Healthy Workplaces Summit 2013
‘Working together for risk prevention’

Successful networking and campaigning in OSH
HEINEKEN WORKING TOGETHER GLOBAL CAMPAIGN
FIRST STEP: PLANNING AND ORGANISING

<table>
<thead>
<tr>
<th>Checkpoints</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you need a campaign?</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Do you involve your stakeholders?</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Do you set a SMART target?</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Is your message clear &amp; simple?</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Can the audience play the message back?</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Does the audience get the main message?</td>
<td>✓</td>
<td></td>
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Focus on your audience and try to get the message across in the simplest possible manner is the 1st ground rule in communication.
## FIRST STEP: PLANNING AND ORGANISING

### Checkpoints

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<tbody>
<tr>
<td>Has a meaning &amp; significance for them?</td>
<td>❑</td>
<td></td>
</tr>
<tr>
<td>Triggers an emotional response (passion, joy)?</td>
<td>❑</td>
<td></td>
</tr>
<tr>
<td>Think senior? – is the message coming from a person of authority and trusted by the audience?</td>
<td>❑</td>
<td></td>
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<tr>
<td>Is the message energetic and have “talk”?</td>
<td>❑</td>
<td></td>
</tr>
<tr>
<td>Has the message the potential to motivate the target?</td>
<td>❑</td>
<td></td>
</tr>
<tr>
<td>Do you have your stakeholder communication roadmap?</td>
<td>❑</td>
<td></td>
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</tbody>
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**Wiggert Deelen**  
Supply Chain Director WEU

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**David Wightman**  
The coordinating role of HR  
Regional HR Director AME

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[www.healthy-workplaces.eu](http://www.healthy-workplaces.eu)
SECOND STEP: SKILLS – Visual Identity

Global Safety Conference
On 28, 29 and 30 May the first ever HEINEKEN Global Safety Conference took place in Paris.

After a lot, and by saying a lot, we mean a LOT, of preparation; hard work but also a lot of fun, the weekend before the Global Safety Conference had arrived. That meant we had to make sure the location was prepared for our three-day conference including any tasks ranging from preparing the presentations and motivational movies to arranging the rally and energizers.

“Coming together is a beginning. Working together is a success.”

At the countryside near Paris, we kicked off on Tuesday with a motivational movie showing the importance of

External speaker Tim Tregenza, network manager at the European Agency for Safety and Health at Work, energetically presented on the Healthy Workplaces Campaign 2012-13 ‘Working together for risk prevention’. He explained how worker involvement is a two-way process between employers and their employees/employee representatives. You can read more about the HEINEKEN partnership with the EU-OSHA on page 9.

Reyes Gonzalez presented our company wide Global Safety Strategy, including the 5 levers of the SC strategy that was presented in Forum 13: Continuous improvement, Calibration, Compliance, Competence, and Culture and leadership.

• Use your corporate colours and typography in the text and visuals
• Aim for a clear & simple message
• Define your slogan
SECOND STEP: SKILLS – Practical tools

How to conduct a toolbox talk?

1. PURPOSE
   1. To provide an exchange of information between management and employees on health and safety (H&S) matters.
   2. To give employees an opportunity to provide input to H&S issues as they arise.
   3. To provide an opportunity for management to brief employees on new HEINEKEN work procedures, programs, initiatives or changed H&S legislation.
   4. To provide an opportunity for management to brief employees about the causes of recent HEINEKEN workplace incidents, injuries, near misses, and possible preventive measures.

COMMUNICATION AND TRAINING TOOLKIT

- Posters
- Toolbox Talk
- Training Presentations
- User Template
- Guidelines
- User Manual
- Offline Reporting Template
- Tutorial

HEINEKEN

WINNER

JUDGE

WINNER

STAKEHOLDERS

- Internal: Entire Brewery Staff (including Senior Management); Human Resources, Accounts/Finance, Engineering (Utilities & Planned Maintenance), Brewing, Quality Control, Packaging, Warehouse/MRP, Todd Hunter Mitchell.
- External: Security, Contiain, National Insurance Board, the Ministry of Health, Kiwi in Ball (Bahamas Emergency Safety Education Consultants), Local Vendors (e.g., Nassau Agencies, Symmetry Dietary, CJ Fruits and Vegetables), HallsSpa, Advanced Medical Clinic and Total Fitness Gym.
- External for filming: Digital Media Xemarshico (Videographer/Photographer) and NB-12 (broadcasting network).

"First of all I was very impressed by all initiatives. I believe that Health & Safety is very much a matter of the right culture. What I saw was that in all these 3 countries the initiatives were carried out in a way that fits the specific local culture and guarantees maximum impact on that culture.

What I think is very positive about CBL is the fact that CBL admitted that there is a need to improve the H&S performance of the company. Change begins with the admission/acceptance that the present situation is not good and needs improvement. A compliment for the openness about this issue. The fact that this was mentioned in an open meeting demonstrates the openness and willingness to improve. This is very rare and shows that there is a strong commitment to improving the situation. CBL has shown that it is willing to make the necessary changes and that it is committed to improving the H&S performance of the company.

Bahamas makes a good impression with a very structured, thorough and complex approach."

"We are very proud of the initiative. We were very satisfied with the organized event at CBL and we are very glad that they have increased our enthusiasm and appreciated our efforts. It is really great that a small OpCo like us also has a chance to stand out in a competition like this."

Belmir van Roderick,
Brewery Manager
SECOND STEP: SKILLS – Use of media

INTRODUCTION

Message from... Jan Derck van Karnebeek

Dear readers of the Health and Safety Matters newsletter, it’s my pleasure to have the chance to share with you my views on safety.

Our company-wide focus on safety flows directly from one of our core values in HEINEKEN: Respect. This first After Forum 11, where the new global companywide '5C' strategy was presented, I put safety on the agenda in every meeting. This is what all GM's should do; start with 15 minutes of safety in every meeting so that everyone pays attention to this important topic. Cultural change always starts with the behavior

REMINDER

World Safety & Health Day 2013
Celebration on Friday 26 April
Join the world-wide competition & organize an event

Send in your nomination form before the 16th of April & Enter the challenge!

Report a near miss so you don’t have to report an accident!
Share the lessons learnt. You can prevent an accident.
THIRD STEP: EVALUATION

- Checking number of enquiries/increased contact with Global Safety
- Counting hits on the SharePoint site
- Number (increased) requests for materials, tools, information
- Number of attendees in conferences, workshops
- Conference survey
- Counting hours, visits, meetings attended
- Request from newsletter contact