

AIGA 2008 MEETING

Product Vehicle Safety & Accident Prevention



Asia Industrial
Gases Association



FMM MIGMA

Co-organiser:

FMM Malaysian Industrial Gases Manufacturers Group

Driver Behavioural Safety

Challenges of applying traditional Behavioural Safety Processes to Transport Operations

Yousuf Husain Mirza

The Linde Group

RBU South and East Asia

Objectives of Behavioural Safety

To deliver a step change in SHEQ culture and behaviours within The Linde Group

As an integral part of the Group SHEQ strategy:

- support the achievement of the short term target set by the Executive Board to reduce the Lost Time Injury Rate (LTIR) to half the current level in the next 3 years (by end 2009)
- in the medium term for The Linde Group to be recognised as being Leading. in SHEQ, both internally and externally
- support the drive towards the strategic vision for SHEQ:
“At The Linde Group, we do not want to harm people or the environment”

Key Elements of Behavioral Safety program

A behavioural programme incorporates the following key elements

- Visible, felt leadership
- Policy understanding and implementation
- A zero injury / incident goal
- A belief that all injuries and incidents are preventable
- Stretching goals and objectives
- Consistent consequence management
- Communication improvements
- Performance metrics linked to variable compensation
- Near miss reporting
- Safety as a condition of employment
- Safety isn't 100% of your time - it's 100% of your behaviour 100% of time

Visible Leadership

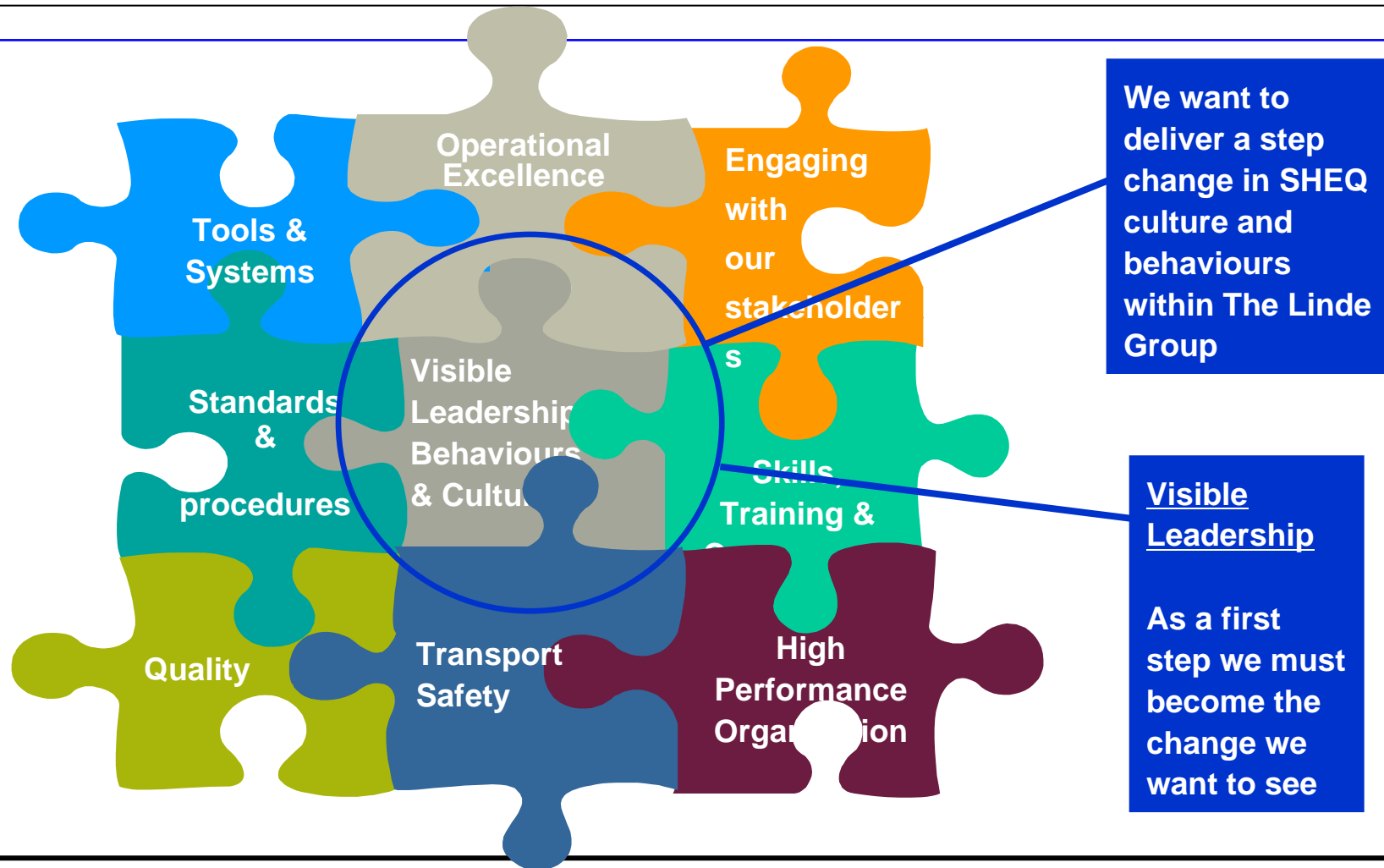
“As an organisation, one of our corporate values is to be Leading. This very simply means we want to create the world’s leading gases and engineering company. But to be truly Leading, we also need to have a company that is committed to the safety, health and security of all people, and also one that really cares for the environment.”

“Our vision for SHEQ in The Linde Group is that we do not want to harm people or the environment. This has to be our aim from both a moral and human perspective, but also it’s an absolute pre-requisite for the long-term sustainability of our business.”

Professor Dr Wolfgang Reitzle



Key Strategic Priorities for Safety



Benefits of Behavioural Safety Program

Reduction in injuries, incidents and lagging indicators over time

Improved employee involvement and engagement

Improved hazard awareness of all employees

Improved team work and communication

Spin-off benefits in quality, productivity and service

A key tool in development of an interdependent safety culture at the site