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Good Practices in Social Security

Good practice in operation since: Strategy Period 2014-2024

Vision Zero: Zero accidents – Healthy work!

The innovative prevention strategy of the German Social Accident Insurance Institution for the raw materials and chemical industry (BG RCI)

German Social Accident Insurance
Germany

Summary

“Vision Zero: Zero accidents – Healthy work!” is the innovative prevention strategy of the German Social Accident Insurance Institution for the raw materials and chemical industry (BG Rohstoffe und chemische Industrie – BG RCI). This strategy sets out concrete objectives for reducing the risk of accidents and occupational diseases.

This vision can only be realized together if all actors, social partners, and accident insurers recognize health and safety as fundamental values and act responsibly. Successful prevention protects life and ultimately also contributes to the sustainable success of every company.

We support our policyholders and partners with numerous preventive measures in the process of individually implementing Vision Zero. Our services range from comprehensive consultation to lean practical support.

With Vision Zero, we are breaking completely new ground and are national and international pioneers for improved health and safety at work.

The BG RCI is a statutory accident insurance institution in Germany and is responsible for around 32,000 member companies nationwide, employing around 1.4 million people. We advise and support our member companies in all matters related to occupational health and safety.

The issue or challenge

What was the issue or challenge addressed by your good practice? Please provide a short description.

“Vision Zero: Zero accidents – Healthy work!” Our aim is to design the working environment in our member companies in such a way that nobody sustains fatal injuries at work or suffers such serious injuries or illnesses that they cause lifelong health risks. We are convinced that every accident can ultimately be prevented if the right approach is taken in advance. With Vision Zero we are setting a good example and want to spread the “Vision Zero Spirit” both nationally and internationally.

Addressing the challenge

What were the main objectives of the plan or strategy to resolve the issue or challenge? List and briefly describe the main elements of the plan or strategy, focusing especially on their innovative feature(s) and expected or intended effects.

To implement Vision Zero, we have developed seven success factors and appropriate instruments for our member companies. Experience has shown that breaking down preventive steps into seven decisive topic areas is appropriate:

1. Take leadership- demonstrate commitment
2. Identify hazards – control risks
3. Define targets – develop programs

4. Ensure a safety and healthy system – be well organized
5. Ensure safety and health in machines, equipment and workplaces
6. Improve qualifications – develop competence
7. Invest in people – motivate by participation

As a practical aid, we have published a brochure on the seven success factors: “*Vision Zero: Zero accidents – Healthy work!*” – *Guidelines for implementation in companies*. Brief notes in checklist form support the systematic analysis in companies. The success factors and the evaluation matrix include the experiences of successful companies and the ideas of 700 company and in-house experts. We made inquiries about which simple measures provided positive experiences, what works and what is effective. For each success factor, proven practical assistance is suggested. The brochure is available in printed format, as an (interactive) PDF, and as an app.

We have also published a further in-depth guide with relevant checklists and practical examples for each of the seven success factors. The new Vision Zero website www.null-ist-das-ziel.de provides practical aids, good practice examples and further preventive solutions for every success factor.

We want to contribute to Vision Zero by systematically implementing and applying ten measures:

1. Improved analyses highlight priorities

We systematically and regularly identify areas of focus for accidents, occupational diseases, and work-related health hazards that require special preventive action. Special factors, new risks, and current developments are taken into account. Current product developments are the 12 lifesavers for employees and senior managers as well as the eight lifesavers for road safety.

2. Our customers’ needs are key

We continuously adapt our offer to current needs based on regular Vision Zero customer surveys and the analysis of workplace accidents and occupational diseases. We take into account company size, employee and company structure, as well as industry-specific requirements. The structure of our offers must also be clear and comprehensible in order to facilitate the selection of the appropriate product. To this end, we have developed the Vision Zero selection assistant, which delivers search results that meet the needs of our policyholders.

3. Improve the quality of our prevention portfolio in a customer-specific way

Our aim is to perfectly tailor our support offers to our member companies. That is why we regularly ask what the actual need is and how our offers are evaluated. Concrete measures include our Vision Zero customer survey, marketing pilot projects, quality management in the field of qualifications, and a product portfolio management system that is currently under development.

4. Set the right priorities

Future prevention work will focus on current accident and occupational disease analyses, current feedback from policyholders, and emerging risks. The topics “Health at work” and “Mental stress at work” were thus identified at an early stage and appropriate measures to promote health at work were included in our range of preventive measures.

5. Support small and medium-sized enterprises (SMEs)

We pay particular attention to improving the situation in SMEs. SME consulting has a special place in our organization and we cultivate intensive dialog with our partners. In the implementation of our Vision Zero award, SMEs are explicitly identified and receive special attention when addressing the implementation of our various quality seals.

6. Further develop qualifications and competence

We continuously monitor the qualifications and skills of our employees, develop them further, and adapt them to current requirements. In addition, we direct the efforts of our employees in such a way that they are deployed as needed to achieve maximum impact.

7. Demonstrate a presence in the company

Personal advice on site is crucial to our success. We deploy our experts effectively and in line with requirements. We also support our member companies in the organization and implementation of internal safety events, e.g., by lending out our Vision Zero campaign media or by appearing as speakers.

8. Targeted qualification

Our policyholders are challenged to continually broaden their horizons. Our educational institutions offer the ideal conditions for this, and we have made additional resources available in line with demand and expanded them to include special Vision Zero training courses for senior managers.

9. Improve communication

We have worked on making communication with our policyholders faster, more intensive, and more targeted. We are now increasingly offering information in electronic format. The Vision Zero newsletter and the new Vision Zero website are just two examples of this. Currently, seven additional in-depth guides have been developed for the implementation of Vision Zero in the company, which can be downloaded or printed by our policyholders.

10. Expand partnerships – win multipliers

We want Vision Zero to be practiced nationwide (and beyond). To this end, we are working in close collaboration with associations, companies, and other multipliers. On the basis of Vision Zero cooperation agreements, we support each other in achieving the common Vision Zero targets.

Targets to be achieved

What were the quantitative and/or qualitative targets or key performance indicators that were set for the plan or strategy? Please describe briefly.

In the “Vision Zero: Zero accidents – Healthy work!” prevention strategy, we have defined quantitative and qualitative targets to be achieved by 2024. In summary, these targets are as follows:

1. 30 per cent reduction in the risk of occupational accidents;
2. 50 per cent reduction in new occupational accident pension cases;
3. 50 per cent reduction in fatal workplace accidents;
4. Reduction in occupational diseases;
5. Increase in the number of accident-free businesses;

6. Align prevention services closely to needs;
7. Increase the use of prevention services.

Evaluating the results

Has there been an evaluation of the good practice? Please provide data on the impact and outcomes of the good practice by comparing targets vs actual performance, before-and-after indicators, and/or other types of statistics or measurements.

The Vision Zero strategy is a multi-dimensional strategy with targets set for 2024. Therefore, only select interim results can be shown here. Concrete progress statistics, which relate the current data to the target values and/or concern the individual targets, are available for a wide variety of periods.

An extract from our annual statistics on workplace accidents and occupational diseases:

- Absolute:
 - Workplace accidents: 2017 to 2016: -1.9 per cent
 - New accident benefits: 2017 to 2016: -19.1 per cent
 - Fatal workplace accidents: 2017 to 2016: -47.8 per cent
- Relative per 1,000 full-time employees:
 - Workplace accidents: -3.6 per cent
 - New accident benefits: -20.5 per cent
 - Fatal workplace accidents: -48.7 per cent
- Other Vision Zero activities:
 - Cooperations started so far: 43
 - Participation in the Vision Zero Award 2018: 225 submissions
 - Entries for the Vision Zero Trainee Competition: 1,938
 - Participants in the driving safety training program 2017: 4,479
 - Procedures for occupational health and safety management systems/quality seals: approximately 1,600 (2014) to 1,900 (2017) companies
 - Campaign media (exhibits illustrating occupational health and safety topics) loan days: approximately 1,000 (2010) to 1,616 (2017)
 - Vision Zero newsletter subscriptions: approximately 11,000 (2017) to 19,000 (2018)

The findings from the analysis of fatal accidents at work and on the way to and from work have been incorporated into practical aids (lifesavers).

The results of customer surveys are regularly evaluated, published, and incorporated into product development.

Continuous quality management is carried out in the areas of education and media development.

Lessons learned

Based on the organization's experience, name up to three factors which you consider as indispensable to replicate this good practice. Name up to three risks that arose/could arise in implementing this good practice. Please explain these factors and/or risks briefly.

Opportunities:

- Practical relevance

Our experience shows that preventive services are successful if they take the reality of the company into account and explicitly address it. The entries received for and resonance of our Vision Zero award prove this. In various offerings, we use good examples from our member companies to show what successful companies do to ensure occupational health and safety. Good examples should set a precedent.

- Communication

We received a good deal of feedback from companies. Vision Zero would not have enjoyed such success without the involvement of company experts in the development of our Vision Zero guide, feedback from various Vision Zero events, seminar feedback, or direct feedback from our employees.

- Self-criticism

Are our services good enough and where is there potential for improvement? We are constantly asking ourselves this question and have succeeded in responding to current requirements systematically and flexibly.

Risks:

- Lack of transparency

Services where the benefits are not clearly emphasized or which appear to be complex to the entrepreneur are not usually used.

- Instruction

Taking a moralistic approach is not very motivating and discourages the policyholder rather than having a positive effect.