

# THINK. SAFE. MANIFESTO

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WE BELIEVE NOTHING IS MORE IMPORTANT  
THAN THE SAFETY OF PEOPLE.  
AND FIRST AND FOREMOST, WE ARE A COMPANY OF PEOPLE.

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WE BELIEVE TO BE WORLD CLASS,  
WE MUST BE SAFE, FIRST.

IT'S NOT A BOX TO BE CHECKED, BUT  
A **VALUE** THAT WE OWN AND LIVE  
EVERY DAY. IT IS THE RIGHT WAY, THE  
ONLY WAY TO LIVE AND TO WORK.

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WE BELIEVE THERE ARE ENOUGH DANGERS IN THIS WORLD WITHOUT US CREATING NEW ONES.  
WE ALL MAKE THOUSANDS OF CHOICES A DAY.  
BUT IT ONLY TAKES ONE BAD ONE TO BE UNSAFE. A SINGLE UN-SAFE MOMENT  
CAN TRIGGER A LIFETIME OF NEEDLESS HURT, SORROW, STRESS AND LOSS.

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WE BELIEVE SAFETY IS A  
UNIVERSAL HUMAN RIGHT.

WE EACH HAVE A FUNDAMENTAL RESPONSIBILITY TO OUR FELLOW  
EMPLOYEES, FRIENDS, FAMILIES AND COMMUNITIES TO BE SAFE.  
NOT JUST AT WORK, BUT AT HOME AND ON THE ROAD.

WE BELIEVE THAT WE ALL NEED EACH OTHER TO BE TRULY SAFE. EACH OF OUR SAFE  
FUTURES IS CONNECTED AND CO-DEPENDENT. NO ONE IS SAFE UNTIL EVERYONE IS SAFE.

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WE DON'T BELIEVE THOSE WHO TELL US IT DOESN'T MATTER. IT DOES.  
WE DON'T BELIEVE THOSE WHO TELL US IT CANNOT BE DONE. IT CAN.

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## WE WILL BE SAFE:

### AT WORK

by taking personal ownership of the behaviors,  
conditions and systems that create a culture of  
safety. And by inspiring others to do the same  
– regardless of position, function and tenure.

### AT HOME

by involving our families, friends and  
neighbors in a continuous circle of  
support to establish and maintain safe  
places and practices where we live.

### ON THE ROAD

by controlling the distractions,  
technologies and time-pressured  
trade-offs to keep us alert, attentive and  
safe in all modes of travel at all times.

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