



TOTAL SAFETY

Bunge Europe

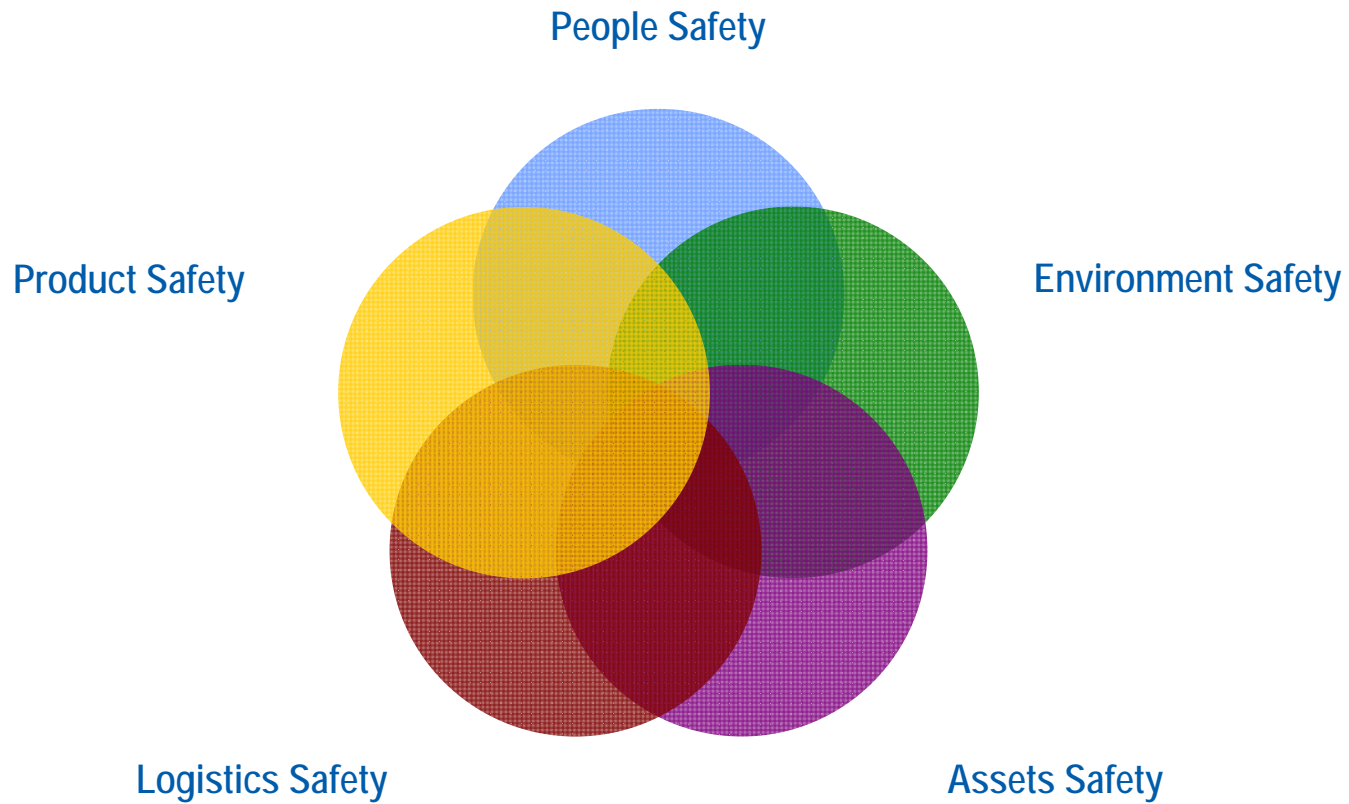
Communication Campaign – C.Marcovitch
2009



Total Safety



INTEGRATION OF THE DIFFERENT FIELDS OF SAFETY



Communication Support in Change Management

- Business strategy success and sustainability also depends on changes in behavior and attitudes which foster collective “**best for the business**” decision making.
- We need to promote a “**walk the talk**” attitude by insisting in **individual** and **collective** responsibility for the entire **organization**.
- Develop better directed, more committed, and highly efficient employees to execute the strategy through our present/future initiatives and processes.



Communication in Change Management

- Promote a **clear, shared understanding of strategy** and gain commitment for change as well as neutralize unnecessary employee anxiety about change.
- Motivate better performance by linking individual & team efforts with a **“big picture”** approach.



Total Safety First Campaign



Total Safety First Campaign

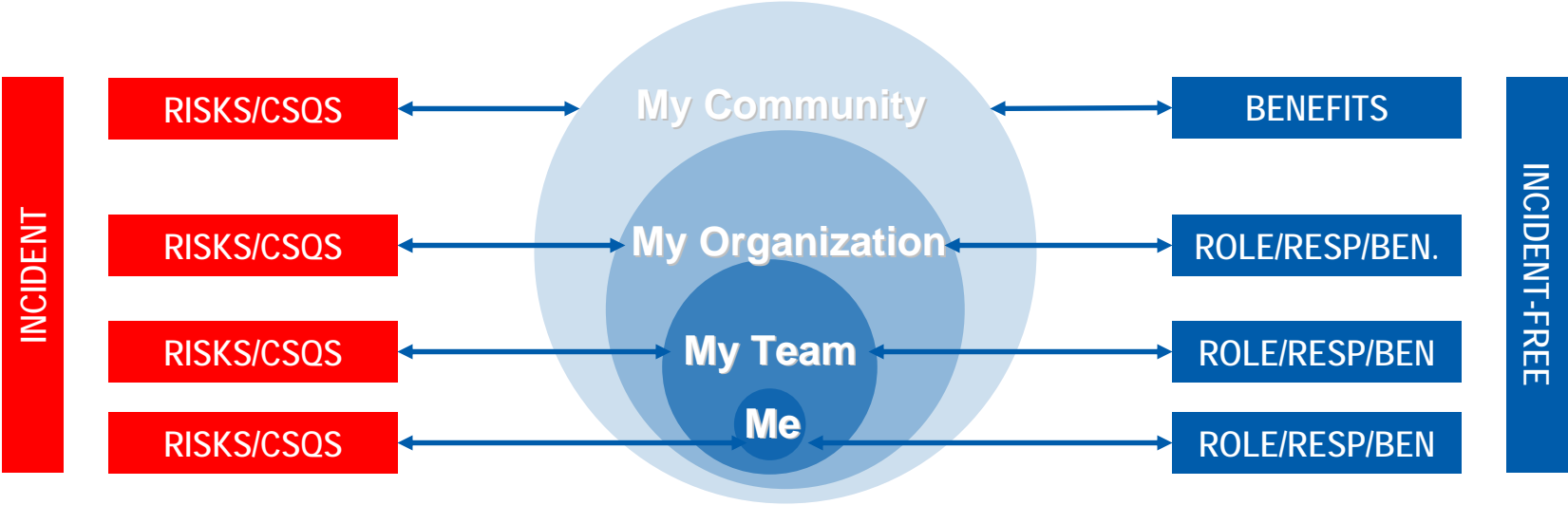


- Total Safety campaign will be covering the 5 key sources of risk:



- We need to create a high level of awareness and alertness
- Employees need to understand the benefits of a total safe environment:
 - An incident-free company is a successful company.
 - Safety performance and business performance correlate at all levels (security, quality and productivity).
- Change employees attitude and increase employees commitment
 - Reinforce employees' individual responsibility at every level.
 - Support prevention by promoting tools and procedures available to achieve Total Safety by sustaining Product, Environmental, Asset, Logistic safety highest standards.

Total Safety Internal Communication



Total Safety Campaign 2009

TS Communication Objectives for 2009:

- Introduce TOTAL Safety to create awareness and alertness and support execution.
- Illustrate the different fields/risks that are being integrated under the TOTAL Safety First umbrella.
- Engage and commit employees and emphasize individual responsibility (human presence in all the photos).

Total Safety Campaign 2009

BUNGE TOTAL SAFETY

**Safety First
starts with you.**



Total Safety Campaign 2009



**PEOPLE Safety
starts with YOU.**

BUNGE

Safety First
PEOPLE

BUNGE

Total Safety Campaign 2009



**PRODUCT SAFETY
Starts With YOU.**

BUNGE

Safety **First**
MARKET

BUNGE

Total Safety Campaign 2009



**ENVIRONMENT SAFETY
STARTS WITH YOU.**

BUNGE

Safety **First**

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Total Safety Campaign 2009



**ASSETS SAFETY
STARTS WITH YOU.**

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Safety **First**

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Total Safety Campaign 2009



**LOGISTICS SAFETY
Starts With YOU.**

BUNGE

Safety **First**
CORPORATION

BUNGE

Internal Communication Tools

- Onboarding Program for newcomers (HR)
- Bunge Europe Portal
 - simultaneous access to information
- CEO letters, Announcements-HR
 - top-down communication
- Communication Campaigns
 - clarify and reinforce priorities
 - communication for awareness/alertness
- Newsletters
 - walk the talk / execution tracking
- Local publications
 - in Poland, Germany and Russia
- Lunch & Learn launched in HQ (HR / to be extended to countries)
 - cross-functional fertilization,
 - understanding our different businesses



Communication Tools

- **CEO Letter** → top management support
- **Create a Total Safety page on Bunge Europe Portal** → e-campaign
- **Displays & Posters** → hard copy
Visual communication material to be placed in all facilities to reinforce message.
- **TV Screens** → digital campaign
- **Interviews** → top-down and bottom-up
Stakeholders who experienced any type of Safety related issues.
- **Gifts** → Key chain with all Total Safety logos

Timing

- **March 2009** → Campaign Launch

Follow-up Communication

- Communicate properly strategy update and create awareness on improvement priorities (involving different stakeholders)
- Engage employees in execution and targets achievement
- Report on improvements and success stories to facilitate learning / share best practices
- Celebrate successful approaches and team successes, its impact on the business and also reinforce positive attitude towards strategic change
- Provide support to different areas by promoting their work/initiatives, expected benefits and related outcomes



 **BUNGE**