

# VISION ZERO

## 7 Golden Rules for Small Businesses



## Preamble

This ISSA Guide “VISION ZERO: 7 Golden Rules for Small Businesses” completes the VISION ZERO Guides ([www.visionzero.global/guides](http://www.visionzero.global/guides)), which are offered by the International Social Security Association (ISSA) within its successful VISION ZERO Strategy, launched at the XXI. World Congress on Safety and Health 2017 in Singapore.

This Guide is based on the ISSA Guide “VISION ZERO: 7 Golden Rules for Zero Accidents and Healthy Work”. It is a special offer for small businesses, where the employer herself / himself is the only leading person, being responsible to manage alone the safety, health and well-being of her / his employees. In order to meet this ambitious challenge, it is important for the employer to care for her / his own safety, health and well-being thus offering a pro-active role model behaviour to her / his workers.

The VISION ZERO prevention strategy and its 7 Golden Rules is an offer for enterprises and businesses from all over the world, for all industrial branches and for all sizes. More than 11,000 enterprises, trainers and supporters are committed meanwhile to the VISION ZERO initiative. This guide intends to expand its benefit to small and medium businesses where only one management level (the employer, the boss herself / himself) is in place, as those simple 7 Golden Rules offer the framework for success in creating a culture of prevention especially in these businesses as well. In order to make them applicable for small businesses, the 7 Golden Rules are “translated” for the needs of those businesses and the number of checkpoints and recommendations are reduced. By this, the ISSA intends to support the sustainability and economic success of those enterprises.

### Rate the Golden Rules

- GREEN:** Fully implemented
- YELLOW:** Room for improvement
- RED:** Action required



**Golden Rule 1: “Take Leadership – Demonstrate Commitment”**  
means for small businesses:



1 Taking leadership in safety, health and well-being are a matter for the boss		Individual Rating	Overall Rating	
I am responsible for my employees and for myself.		○○○		
I motivate and exemplify others to work safely and healthy.		○○○		
I question unsafe and unhealthy behaviour and make it an issue.		○○○		○
I give priority in my actions to safety, health and well-being.		○○○		○
I follow the rules consistently, being aware that I am the role model for my workers.		○○○		○
I stop unsafe and unhealthy action at once.		○○○		
I request from all my clients safe and healthy basic conditions in order to deliver my services.		○○○		

**Golden Rule 2: “Identify Hazards – Control Risks”**  
means for small businesses:



2 Eliminating hazards at the workplace		Individual Rating	Overall Rating	
I systematically look at how we work and where hazards occur.		○○○		
I give a special focus to developing measures from near miss situations, unsafe behaviour, first aid cases and accidents.		○○○		○
I am sensible to health risks for my workers and myself.		○○○		○
I develop suitable preventive measures for hazards, which cannot be eliminated.		○○○		○
I ask for external help in order to identify major hazards and evaluate risks.		○○○		

**Golden Rule 3: “Define Targets – Develop Programmes”**  
means for small businesses:



3 Setting goals to improve safety, health and well-being		Individual Rating	Overall Rating	
I develop goals for safety, health and well-being together with my employees.		○○○		
Together we define concrete measures and necessary steps for implementation in our daily routine.		○○○		○
Intermediate results provide cause for correction and incentive to continue.		○○○		○
I know and manage the main indicators that affect my work.		○○○		○

**Golden Rule 4: “Ensure a safe and healthy system – be well organised”**  
means for small businesses:



4 Organising safety, health and well-being		Individual Rating	Overall Rating	
I check and implement legal requirements of my country.		○○○		
I use external expert advice if necessary.		○○○		
I take care that responsibilities are clearly defined and communicated.		○○○		○
I appoint competent employees to take care for special safety and health tasks.		○○○		○
I examine the safety and health effects for my employees of every operational decision.		○○○		○
I give special focus to first aid and rescue chains for every job in my business.		○○○		

Golden Rule 5: **“Ensure safety and health in machines, equipment and workplaces”** means for small businesses:



5 Using safe and healthy work equipment	Individual Rating	Overall Rating
I pay attention to safety and health standards when procuring machines, tools, work equipment and working materials.	○ ○ ○	○ ○ ○ ○
I regularly check the safety of my machines, tools, work equipment and workplaces.	○ ○ ○	
I include health issues (emissions, noise, vibration etc.) in those checks.	○ ○ ○	
I provide necessary personal protective equipment (helmets, masks, safety shoes, goggles, fall protection, hearing protection etc. ...) to all my employees.	○ ○ ○	
I avoid malfunctions and reduce the risk of accidents by regular maintenance.	○ ○ ○	
I verify that the Personal Protective Equipment (PPE) is used in the correct way and is adequate for the task.	○ ○ ○	

Golden Rule 6: **“Improve qualifications – develop competence”** means for small businesses:



6 Improving safety and health by training and instructing	Individual Rating	Overall Rating
I only assign tasks to my employees, if I know they are able to perform safely.	○ ○ ○	○ ○ ○
If necessary (e.g. new machines, new technology, new substances), I provide suitable training for my employees.	○ ○ ○	
I instruct my employees also in health and safety before starting work, if necessary every day.	○ ○ ○	
I regularly check the correct operation and use of safety devices.	○ ○ ○	

Golden Rule 7: **“Invest in people – motivate by participation”** means for small businesses:



7 Working together safely and successfully	Individual Rating	Overall Rating
Everybody in my business shall contribute to safety and health and well-being.	○ ○ ○	○ ○ ○ ○
I give positive feedback to motivate my employees.	○ ○ ○	
We act as a team, respect and help each other.	○ ○ ○	
Everybody has the duty to follow our rules and to stop work, if she / he is not sure that it is safe.	○ ○ ○	
We talk openly to each other and check our safety and health situation regularly.	○ ○ ○	

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