years. We however recommend transitioning early to take advantage of the benefits of the new management approach. DQS conducts initial and re-certifications to the old standard on request, but only until 11 March, 2020. After that day, the financial burden on our customers is no longer justifiable. Also note, that certificates issued to the old standard have a shorter period of validity, because they will expire on 11 March, 2021."

To find out how your organization can benefit the most from transitioning to the new standard, and to schedule gap or any other audits, please contact the local DQS office in your area

WEBER AND DQS: 20 YEARS OF SUCCESS

Weber Packaging Solutions is a leading manufacturer of custom labels and labeling systems. They recently celebrated 20 consecutive years as ISO 9001 certificated with DQS Inc.

On February 26, 2019, Brad McGuire, President of DQS Inc., and Mike Curry, Regional Sales Manager for DQS Inc., presented Doug Weber, President and CEO of Weber, with a plaque commemorating their 20 years of ISO 9001 certification without a lapse. Weber's Quality Assurance Manager, Derek Podejko, then took the group on a tour of the Weber facility to congratulate all the employees who worked to maintain the high standards needed to qualify for this honor. Vice President of Marketing, Tom Michalsen, Vice President of Manufacturing, John O'Leary, and Vice President of Finance, Chris Shealy, were part of the group thanking the Weber

Team for bringing high-quality products and services to their customers.

"Of the perhaps 3,000 companies that have been certified, only about 20-25 companies have made it to the 20 year mark," said DQS President Brad McGuire. "It is a significant accomplishment."

Achieving ISO 9001:2015 certification is a benchmark for measuring the maturity of the organization's QMS. Everyone at Weber has been working diligently to put procedures in place to meet the strict requirements of ISO 9001. Emphasis was placed on consistency in our manufacturing processes so that Weber will reliably print labels with the same high quality standards every time.

Weber's Quality Assurance Manager, Derek Podejko, states, "It's important because it continues to provide trust between Weber

and our customers. The certification provides evidence that Weber is committed to meet customer requirements, which can be accomplished with our quality management system. By identifying and defining our processes to meet ISO 9001:2015 standards, it allows us to stay consistent within our operations. The commitment from upper management allowed us to be certified to the new ISO 9001:2015 quickly and in a professional manner."

Weber Packaging Solutions is a leading worldwide innovator in the design, manufacture, and supply of high-performance labels, labeling systems, and continuous ink jet systems for the industrial and commercial markets. Weber provides the latest in systems, software and media and supports them with direct sales, equipment service and technical assistance.

> *"The certification provides evidence that Weber is committed to meet customer requirements, which can be accomplished with our quality management system. long way to ensure they are motivated and committed. And that benefits their employer."*

BCM: ISO 22301:2019 REVISION UPDATE

Every minute of downtime is a minute of potential loss of revenue, disgruntled clients, supply gaps and lack of productivity. Because interruptions of business can never be prevented entirely, a solid approach to manage risks and respond to incidents and issues is critical - because a proactive approach allows organizations to minimize the impact of incidents, and to understand the effects of potential threats. For this reason, ISO 22301 is particularly relevant for industry sectors where interruptions have potentially serious consequences, such as the transportation sector, energy, finance and telecommunication.

Considering the fact that more than 4000 organizations have already received a certificate to ISO 22301:2012, it was time for ISO's five-year review, to incorporate the learnings of its first years of use. In January 2019, ISO published the draft of the new version, ISO/DIS 22301:2019. Although there can be changes between the draft and the final version, it already gives a clear idea of what to expect.

Less text, more flexibility; less prescriptiveness, more pragmatism
Although the revision does not bring drastic changes, the new version of the standard is a definite improvement and will bring even more value to its users. Many redundant sections have been curtailed, the definitions have become more consistent and the text has become more logical.

What is particularly interesting is how **many requirements have been stripped back to their essence**. Section 4.1 is a good example: whereas the 2012 version prescribes what an organization needs to do (and document!) in order to understand the organization and its context, the new version merely states the need to "determine external and internal issues" without specifying what this entails. It does not say which aspects need to be taken into account, nor does it include a requirement to document this process. Something similar is happening in section 7.4 on communication: the new version is markedly less prescriptive.

Another requirement that has been trimmed is the **involvement of top management (5.2).** Both the old and the new version require top management to commit to the BCM policy. However, whereas the old version went as far as to require top management to "actively engage in exercising and testing", the new version is more pragmatic in its approach and focuses on what is really needed to maintain an effective BCMS.

Beside a large number of minor adjustments with little or no impact for certified sites, there are a few changes worth highlighting:

One of the very few new requirements is **clause 6.3,** which requires organizations to make changes to the BCMS "in a planned manner". Although technically this requirement is new, the content of the clause should not be a surprise to anyone.

Section 8.2.2 on Business Impact Analysis (BIA) now stipulates that the BIA should take impact categories as a starting point. While many organizations are already defining impact categories in their BIA, the new version of the standard makes this mandatory.

Section 8.3 has been renamed from "Business Continuity Strategy" to "Business continuity strategies and solutions". This reflects the increased pragmatism of the standard: the focus is not so much on developing a grand strategy to ensure business continuity, but rather on finding solutions for specific risks and impacts.

The term "**risk appetite"** has been removed from the standard since what matters is not the risk an organization is willing to take, but the level at which the impact of not resuming activities would become unacceptable to an organization.

By trimming down the standard to its essence, ISO has achieved a more clear separation between the requirements (what) and the guidance (how). The guidance document **ISO 22313,** which dates back to 2012, will also be updated to reflect the changes in the ISO 22301 standard. It is expected to be published shortly after the new version of ISO 22301 is released.

TRANSITION INFORMATION

The new version of ISO 22301 is currently at the draft stage. Depending on the feedback to the draft, the technical committee responsible for the revision expects the standard to be published in the Fall of 2019, as ISO 22301:2019. After the publication, there will be a transition period of three years. This would mean that all certificates to the 2012 version would ultimately lose their validity in the Autumn of 2022.
If you are already certified to ISO 22301:2012, you should have no problem whatsoever.

www.dqs-holding.com/BCM

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LinkedIn as well as YouTube allow for maximum information content in short form, which is why DQS Holding now offers their own channel on both platforms. So whether you choose to visit our local office's channel in your own language, or the Holding channel for global information in English – you will always find reliable, valuable and objective information about the latest from the world of standards and high quality management systems.

LinkedIn is a professional online networking site with more than 120 million members throughout the world and 150,000 active companies. It provides an easy and freely accessible platform for business people who want to stay in contact with their relevant industry, be aware of upcoming events, gain information, become involved, participate in discussions, and promote their business and individual profiles.

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DQS: Global presence - Local expertise

DQS is one of the leading certification bodies for management systems worldwide. With 85 offices in 60 countries, and 2,500 auditors and experts worldwide, DQS is your trusted partner for sustainable success. DQS Holding, based in Frankfurt, provides the strategic leadership for all DQS offices worldwide. We strive for one common goal: to improve our customers' management systems and organizational health by offering value-adding assessment services

Where to find us

Please contact the local DQS office in your area.
The list is available online at the Group website