



# 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



Checkpoints	Yes	No
Do you need a campaign?	✓	
Do you involve your stakeholders?	✓	
Do you set a SMART target?	✓	
Is your message clear&simple?	✓	
Can the audience play the message back?	✓	
Does the audience get the main message?	✓	

Focus on your audience and try to get the message across in the simplest possible manner is the 1<sup>st</sup> ground rule in communication

# FIRST STEP: PLANNING AND ORGANISING



Culture and Leadership



Wiggert Deelen  
Supply Chain Director WEU



The coordinating  
role of HR



David Wightman  
Regional HR Director AME

## Checkpoints

Checkpoints	Yes	No
Has a meaning & significance for them?	✓	
Triggers an emotional response ( passion, joy)?	✓	
Think senior? – is the message coming from a person of authority and trusted by the audience?	✓	
Is the message energetic and have “talk”?	✓	
Has the message the potential to motivate the target?	✓	
Do you have your stakeholder communication roadmap?	✓	

# 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 5C strategy that was presented in Forum 13: Continuous improvement, Calibration, Compliance, Competence, and Culture and leadership.

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- Use your corporate colours and typography in the text and visuals
- Aim for a clear&simple message
- Define your slogan

Worldwide competition on the 26th of April to create awareness and activate employees on the celebration day for Safety & Health at Work.



# SECOND STEP: SKILLS – *Practical tools*

**HEINEKEN** **ARISO** Accident Reporting Investigation Software

## COMMUNICATION AND TRAINING TOOLKIT

- Posters
- Toolbox Talk
- Training Presentations
- User Template
- ARISO Guideline
- ARISO User Manual
- Word Template for offline ARISO reporting
- Tutorial



### 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.

**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, Canteen, National Insurance Board, the Ministry of Health, Kevi n Bell (Bahamas Emergency Safety Education Consultant), Local Vendors (e.g. Nassau Agencies, Symmetry Dietary, CJ Fruits and Vegetables), HollisSpa, Advanced Medical Clinic and Total Fitness Gym.
- ▶ **External for filming:** Digitized Foto Xtraonline (Videographer/Photographer) and NB-12 (broadcasting network).



**JUDGE**

"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 real need to improve the H&S performance of the company. Change begins with the acknowledgement that the present situation is not good and needs improvement! A compliment for the openness about this issue. The fact that this event was mandatory for 100% of staff is very strong. That underlines the importance of this topic. I believe that CBL struck the best balance between both health and safety. Both topics got plenty of attention. And finally I would like to notice the high level of "feel-good". CBL proved that H&S can be something very positive and engaging for every one involved.

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

**WINNER**

"We are very proud that we won this competition. We were very satisfied with the organized event at CBL and are very glad that the jury shares our enthusiasm and appreciates our efforts. It's really great that a small OpCo like us also has a chance to stand out in a competition like this."

Rami dan Broeder,  
Brewery Manager

# SECOND STEP: SKILLS – Use of media



INTRODUCTION

Message from...  
**Jan Derck van Karnebeek**



I put safety on the agenda  
in every meeting

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 13, 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

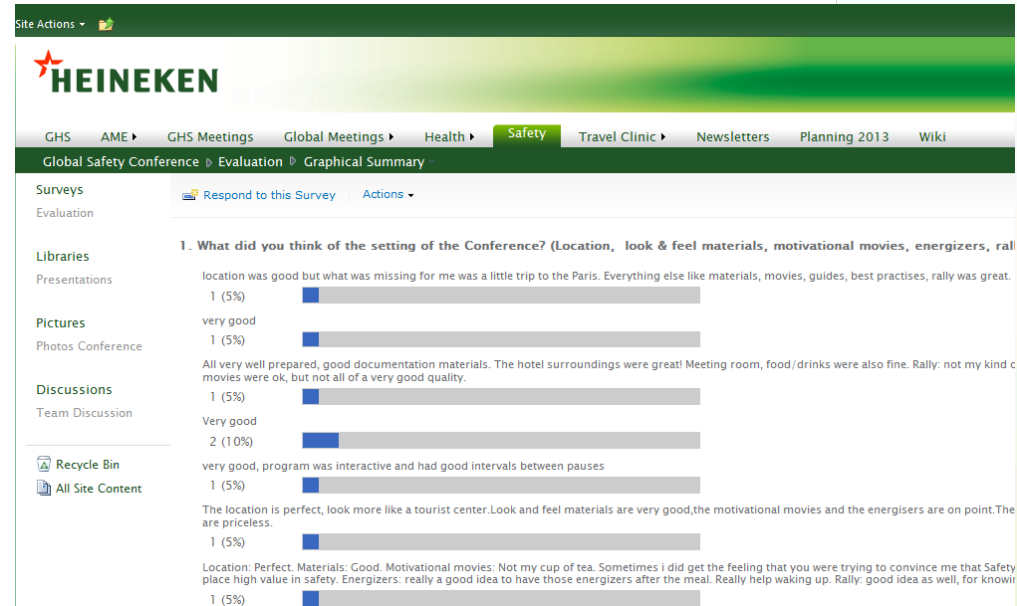
**World Safety & Health Day 2013**  
**Celebration on Friday 26 April**  
**Join the world-wide competition & organize an event**

Send in your nomination  
 form before the 16<sup>th</sup> of April  
 &  
 Enter the challenge!



# 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



## Did you enjoy the read?

Do you have any suggestions or feedback?  
Or would you like to contribute to the next H&S MATTERS?  
**Please let us know your ideas!**

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