



SIJ - Slovenian Steel Group d.d.

Award: Safety

Category: Accident analysis, Safety training, Skill training

“Working safely, staying healthy” - employee awareness health and safety

Challenge

1. DEFINING THE PROBLEM OR

OPPORTUNITY

A. CIRCUMSTANCES/WIDER IMAGE OF THE PROJECT

In the SIJ Group we produce steel and steel final products with a total 3,100 employees – 70% of employees work in a demanding working environment.

While the SIJ Group is noticing a gradual decrease in the number of accidents and sick leaves in recent years, we registered over 160 accidents in the Metallurgical Division in 2015.

B. AN OPPORTUNITY FOR COMMUNICATION SUPPORT

We started a communication campaign aimed at raising employee awareness on health and safety “Working safely, staying healthy” at key metallurgical companies with 2,550 employees in 2016 and continue it in 2017.

The communication goals of the campaign are in line with the business goals.

Long-term goals of the SIJ Group

Ensuring health and safety and reducing the consumption of financial means of the SIJ Group for covering sick leave expenses and settlement claims for work accidents, to achieve:

- a) 0 work place accidents → we will reach them gradually year after year
- b) a 6% sick leave on the overall level of the Metallurgical Division of the SIJ Group.

Communication goals of the campaign

- a) Raising employee awareness on the importance of health and safety: directly or indirectly include at least 75% (2,550) employees from companies cooperated in the campaign.
- b) Provide communication support for systematic measures aimed at improving health and safety in 2016 and 2017, thereby raising

employee awareness on the necessity of performing these activities.

- c) Raising the awareness of leaders, who can have a vital contribution to the reduction of sick leaves and the lowering of the number of workplace accidents.
- d) Raising awareness for the most common causes of workplace accidents and how to avoid them.

The 2016 campaign concluded on 22 March 2017 and 16 March 2018.

C. CHALLENGE: preparing a uniform communication campaign that will be suitable for all companies, the various natures of their production facilities, various systemic measures/activities, etc.

2. RESEARCH

- A. Examining and analysing companies' statistical reports on workplace accidents
- B. Examining and analysing the indicators of sick leave.
- C. Examining and preparing a set of individual



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systematic measures and activities for individual companies which would be accelerated via the communication campaign:

a) **A Minute for Safety:** a formally prescribed 5-step procedure carried out by each production shift before going to work to ensure workplace safety. It is headed by the shift foreman.

Pre-campaign status: not all shifts are performing it regularly and correctly.

b) **Innovative suggestions:** each employee may at any time give an innovative suggestion for implementing improvements in the production processes, work processes, new ideas, etc.

Pre-campaign status: few suggestions given for the improvement of occupational health and safety

c) **Systematic monitoring of workplace accidents:** monitoring the indicators for individual companies.

Pre-campaign status: reports were available to all heads of production shops, the director of production, and CEO; shift foremen and employees do not know the statistics (even for their own shop).

d) **Instructions for safe work:** a formal internal rule book defining how to work correctly, e.g. working at height, with lifting devices (cranes), hand tools, etc.
Pre-campaign status: prepared as an official document that is not appropriate in shape and form for the employees.

e) **Employee education** on legally prescribed occupational health and safety.
Status: in progress.

f) Adhering to **legal regulations** on health and safety.
Status: in progress.

D. Talking to safety engineers at individual companies on the problems and opportunities in health and safety.

Action

4. Implementing Communication Activities

A) THE HEALTHIEST PRODUCTION SHOP WITH NO WORKPLACE ACCIDENTS

In 19 production shops/programmes in 2016 and

in 24 in 2017 employing just under 2,700 people, we monitored the number and type of workplace accidents and sick leaves on a monthly and quarterly basis. Each month and quarter when a shop achieves 0 workplace accidents and/or their target percentage of sick leave, it is awarded points. We published monthly charts of the best shops, and awarded the best ones each quarter with branded promo material.

To bring the statistical data closer to the employees, we visualised the goals in so-called silhouettes that we placed in the production facilities. We used them to publish the goals for individual shops, a monthly chart, and with each workplace injury, we marked where it occurred on the body on the “human silhouette”, adding to that what had happened and a piece of advice on how to avoid the trauma in the future.

At the end of the year, we declared the winner (one on each location):

- the winning shop in Ravne na Koroškem registered 0 workplace accident during the year, compared to 6 in the year before

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- the winning shop in Jesenice registered 1 workplace accident and did not do worse compared to the previous year

Each shop received a financial award in the sum of the means gathered, which the employees spent how they chose (for a trip and sporting events), while the employees chose where the same amount is to be donated to the local community.



the employees through real examples from the companies, and stories from the managers and employees.

C. POSTERS AND BILLBOARDS

We had posters in the working facilities:

- in 2016: reminding employees to diligently use protective gear and follow rules for safe work. On the posters, we transferred the mindset from home and free time (where it goes without saying that we, for example, wear a helmet when riding a motorbike) to work (where employees sometimes disregard rules on using safety equipment at work).



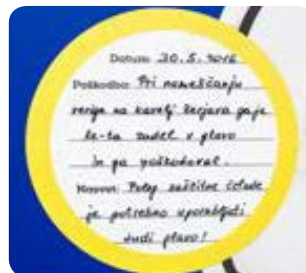
Rewarding ceremonies for the winning production shop

B. WORKSHOPS ON THE IMPORTANCE OF HEALTH AND WORKING SAFELY

We organised 25 workshops in 2016 and 23 in 2017 for the employees, shop managers, management of key companies. The workshops were used to discuss the meaning of health and wellbeing of



Silhouettes in the production shops



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- in 2017: true stories of employees we will present co-workers who were injured in the workplace as ambassadors – the name of the spark was The Shocking Campaign

The posters were launched 4 times during the year in several waves.

In April 2016 and in 2017, the month dedicated to professional health and safety, we also placed billboards in Jesenice and Ravne na Koroškem, which were:

- connected through content with the internal campaign
- still general enough so that the local community unfamiliar with the campaign recognised the billboard as a general



2016 posters: transferring the mindset from home and leisure time

2017 posters: true stories of employees who were injured

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E. OCCUPATIONAL HEALTH AND SAFETY HANDBOOK

To introduce the formal internal rules defining how to properly work at heights, with lifting devices (cranes), hand tools, etc. to existing and especially new employees immediately upon employment, we customised the contents of the rulebook, published it in a convenient format and titled it **ADVICE FOR OCCUPATIONAL HEALTH AND SAFETY**.

In 2016, it was handed out to all heads, and new employees received it at all of the companies.



Advice for occupational health and safety

F. TENDER: SPARKS FOR IMPROVING WORKPLACE HEALTH AND SAFETY

In April, the month dedicated to occupational health and safety, we published an internal tender where we invited employees to give their suggestions.

The subject: How would you encourage your co-workers to take better care of their workplace health and/or safety?

Together we received 122 ideas in 2016 and 44 in 2017 from the employees of the 5 companies' production shops and joint services. We

selected 1 from each company, which has been implemented:

- as part of the internal TV network of the SIJ Group, we launched a counter of accident-free days (see image below); every time a person is injured at a individual company, the counter is reset to 0.



Accident free days counter

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- for the 2017 campaign, we presented co-workers who were injured in the workplace as ambassadors – the name of the spark was The Shocking Campaign; they warn their colleagues to follow the rules of occupational health and safety through photographs of their serious injuries (an amputated leg, head trauma, burns, etc. – real cases listed below) and personal stories
- we placed more healthy snacks (e.g. nuts) instead of candy in a company’s vending machine, etc.



One of the articles in the SIJ employee magazine

H. AOD (DEFIBRILLATORS) AND EMPLOYEE TRAINING ON STEP BY STEP USE OF AN AED

We placed defibrillators in all locations where SIJ Group companies operate that are also available to local communities and invite employees on training how to use use it.



Employee training at Ravne na Koroškem

Outcome

Long-term goals of the SIJ Group

- 0 work place accidents
- a 6% sick leave on the level of the Metallurgical Division of the SIJ Group

Results achieved:
in 2016:

Through the years, we will gradually come close to our long-term goal of 0 workplace accidents,

G. THE CONTENTS OF INTERNAL COMMUNICATION TOOLS

Throughout the year, we used and combined the SIJ Group’s internal communication tools to communicate regarding all activities

- as the main topic of the SIJ corporate magazine, received by 3,400 employees
- as the main thread or a subject of individual sections of the companies’ monthly newsletters

- on bulletin boards (instructions for individual activities, announcements of winners, etc.).

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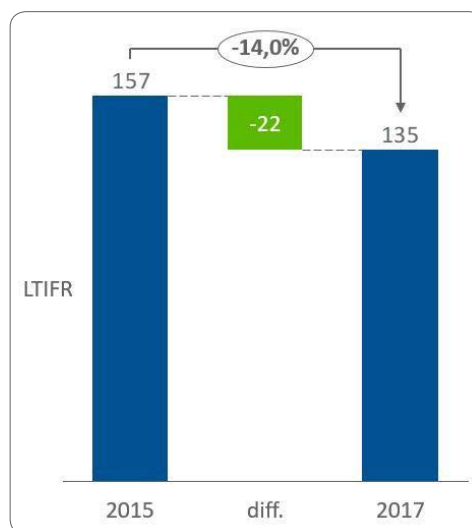
but we are still noticing important short-term milestones, which prove the campaign's effectiveness:

- the second largest metallurgical company, SIJ Metal Ravne, registered the first year that all shops went at least one month accident-free in 20 years
- the winners of the campaign in Ravne na Koroškem registered 0 workplace injuries, compared to 6 the year before
- all 12 shops that we monitored in Jesenice registered at least one accident-free month
- 6 out of 7 production shops in Ravne na Koroškem registered at least one accident-free month

in 2017:

- the winners of the campaign in Jesenice registered 0 workplace injuries, compared to 7 the year before
- the winners of the campaign in Ravne na Koroškem registered 1 workplace injuries, compared to 2 the year before
- 11 out of 12 shops that we monitored in Jesenice registered at least one accident-free

- 11 out of 12 production shops in Ravne na Koroškem registered at least one accident-free month



Decrease in lost time injury frequency rates - during the campaign

Communication goals of the campaign

- a) Raising employee awareness on the importance of occupational health and safety: directly or indirectly include at least 75% (2,550) employees from the 5 companies in the campaign.

Goal achieved:

- 2,700 employees reached through monitoring the goals in the shops through the so-called silhouettes
- 334 employees reached via workshops in 2016 and 390 employees in 2017
- 122 employees reached via sparks in 2016 and 44 in 2017
- etc.

- b) Provide communication support for systematic measures aimed at improving professional health and safety in 2016, thereby raising employee awareness on the necessity of performing these activities. Goal achieved – the communication campaign included all systematic measures and occupational health and safety activities of individual companies and brought them closer to the employees.



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- c) Raising the awareness of leaders, who can have a vital contribution to the reduction of sick leaves and the lowering of the number of workplace accidents. Partially achieved – the heads were included in the Minute for Safety workshops, but raising awareness is a long-term process.

- d) Raising awareness for the most common causes of workplace accidents and how to avoid them. Goal achieved – through the visualisation of workplace accidents and advice for safer work shown on the so-called silhouettes.