

# Tools for Vision Zero to come true – Information is the key

**International Conference: Vision Zero in Construction Industry**  
11 September 2019, Moscow, Russia

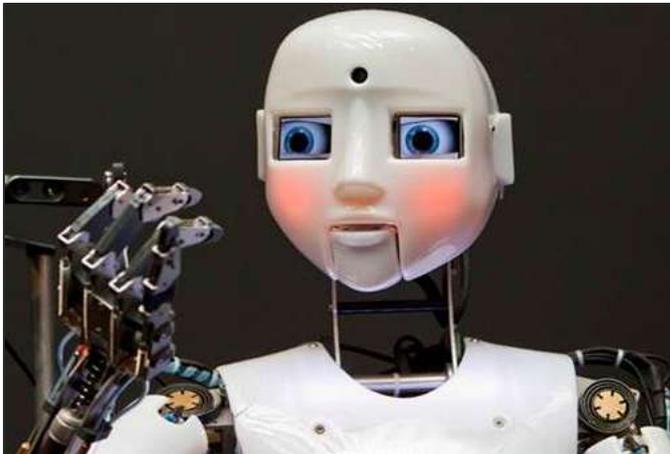
Dr. Sven Timm - ISSA Information

International Conference: Vision Zero in Construction Industry, Moscow, Russia

# Important Megatrends

## Technological and Economical Changes

- automation
- robotics
- digitalisation
- globalisation
- financial/economic crisis
- ...



## External Social Changes

- increasing diversity/migration
- strive for sustainability (SDGs)
- work-life-balance
- internationalisation as well as protectionism
- ...

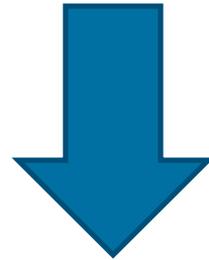


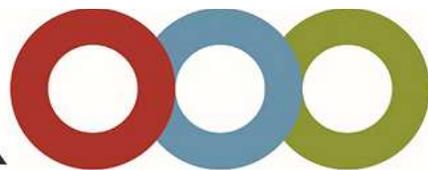
## Societal Challenges

- demographic change
- youth unemployment
- lack of skilled workers
- ...



**A strategy is needed  
covering OLD and NEW risks and loads as well  
as joining all!**



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Safety.Health.Wellbeing.



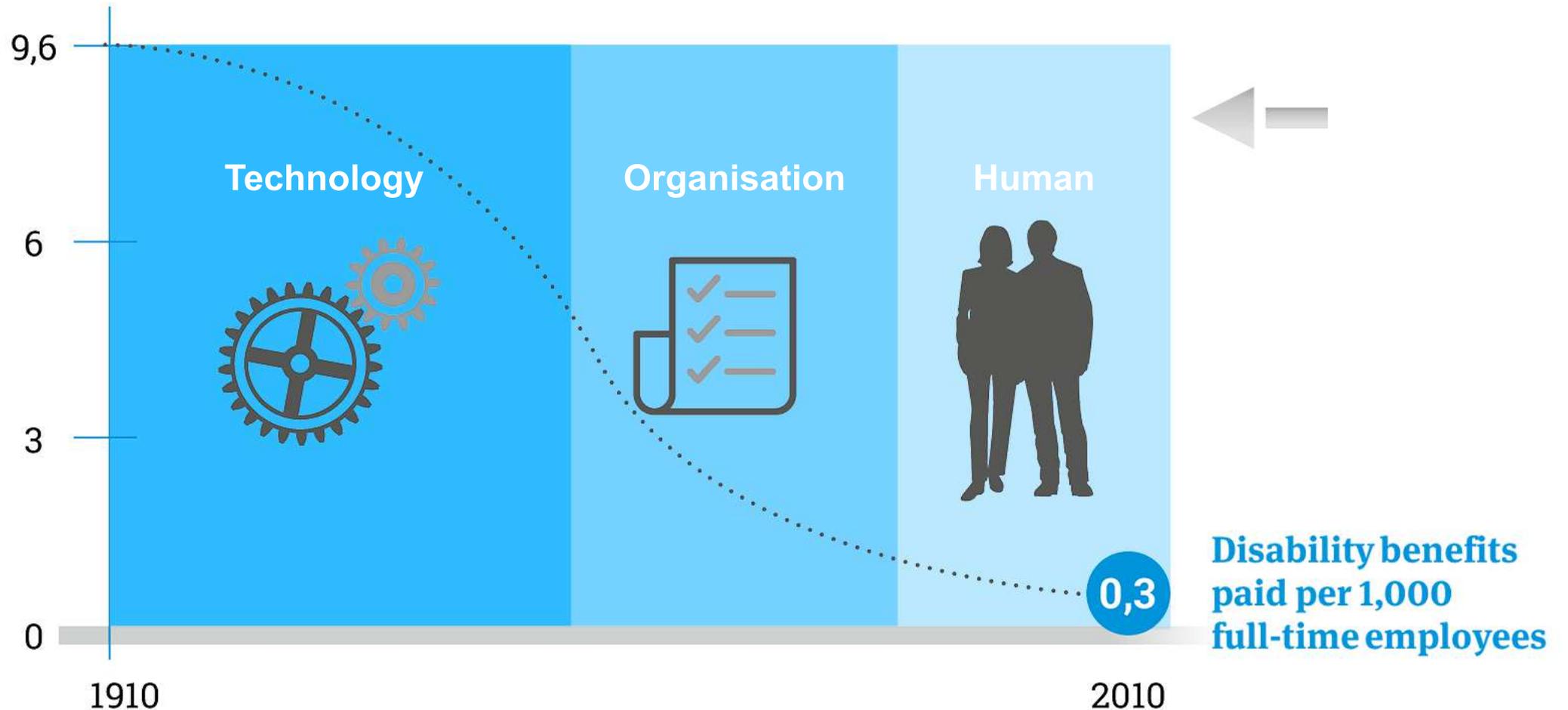
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# Why to establish and implement a Prevention Culture?



# From Safety Culture to Prevention Culture: focussing on people

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- **Supervision and regulation** are no longer the only solution
- **Health and safety as an integral part of life** and lifestyle – so for work and (private) life
- **Invite and commit people to join**
- **Promote a preventive work safety and health culture** for a safe and healthy enterprise or organization -> **Information & Communication**

# Tools for Occupational Safety and Health: Prevention Services

- inspection
- set of coherent rules and regulations
- (obligatory) assessment of accidents & diseases
- consultation (incident driven and on request)
- supervision by occupational physicians and OSH professionals
- incentive systems (financial and rewarding)
- testing and certification
- qualification: education and training (>350,000 part./year)
- research, development and pilot projects
- **information and consultation**





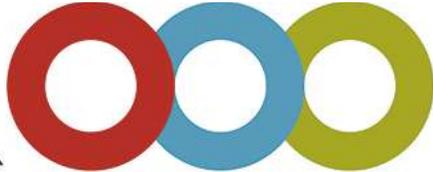
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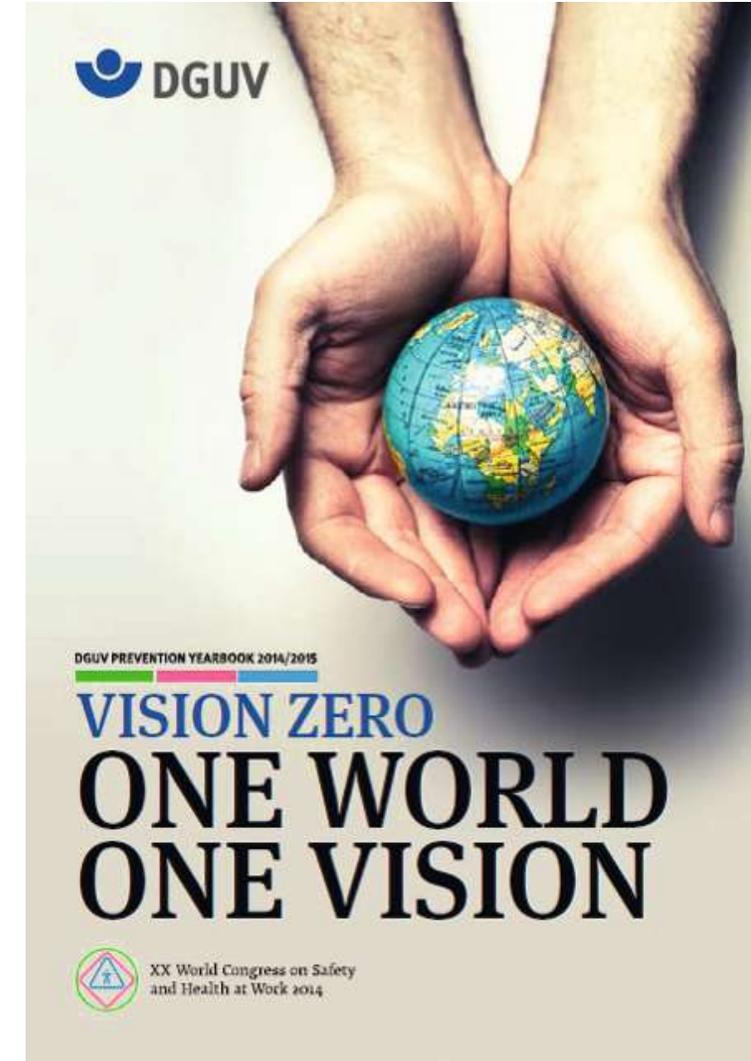
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**Campaigning – a very powerful  
communication and  
information tool on the way to**

**VISION ZERO** 

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# Information and communication - **campaigning**

## Key objectives of safety and health campaigns

- **raise awareness** for the problem
- **provide information** and practical solutions
- **increase** the workforce's **knowledge** of relevant legislation and good practice
- **create emotional factors** to challenge active participation, the willingness to change dangerous behaviour
- **motivate partner organisations** to attain maximum diffusion of campaign topics
- finally **change behavior** sustainable

# Toolbox

**Campaigning -  
Information - Participation**

**VISION ZERO** 

# VISION ZERO

## Guide with 7 „Golden Rules“



**1 Take leadership - demonstrate commitment**

**Be a leader - wave the flag! Your conduct as a leader is decisive for the success or failure of safety and health in your company.**

Every employee, every executive and every manager is responsible for safety and health in their enterprise. The quality of leadership not only determines how safety and health are practiced in the enterprise, but also how attractive, successful and sustainable it will be. Leadership demands open communication and a clear management culture. Good leadership is exhibited for example by predictability, consistency and attentiveness.

Executives and managers are role models: they lead by example. They establish the rules, and they follow the rules. They make sure that everyone knows the rules and that they are followed. Violations of the rules need to be addressed immediately - "ask it though". Pointing out hazardous conditions is to be rewarded. What managers do, tolerate and demand sets the standard for other employees.

**How do things look in your enterprise?**

Individual Rating	Overall Rating
<b>1 Importance of safety and health, the standards and values as a role model for his employees and managers.</b>	
I am responsible for the safety and health of my employees. I am aware of this and accept this responsibility.	○○○○
I have established and communicated personal safety and health objectives (mission statement, principles).	○○○○
Safety and health take precedence for me - in case of doubt I say "stop".	○○○○
Safety and health is always the first item on the agenda in all meetings of my enterprise.	○○○○
I am aware that I serve as a role model. I follow the rules and use personal protective equipment. When I can unsafe actions, I intervene immediately and talk to the person involved.	○○○○
I extend training opportunities on occupational safety and health (OSH) for leaders and obtain current information.	○○○○
<b>2 The importance of safety and health (OSH) for employees is emphasized in every last detail of work.</b>	
We have clear rules for working safely.	○○○○
I make sure that every employee knows the rules.	○○○○
I discuss safety and health matters with my employees.	○○○○
My employees always know who is responsible and in charge.	○○○○
I collect feedback from my employees to determine whether I live up to my function as a role model.	○○○○
<b>3 I act consistently and live according to the importance of safety and health in every detail of my enterprise.</b>	
Before anyone in my enterprise assumes management responsibilities, he or she attends an OSH leadership seminar.	○○○○
My managers know how important occupational safety is to me. Rules are followed closely by all employees and managers.	○○○○
I praise correct actions and consistently address misconduct. I do not tolerate disorder or negligence at the workplace.	○○○○
I also emphasize the importance of occupational safety and health in the enterprise to our contractors, companies we work with, suppliers and customers.	○○○○
<b>4 I ensure that safety and health are not the only priority.</b>	
My employees have sufficient time to do their work carefully and safely.	○○○○
My employees know their right and duty to stop work if it cannot be done safely.	○○○○
I and my managers regularly verify that safe work practices are followed. For example in the course of safety inspections, safety audits, crisis audits and according to the principle of dual control.	○○○○
I make sure that adequate means and a financial budget are provided for safety and health.	○○○○





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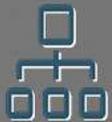
1 Take leadership – demonstrate commitment



2 Identify hazards – control risks



3 Define targets – develop programmes



4 Ensure a safe and sound management system – be well-organized



5 Ensure safety and health in machines, equipment, material and workplaces



6 Improve qualifications – develop competence



7 Invest in people – motivate by participation

**Information is crucial!**



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# The VISION ZERO guide



Experience from  
1000 Authors!

➤ 700 Employers,  
Managers & OSH  
Experts

➤ 300 Labour  
Inspectors



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# The VISION ZERO guide: 12+ languages!

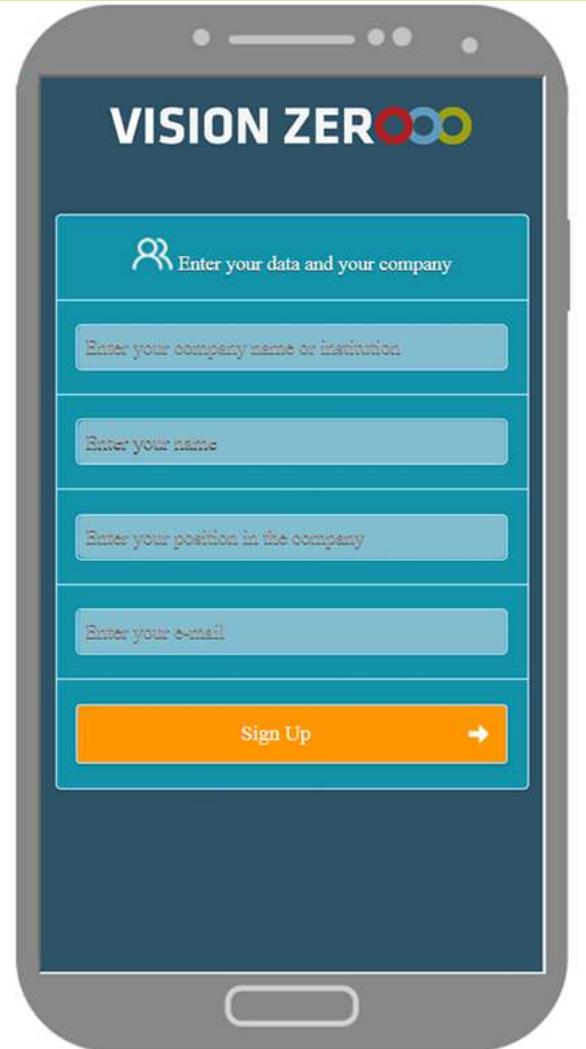




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# The VISION ZERO App

(IOS & Android)



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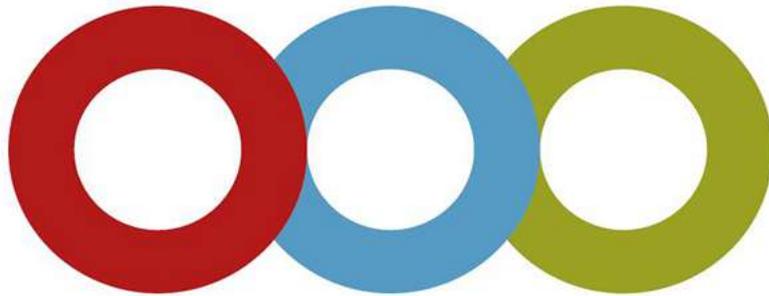
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# VISION ZERO training guide

## VISION ZERO

### Training Guide



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Safety.Health.Wellbeing.

developed by



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ISSA Vision Zero Training

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#### Seminar:

#### Introduction

The Vision Zero Training Guide has been developed by the ISSA's International Section on Education and Training for Prevention with major contributions from other ISSA Sections.

This guide for trainers offers guidance to help you facilitate a seminar on Vision Zero with a participatory approach. It proposes a flexible methodology which can be adapted to suit the needs and demands of your audience, country, organisation, and industry.

With the help of this guide, you will be able to facilitate a session where the participants can understand and discuss the following:

- Vision Zero as a prevention strategy
- 7 Golden Rules of Vision Zero
- Vision Zero Guide
- Benefits of Vision Zero
- ISSA's Vision Zero Tools
- Self-reflection and self-check about personal situation
- Implementation of measures and good practice from real organisations

Trainers are recommended to have a clear understanding and feel confident in explaining the first four elements above, before delivering sessions on Vision Zero.

The guide also provides you with suggestions and links to supporting documents which can be used in preparation for and during the sessions.

The expected outcome is for trainers to confidently facilitate sessions about Vision Zero, where participants will be able to recognise Vision Zero as a beneficial prevention strategy for their organisations, and to develop their own Vision Zero action plan.

Please visit [www.visionzero.global](http://www.visionzero.global) to access supporting documents, case studies and further information on Vision Zero.



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Napo is co-produced by a European Consortium:



# VISION ZERO videos

[www.mediainprevention.org](http://www.mediainprevention.org)



# www.visionzero.global

VISION ZERO 

key source of information

VISION ZERO 

Safety. Health. Wellbeing.

Vision Zero is based on the belief that all accidents, diseases and harm at work are preventable and on the commitment of Vision Zero Companies and Partners to promote the three core values of this campaign: Safety.Health.Wellbeing. Importantly the Vision Zero approach is flexible. One can focus on health, on safety or on well-being issues depending on what is most relevant. With this flexibility Vision Zero is of benefit for all, for governments and health and safety organizations in any part of the world and for companies of any industry and any scale. The roadmap towards Vision Zero is formed by "Seven Golden Rules" based on successful, practical management concepts.

About the campaign →



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VISION ZERO 

## JOIN US

Join the Vision Zero Campaign

You can take part in a global effort to:

- To improve safety, health and well-being at work
- To prevent accidents, diseases and harm

- Vision Zero Partner Organisations
- Vision Zero Trainers

Together we can shape a world of work without accidents, diseases and harm.

Together we can make Vision Zero a reality - Learn what you can do.

- Testimonials
- Vision Zero Companies & Partners
- Become a Vision Zero Trainer
- Resources

**Be part of it!**

# www.visionzero.global

VISION ZERO > Join us

## TAKE ACTION

Become part of the Vision Zero community! By signing up, you will have access to exclusive downloadable content and you will receive our updates and other information.

Sign up here to the pledge

Company / Organization \*

Type

- None -

The companies Vision Zero seek to apply internally the 7 golden rules to improve safety, health and welfare of their employees. Vision Zero partners apply the 7 Golden Rules and share the Vision Zero message with their networks, local administrations and businesses to adopt its approach.

Country \*

- Select -

First Name \*

Last Name \*

Email \*

Website



<http://visionzero.global/join-us>

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# International Return on Prevention (RoP)



(result from a study conducted by DGUV and ISSA in 24 countries: Calculating the International Return on Prevention for Companies: Costs and Benefits of Investments in Occupational Safety and Health)

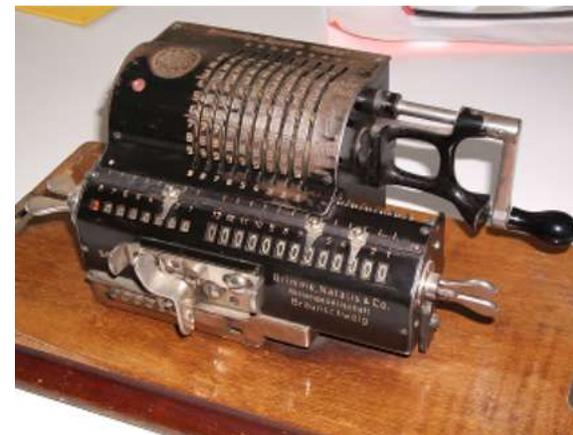
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# SUCCESS: Return on Prevention

(Results of an ISSA research project)

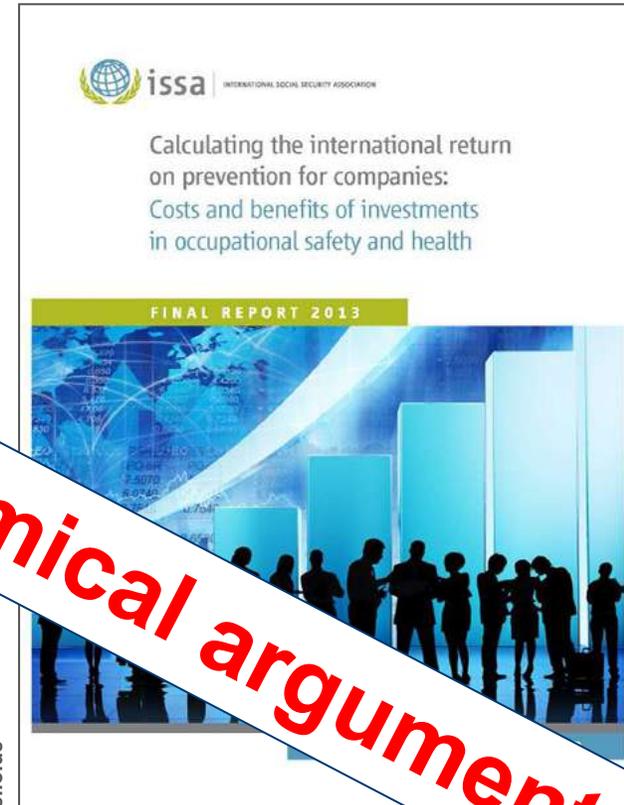
**ROP = 2.20**

Each Euro/Dollar/Rupee invested in OSH generates a potential for increased commercial success of 2.20 Euro/Dollar/Rupee



Karl-Heinz Laube – pixelio.de

**economical argument**



# Vision Zero is flexible: All **settings, cultures and mindsets** should be respected

- different initial situations => different “mindsets on prevention”
- taking into account the cultural background of the respective group or the society
  - all “objective”, rational as well as emotional aspects might be suitable
  - cultural and societal habits and manners have to be analysed - key for information approach
- elaborate flexible and tailor-made approaches (e.g. using suitable Social Media for younger target groups...)





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[www.visionzero.global](http://www.visionzero.global)

**Thank you for your attention.**

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