



# CASE STUDY 1

The conference "Communication for occupational safety" was held in Płock and was organised jointly by CIOP-PIB and a member of the Safe Work Leaders Forum - Gas Transmission Operator GAZ-SYSTEM S.A. The conference was organised as part of the 2014 social information campaign "GOOD COMMUNICATION AS AN ELEMENT OF SAFE WORK". It was attended by about 100 people representing mostly enterprises belonging to the Safe Work Leaders Forum, gas companies and other enterprises from all over Poland.

In the part of the conference - "Introduction to the subject of occupational safety communication" - effective communication was presented as one of the key elements of occupational safety management in the enterprise, which increases the level of knowledge in the field of occupational safety (A. Szczygielska, CIOP-PIB). Paying attention to the need to constantly improve the level of knowledge in the field of health and safety, reference was made to the quote of a well-known management expert, Peter Drucker: "You cannot beat the competition today with yesterday's knowledge." It was emphasised that it is impossible to deal with contemporary problems in the work environment without constantly updating knowledge. The impact of effective communication between superiors and subordinates as well as between employees on proper relations in the workplace and building a safe and friendly working environment was also discussed. Reference was made to the role of proper communication in building a knowledge-based economy and the social capital of representatives of enterprises - understood (according to R. Putnam's definition) as the level of mutual trust and cooperation between people.

It was pointed out that the role of proper communication in building safe workplaces is also emphasised by the European Agency for Safety and Health at Work, which has made communication in the field of occupational safety and communication of work-related risks one of the priorities of research in the field of occupational safety for the years 2013-2020 (document Priorities for occupational safety and health research In Europe: 2013-2020). At the end of the first speech, the assumptions and goals of the informational social campaign "Good communication as an element of safe work" were also characterised.



## CASE STUDY 1

The work safety, health and fire protection communication system at GAZ-SYSTEM S.A. was also presented. (P. Mońka, Director of Occupational Safety at GAZ-SYSTEM S.A.). The process of communicating work safety as a factor shaping the level of safety in the company was discussed. The internal communication tools used in the area of occupational health and safety, i.e. training and presentations, the internal newspaper "GAZeta", Intranet and individual areas of activity, were discussed in detail, paying particular attention to the activities undertaken together with CIOP-PIB and as part of the Safe Work Leaders Forum. As Steve Jobs said, "I think if you do something that turns out to be pretty good, you should do something else that's just as great, instead of dwelling on it for too long. Just think about what's next". People were encouraged to search for new ways of communicating the subject of occupational safety.

At the end of the first part of the conference, several very important principles of effective communication for work safety in enterprises were presented (P. Maziejuk, PERSONA company). Communication strategies adequate to the dominant motivational strategies which are characteristic of employees have been proposed. The most important mistakes in the process of communication on occupational safety and ways of dealing with them were also discussed.

In the second part of the conference "Good practices in the field of occupational safety communication", representatives of 6 companies belonging to the Forum for Safe Work Leaders spoke: PKN Orlen S.A., Pilkington Automotive Poland Sp. z o. o. , Philips Lighting Poland S.A. Pabianice Branch, Lyreco Polska S.A., Cemex Polska Sp. z o. o. and Polimex Mostostal S.A. The goals of the Safe Work Leaders Forum include, among others: exchange of good practices and sharing of good practices with enterprises not belonging to the Forum. Therefore, the participants of the conference got to know examples of projects aimed at communicating the subject of occupational safety to various groups of stakeholders, including both people permanently working in enterprises, associates of these enterprises, their clients, owners, but also family members and representatives of the local community.



# CASE STUDY 1

Among the examples and good practices were:

PKN Orlen SA. Presented their report titled "Report a threat to work safety", which aims at raising employees' safety awareness, activating and engaging employees in caring for their own safety and that of their co-workers, and facilitating communication. Actions addressed to safety leaders in Pilkington Automotive Poland Sp. z o. o. (a series of trainings for people managing employees to improve communication in safety "Safety for a leader") were presented as well as tools and methods of communication used in Cemex Polska Sp. z o.o., including training in the field of strengthening leadership qualities and changing behaviour at work, health and safety campaigns and a platform for direct communication with the management board "Open Dialogue".

Methods of communicating the subject of occupational safety were also presented by representatives of Philips Lighting Poland S.A. Pabianice Branch and Lyreco Polska S.A., while activities in the field of occupational safety communication under the Agreement for Construction was presented by a member of this Agreement, a representative of Polimex Mostostal S.A.

