

## REMARKS FOR

THE HONOURABLE AUDLEY SHAW, CD, MP, MINISTER OF INDUSTRY,  
INVESTMENT AND COMMERCE

FOR CERTIFICATE HANDOVER CEREMONY, NATIONAL CERTIFICATION  
BODY OF JAMAICA

WEDNESDAY, NOVEMBER 10, 2021 AT 10:00 AM

SUSTAINABILITY: IMPROVING OUR PRODUCTS, PEOPLE AND PLANET

## IN PERSON EVENT

### SALUTATIONS

- 
- 
- 
- Ladies and gentlemen

Good morning.

I am very pleased to share this event with the leadership and team of the National Certification Body of Jamaica as you join with similar agencies and organisations across the world to mark **World Quality Week 2021**. This week provides a platform to acknowledge the accomplishments of people and organisations who are increasing

capacity, competitiveness and production by implementing quality controls in institutions, businesses and communities worldwide.

This is a significant annual event on the NCBJ's calendar as it increases awareness of the importance of quality to growth and prosperity on both organizational and national levels.

I must take some time to applaud the NCBJ team, under the expert leadership of manager, Ms Navenia Ford, for their diligence to their mandate of deploying competent, committed personnel who professionally and impartially provide certification services to Jamaica and other countries of the Caribbean.

This event also recognises six local companies which have undertaken the rigorous but important steps to achieve certification:

- the Food Pilot Plant at the Scientific Research Council
- Newport-Fersan
- IGL Limited
- Caribbean Depot
- the System Protection and Control Department of the Jamaica Public Service Company Limited, and
- Ket's Gourmet Farm.

I congratulate all of you on this important step which signals that your Standards have been tried and proven, and are market-relevant, both locally and internationally.

According to a 2009 United Nations survey, 98% of companies with ISO certification rated it either a good or very good investment, and a 2012

review of 82 studies on ISO found that certification had “clear benefits” for operations, customer satisfaction and employee engagement. I am therefore confident you will realise the benefits in the medium to long term.

The Government of Jamaica is fully cognizant of the benefits of having business processes and systems so configured that they can compete on a global scale. It was with this in mind that in crafting our National Development Plan, Vision 2030, we specified that measures should be implemented to enable Internationally Competitive Structures across industries such as Agriculture, Manufacturing, Services, and Information and Communications Technology (National Outcome #12).

I am pleased to note that some of these sectors are represented in the companies receiving certification today, signaling their readiness to compete in the global marketplace.

The wide-cross section of industries represented here today is a clear indication that the business community is hearing and responding to the message that certification affords a distinct advantage in the marketplace as they face international scrutiny and the demands of an increasingly perceptive and informed market.

This year’s theme for **World Quality Week, “Sustainability: Improving our Products, People and Planet”** challenges us to make a direct link between quality business processes and products, and the sustainability of our People and our Planet. Many of you might be following news from the United Nations Climate Change Conference, COP 26, now underway in Glasgow, Scotland, where nations of the world have come together to accelerate action towards the goals of the

Paris Agreement and the UN Framework Convention on Climate Change.

How do quality business processes and practices translate into sustainability for the planet and for the health, education and employment of our people? We know from experience that systems which are imperfect will very likely fail. When there is consistent adherence to quality, products and services are improved. This leads to sustainability, with the long-term effect of improving results and reputations.

Let me hasten to say that to get this mindset imbedded in the workforce requires leadership from the top, where decisions taken at the highest level filter down to the people who are executing the processes. In practice, this means building sustainability into product designs and business processes, and measuring your business results against sustainable objectives.

Throughout the world, companies are successfully incorporating sustainable choices in their business processes which will benefit people and planet.

A prime example is Apple, which relies solely on wind and solar power at 100% of its production facilities. As another example, in 2012, a consortium of 250 organizations, including PepsiCo, Coca-Cola, Unilever, Colgate, SC Johnson, and clothing retailer H&M, committed to eliminate plastic when it is problematic or unnecessary, and to shift to reusable packaging as much as possible. By 2025, they plan to make all plastic packaging either reusable, recyclable, or compostable.

Here in Jamaica, we have our own trailblazers. I'll share with you the local example from my Agriculture portfolio, of young Shelly-Ann Dinall, champion farmer employed to one of our chicken meat producers, who has used solar power to lower the costs of poultry farming in Jamaica and for crops produced in other countries of the world.

I also know that one of today's recipients, the Jamaica Public Service Company, has been championing electric vehicles as one of the practical ways we can reduce emissions and our carbon footprint. With our perpetual sunlight and strong wind currents, we are ideally suited to renewable energy. Indeed, the Government of Jamaica has increased its target of renewable energy by 2050 from 30% to 50%.

It is critical for our business sector to note that the 'green' movement has gained such currency across the world that customers are actively switching their allegiance to those companies which show they are conscious of the impact on the environment of the material they choose. Additionally investors are showing their support to the green economy by investing in those companies which have sustainable business practices.

Staff, customers and financiers are demanding that we consider sustainable business practices to preserve the planet for future generations. As a nation and a region, we need to adopt and maintain measures to better protect our natural resources, especially as they play such a vital role in economic growth and development.

My challenge to you today, therefore, is to be a catalyst for change and consider a circular economy business model, where material you use in production and packaging can be reused, shared, or repaired to support

the fight against global challenges like climate change, biodiversity loss, waste, and pollution.

As I close, my additional charge is to our business sector, to pursue certification. This will ensure you have management systems that can support you as you deliver on your commitment of excellence to your customers and stakeholders.

In this pandemic era, the rules of engagement for business have shifted, and certification will boost your marketability and help you stand out in an increasingly competitive marketplace where only the strong survive. Certification is your door to new markets, improved revenue, and happier customers.

The NCBJ and other agencies of the Ministry under my administration stand ready to support all Jamaican businesses and to implement those strategies which will stimulate sustainable growth for bigger, better, stronger industries in Jamaica, our island home.

Ladies and gentlemen, thank you.