

Safety
LAB

Impact Report SafetyLAB

2024



JULIANABLEY



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About this report

This document is a summary of the main results obtained in a detailed and careful Impact Assessment carried out in 2023 with participants of all editions of the SafetyLAB program (from 2018 to 2023).

We take as a basis the Theory of Change (ToC) approach, Logical Framework and Measurement of indicators (with a sample ensuring 90% of statistical reliability). We are also guided by the Sustainable Development Goals of the 2030 Agenda and our company's ESG strategy.

This research was carried out by an external entity specialized in impact measurement.

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Safety
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SOME OF THE CHALLENGES IN THE AREA

WORLD

2,3 mi

OF PEOPLE DIE due to work-related accidents or illnesses per year¹

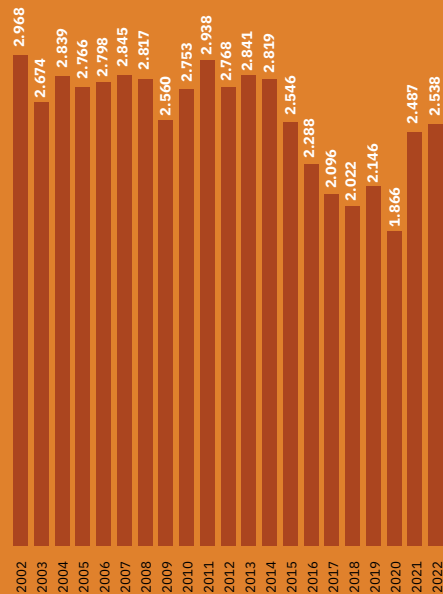
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OF LOST WORKDAYS due to depression and anxiety, costing the global economy nearly \$1 trillion²

BRAZIL

2,5 THOUSAND NOTIFICATIONS of accidents with death per year³

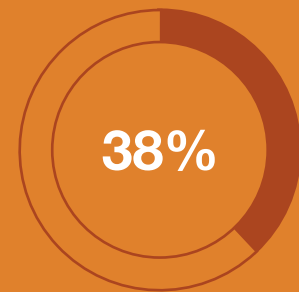
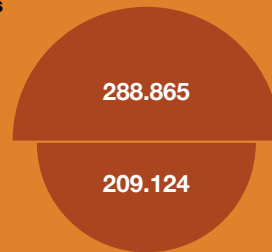
Historical Series of Work Accidents resulting Death



WORK LEAVE due to mental health⁴

Benefits granted

2023
2022



OF THE MACHINES in the Brazilian industry are close to or have already exceeded the age indicated by the manufacturer as the ideal life cycle⁵

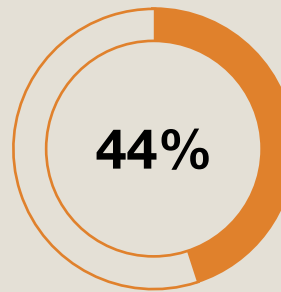
1. ILO; 2. WHO e ILO (2022); 3. Observatório SST Brasil (2022); 4. INSS Brazil (2023); 5. CNI Brazil (2023);

Learning as a key to innovation

SKILLS DEFICITS



EMINENT UPDATE

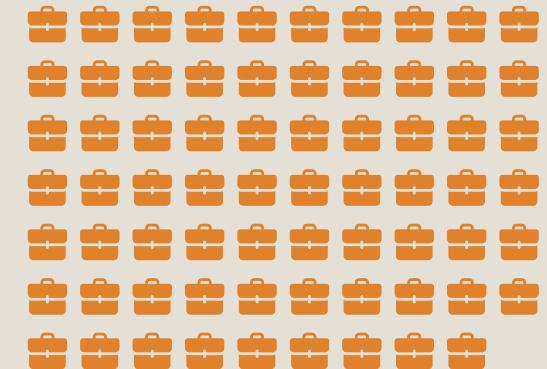


Of an individual worker's **SKILLS** will need to be updated by 2027.⁷

IT IS EXPECTED THAT

23% of jobs change by 2027⁷

WITH THE CREATION OF 69 MILLION new jobs...



THE FUTURE OF LEARNING IS

- digital
- collaborative
- immersive
- inclusive
- cultural
- funny
- personalized
- intentional
- lifelong + lifewide

6. Manpower Group (2024); 7. World Economic Forum - The future of Jobs Report (2023)

The future of learning in EHS



The future of learning in EHS

1

Being able to learn throughout life, in different places, with different people and through several technological options is an urgent call and represents a huge challenge to the traditional mindsets, so significant in the EHS field. Going beyond technicality, legalism, supervision and command-control, and becoming a professional who promotes relationships and collaborative networks, supporting operations and leadership in the development of a Learning Culture is one of the great current challenges in this area.

2

Human-centered Design

Corporate education based on training focused on the trainer's figure is no longer enough. There is a revolution happening in the way we design and deliver Learning Spaces with a focus on safe and healthy work. When we place people at the center of the process of mapping their needs, it becomes possible to design considering their work realities and provide them with an infinite and much more relevant menu of development strategies.

3

New world, new skills

In addition to the traditional (and essential) technical training, skills such as curiosity and continuous learning, flexibility, agility, systemic thinking and self-awareness were highlighted, in 2023, as fundamental to facing the waves of changes we are experiencing, inside and outside of work. (World Economic Forum - Future Jobs Report)

4

4ª The Industrial Revolution

The industry is changing at a fast pace. Technology is redefining processes and the way people work. Agile methods optimize work and require more collaboration between people and areas. It is clear that this entire transformation calls for a deep review of the role of the EHS professional.

5

Safety is changing!

Advances of high value have been achieved to date in the Safety area and evolution needs to continue gaining new shapes to generate safe operations and greater positive social impact. The way of thinking and doing safety has been challenged and redefined with the emergence and adoption of more systemic and inclusive approaches, based on collective learning and a constructive look at mistakes, for continuous improvement and for the engagement of all stakeholders with the risk management.



Caring is our deal!

WE WANT SAFETY BASED ON NETWORK, THAT COLLABORATES AND SHARE RESPONSIBILITIES AND A COMMON COMMITMENT

SafetyLAB arose from the dream of seeing safety education gain a new level in the industrial scope.

The role of learning in developing safe and healthy work environments is too powerful, so it is needed to invest heavily in it. Our challenges, as well as our production systems, have become too complex to tackle with the old mindset of off-the-shelf solutions, top-down corporate programs and lifetime dependence on external ultra-experts.

We need a network of people prepared and engaged with learning and innovation in EHS in all parts of the process. From the bottom to the top. We need all hands, hearts and minds aligned so that it is possible to advance in constant learning, urgent innovation and fast and large-scale engagement, always respecting care for human integrity. Together, prepared and connected, we can "hack the system" with the purpose of making it more human, effectively safer, healthier and sustainable for people and the future, as well as more efficient for business regeneration.

Let's go?

INNOVATIVE EDUCATION AND POSITIVE SOCIAL IMPACT IN EHS

SafetyLAB was born in 2018 as a 3-day event dedicated to collaborative and experiential learning focused on a Culture of Care at Work and the promotion of Health and Safety at Work.

In its 6 years of existence, this learning ecosystem has gained in-person and live online formats, an active and vibrant Learning Community, a free online Festival to disseminate innovative and disruptive knowledge, an annual edition in an Immersive format for in-depth study, Mentoring to support and refine our LABer's projects and a t-shirt symbol of our activism for a more Caring society.



OUR PURPOSE

Create a **reliable** and **casual space** to expand the understanding about **Learning** of Safe Behaviors and perform **Innovative Methodologies of education for adults** that can be immediately applied in any work reality.

SafetyLAB Learning Ecosystem



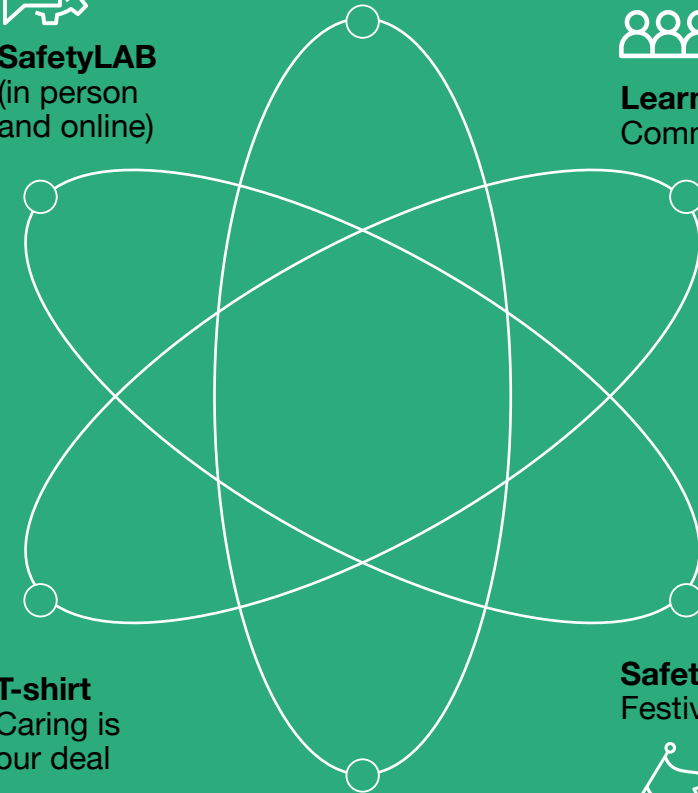
Immersion to facilitators



SafetyLAB (in person and online)



Learning Community



T-shirt Caring is our deal



SafetyLAB Festival



Caring Masters Mentoring



The future of safety is connected to an ecosystem approach, and this requires a powerful purpose to pursue.

Meaning is the missing ingredient.

WE BELIEVE THAT...



THAT'S WHY
Caring is our deal!

01

LEARN
Learning is one of the transformation strengths in EHS

02

SHARING
Every leader and health and safety profession is indeed an Educator

03

FACILITATE
They need to be developed and supported to understand and facilitate organizational and personal changes

04

RECOGNIZE
Human skills are needed, even though they are not the focus of formal education of these professionals

05

DEVELOP
There are several ways to accelerate the development of human skills (their own and their teams)

06

ACT
All the methods and techniques to do this are now available to all of us

07

ENGAGE
In addition to rules and procedures, we can build together the true meaning of safety

08

CONNECT
When we take into consideration the user-centered design to deliver learning experiences, we do so with full empathy for the workers' needs.

09

CO-CREATE
In a complex system, collaboration is the key to creating proactive and smart solutions

10

PERSIST
The evolution of safety performance is a process. We will always have to support people, at every step of the journey

EHS as a lever for Sustainability

EHS as a lever for Sustainability”. In the first sentence, adjust to “EHS is increasingly linked to the global sustainability agenda. The recent inclusion of safe and healthy work as a fundamental right by the International Labour Organization (ILO) and the recognition of the need for high management standards of Environmental, Social and Governance (ESG) issues are some of the milestones that is urgent to put in place the Culture of Care on the agenda of the business world. Taking responsibility for the health and safety of the people who are part of a production system ceases to be a merely normative matter and, finally, becomes a strategic positioning.

In this context, the impact measurement of SafetyLAB not only helps to evaluate the effectiveness of the training, but also demonstrates the ongoing commitment to social responsibility and sustainable development of the companies that support the program.

OBJECTIVES OF THIS IMPACT ASSESSMENT



**BUILDING
NETWORK**

Build a proactive reception network for professionals trained in EHS, aiming to promote the sharing of knowledge and best practices.



**RECOGNITION AND
APPRECIATION**

Promote recognition and appreciation of the learning topic and safety at work professionals at all levels of management, reinforcing its strategic importance and positive impact on organizational culture.



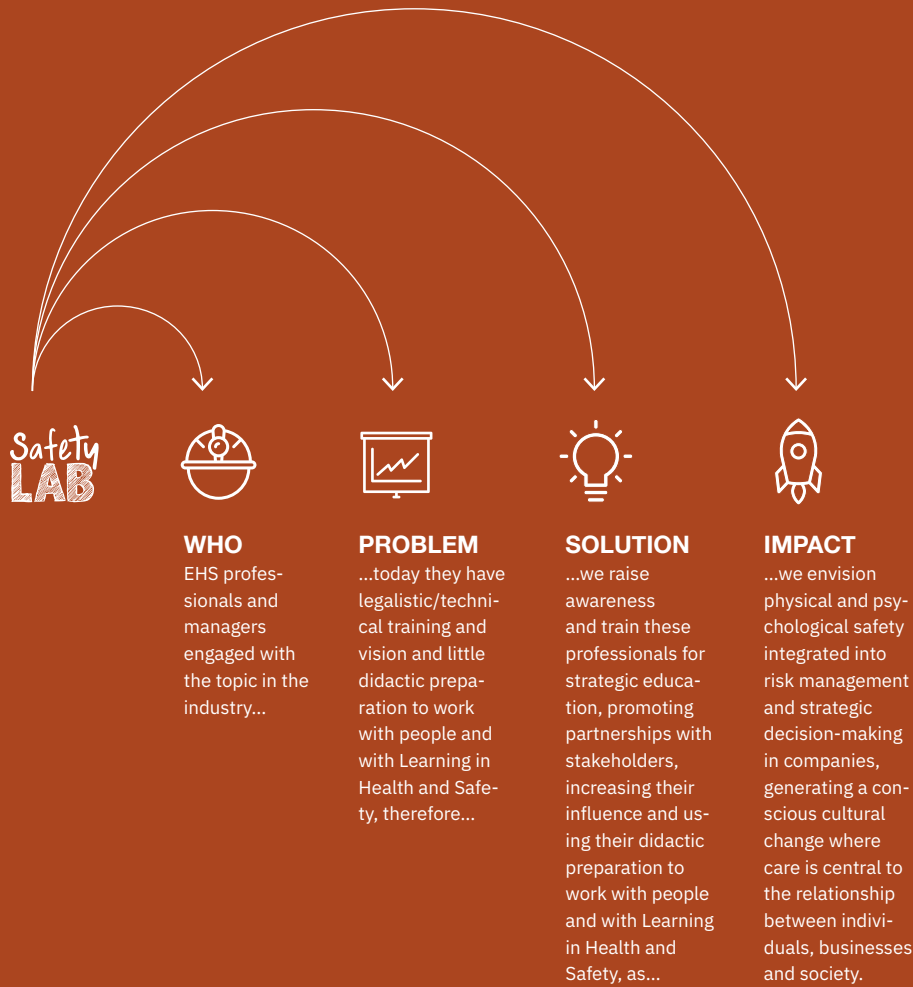
**REFERENCE IN EHS
EDUCATION**

Consolidate SafetyLAB as a reference in training and innovation of learning practices in the EHS area.

DOR

GANI

The impact we want to generate in the world



THE IMPACT OF SAFETYLAB IS ALIGNED WITH THE SDGS

1 NO POVERTY	2 ZERO HUNGER
3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION
5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION
8 DECENT WORK AND ECONOMIC GROWTH	7 AFFORDABLE AND CLEAN ENERGY
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES
11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION	14 LIFE BELOW WATER
15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS
	17 PARTNERSHIPS FOR THE GOALS



This company is part of the global movement for an inclusive, equitable, and regenerative economic system.

COMMITMENT TO POSITIVE SOCIAL IMPACT
As a B Corporation, we are part of a global community of companies that meet high standards for social and environmental impact.

SafetyLAB Map

IN 2023

NUMBER OF EDITIONS

17



9 In person Editions

8 Online Editions

TOTAL OF PARTICIPANTS

689



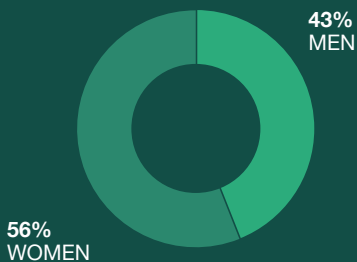
PROFESSION OF THE PARTICIPANTS

- 1. Safety Engineers
- 2. Safety Technicians
- 3. EHS Leaders
- 4. HR Professionals
- 5. Psychologists
- 6. Consultants
- 7. Teachers
- 8. Researchers
- 9. Representatives of Regulatory Agencies

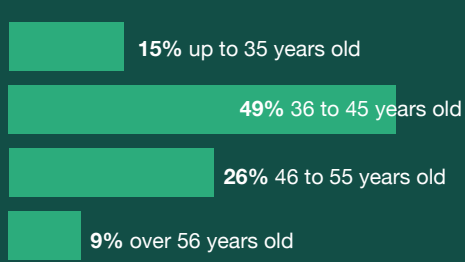
COUNTRIES OF THE PARTICIPANTS

- Brazil
- Portugal
- Bolivia
- Argentina
- Peru

GENDER



AGE RANGE



SAFETYLAB COVERAGE

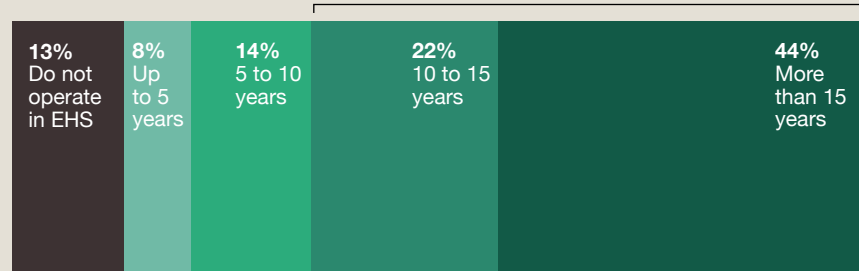
2 editions in Lisbon - Portugal

7 In person editions in Brazilian cities (São Paulo, Rio de Janeiro, Curitiba, Belo Horizonte and Salvador)

In person and/or online editions Online editions

PARTICIPANTS' OPERATIONAL TIME IN EHS

66% operates for more than 10 years in the EHS area

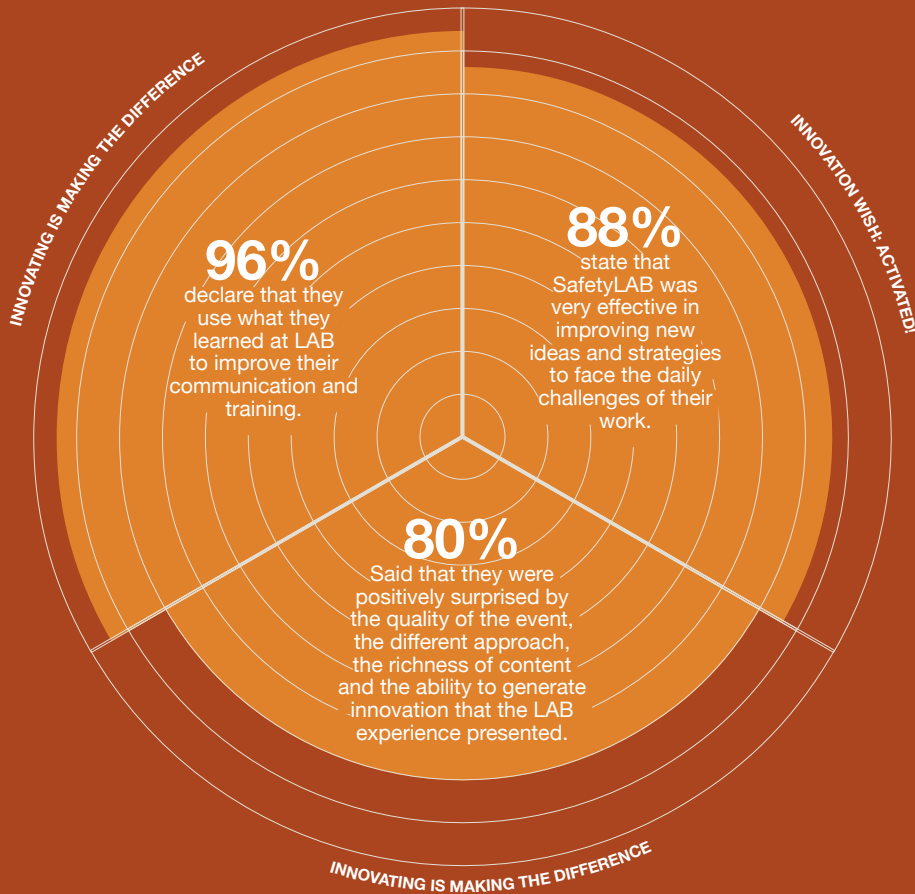


OUR RESULTS

— how SafetyLAB is helping
to transform the way we
promote learning in EHS



Participants' experience



95% OF SATISFACTION! Value of our NPS (average of all classes)



GROWING MINDSET

The participants left the LAB encouraged to seek new perspectives on working in EHS and positively impact the safety area and their organizations.



SUPPORT NETWORK

Community participants felt supported during the COVID-19 pandemic in preparing to respond to the crisis and sustain adaptations to the changes necessary at that time.

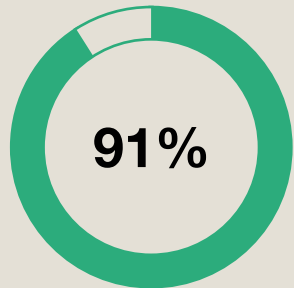
WORD CLOUD

Used by participants to describe THE VALUE of the experience



SafetyLAB at the forefront of EHS innovation

ACTIVE LISTENING



OF RESPONDENTS mention that they constantly use the "Active Listening" skill in their daily functions

NEW TOOLS

66%

OF THE PARTICIPANTS were not yet familiar with the methodologies offered at the LAB (or knew very few of them)



EFFICIENCY



OF THE RESPONDENTS considered that SafetyLAB was very effective in helping them improve new ideas or strategies to face everyday challenges

PERCEPTION

Qualities of the most mentioned practices by respondents after completing the SafetyLAB.



TRANSFORM THE WAY OF ACTING IN EHS



FOCUS ON PEOPLE AND PRACTICAL REALITY

Many participants were guided by the desire to humanize the safety approach, put people at the center and connect more and better with the real needs of those ones impacted by their actions

Tools and resources

The LAB toolbox is very broad and consists of established methods and techniques, widely used in different areas and available in open source by their creators and communities of practice. Among the tools presented and tried out in this learning space, those that participants most use in their realities after the meetings are:

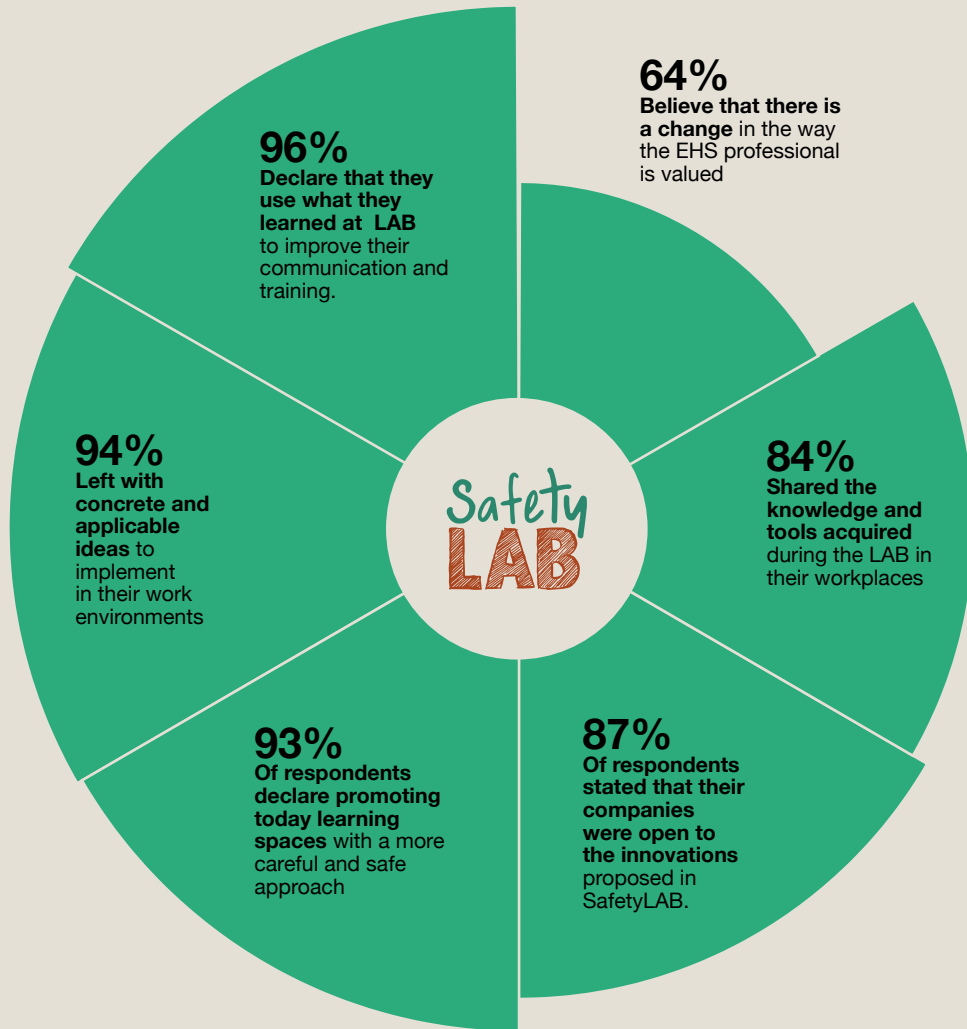
- Active listening
- World Cafe
- Empathy Method
- Storytelling
- DDS Tool
- Liberating structures
- Check-in
- Facilitating practices
- Safety Pitch
- Cooperative games
- Mindfulness



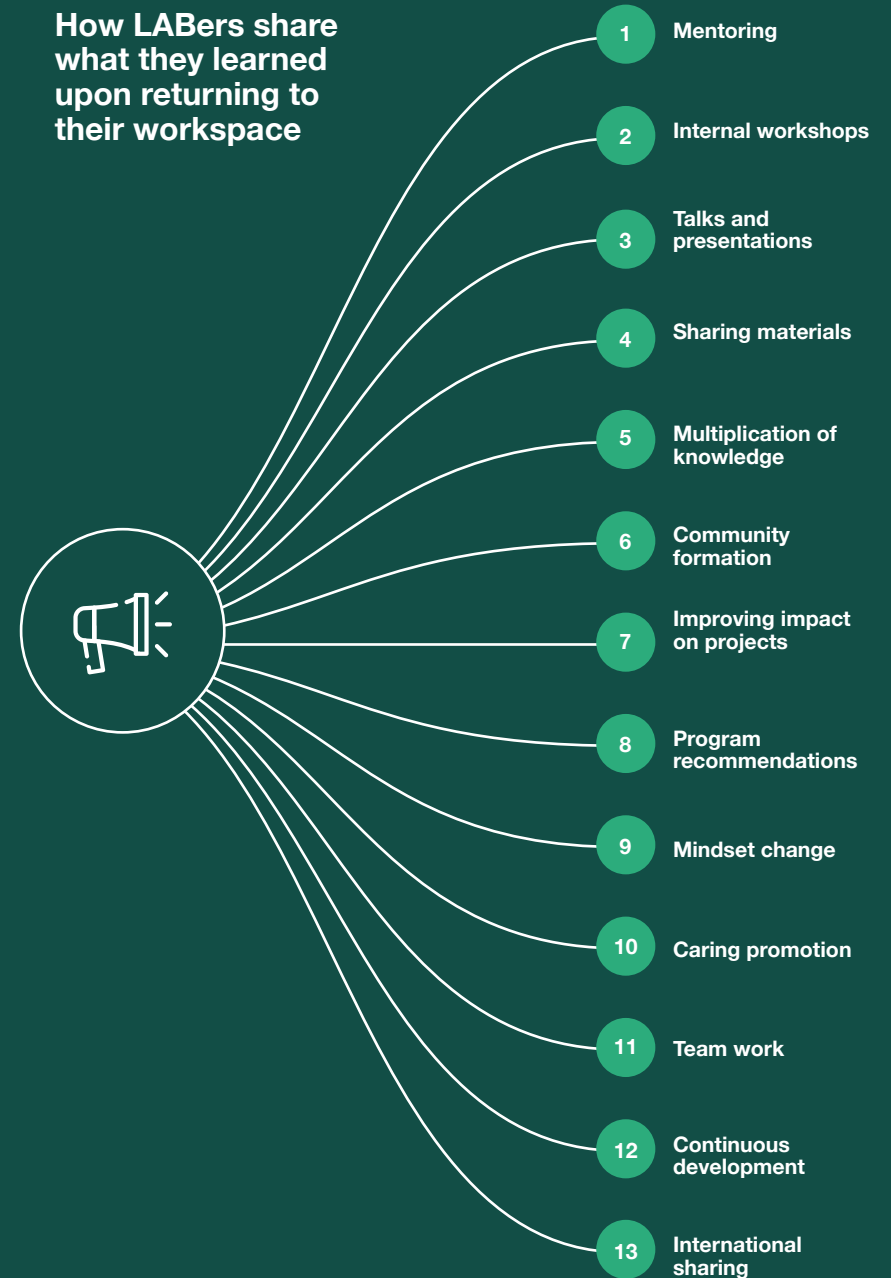
Participating in the LAB brought positive recognition from managers and colleagues, in addition to helping to boost positive career moves and as well as business services in the area.

Learning Agents more Prepared and Focused on Caring

Social impact that transforms mindsets and work realities



How LABers share what they learned upon returning to their workspace



SafetyLAB Learning Community

After undergoing SafetyLAB training, all participants are invited to be part of a dedicated, free, diverse and continuous Learning Community.

The community is a place to connect SafetyLABers in a lively and inspiring space for collaboration, keeping participants in touch with a high-level benchmarking network, moderation on sensitive topics and relevant sources for their continued development as learning agents in Care with Life at Work.

This space is moderated by SafetyLAB team to ensure that its purpose, topics of interest and participants are always respected.



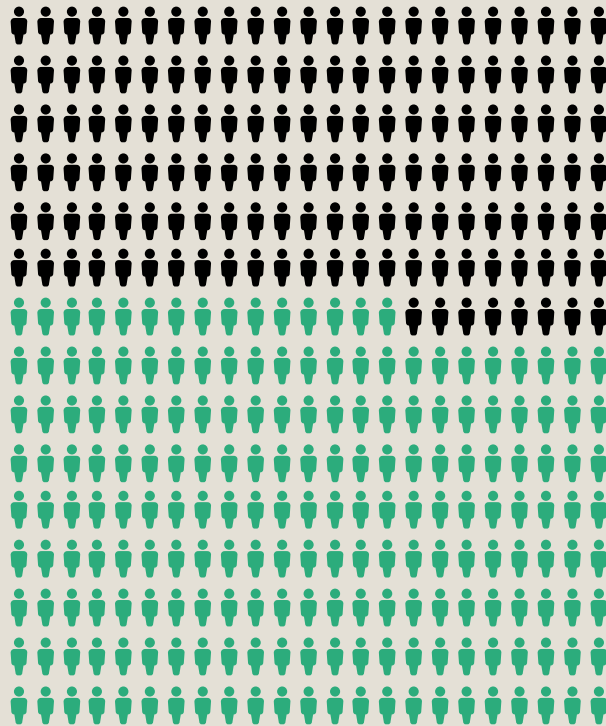
**3 DAYS ARE
NOT ENOUGH,
WE WANT TO
KEEP LEARNING
TOGETHER**

ENGAGEMENT

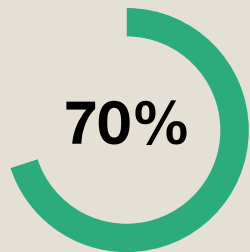
MORE THAN **350** LABERS PARTICIPATE in the Community currently

57% OF THE MEMBERS FREQUENTLY PARTICIPATE IN MEETINGS, which indicates an active engagement with this continuous education proposal.

LABers consider the community a reliable source to stay up to date on trends and innovations in the Safety area, ensuring they are up to date with best practices and methods.



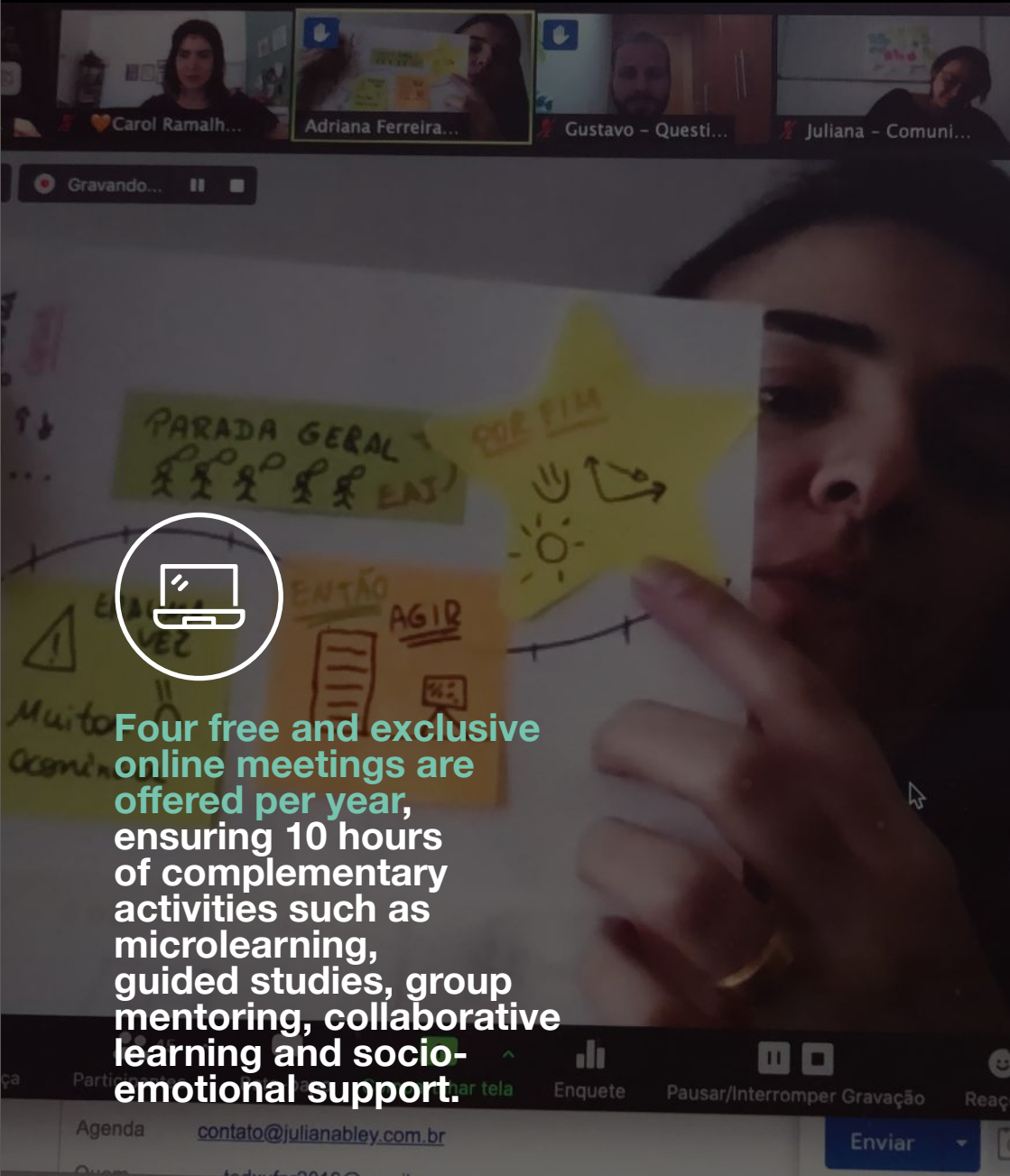
PSYCHOLOGICAL SAFETY



PARTICIPANTS STATE COMFORT AND CONFIDENCE in sharing professional (and even personal) stories within the Community. They claim to have received emotional support there, in addition to conceptual and technical learning. They share that have created meaningful human connections, beyond the group

PERCEPTION

The most mentioned words to describe the experience in the community



Four free and exclusive online meetings are offered per year, ensuring 10 hours of complementary activities such as microlearning, guided studies, group mentoring, collaborative learning and socio-emotional support.

Organizations that chose to be part of this change

MORE THAN **160** COMPANIES already had professionals in this project, among them.

1,1 MILLION PEOPLE indirectly impacted by the SafetyLAB program*

* This number is approximate and mainly considers the companies' own employees. The employees of subcontractors are not considered.

DIFFERENT SECTORS OF THE INDUSTRY HAVE BEEN IMPACTED BY THE PROTAGONISM OF SAFETYLABER'S:

- Oil & Gas
- Steel
- Electrical Sector
- Mining
- Manufacturing
- Food and beverages
- Construction
- Agribusiness
- Cellulose and paper
- Logistics
- Hospital
- Metal
- Mechanics
- Automotive

SOME OF THE PARTICIPANT COMPANIES ARE:




For an ethics of care for life in the workplace

“My pursuit, like thousands of professionals dedicated to health and safety at work is to bring to the debate the “deobjectification” of working bodies, the dignity and respect for the limits of the people who make organizations what they are as well as the results they achieve. Of course, we want to see more efficient, sustainable and high-performance production systems.

However, in this context, human life cannot be worth less than a machine and the financial result. This is an ethic that can open up ways to reduce the physical and psychological suffering associated with work and that, unfortunately, only seems to grow and grow in the face of the reality of exploitation and pressure under which we all work. There is no business that can call itself sustainable and that, at the same time, kills and makes people sick due to carelessness and lack of responsible investment in care and commitment to life, in all its forms”.

Juliana Bley



JULIANA BLEY Creator and Lead Facilitator of SafetyLAB. Psychologist (CRP 08/08725) and Master in Psychology. Author and international speaker.
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ABOUT THIS REPORT

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*Everyone who appears in the photos formally authorized the use of their images.

The sentence "Caring is our deal" is a partnership with



Report design and infographics
grida



This report is available for download in Portuguese and English in our website

www.julianabley.com.br

SafetyLAB® is a project created and developed by JULIANA BLEY DESENVOLVIMENTO INTEGRAL LTDA (CNPJ 21.285.548/0001-03)

Certified



Corporation

This company is part of the global movement for an inclusive, equitable, and regenerative economic system.

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