



Changement culturel

Exemple de Feldschlösschen

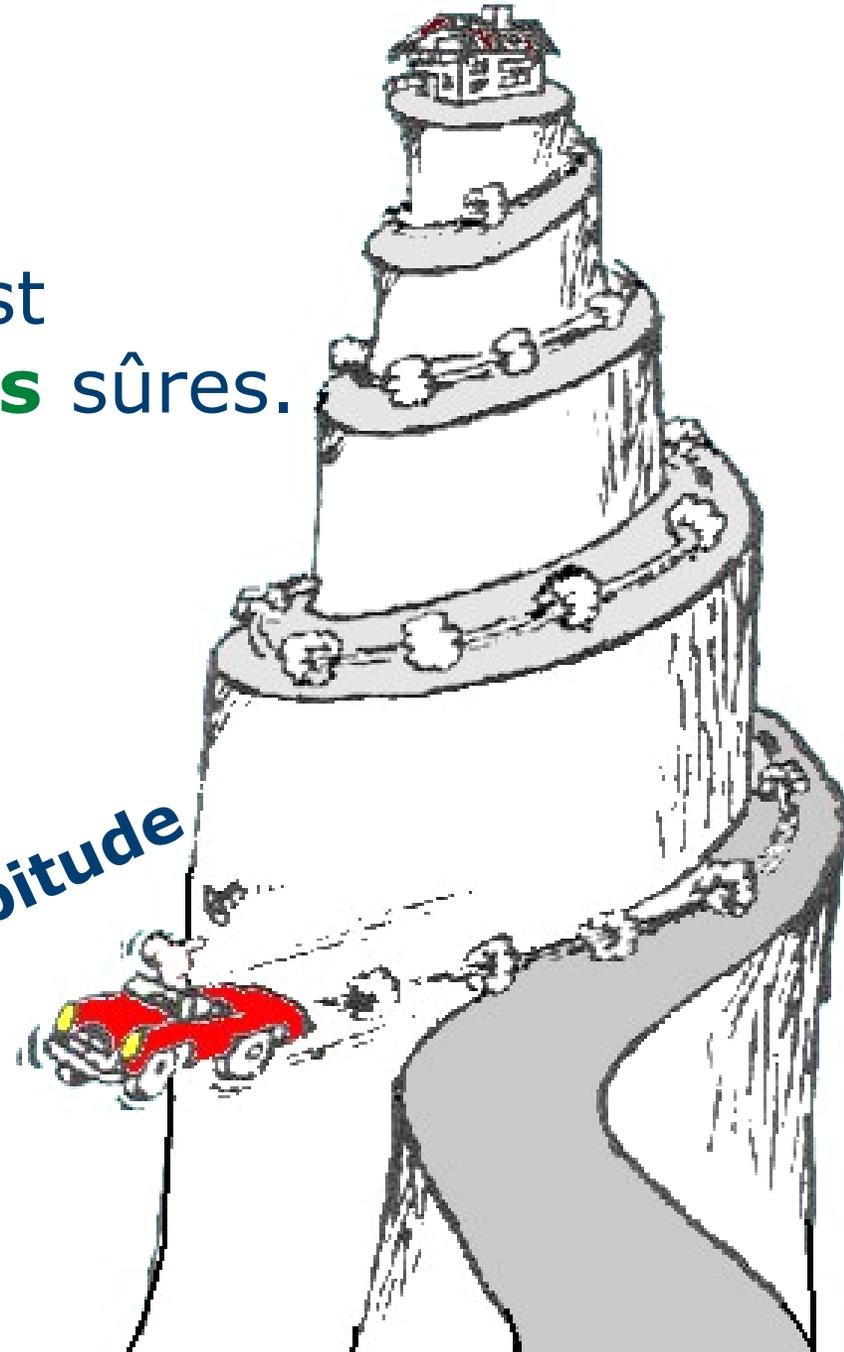


**Au cours des 6 premiers mois de 2014,
plus de 1000 heures perdues suite à
des glissades, faux pas et chutes.**

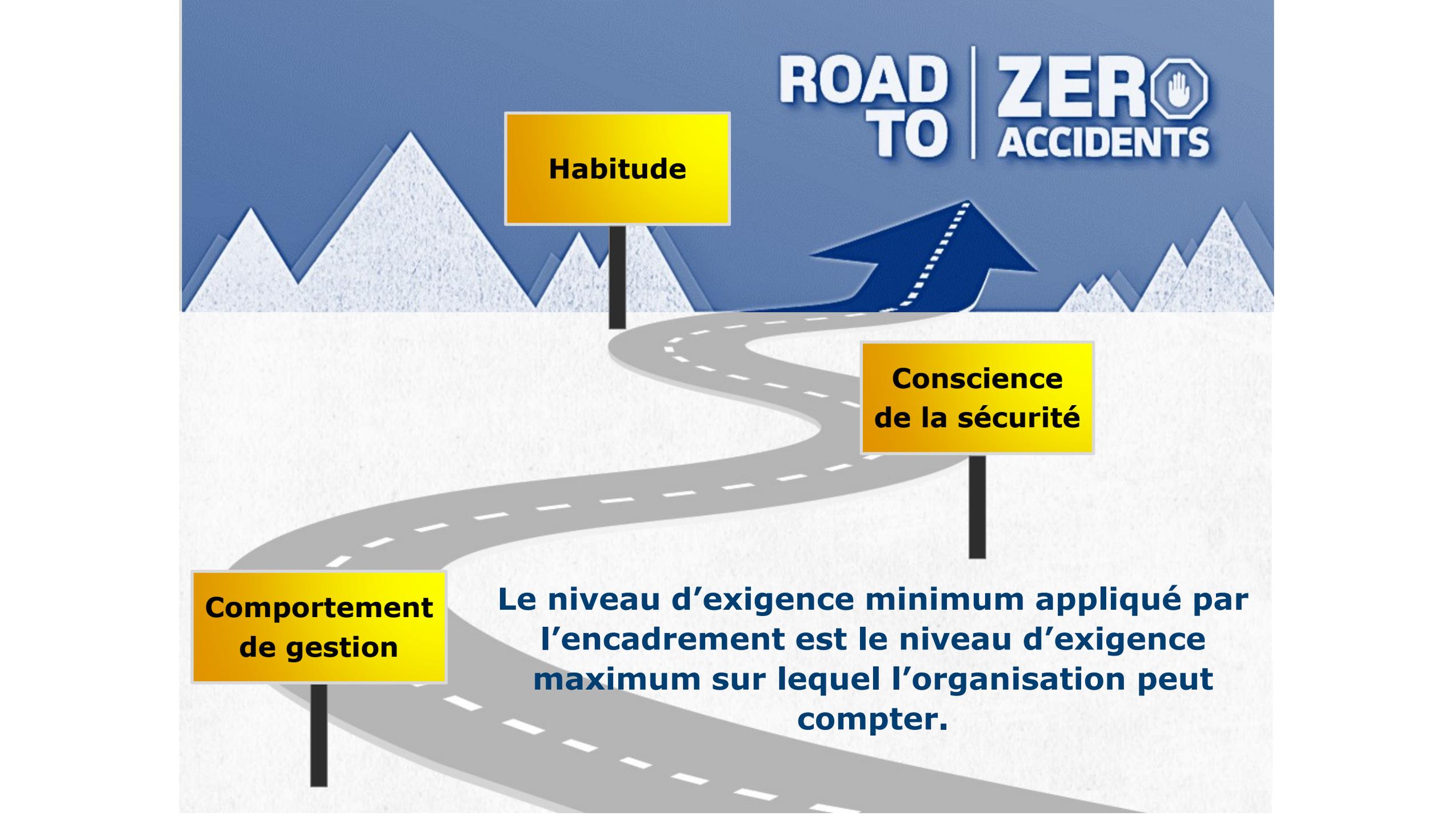


L'objectif central du changement culturel est de créer des **habitudes** sûres.

La force de l'habitude



ROAD TO ZERO ACCIDENTS

The graphic features a winding grey road with white dashed lines on a light blue background. In the upper right, the text 'ROAD TO ZERO ACCIDENTS' is displayed in white, with 'ZERO' in a larger font and a hand icon inside a stop sign symbol. Three yellow signposts with black text are placed along the road. The background includes stylized blue mountains and a large blue arrow pointing upwards and to the right.

Habitude

**Conscience
de la sécurité**

**Comportement
de gestion**

Le niveau d'exigence minimum appliqué par l'encadrement est le niveau d'exigence maximum sur lequel l'organisation peut compter.

A group of young people are walking and cycling through a lush green park. In the foreground, a man in a blue shirt is holding a box of Feldschlösschen Original beer. To his right, another man in a blue and white checkered shirt is riding a bicycle. In the center, a woman in a patterned dress is riding a bicycle. To her left, a woman in a yellow tank top and blue shorts is walking. Further left, a woman in a pink top and white shorts is walking. On the far left, a man in a blue tank top is walking and holding a soccer ball. The background is filled with green trees and foliage, suggesting a sunny day in a park.

Merci!

Les plus grands risques dans notre vie viennent du fait que nous laissons les choses urgentes occulter les choses importantes.