

EXPERT OPINION

MANAGEMENT SYSTEM CERTIFICATIONS

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MARIE DIOUF, OUR CERTIFICATION/ENVIRONMENT
BUSINESS MANAGER, SHARES HER EXPERIENCE



Discover how certification can transform your business : from increased credibility to optimised performance, including pitfalls to avoid and keys to success revealed by Apave experts!

MARIE DIOUF, CERTIFICATION / ENVIRONMENT BUSINESS MANAGER



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What is management system certification and what does it actually mean for a company ?

A Management System certification is a process whereby a company undergoes an assessment according to established standards to ensure that its Management System meets specific criteria for Quality, Efficiency, and Compliance. These standards can cover various aspects such as Quality (ISO 9001), Environment (ISO 14001), Occupational Health and Safety (ISO 45001), or Information Security (ISO 27001).

In summary, Management System certification is a valuable tool for companies seeking to improve their operations and demonstrate their commitment to Quality, Sustainability, or other key areas.

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What are some advantages of being certified by an organisation such as Apave?

Being certified by an organisation such as Apave allows a company to, among other things :

- Improve its credibility: strengthen the trust of customers, partners, and stakeholders
- Optimise its processes: improve operational efficiency
- Comply with legal and regulatory requirements
- Gain a competitive advantage: since the standard is an effective tool, certification allows the company to stand out from its competitors in the market.

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How does Apave's approach differ from that of its competitors ?

- Its historical expertise
- Its tailor-made approach
- The quality of the services offered
- Its commitment to its clients' performance

Choosing Apave Sahel means choosing a trusted partner who will support you far beyond simple certification or labelling, providing real added value to your organisation.

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How does Apave support companies in their certification process ?

Apave supports companies in their voluntary or regulatory certification process by assessing Management Systems to verify that they comply with international standards.

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Focus on the certifications offered

**ISO 9001**

*Système de Management de la
Qualité*

**ISO 14001**

*Système de Management de
l'Environnement*

**ISO 45001**

*Système de Management de la
Santé et Sécurité au Travail*

**ISO 22000**

*Système de Management de la
Sécurité des Denrées Alimentaires*

**ISO 50001**

*Système de Management de
l'Energie*

6 What are the main challenges that companies currently face in terms of management systems ?

Today's companies face several major challenges in terms of management systems:



1. Technological and security challenges: Technological acceleration is forcing companies to review their digital foundations and their level of protection.

- Digital transformation: rapid adaptation to new technologies (AI, cloud, data, automation, etc.).
- Cyber security: enhanced protection against the rise of cyber attacks and securing information systems.
- Integration of management systems: harmonisation of quality, security, and environmental approaches for greater efficiency and less redundancy.



2. Human and social challenges: Companies cannot successfully transform without investing in people.

- Talent management: attracting, retaining, training, and promoting diversity and inclusion.
- Employee well-being: supporting mental and physical health, improving working conditions.
- Organisational culture: fostering engagement, recognition, and innovation through a positive culture.



3. Environmental and societal challenges: Sustainability has become both a strategic imperative and an ethical commitment.

- Sustainability and Social Responsibility: meeting regulatory requirements and stakeholder expectations in terms of ethics and the environment.
- Regulatory compliance: ability to anticipate and integrate complex regulatory changes.



4. Structural and strategic challenges: To remain competitive, companies must demonstrate agility and vision.

- Organisational agility: ability to adapt quickly to economic and technological changes.
- Collaboration and partnerships: openness to strategic alliances (start-ups, tech, etc.) to innovate and pool resources.

Each of these issues represents a challenge, but also an opportunity for companies that manage to address them proactively.

7 Why has certification become a key factor in business performance and credibility ?

For several reasons:

- Regulatory compliance: in many industries, certification ensures that companies comply with applicable laws and regulations. This reduces the risk of penalties and increases corporate social responsibility.
- Consumer confidence: certification allows consumers to trust the quality of the services they purchase. It can influence customers' purchasing decisions by offering them the guarantee of a high-quality service that meets high standards, which helps to strengthen the company's reputation.
- Continuous improvement: certification processes require companies to regularly evaluate and improve their operations. This contributes to greater efficiency, reduced costs, and improved customer satisfaction.
- Access to new markets: certain certifications are required to enter specific markets or respond to calls for tenders. Obtaining the right certifications can therefore open doors to new business opportunities.
- Commitment to sustainability: more and more certifications are focusing on sustainable and responsible practices. This is in response to growing consumer demand for companies committed to environmental protection and sustainable development.
- Employee satisfaction: a certified company emphasises favourable working conditions that can improve employee satisfaction and retention. A work environment recognised as meeting high standards also attracts talent.



In short, certification has become crucial, not only to guarantee quality and compliance, but also to establish a positive brand image and ensure the sustainability of businesses in an increasingly competitive world that is conscious of social and environmental issues. It shows customers, partners, and investors that the company adheres to high standards and is committed to continuous improvement.

8 Specific examples of risks faced by companies that are not certified

Companies that are not certified may incur various risks that could harm their performance, reputation, and sustainability. Here are some concrete examples:

- Legal non-compliance risks: certain certifications guarantee that the company complies with applicable regulations. Without certification, the company may be subject to penalties, fines, or legal action.
- Loss of customers: many customers, particularly in sensitive industries (such as aerospace and agri-food), prefer to work with certified suppliers. Lack of certification can lead to lost contracts or missed business opportunities.
- Damaged reputation: lack of certification can give the impression of a lack of seriousness or professionalism, which can affect how customers or business partners perceive the company.
- Difficulties accessing certain markets: in some sectors, certification is a requirement for entering a new market. For example, companies wishing to export their products may be required to obtain certifications recognised in the destination country.
- Increased risk of accidents or failures: Management Systems that are often required for certifications, such as ISO 45001 for Occupational Health and Safety, help reduce workplace accidents and improve employee safety. Without them, the risk of accidents can increase, leading to injuries, loss of life, and additional costs.
- Operational inefficiency: Certification standards encourage continuous improvement and process optimisation. Without certification, a company may miss opportunities for optimisation, leading to a loss of efficiency and, consequently, a negative impact on its profitability.
- Supply issues: Major players in some industries may require their suppliers to be certified. Failure to meet this requirement may result in the termination of business partnerships and complicate the search for new suppliers.

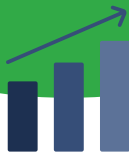
- Risk of poor resource management: Management systems used to obtain certifications help to better manage human and material resources. Without these systems, the company risks wasting its resources, which harms its competitiveness.

These risks underscore the importance of certification, which guarantees not only compliance but also the overall performance and sustainability of the company.

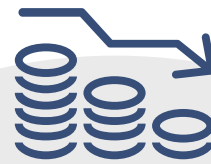


How can companies maximise the benefits of their certification ?

Improved overall business performance: difference between before and after certification in terms of turnover and product quality



Regulatory compliance: ISO 9001, 14001, and 45001 standards require compliance with applicable laws and regulations, as well as the implementation of monitoring and continuous improvement processes.



Cost reduction: by optimising processes, eliminating non-productive activities, and avoiding quality errors, workplace accidents, or environmental incidents.

Improved customer satisfaction: high-quality services that meet customer expectations by being more responsive to their concerns about safety and the environment.



Ultimately, implementing a management system is primarily an opportunity for companies to differentiate themselves from the competition by demonstrating their commitment to quality, safety, and the environment.



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What advice would you give customers to optimise their results ?

Certification is a tool for progress, not an end in itself. Its true success does not depend solely on a one-off audit, but rather on management commitment and staff involvement.

Companies that use it as a lever for improvement reap far greater benefits than those that see it as a mere formality. An effective management system has a direct impact on the sustainability of the company.

What not to do :

Do not view certification as an end in itself, but as added value, and continue to improve it.



Don't get certified just for the sake of it or to improve your image. Instead, make it part of your corporate culture and ensure that your staff take ownership of the system.

A positive result that does not stem from a controlled and effective system can change at any time and become counterproductive.

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What are the most common misconceptions about certifications ?

Once certified, no further effort is required, when in reality certification requires regular review and continuous adaptation to changes.

- Certification means that the company is perfect: NO

In reality, standards are frameworks based on continuous improvement rather than labels of perfection. A certified company can still have problems, but it has a Management System to help identify and correct them.

- It's just a document to win bids: NO

Many people think that certification is just a marketing formality. However, when implemented properly, it actually improves processes, reduces risks, and increases efficiency.

- It's too bureaucratic and unnecessary: NO

Indeed, poor implementation can make the system cumbersome, but the aim of standards is to be adaptable to each organisation.

- Being ISO 14001 certified means zero pollution: NO

The standard aims to control environmental impacts, not eliminate them entirely. It encourages a gradual approach to risk reduction.

- Being ISO 45001 certified eliminates all workplace accidents: NO

It reduces risks through proactive management, but does not guarantee the total absence of accidents.

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How do you see the future of this sector and what role can customers play in it ?



In an increasingly competitive environment, obtaining certifications has become a strength and a competitive advantage. The use of standards remains an effective tool for improving a company's internal organization.

Aware of the benefits that implementing a management system can bring to a company, demand continues to grow, leading to an increasing number of international standards being introduced to the market.



APAVE SUPPORTS YOU THROUGHOUT YOUR CERTIFICATION PROCESS!

**ACCESS OUR VARIOUS MANAGEMENT SYSTEM
CERTIFICATIONS**

FOR MORE INFORMATION, PLEASE CONTACT US.