

# **ECOLAB:**

## **Using a Smartphone to Create a Crash-Free Culture**

**Heather Bass, Ecolab Director Global Driver Safety Programs**

# ECOLAB: GLOBAL AND GROWING

Nearly **3 million** customer locations

**16** global technology centers

**90+** manufacturing facilities

**10,000+** patents

**44,000** associates globally

**24,000**  
sales and service  
associates

**1,200+**  
RD&E scientists and  
technical specialists





# YOU CAN FIND US EVERYWHERE IT MATTERS



**INSTITUTIONAL**

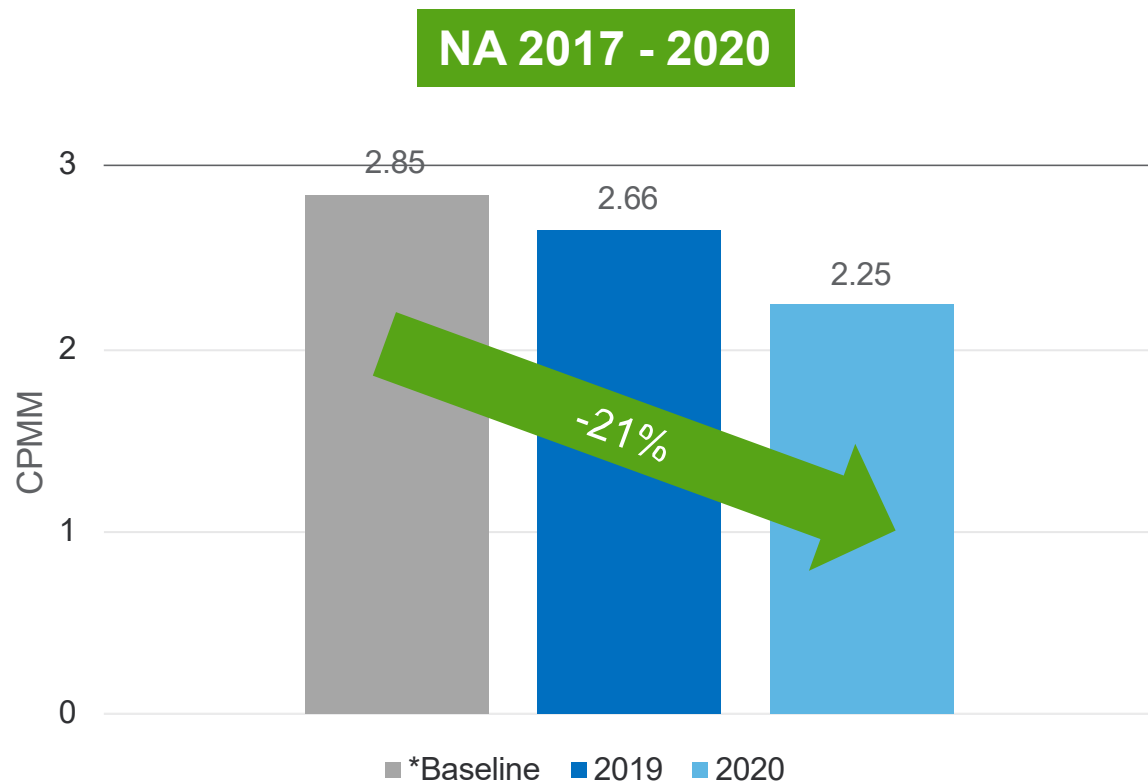


**INDUSTRIAL**



**HEALTHCARE/LIFE SCIENCES**

# 2020-2021 HIGHLIGHTS



**21% Reduction Compared to Baseline**

• \*2020 includes COVID-19 Mileage Reduction

- CPMM in North America improved 15% in 2020, largest YOY reduction since 2014
- 21% reduction since Virtual Risk Manager program deployed in NA
- Global deployments delayed due to COVID-19
- Developed 100% virtual training program for global business partners
- First global deployment September 2020

# GLOBAL EXPANSION APPROACH

Multi-Year Plan	All Divisions	Consistent Launch Process	Train the Trainer Program	Manager Training in Local Language
2020-2023 focused on global expansion	Launch all divisions in a country	Developed launch timeline and task list to ensure consistent launch in all locations	Train-the-trainer and program management training 100% virtual	Manager training completed nearly 100% virtually, in local language
				

# GLOBAL DEPLOYMENTS

**25 countries deployed** outside of NA as of September 2021

**Program implemented consistently globally**, strategy adjusted locally as needed

Global team **partners with country SHE and leadership teams** to address different local conditions

**50 countries** scheduled for 2022 deployment

Country/ Market	2020-2021 Launch	
Australia/NZ	✓	Q3
Korea	✓	Q3
Turkey	✓	Q4
UAE	✓	Q4
Japan	✓	Q1
Nordics	✓	Q1
Iberia	✓	Q1
Mexico	✓	Q2
Brazil	✓	Q2
Saudi Arabia	✓	Q2
UK/Ireland (partial)	✓	Q3

Country/ Market	2021 Launch	
South Africa/ SSA	✓	Q3
India	✓	Q3
Colombia, Peru, Ecuador	✓	Q3
Poland		Q4
Malaysia		Q4
Thailand		Q4
Singapore		Q4