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DEVELOPING A POSITIVE HSW CULTURE





WHAT CAN WE LEARN
FROM THE NAVY SEALS?

BOX BREATHING

A POWERFUL TECHNIQUE USED BY NAVY SEALS TO MANAGE STRESS AND ENHANCE FOCUS.

- SIMPLE PATTERN OF INHALING, HOLDING, EXHALING, AND HOLDING AGAIN,
- Each for a count of four seconds.

BENEFITS:

- Stress Management:
- Enhanced Focus:
- Emotional Regulation:
- Physical Benefits:

inhale

- 1 DANONE AT A GLANCE
LEADING & CHAMPIONING A ROBUST
- 2 HSW CULTURE – OUR JOURNEY
INCORPORATING MINDFULNESS &
- 3 PROMOTING SAFETY AWARENESS



DANONE AT A GLANCE



DANONE LEADS THE WAY GLOBALLY, WITH A UNIQUE HEALTH-FOCUSED PORTFOLIO IN FOOD & BEVERAGES

OUR MISSION

“Bringing health through food
to as many people as possible.”

OUR VISION

One Planet. One Health

THREE HEALTH-FOCUSED BUSINESS LINES

52% ESSENTIAL DAIRY AND PLANT-BASED 



Fresh dairy Plant-based spoonable Plant-based beverage Coffee creamer High Protein

#1
WORLDWIDE
in fresh dairy products & plant-based foods and beverages

31% SPECIALIZED NUTRITION 



Baby Formula Specialized pediatrics Adult medical nutrition

#2 **WORLDWIDE** in early life nutrition **#1** **IN EUROPE** in adult medical nutrition

17% WATERS 



Plain Still Flavored Still Sparkling Plain Sparkling Flavored Functional

#2 **WORLDWIDE** in packaged waters

OUR MISSION IS MORE RELEVANT THAN EVER...

...We bring health through food to as many people as possible



DANONE
ONE PLANET. ONE HEALTH

HEALTHY



LOCAL



MARKET LEADER



SUSTAINABLE



INNOVATIVE



MEANINGFUL



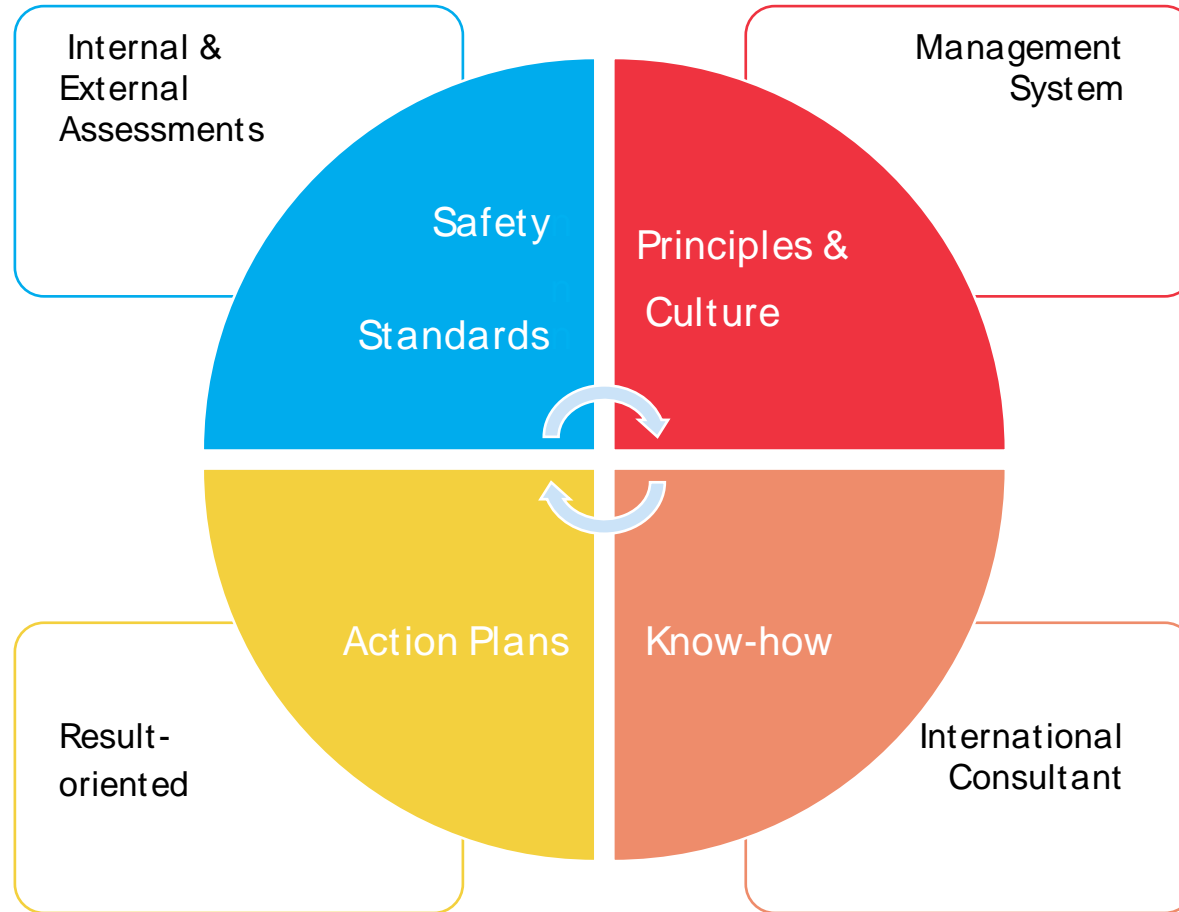
**LEADING &
CHAMPIONING A
ROBUST HSW
CULTURE – OUR
JOURNEY**





PRINCIPLES OF WISE²

The WISE² Program was introduced to integrate occupational health & safety into the Danone culture



WISE² – 12 SAFETY BASICS



1. Work at height



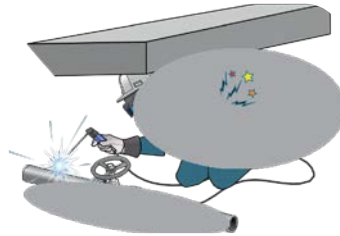
2. Chemicals



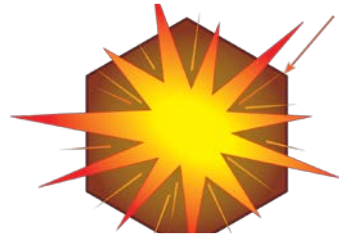
3. Machine & Equipment



4. Forklift



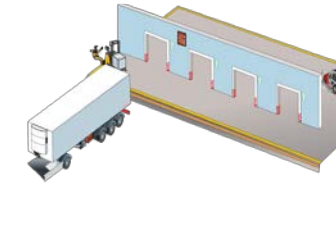
5. Confined Spaces



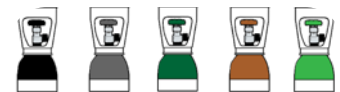
6. Explosive Atmospheres



7. Racks & Pallets



8. Loading & Unloading



9. Hazardous Gasses



10. Fire & Evacuation



11. Danone Fleet



12. Work Permits

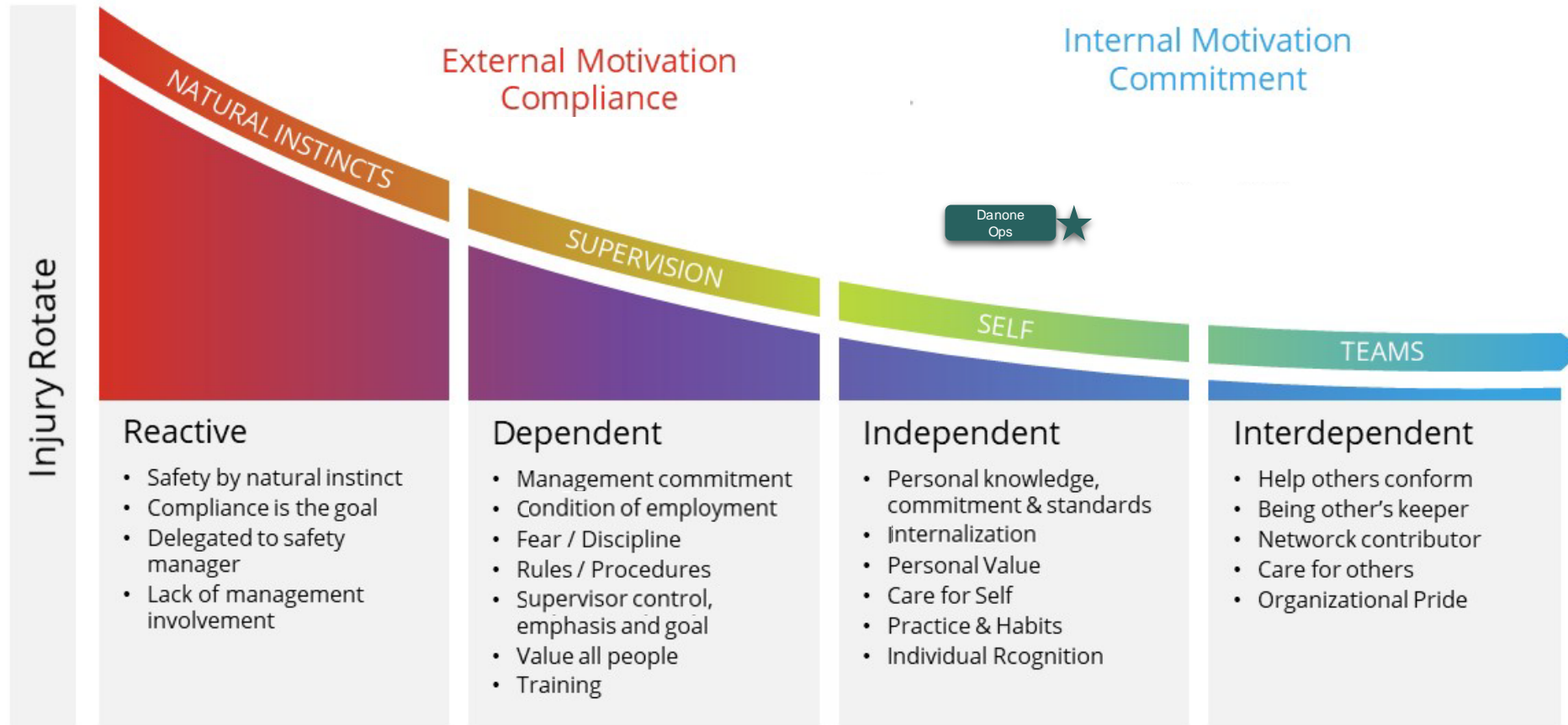
HOW TO ENSURE CONTINUOUS IMPROVEMENT OVERTIME?



THE 13 ELEMENTS OF SAFETY MANAGEMENT



BRADLEY CURVE



“I follow the rules because I have to”

“I follow the rules because I want to”



World Class Safety performance is relying on Line Management
Accountability and Shop-Floor Presence

QUESTIONS TO THE AUDIENCE

- 1. WHAT ARE THE KEY OBSTACLES YOU FACE IN MAINTAINING A DOWNWARD TREND IN FREQUENCY RATIOS?
- 2. AS MANY COMPANIES EXPERIENCE A PLATEAU IN THEIR FREQUENCY RATIO IMPROVEMENTS, WHAT INNOVATIVE APPROACHES ARE YOU CONSIDERING TO OVERCOME THIS CHALLENGE?

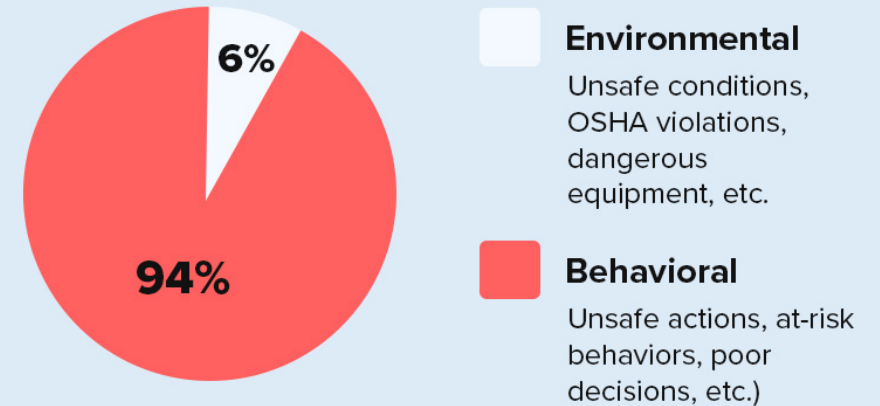
MINDFULNESS:

**BOOST FOCUS, REDUCE
ERRORS, ENHANCE SAFETY**

ROOT CAUSE ANALYSIS—MAIN CAUSES

1. Lack of Focus & Risk Awareness:
2. Personnel Factors:
Overconfidence, complacency, and rushing.

Causes of Workplace Incidents**



SITUATIONAL AWARENESS

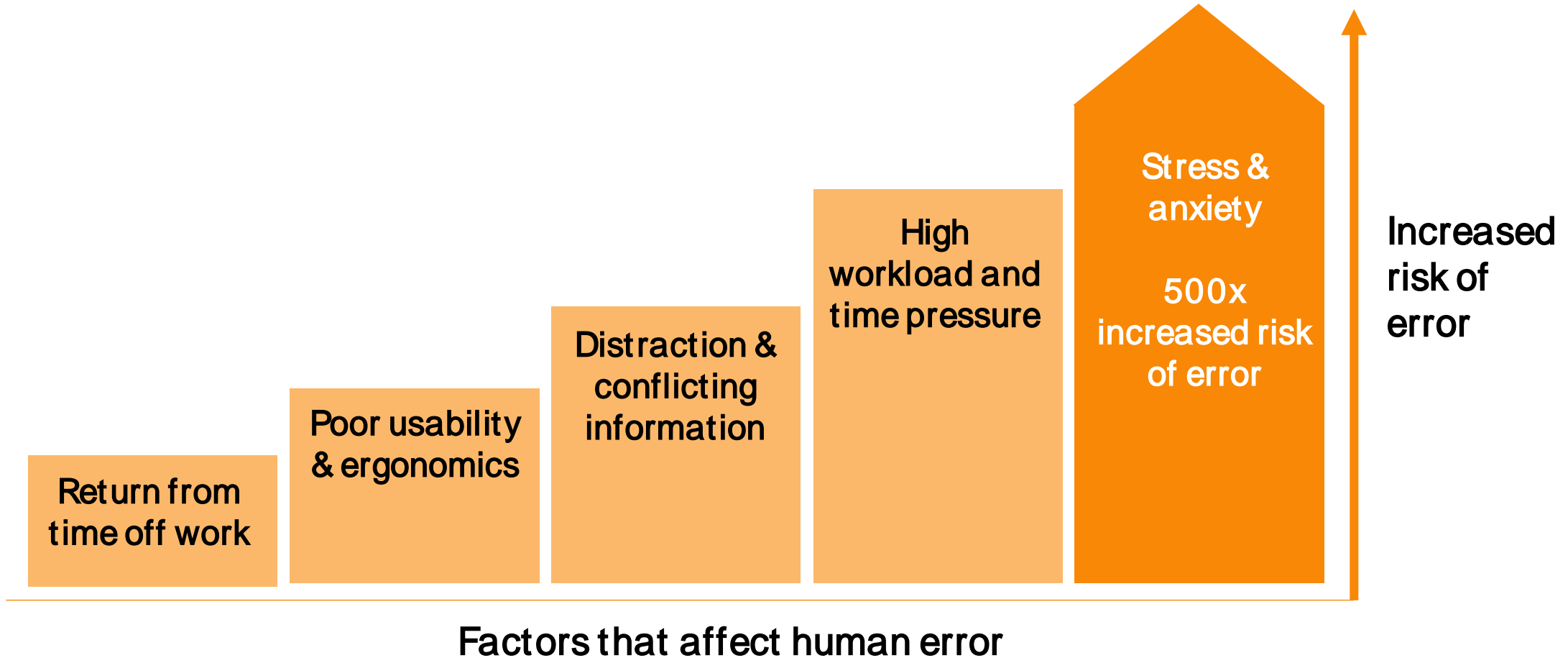
HOW MUCH PERCENT OF YOUR TIME DOES YOUR MIND WANDER?

HOW OFTEN WOULD YOU NOTICE THIS ON AN HOURLY BASIS?

Our mind wanders
47% of our Time

We notice this 5.4
times/hours

“WHEN WE ARE STRESSED WE ARE MUCH MORE LIKELY TO MAKE ERRORS.. 500 TIMES MORE LIKELY IN FACT...”



QUESTIONS TO THE AUDIENCE

1. DO YOU THINK IMPLEMENTING MINDFULNESS PROGRAMS COULD HELP FURTHER REDUCE WORKPLACE ACCIDENTS?
2. HAS YOUR ORGANIZATION ADOPTED A MINDFULNESS PROGRAM?

STOP-THINK-ACT



CREATING A SAFER, MINDFUL, AND ENGAGED WORKPLACE

- **LEADERSHIP COMMITMENT:**

Our Leaders champion and model safe behaviors every day.

- **BEHAVIORAL AND CULTURAL CHANGE**

Shift from compliance to care.

- **MINDFULNESS INTEGRATION:**

Embed mindfulness practices into daily activities.

"Together, we are building a culture where safety is woven into the fabric of our everyday actions, driven by mindfulness (STA), leadership, and shared responsibility."



SAFETY IS NOT JUST A POLICY—IT'S A MINDSET.

WHEN WE CARE, STAY PRESENT, AND ACT TOGETHER,

WE CREATE A SAFER FUTURE FOR ALL...

A photograph showing a globe of the Earth being held by several hands from different people. The hands are positioned around the globe, supporting it from below and sides. The background is a clear, bright blue sky. The globe shows green continents and blue oceans. The overall mood is one of global unity and care for the planet.

THANK YOU