

VISION ZERO has arrived in Europe

Just a few weeks after the global Vision Zero campaign was introduced at the XXI World Congress on Safety and Health at Work 2017 in Singapore, ISSA's new approach is starting to spread around the world. 220 prevention experts joined the official European campaign launch at the A+A Congress and Trade Show for Occupational Safety and Health in Düsseldorf, Germany, 17 October 2017, creating another milestone for the strategy's spread across the world. Lufthansa's Captain Manfred Müller introduced the inspiring example of mastering risks at a Gold Standard Level in his keynote.

From Singapore to Düsseldorf

ISSA's President Dr. Joachim Breuer and Secretary General Hans-Horst Konkolewsky explained the aims and steps of the groundbreaking joint action of their international organization with its vast network around the world. Ho Siong Hin of Singapore's Ministry of Manpower shared impressions from the World Congress in Singapore, an event he offered successfully to 3,700 international prevention experts, opening a mindset for a new quality level of prevention and a joint approach across stakeholders, throughout the world.

Achieve the Gold Standard: Focus on people

Keynote speaker and Vision Zero-Ambassador Manfred Müller gave an impressive insight into what is possible and what needs to be the ambitious aim when dealing with safety. As Head of Flight Safety Research at German flight carrier Lufthansa, he compared risk perception in self-controlled and externally controlled environments. Mr. Müller showed how Lufthansa's steps led to outstanding safety results, multiple times better than the industry average or even intensive medicine. Tolerate the fact that human errors occur, was his message, and establish a team setting based on a culture of communication and redundancy. In another model of Good Practice, Cpt. Müller showed how a reporting system is used to gain insight into unsafe conditions, invisible to traditional safety reporting and delivering valuable information for prevention.

How to disseminate the 7 Golden Rules?

How to get "From Vision to Strategy?" was the focus of a podium discussion by stakeholders, including the business owner's point of view.

What led ISSA Mining's Helmut Ehnes to the concept of VISION ZERO as a prevention strategy and the 7 Golden Rules for implementation at the company level? Why is this the right approach globally? Mr. Ehnes stated

- Because it is a practical, common sense approach;
- Because it involves all stakeholders, creating a common frame for businesses, managers, employees, labor inspectors, organizations, unions, government institutions;
- Because it is an emotional approach leading to the required mindset for true success in prevention;

- Because there is no acceptable alternative to “zero harm” – how many fatalities would be okay?

Helmut Ehnes emphasized, that the main reason for the campaign and its approach is, that everybody wants to return safe and healthy from his work back home every day. He described in detail the measures taken by the German Social Accident Insurance institution for raw materials and chemical industry (BGRCI – <https://www.bgrci.de/praevention/vision-zero>).

The talk was followed by Gisela Derrick, Secretary General of ISSA’s Education & Training Section and Global Engagement Adviser at IOSH: “I think we all agree that it’s important that Vision Zero is brought to life by moving from theory to practice – it is why we are here, right?”, she asked, and explained the VISION ZERO training concept, developed as an open and agile tool with practical applicability. As a guide for experienced and accredited OSH trainers committed to Vision Zero, the material is available to accredited trainers at www.visionzero.global.

Disseminate and motivate: ISSA's Prevention Sections

The ISSA Sections Mining, Construction and Transportation shared their views and recommendations on Vision Zero and the 7 Golden Rules. Martina Hesse-Spötter, Chairperson of Special Commission on Prevention, which leads ISSA’s 13 Prevention Sections (www.mediainprevention.org), emphasized the importance of video and multimedia in order to broker the core messages of the Vision Zero strategy to the different kinds of target audiences.

Best Practice to go from the heart of the industry

The European Vision Zero launch was conducted in a package with the awarding of the 2017 German Occupational Safety and Health Award, offering Best Practice solutions as a bonus to the attendees. Nominees received the awards live on stage, awarded in the categories technical and organizational prevention solutions for large companies and SMEs alike.

Among them was German coal mining operator RAG, winning with their integrative prevention campaign in the challenging phase-out process.

"From Vision to Operation"

The “Düsseldorf Round Table” concluded the remarkable event.

In the discussion round of experts from the construction, mining and the transportation sector together with representatives of companies it was clearly stated by Christian Felten, Secretary General of the Transportation Section, that “The 7 Golden Rules have to be differentiated and adapted to needs of the sectors. This is especially important for approaching small and medium sized companies. The most important aspect in the transportation sector are fault-tolerating systems!”. When talking about the causes of accidents, traffic is playing an important role. In implementing the Vision Zero strategy successfully within this sector a big part of the accident occurrence could be avoided. Vision Zero was first used in the road safety sector in Sweden in the 1990ies. In the transportation sector are already subareas in which the zero was nearly reached or is strived for, as it is the situation in the aviation sector. All sectors can learn a lot from the processes introduced by the aviation industry: Why not training bus drivers, waste collectors etc. as good and extensive as pilots and cabin crews? Are fatalities and injuries more acceptable within these sectors? This thinking is not acceptable anywhere.

The representative of the construction sector, Karl-Heinz Noetel, stated that experience with numerous conferences, courses and workshops also with OSH experts, workers and employers from developing countries clearly showed, that the concept of the Vision Zero strategy is easy to understand even in environments where safety and health are not yet as important as they should be. And that the application of the 7 Golden Rules can be adapted to the individual needs of sectors and companies without losing the core content. Chimney sweeper representative Markus Wanck as a representative of a typical small sized enterprise claimed good practice examples especially for SMEs.