On the relationship between quality and sustainability – the logics

Prof. Mats Deleryd, President Swedish Institute for Quality (SIQ)
Prof. Lars Sörqvist, President Sandholm Associates
"On the relationship between Quality and 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
Macro perspective on sustainability

How to reduce environmental and social effects?

SORQVIST (2020)
Micro perspective on sustainability

How is customer value created in an efficient way?

SORQVIST (2020)
Linking quality to sustainability
Linking Quality to Sustainability

- Sustainable offerings and solutions
  - Sustainable development
  - Inefficient use of resources
  - Sustainable use of resources
- Non-sustainable
- Resource efficiency
Correlation between process parameters, results and effects

Controllable process parameters

Input, X → Process → Result, Y=f(x_n) → Effects

Non-controllable process parameters

X1  X2  X3

Xa  Xb  Xc
Integrating quality and sustainability competence

Input, X → Process → Result, Y = f(x_n)

Quality competence
- Controllable process parameters: X_1, X_2, X_3
- Non-controllable process parameters: X_a, X_b, X_c

Sustainability competence

SORQVIST (2020)
The development of the Quality Concept

-1600 century

Quality
“Do it yourself”

1700-century -

Quality
“Specialisation”
“Filing and fitting”

1840 – 1945
(Industrial revolution)

Quality
“Meeting specifications, mass-production, interchangeability”

1945 - Today

Quality
“Total Quality Management”
“Customer Satisfaction”

Tomorrow

Quality
“Societal Satisfaction”

DELEYD & FUNDIN (2015, 2020)
The sustainability race

Societal challenges

Urbanisation

Societal sustainability

Legal, customer and societal requirements

Economically Unsustainable situation

Satisfied customers and society in balance – economic sustainability

Satisfied customers and nature in balance – economic sustainability

Global warming

Depletion of natural resources

Environmental sustainability

SUSTAINABLE SUCCESS

SOCIAL SATISFACTION

DELEYD & FUNDIN (2015, 2020)
The leader in the “sustainability race” will be the market leader and most successful.

DELERYD & FUNDIN (2015, 2020)
Achieving sustainable success

HALLENCREUTZ, DELERYD & FUNDIN (2020)
How should we manage for sustainable success?

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