



Working together for a healthier world™

## Puurs, Belgium – Giving Through Safety Excellence



Pfizer Puurs has defined "a zero accident environment" as an objective. Their ambitious aim is to halve the number of TIR-accidents in 3 years. To help them get there, Puurs launched an EHS culture program called "VIK".

They set up a program to reward colleagues for "days without TIR" and combined this program with site community outreach objectives. Each day without a TIR accident, Puurs "collects" money for charity. When they reach a goal (the first goal was 60 days, then 90 days, 120 days, 150 days and then 242 days), they donate USD 4,460 to a charity organization. These charity organizations have a link with safety (e.g. helping people handicapped due to a work accident) and were nominated by the Puurs colleagues themselves, which gave the program a personal touch. When an accident occurs, they start counting again from zero.

Pfizer Puurs met the goal of 242 days without a TIR case on October 4<sup>th</sup>, 2009. Monday October 5<sup>th</sup> was a day of festivities, a day with EHS in the spotlight. All colleagues received a safety led light powered by solar energy (which coincided with Puurs energy week as well). The EHS group also donated USD 4,460 to 'Het Veer', a centre for children and young adults with development impairments.

Since the program was launched, it was the 5<sup>th</sup> time that the Puurs-site donated USD 4,460 to a charity organisation. The donation was presented in the presence of our Vice President Operations, Primary Care/Oncology and the Site Leader of Puurs. The members of the safety committee and two representatives from every department were present. Everybody enjoyed the day!