



CJ Group: Makes Safety its Top Priority

How effective communications can enhance employee safety

CJ Group, the winner of International SOS Foundation's Duty of Care Award in the Communications category, developed an extensive programme to raise employee awareness of safety issues.

The CJ Group (CJ CheilJedang) of companies, headquartered in South Korea, specialises in Food & Food Services, Biotechnology & Pharmaceuticals, Home Shopping & Logistics and Media & Entertainment. As the CJ Group business has expanded to 19 countries over six continents, so has the need to advance health and safety standards. A fire during the construction of a CJ-affiliated restaurant in Goyang, South Korea, in May 2014, further focused attention on safety issues. This led the CJ Group CEO to announce that safety of workers is an absolute priority of the business.

This commitment has since been demonstrated through active communication campaigns on safety, and a safety management system subject to the highest levels of scrutiny.

As In Seok Yang, Senior Specialist, Safety Management, points out:

"CJ's founder, Lee Byung-chul together with group chairman Lee Jay-Hyun, are committed to the notion of 'Business Patriotism': managing the business to take account of the needs of all stakeholders and the wider community. This includes striving to advance the level of the health and safety system to equal that of global companies." The vision behind the health and safety management program is, 'We Create the ONLYONE Safety First Culture'. To embed this into the CJ Group's culture, various campaigns and programmes targeting safety have been implemented. These incorporate continuous delivery of safety related messages and active engagement with all employees - a total of 29,000 employees covering business sites both at home and abroad.

The communication of safety-related messages, information and advice is achieved through a number of different channels:

CJ Safety Days

Monthly CJ Safety Days are held on all business sites. Here, the senior management commitment to safety is emphasised to employees. The CEOs at each affiliate personally inspect any safety issues at the site and instigate improvements as needed.

Broadcast and Online Training

Employee awareness of safety is further raised through CJ Channel, the in-house broadcasting network watched by employees every Monday, Wednesday and Friday. A series of seven videos has been made, entitled 'Safety is Competitive Power', featuring different safety management practices. This information is reinforced in monthly safety newsletters and other forms of messaging.

Employees can also access detailed online education and training on safety, available on demand. This covers industrial safety, food safety and information security. There is specific safety training for those being sent to overseas business sites, and tailored courses for safety managers and safety officers.

Publication of a Creating Shared Value (CSV) Report

CJ Group's activities in support of all stakeholders is set out in its annual CSV report. Two CJ Group subsidiaries, CJ CheilJedang and CJ Logistics also publish CSV reports. These reports specifically address employee health and safety and provide statistics on injuries, occupational diseases, lost days, and any work-related fatalities. As well as informing stakeholders, such reporting adds to employee awareness of safety issues.



Above CJ Group employees carry out safety exercise.

Regular Meetings

Every Wednesday, before starting work, all employees attend a Safety Smart Meeting. Here they are informed about any safety related accidents and discuss relevant safety policies and regulations on employee health and safety and food safety.

Another key meeting is the CJ Group's Safety Committee. This is held monthly in four different safety sectors: food safety, industry safety, environment and electricity safety. It gives 252 safety personnel the chance to share advice on safety issues, current trends and best practices in safety management.

Community Outreach

CJ Group is also reaching out to its local communities to help them acquire a safety culture. In 2017, the 119 delivery staff at CJ Logistics were appointed as 'Honorary Ambassadors'. Their task was to spread messages and guidelines on smoke extraction systems and emergency treatment, at all their delivery destinations. This initiative was then extended to include solitary elders in the local community who are vulnerable to safety accidents. In February 2018, a CT Honorary Ambassador, while on duty, was able to use his safety training to put out a house fire and thereby prevent a casualty.

Again, as CJ's employees participate in such campaigns, their awareness of safety issues in the workplace is raised.

CJ Group's efforts on safety communication have brought positive results. In 2017, as well as high levels of participation by CEOs on CJ Safety Days, the number of work-related accidents decreased by 8% to 688 and major accidents by 25%. There were zero workplace fatalities.

As Myung-U Jun, Safety Management concludes: **"Although we still have more to do, we have made many improvements. Our efforts on safety communication will continue as the safety of our customers and employees remains our top priority."**

KEY ELEMENTS

Safety Days for employees

Broadcast and online training

Reports to stakeholders

Regular meetings

Community outreach

For information on the 2018 Duty of Care Awards winners in all categories, go to www.dutyofcareawards.org.