



On the Relationship between Quality and Sustainability

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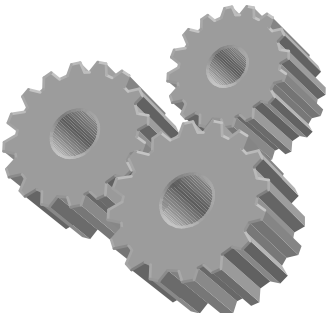


Sustainability

SUSTAINABILITY = “Meeting the needs of the present without compromising the ability of future generations to meet their own needs.”
(World Commission on Environment and Development 1987)



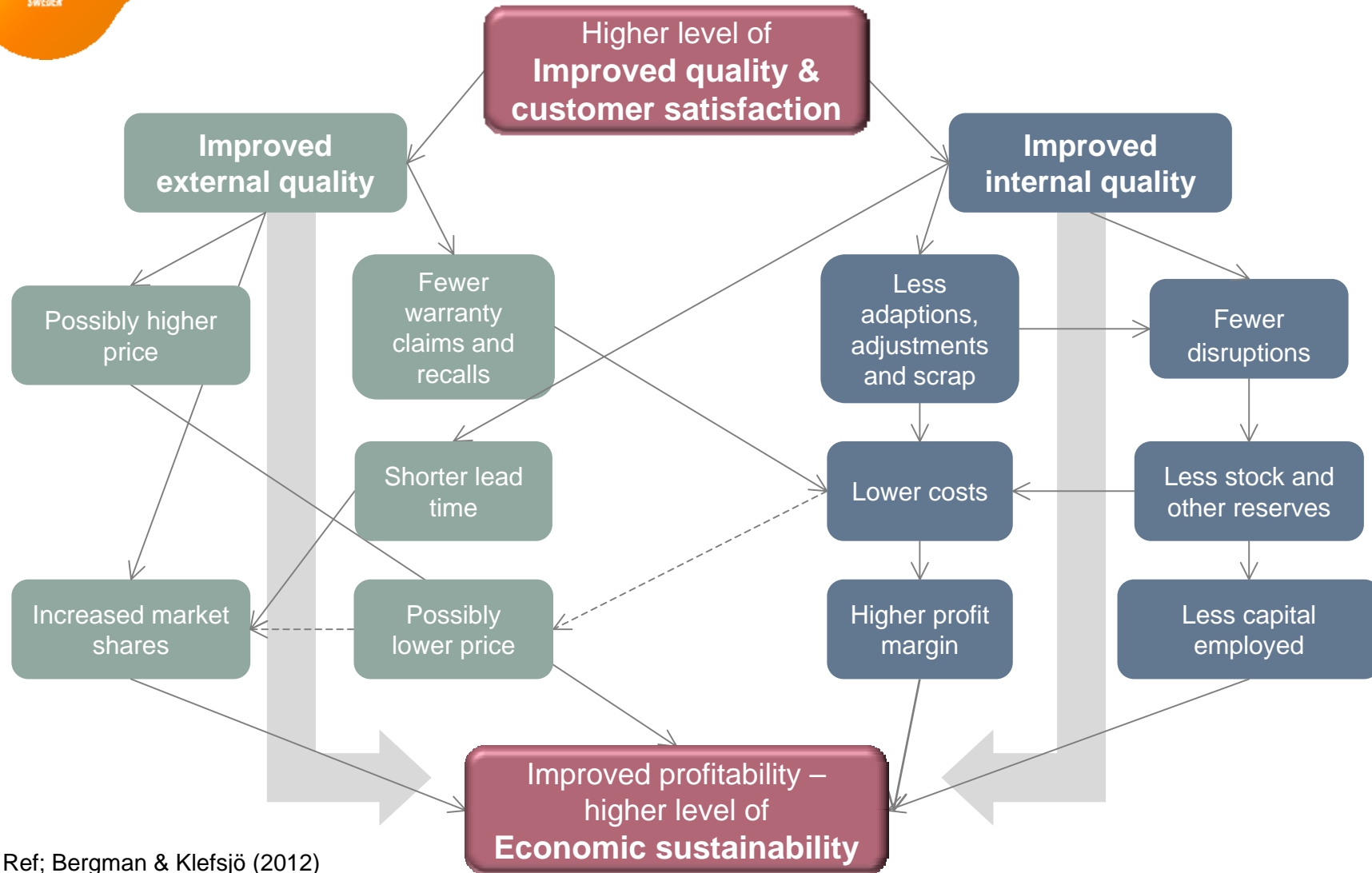


The concept of Quality over time

| -1600 century | - 1760 | 1760 - 1840 - 1945 (Industrial revolution) | 1945 - Today | Tomorrow |
|---|---|--|---|---|
|  |  |  |  |  |
| Quality | Quality | Quality | Quality | Quality |
| "Do it yourself" | "Specialisation" "Filing and fitting" | "Meeting specifications, mass-production, interchangeability" | "Total Quality Management" "Customer Satisfaction" | "Societal Satisfaction" |



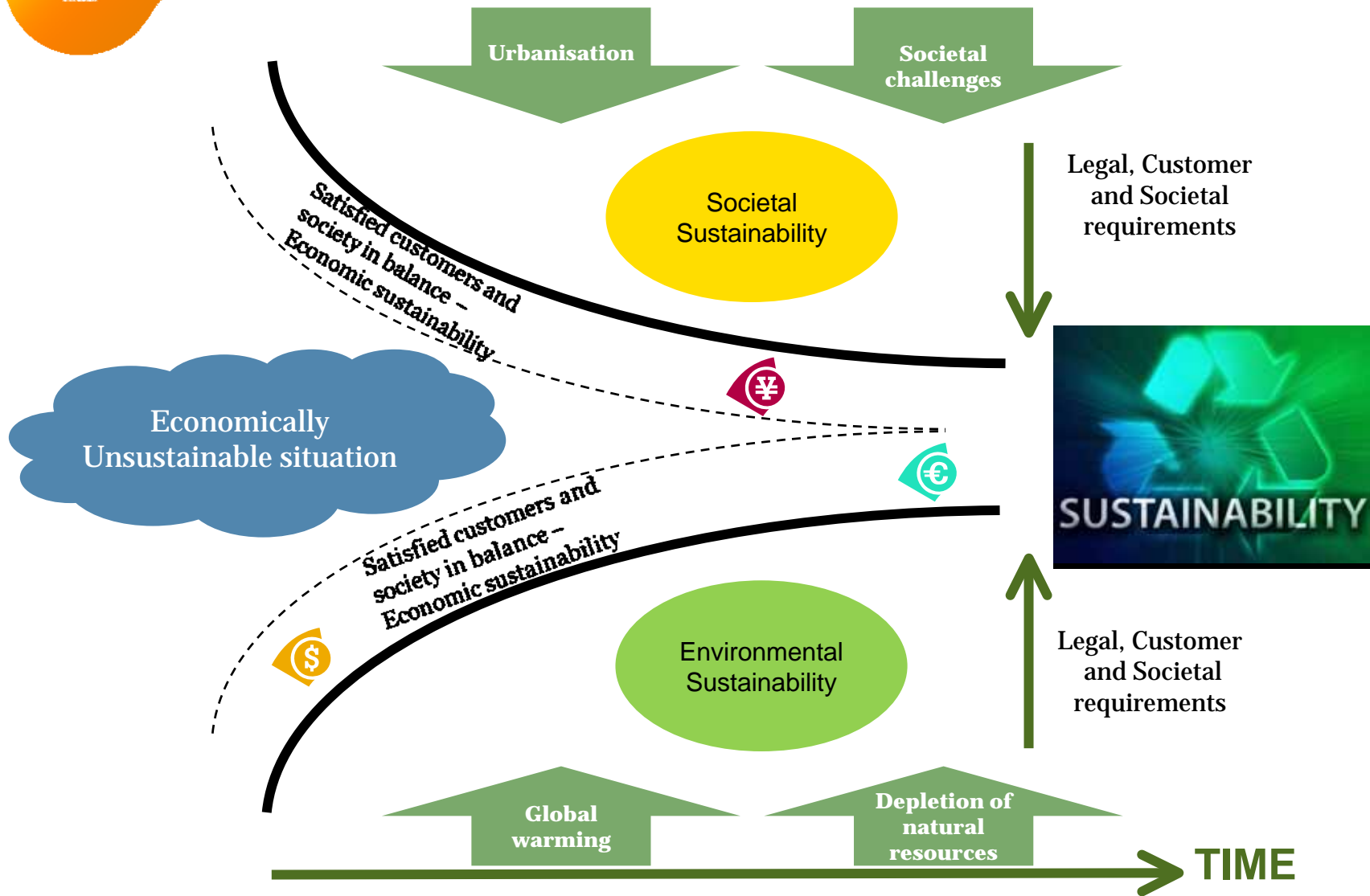
Improved Quality leads to higher level of customer satisfaction and economic sustainability



Ref; Bergman & Klefsjö (2012)

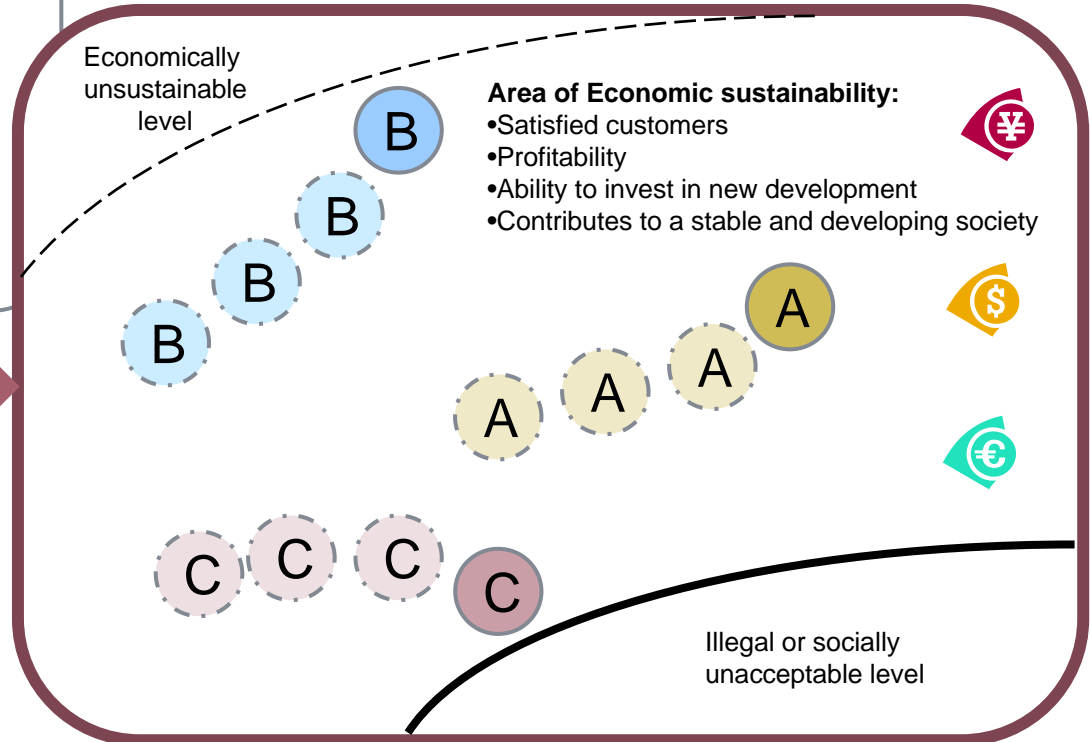
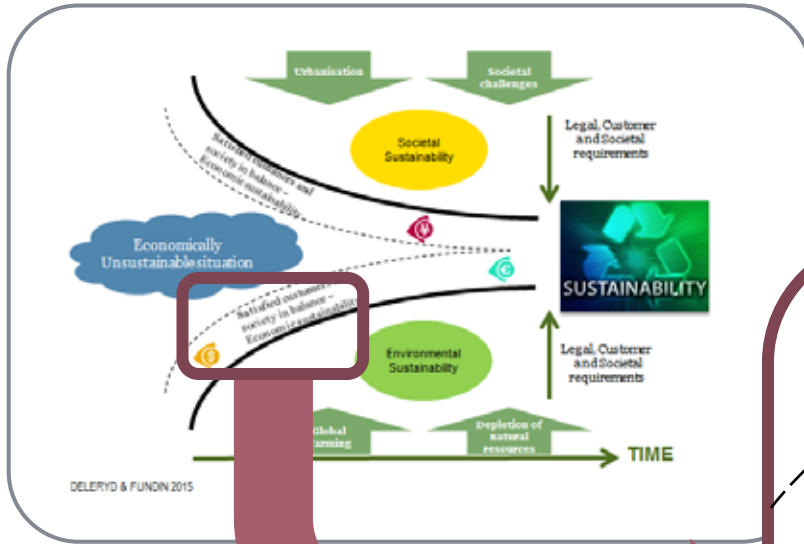


The Sustainability Model





The leader in the “Sustainability race” will be the market leader and most profitable





EXAMPLE: Sustainability in the Transportation and Infrastructure Industry

BENEFITS



Optimizing societal transportation solutions

CHALLENGES



Minimizing environmental impact-
optimizing resource efficiency

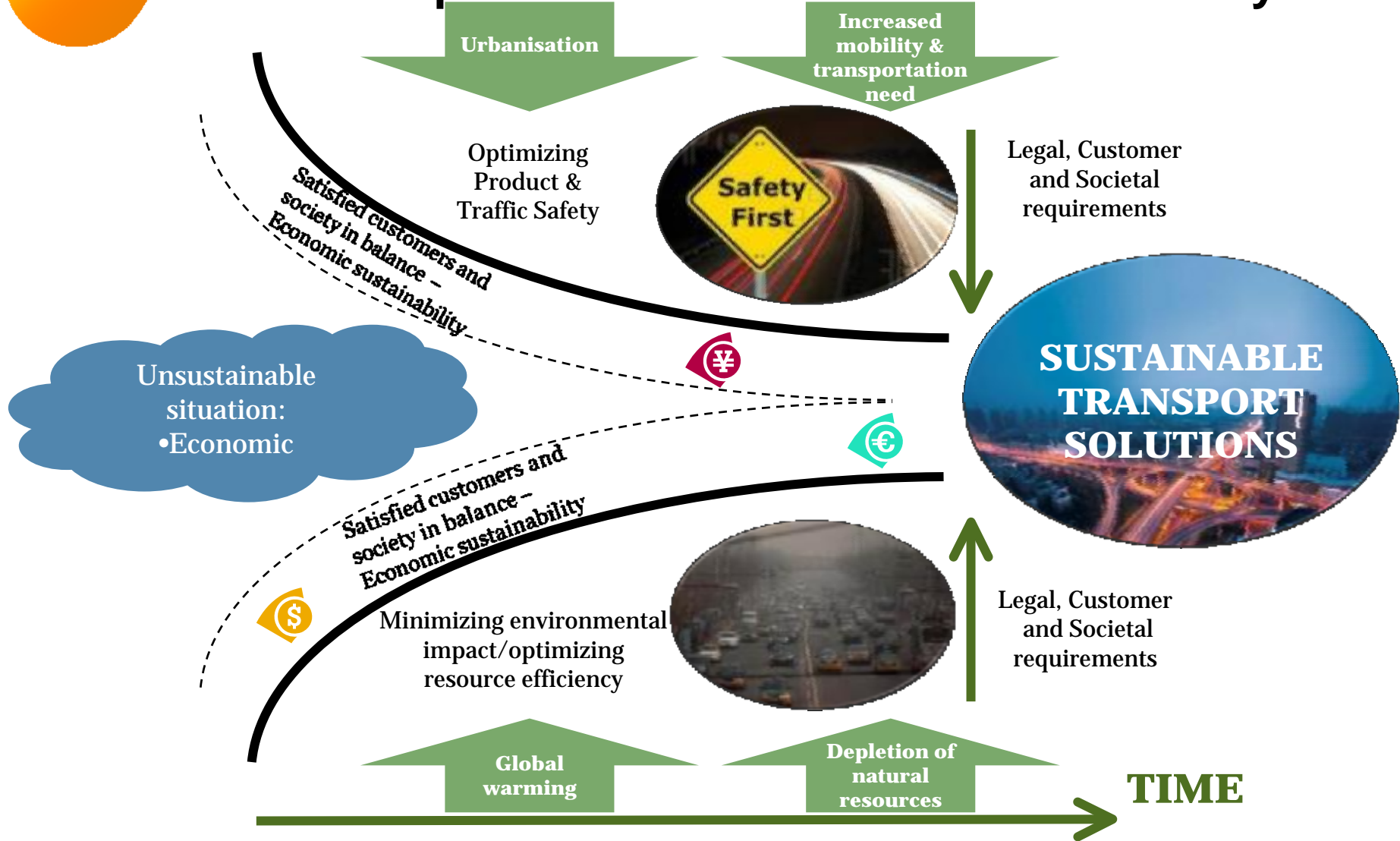


Maximizing Product & Traffic Safety



Sustainable Transport Solutions

Transportation and Infrastructure Industry





SUMMARY - On the Relationship between Quality and Sustainability

- Sustainability is most often defined in the three areas of Environmental-, Social- and Economic Sustainability.
- There is a strong relationship between Quality and Economic Sustainability. Having satisfied customers is the platform for sustainability and growth.
- The modern definition of Quality is transforming from "Customer satisfaction" to "Societal satisfaction".
- The leader in the "Sustainability race" will be the market leader and most profitable and successful.

