

*Do you want to  
**ASSESS***



***STRENGTHEN**  
your town centre management initiative ?*

**TOCEMA EUROPE** developed a three-level **Quality Mark** for town centre management (TCM) initiatives eager to adopt tools to improve and progress and that seek recognition of their quality services.

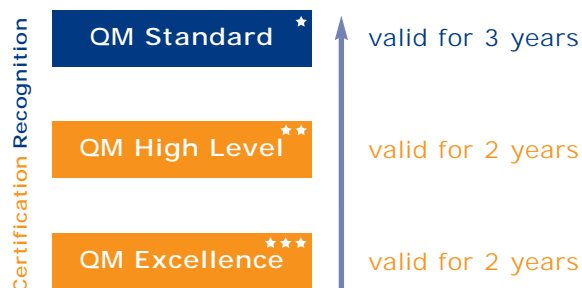
The aim of the **Quality Mark** aim is to set and maintain throughout Europe high standards of TCM schemes and to provide a good practice framework to interested initiatives.

**Why will you participate in a process of Quality Mark?**

- To be identified through the **Quality Mark** logo as an initiative committed to providing quality services
- To guarantee quality services to your private and public partners
- To facilitate your search for funds
- To belong to the European network of TCM initiatives

## How will you obtain a Quality Mark ?

To be awarded the **Quality Mark** and be able to display the logo, you need to demonstrate that you meet the requirements for pre-defined criteria that correspond to each one of the three (basic, high and excellence) standards. Each criteria is cumulative. Only once your TCM initiative obtains the Basic **Quality Mark**, you can undertake a certification process in order to acquire a High and, eventually, an Excellence **Quality Mark**.



If you want to obtain a **Quality Mark** and be identified as an initiative committed to quality, start the process now ! Ask for an application form to your national association or to **TOCEMA EUROPE**.

**TOCEMA EUROPE**  
[www.tocema-europe.com](http://www.tocema-europe.com)

For more information, please visit our website ([www.tocema-europe.com](http://www.tocema-europe.com)), where you will be able to download more information about the necessary criteria that correspond to each standard level, the standards'grid, the application form, and the auto evaluation forms.

PARTNERSHIP

STRATEG

ACTION IMPL

MONITORING

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