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PREFACE

Qualità Reale - Managing information for better informed choices and consumption is a certifiable standard aimed at organisations that wish to adopt a policy in favour of Informed Consumption by communicating reliable information to stakeholders.

The aim of the **Qualità Reale - Managing information for better informed choices and consumption** standard is to help consumers make better informed choices regarding services and products thanks to precise, efficient, and reliable information communications.

The **Qualità Reale - Managing information for better informed choices and consumption** standard can be reviewed if necessary.

This introduction indicates the standard's application spheres and special features as well as establishing that precise, efficient, and reliable information is the best way to achieve informed consumption.

Providing precise, efficient, reliable information is therefore the focus of this voluntary standard. So everything that is expressed, indicated and referred to in the points laid out in this document seeks to achieve communications that have and provide elements to make consumption as well informed as possible.

INTRODUCTION

This voluntary standard establishes what is required by the *Informed Consumption Information Management System* (SGICC) of an Organisation seeking to develop and implement an *Informed Consumption Policy* (PCC) in order to achieve and maintain legally required goals, taking into account the requirements of the interested parties and the need for continuous improvement.

The standard includes involving stakeholders in the definition of which information informed consumption depends on. And the success of the implementation process depends on the commitment of the Organisation, and in particular on the commitment of the Top Management.

This introduction anticipates the general terms, principles and criteria on which the model is based and which are explained and defined in the following sections.

The meaning of "Informed Consumption", in relation to this standard, is clarified in the definition given in section 3 below.

Involving stakeholders means defining and documenting meeting and listening activities.

1. AIM AND FIELD OF APPLICATION

The aim of this standard is to define the requirements of a SGICC designed to communicate precise, efficient, reliable information.

This standard can be adopted by any kind of Organisation, or part of an Organisation, seeking to document, activate, maintain active and continually improve its SGICC.

The aim section focuses on an organisation's capacity to provide efficient, reliable communications. Programmes and results should be measured in relation to their capacity to communicate precise, efficient, reliable information that allows the public to exercise its right to Informed Consumption.

The field of application should be explained and should define the Organisation (all or part of it) to which the standard is to be applied.

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2. REFERENCE DOCUMENTS AND STANDARDS

The laws, decrees and standards regarding organisations, products and communications.

Other documents that may be of interest to organisations or specifically relate to the implementation of the Qualità Reale standard.

Indicate any documents that refer directly to the Organisation and the implementation of the Qualità Reale specifications (for example: state legislation, European standards, memoranda of intent and conventions).

Reference documents and standards can be summarised in a list, but their presence at the Organisation must be checked during the onsite audit.

3. TERMS AND DEFINITIONS

The **Qualità Reale – Managing information for better informed choices and consumption** sphere uses the following terms and definitions:

Awareness	The chance to gain knowledge of something.
Informed choice/consumption	The purchase and consumption of products/services possessing certain quality requirements (e.g. production or supply methods, ingredient characteristics etc.) communicated via precise, efficient, and reliable information releases.
Informed Consumption Policy (PCC)	The general aims and policies of an Organisation that seeks to promote and enable the Informed Consumption of its products/services, as formally stipulated by the Top Management.
Stakeholders (interested parties)	Individuals or groups, inside or outside an Organisation that are involved in or influenced by activities aimed at stimulating informed choices.

4. INFORMED CONSUMPTION POLICY (PCC)

The Organisation, via its Management and in compliance with relevant legislation, should define, document and publish its PCC, based on precise, efficient, and reliable information communications.

In its PCC, Management should define the times and methods they intend to adopt to satisfy stakeholders' requirements regarding Informed Consumption, in a perspective of continuous improvement.

Management must be ready to identify and provide the resources required to implement the policy.

The PCC is the document compiled by the Management, including flow diagrams to explain the objectively measurable activities, aims and goals that the Management has identified in its programme to aid Informed Consumption by establishing and providing the necessary financial and organisational resources.

The document should include general goals, quantified objectively in relation to attainment times. Intermediate goals can also be identified and quantified.

Attaining and maintaining the goals stipulated in the PCC are the elements used to assess the correct and effective implementation of the programme that must also include a perspective of continuous improvement.

The PCC must be communicated in an efficient and reliable way.

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5. RESPONSIBILITIES

Management must name a representative or representatives to be responsible for the task of implementing the standard and PCC and maintaining relations with internal and external *stakeholders*.

Management representatives should be appointed with objective acts; if necessary, they can hold more than one position and can even be from outside the Organisation.

When these appointments are made official they should be formally recorded along with a declaration by the interested party accepting the activities indicated.

Management representatives should also be appointed to maintain relations with the stakeholders stipulated in the standard that include parties both within the Organisation and outside it.

6. INFORMED CONSUMPTION MANAGEMENT

The Organisation should implement, document and operate a system for managing, monitoring and reviewing the activities performed in order to ensure that the relevant goals are reached and maintained as well as the commitments stipulated in this standard and in the PCC so that efficiency can be constantly improved. A procedure for managing eventual non-conformities and any relative corrective and preventive action must also be defined, taking into account stakeholders' requirements and perceptions, and the need for continuous improvement.

The Organisation defines and implements (recording any activities performed) a regular programme of raising awareness and training the internal staff involved in implementing the activities stipulated in this standard and the PCC, and aimed at reaching and maintaining goals and commitments.

The documents referring to the implementation of **Qualità Reale – Managing information for better informed choices and consumption** must be kept constantly updated and may be of any type or form.

Via its documentation, monitoring and management activities, the Organisation should provide evidence that the goals stipulated in the PCC are reached and maintained by implementing the standard requirements.

The procedure for managing non-conformities and corrective and preventive actions, should document that the opinions, requirements and perceptions of interested parties have been taken into consideration in order to identify, resolve and prevent any non conformities.

Training and refresher activities should be conducted regularly and at any time when activities regarding the PCC are altered or amended.

The term "document check" refers mainly to the fact that documents must be traceable, up to date and indicate who is permitted to use them.

7. SPECIFIC IMPLEMENTATION REQUIREMENTS

In compliance with the principles of Informed Consumption and in order to promote the Informed Consumption of its products/services, communicate precise, efficient, and reliable information and reach and maintain the goals established in the PCC - including those compiled with the collaboration of reference stakeholders - the Organisation must implement the requirements indicated in the following sections, as well as those stipulated in points 4, 5 and 6 of this standard.

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7.1 Identifying and assessing the characteristics of the products/services the Qualità Reale trademark is to be applied to

The Organisation should identify the product characteristics it wishes to communicate to the market via the Qualità Reale trademark in order to aid Informed Consumption. To achieve this, the Organisation should define, document, implement and operate a suitable procedure, as well as indicating and publishing the relative skills and responsibilities.

7.2 Communications management

The Organisation should define, document, implement and operate a procedure for managing communications and assessing whether the information they contain is precise, efficient, and reliable, as well as indicating and publishing the relative skills and responsibilities.

The first procedure is used to identify the characteristics of the product the Qualità Reale trademark is to be applied to. The second is used to demonstrate - by providing "objective evidence" - that the goals established by the PCC to aid Informed Consumption have been pursued, achieved and maintained.

General note:

We suggest that all the documentation applied by the Organisation to implement Qualità Reale - Managing information for better informed choices and consumption is collected and filed in a *Manual for managing information aiding Informed Consumption*. If the Organisation has already implemented a UNI EN ISO 9001 "Quality Manual" or other relevant standard, this will make the process of implementing Qualità Reale much easier, both formally and practically.

In addition to indicating any obligatory reference laws applied by the Organisation and any others regarding Informed Consumption, the manual should also include the following documents:

- the "PCC";
- any documents explaining responsibilities;
- documentation regarding staff awareness raising and training activities;
- documents demonstrating how interested parties are involved;
- operating instructions and/or other documentation used for checking documents;
- the procedures for:
 - managing non conformities and corrective and preventive actions, with any other documents regarding Informed Consumption management attached;
 - managing registrations and complaints;
 - managing communications;
 - identifying and assessing the characteristics of the products/services the Qualità Reale trademark is to be applied to

Any other documents used by the Organisation and applied when implementing the standard should also be attached.

NB: The procedures indicated, like all the other documents connected with implementing the Qualità Reale, can be developed as stipulated in the UNI 10999/2002 standard - Guidelines for quality management system documentation.