



**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**



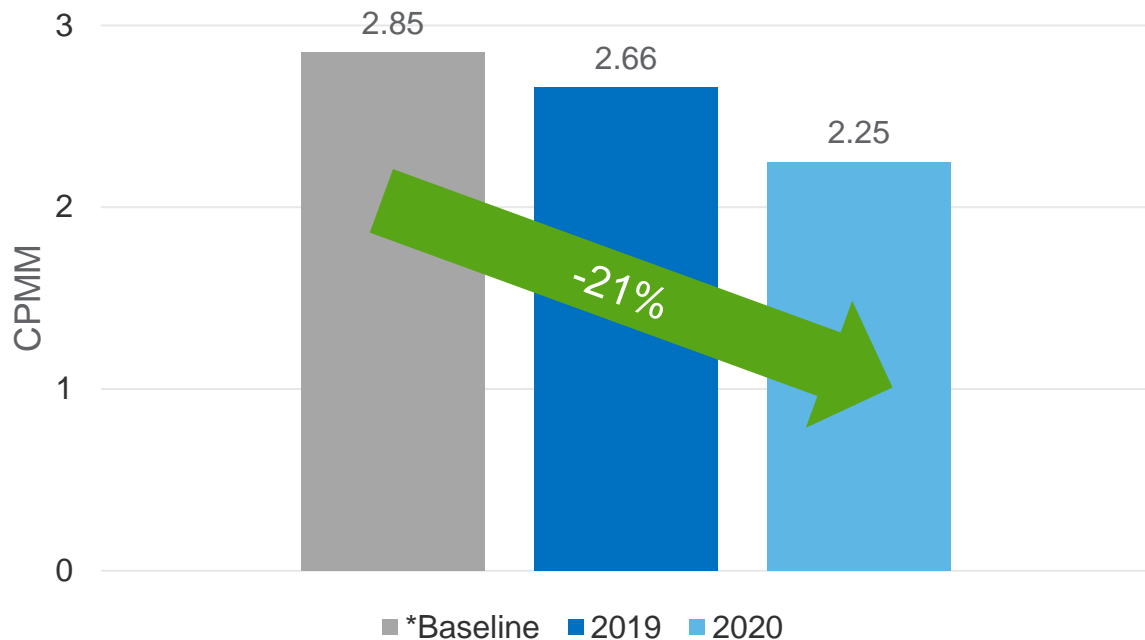
**INDUSTRIAL**



**HEALTHCARE/LIFE SCIENCES**

# 2020-2021 HIGHLIGHTS

NA 2017 - 2020








**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
<p>2020-2023 focused on global expansion</p> 	<p>Launch all divisions in a country</p> 	<p>Developed launch timeline and task list to ensure consistent launch in all locations</p> 	<p>Train-the-trainer and program management training 100% virtual</p> 	<p>Manager training completed nearly 100% virtually, in local language</p> 

# 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