



Adriano Ruchini is the president and CEO of Minerva



Trust in cleanliness

In a fast thinking and constantly changing world, no company can exist and develop without a soul and the right attitude towards its business operations. This is the absolute priority of the Italian facility management service Minerva S.c.p.A. from Gorizia, which caters for its soul and identity due to a proportionate quality management strategy and offers its customers reliable trust in all matters of cleanliness.

Minerva is an Italian facility management company which is specialized in cleaning hospitals. The decision to focus on hospitals was made quite clearly. In countries like Austria, Germany, the UK, Switzerland, and in the Scandinavian region, hygienic awareness is quite high. This is not the case in Italy, however, where several hospitals and clinics failed to meet the required quality standards. Especially in the medical sector, however, patients must have a lot of trust in companies which offer cleaning services.

At the moment Minerva primarily operates in northeast Italy, where its services are appreciated in the diverse public and private hospitals and clinics of the region. However, Minerva is also preparing operations in Eastern Europe including Slovenia and Hungary. Knowing that no one wants to go into a hospital recognising that its surroundings are not clean and hygienic, the facility management service has taken on a grand challenge in order to satisfy its customers as well as their patients, which is why hospital cleanliness is such a massive issue for the management of hospitals around the globe.

"We do not only consider ourselves as a simple services operator, but also as a consultancy of facility management," CEO Adriano Ruchini explains. Minerva is not only responsible for the facility management in hospitals, but also shows its cus-

tomers the different possibilities of facility management by developing cleaning plans and analysis for certain cleaning procedures. At the headquarters in Gorizia, the administration and coordination office is located where around 600 m² of solar panels create the necessary energy not only for the firm, but also for the local energy network.

A member of the European Foundation of Quality Management (EFQM)

Minerva is one of 18 companies in Italy active in the European Foundation of Quality Management, a non-profit organization which has very high measures concerning quality management. Through its blanket network of over 600 ambitious members comprising private and public organisations and enterprises of every size and sector, of which many are active not only in Italy and Europe, but around the world, EFQM applies its know-how and expertise by extracting outstanding approaches and engaging with executives and frontline managers.

EFQM helps to prepare a new generation of business leaders by offering training and development opportunities built on practice-based learning and exchange between its organisations. These exchanges are underpinned by shared tools for assessment, calibrated during two decades of use within companies

and as the basis for discerning the EFQM Excellence Award, Europe's most prestigious award for organisations.

Optimal quality management creates a business soul

Not only is Minerva a member of the EFQM. The firm also considers other quality criterion essential for a positive business development and successful business activities. Therefore, it always operates transparently and openly towards its competitors from whom the company is willing to learn at all times, too. "It is better to become continuously better than only to be the best," Mr. Ruchini adds. Additionally, Minerva has won national and international awards and is certified ISO 9000, OHSAS 18001, SA8000 and

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ISO 14001, which are additional signs of its optimal quality management strategy.

Minerva's success story started over 30 years ago. Founded in 1980 with only two employees, the Italian facility management service has undertaken a successful business venture in the past, present and future, as it has always set itself high quality standards. This has proven to be the core of the company's soul reflecting

onto customers, clients and suppliers. "Everyone who we deal with is engaged and committed and proud to be part of the company," the general manager continues.

With the main business focus set on an entrepreneurial system of thinking and acting, continuous development, creative innovations and a pleasant company culture, as well as the constant strive for perfection and efficiency, especially concerning environmental-friendly solutions, are the central features of the company. However, not only certificates and awards are necessary to gain the trust in the clientele. The company's core strategy – and a sign of its mentality – is to bring all of these features together.

For the future, the Italian facility management service will continue to improve its quality management standards in order to keep its trust in its clients and gain new business partners throughout the globe. By doing so, Minerva at the same time also caters for its soul, which is the mirror of its success. ■

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