



## **A new mind-set to promote a healthy and sustainable business culture**

Positively, business leaders are showing increasing interest in the health of their employees and in the carbon footprint of their company. While occupational risk prevention and environmental protection traditionally have been regarded as legal obligations imposed on business by governments, companies nowadays have turned these into KPI's for successful leadership.

According to President of the International ORP Foundation and Global Vision Zero Ambassador Hans-Horst Konkolewsky there are both external and internal motivations behind this remarkable change in mind-set.

Externally, not only governments but also investors, customers and business partners are questioning leadership commitment when it comes to the safety and health of employees as well as responsible environmental behaviour.

High Environmental, Social and corporate Governance (ESG) ratings, or certified compliance with ISO standards for occupational safety and health and for environmental management have become preconditions for business success, Konkolewsky told *OHS Alert*.

“Amongst the most important internal motivations is the recognition of the immense value of healthy, skilled and motivated employees for sustainable business value creation,” he says

“Measures to secure safety, health and wellbeing are no longer seen as external costs but as a productive investment, as also highlighted by international research, documenting an average return of 2.2 Dollars for each Dollar invested,” he continues.

### **Covid-19 - A window of opportunity?**

Lately, the Covid-19 pandemic has reminded business leaders of the importance of resilient workplace health protection and prevention systems and the critical importance of taking care of their employees.

This new mind-set also forms the centrepiece of the Vision Zero campaign launched by the International Social Security Association and of the 5Z Business Culture model developed by the International ORP Foundation.

“While the pandemic has – and still is – causing a lot of disruption and pain, it also offers a window of opportunity for promoting a new prevention mind-set, where business value creation goes hand in hand with improved health and sustainability,” Konkolewsky adds.



“The lessons learned from the pandemic about the importance of resilient health protection and prevention systems and of safe and healthy human behaviour form an excellent basis for taking prevention worldwide closer to our shared vision – to a world of work without accidents, disease and harm.”