



Global Supply Chain and Global Leaf Safety Acceleration Project

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The slide features decorative diagonal stripes. A series of teal stripes runs horizontally across the middle of the slide. On the right side, a series of parallel diagonal stripes runs from the bottom left towards the top right, alternating between teal and lime green colors.

Wesafe

Safety | Because it Matters

Presentation Content

Safety Acceleration project

- ✓ Strategy: three-pillar approach
- ✓ Internal communication: from informing to engaging
- ✓ Evolving towards a safety culture: support tools

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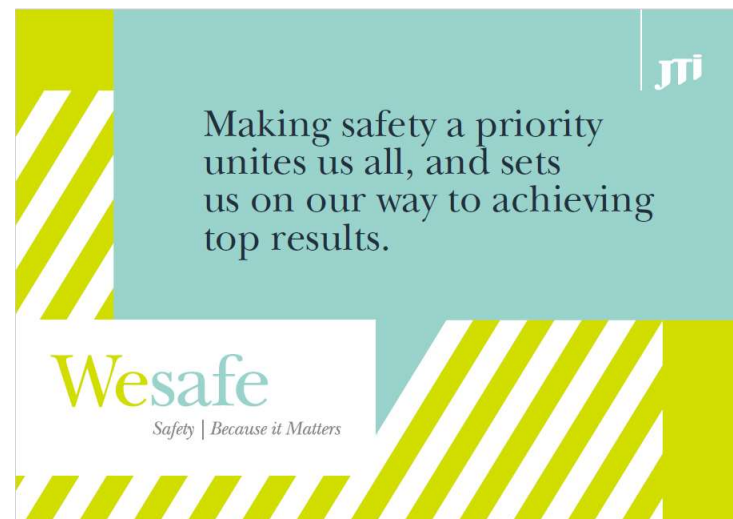
Wesafe concept

New safety program, launched in April 2017

Step change: safety program targets employee ownership, as well as a mindset and behavior change.



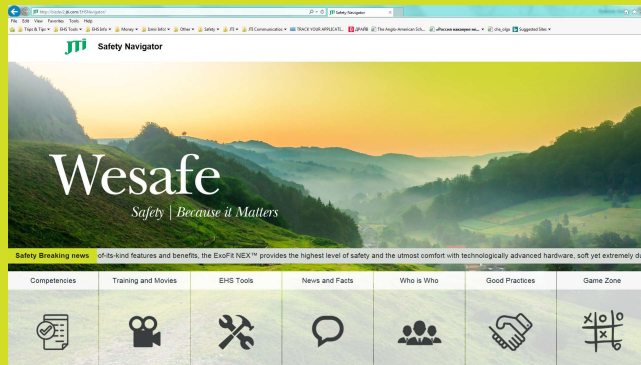
The name of the program combines the words “**We**” – because our employees and business are the center of our attention – and “**Safe**” – because ensuring safety is the basis of everything we do at JTI.



Safety Acceleration Project

Three-pillar approach

Base enhancement



We improved our existent base. Incorporated an online EHS navigation tool with a search engine to find all SAFETY related topics and provide direct contacts to Safety Experts worldwide.

Advertisement



Safety is managed through a long-term advertising campaign that aims to change employee behaviors to ensure safety remains top-of-mind during day-to-day activities.

Consequences



We focus on the consequences for performance and non performance



Internal communications

Internal communication

From informing to engaging

At the heart of the Wesafe Program is the **3V Standard**

Develop effective and impactful communication, while considering culture, lifestyle and insights



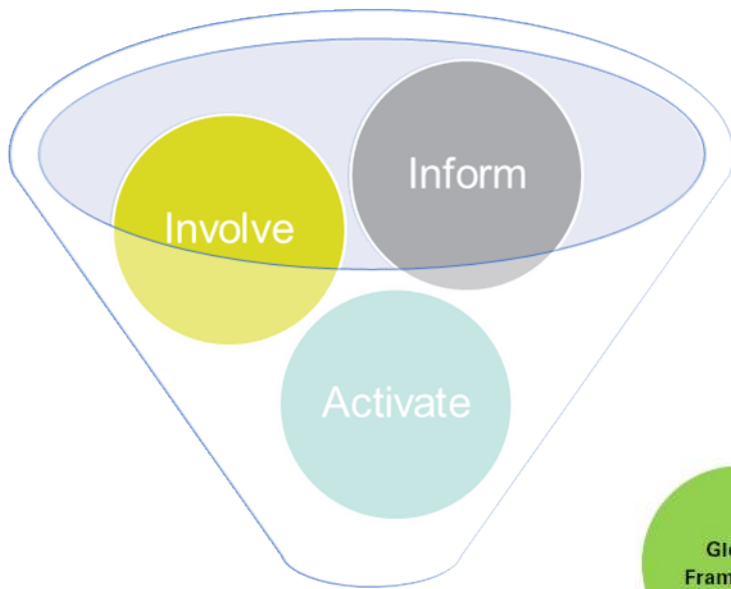
Take trends in global advertising as a benchmark to run our safety acceleration program

Ensure communication remains fresh and dynamic through a long-term yet flexible plan

Internal communication

From informing to engaging

IIA Funnel approach



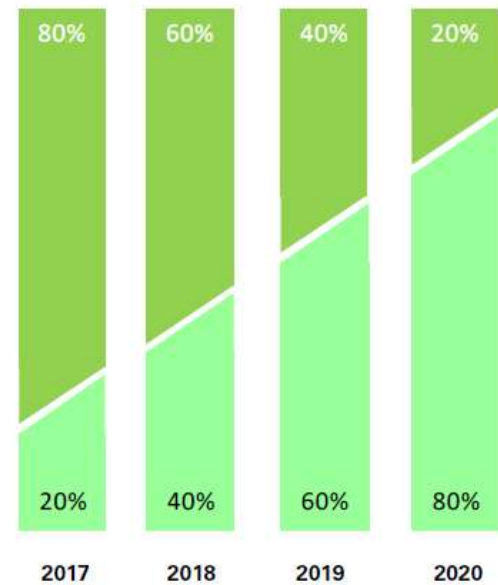
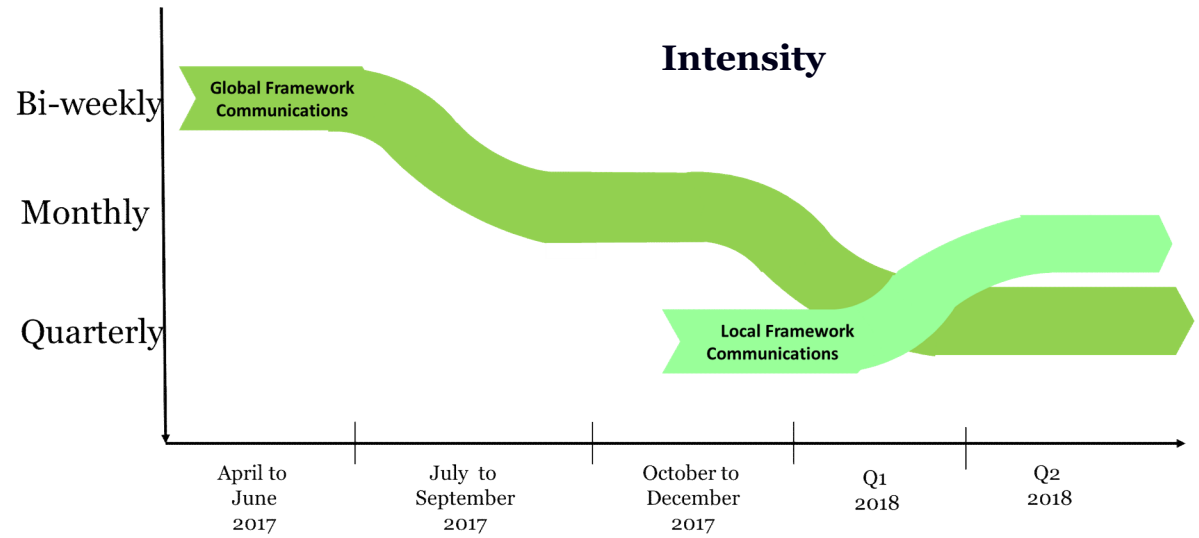
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“One fits all” approach
All kinds of campaigns
All materials to be adapted – translated & produced locally



Communications based on surveys, diagnostic and local tactic
All kind of campaigns
Local creation and production



Framework split

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Communication activities to date

Communication Wave 1



- ✓ Wesafe Newsletter Manifest
- ✓ Wesafe Introduction posters and animation

Communication Wave 3



- ✓ Top Management second video & Newsletter
- ✓ Golden Safety Rules posters & animation

Communication Wave 2



- ✓ Top management first video & Newsletter
- ✓ Wesafe key initiatives posters
- ✓ Wesafe Explorer Video

Communication Wave 4



- ✓ Golden Safety Rules Newsletter
- ✓ "Your safety is your choice" posters

“Your safety is your choice”

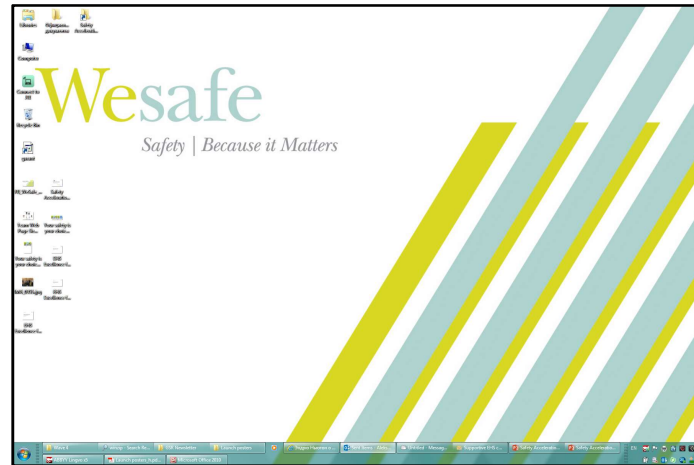


Supportive communication materials

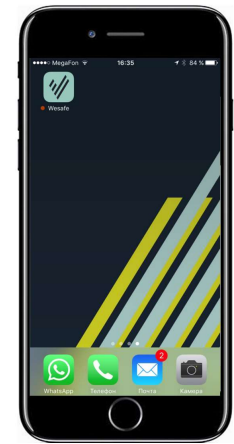
Wesafe Slogan book



Desktop wallpaper



Mobile phones wallpaper



Safety Alert notification



Visitors Safety Rules card and booklet



Wesafe Ambient



Global roll-out: examples from across all JTI locations



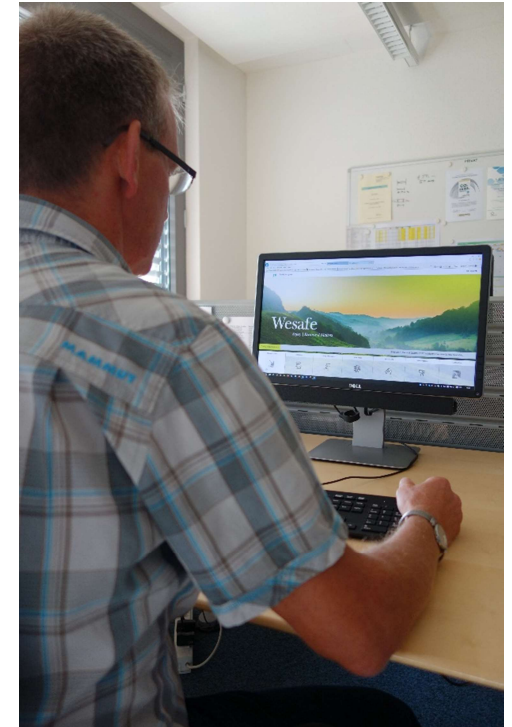
Global roll-out: examples from across all JTI locations



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Global roll-out: examples from across all JTI locations



Evolving towards a safety culture: support tools



Golden Safety Rules

Golden safety rules

- Never perform a task which you are not trained or authorized to do.
- Always understand the risks associated with a task and how to avoid the risks. If the task or circumstances change stop immediately and reassess the risks.
- Never tolerate unsafe acts or unsafe conditions, report all incidents, near misses or anything that you think could be unsafe.
- Operate a machine or piece of equipment only if all safety features are in place and functioning correctly. In the event where safety features need to be bypassed alternative measures and approval must be taken to ensure safety.
- Never start work at height when there is a risk of injury from falling without implementing fall prevention or fall protection measures.
- Ensure that tools and equipment are appropriate and safe for the job being carried out.
- Before commencing maintenance or servicing work ensure that all energy sources that can cause you harm have been isolated at the source with lock-out / tag-out and energy released.
- Make sure that only approved chemicals are brought onto site and that you know how to use, handle, store, and dispose of chemicals or hazardous substances.
- All drivers and passengers must wear seatbelts at all times in a moving vehicle. When driving a vehicle comply with all traffic rules and speed limits.
- Always wear appropriate clothing and footwear, and use required personal protective equipment.

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The Golden Safety Rules were developed based on experience gained in the company over many years and all over the world.

By carefully investigating all incidents, we identified potentially dangerous situations.

These rules are our response to help reduce risks in the future.





Safety Navigator

One-stop tool for all safety related information



Safety Navigator

The Safety Navigator is one-stop tool for all safety information.

The user-friendly intranet portal is easily accessible to anyone connected to the internal network.

The site is updated regularly with the latest safety solutions and information.

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Safety Ambassadors

Visibility for Safety heroes



Wesafe App

Safety Ambassadors Program - Nomination Form

Submitter GENERAL INFORMATION

Name and Surname: _____
 Position: _____
 Department: _____
 Location: _____
 Submission Date: _____

Candidate Name: _____
 Candidate Surname: _____
 Position: _____
 Department: _____
 Location: _____
 Nomination for Period: _____
 First nomination for the employer? _____

SAFETY LEADERSHIP DRIVERS BY CANDIDATE

Factor	Score	Excellent	Regular	Above
Enforce safety rules	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Report own work by submitting job INNOVATE and direct to supervisor or manager safety suggestions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participate in implementation of safety suggestions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Highlight safety issues to supervisor or manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stop other employees in case of unsafe behavior	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support peers by sharing safe methods of work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

WESAFE LEADERSHIP DRIVERS BY EMPLOYEE

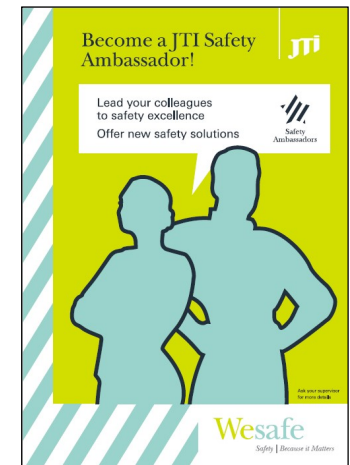
Wesafe App | Wesafe | Safety | Because it Matters

No.	Responsible	Client	Order No.	Order Date	Department	Location	Assigned To	Name	Mobile No.	Phone No.	Status
1
2
3
4
5
6
7
8

Newsletters via e-mail and information boards



Posters of the Safety Ambassadors



Quarterly review of input from EHS Lead and preparation of the Special meeting with Management Team



List of the employees who were selected as "Safety Ambassador"



Safety Ambassadors Board



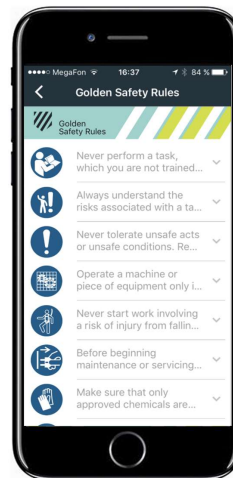
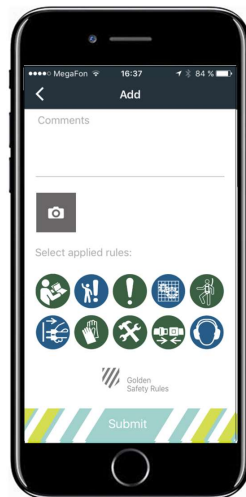
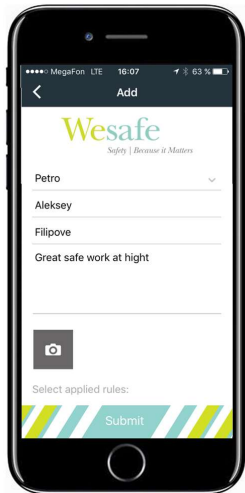
Wesafe Application

General concept

The Wesafe iOS application was developed as an easy tool to actively **involve Top Management** from each location in the Safety Ambassadors program.

The application is designed to capture employees' safety accomplishments during **regular shop floor tours**.

The application includes a clear link with the **Golden Safety Rules** to ensure an enhanced management focus on these rules.



- ✓ 30+ production facilities
 - ✓ 25+ countries
 - ✓ 4 continents
- ✓ 12000+ Employees

Enterprising
Open
Challenging