



ECOLAB Vision Zero: **Using Smartphones to Create** **a Crash-Free Culture®!!!**

Sarah Bechtold: Ecolab Director of Global Driver Safety
Ed Dubens: eDriving CEO/Founder





Creating a crash-free culture® It's what we're all about.

Ed Dubens: eDriving CEO/Founder





VIRTUAL RISK MANAGER
delivers **behavioral**
insights and **actionable**
intelligence to help
organizations build a **total**
view of driver risk within a
company-wide **crash-free**
culture.

US Trademarks and Patent Office #6,714,894.

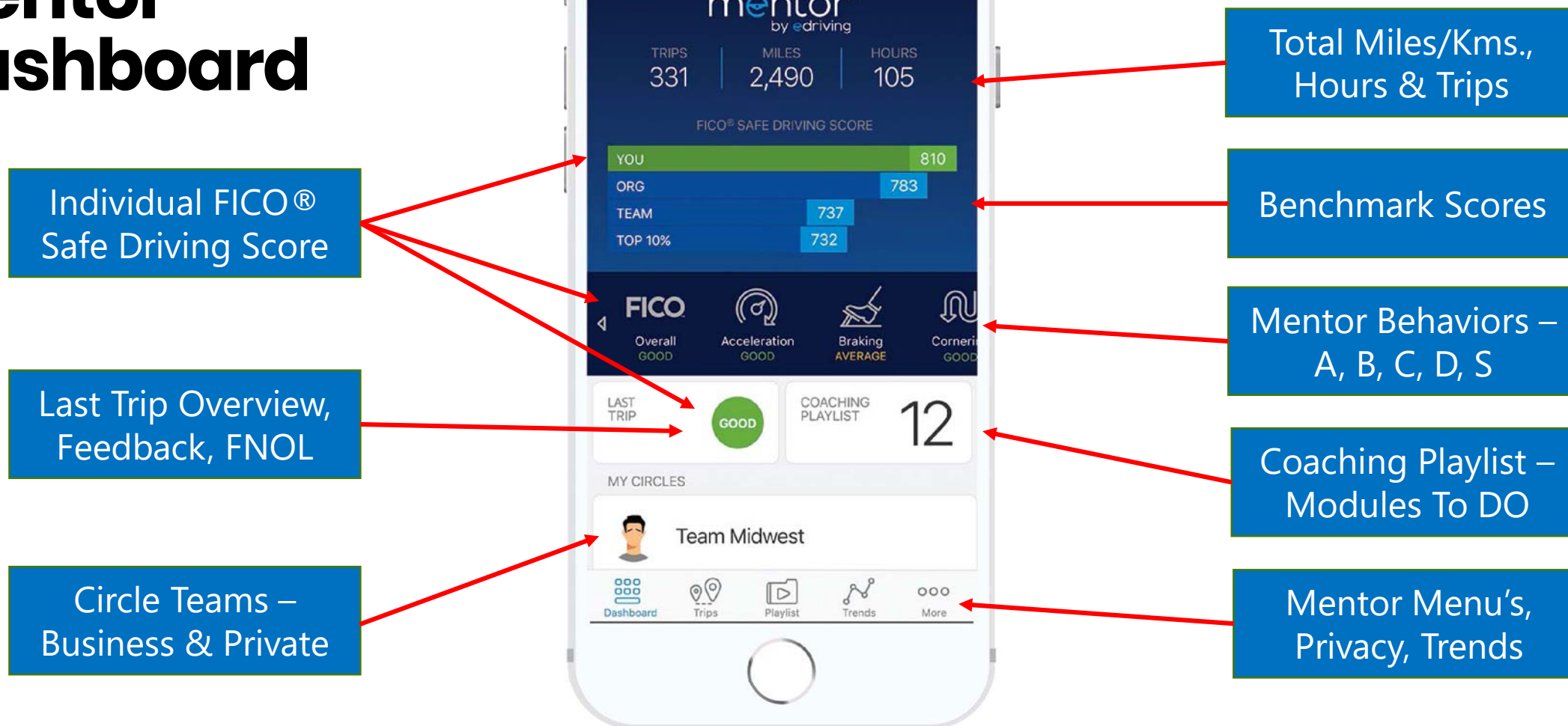
eDriving®

FICO®

Success Evolved. Mentor by eDriving.



Mentor Dashboard





Mentor Behaviors

- Collects & analyzes data for the most predictive driving behaviors using the smartphone's accelerometer and GPS sensor
- Incorporates positive behaviors (smooth maneuvers), as well as risky maneuvers – Acceleration, Braking, Cornering, Distraction (Calls, Texting, Emailing, Handling), & Speeding.
- Reflects trip distance and duration
- 7-day rolling score



Acceleration



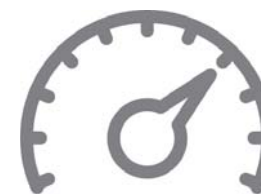
Braking



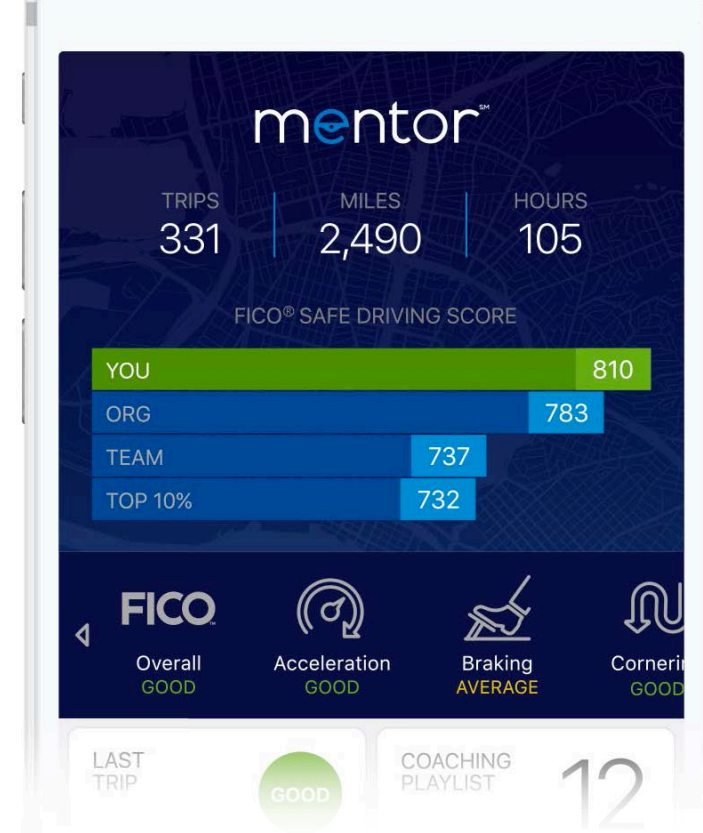
Cornering



Distraction

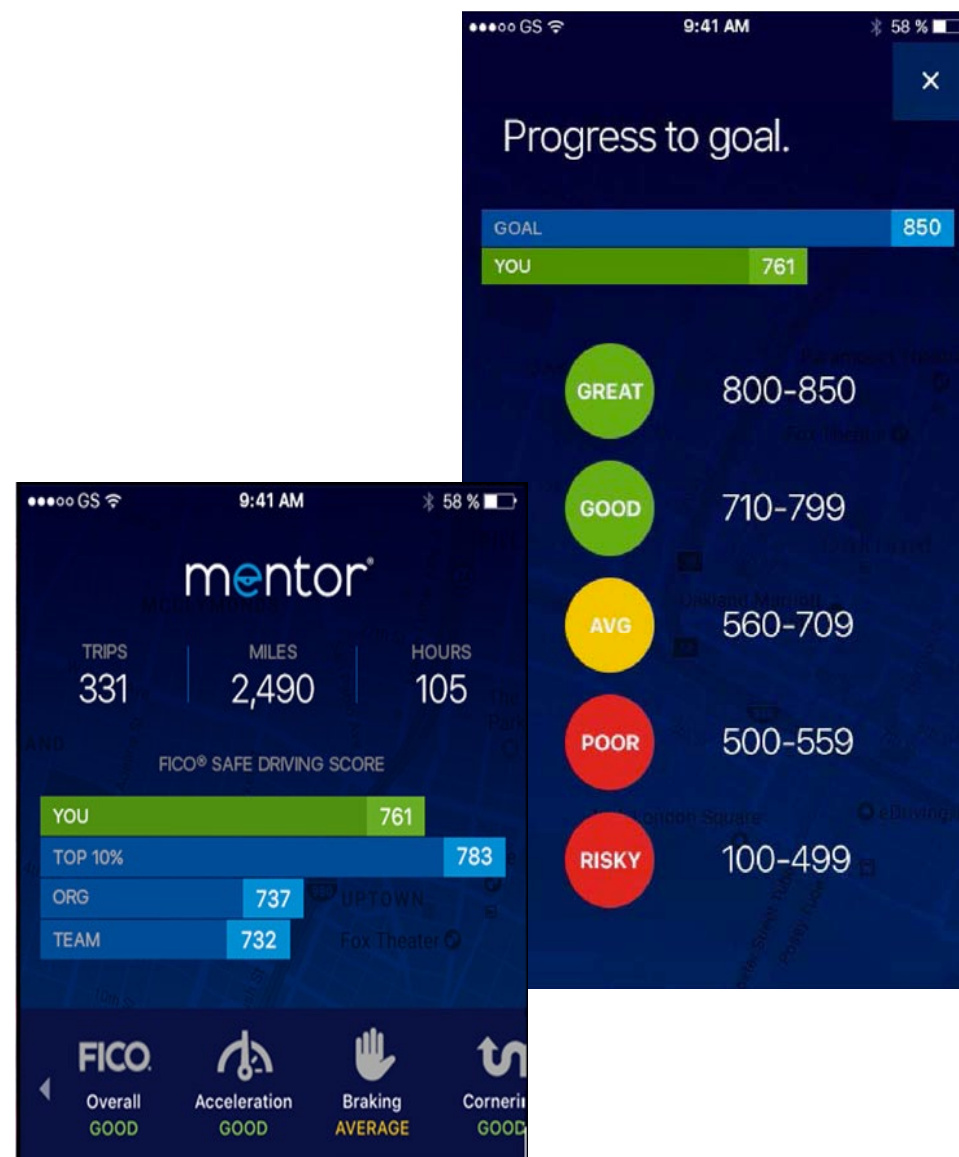


Speeding



FICO® Safe Driving Score

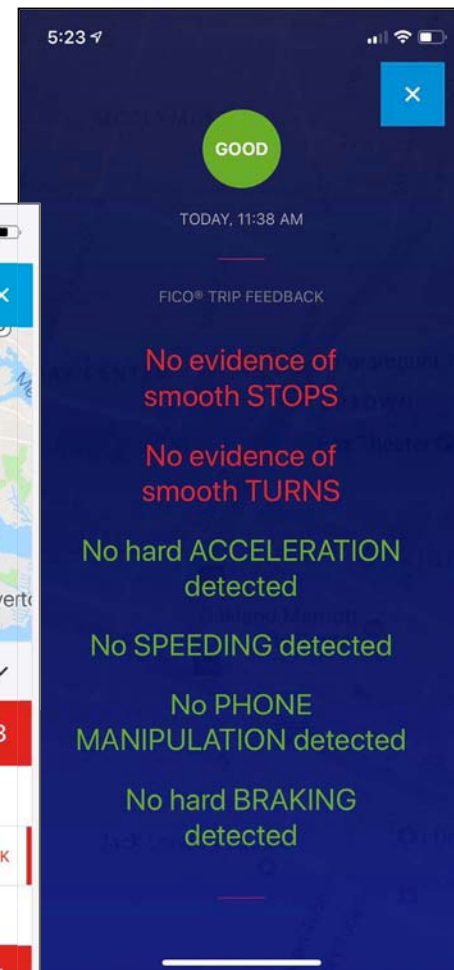
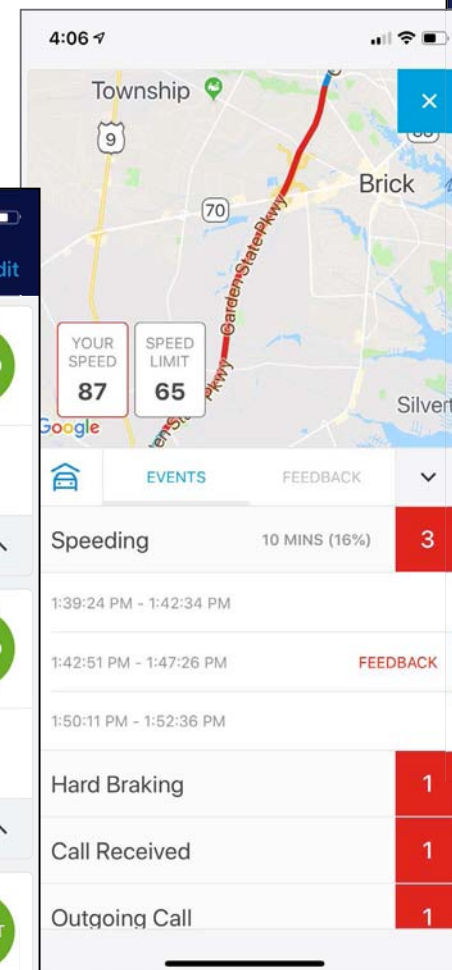
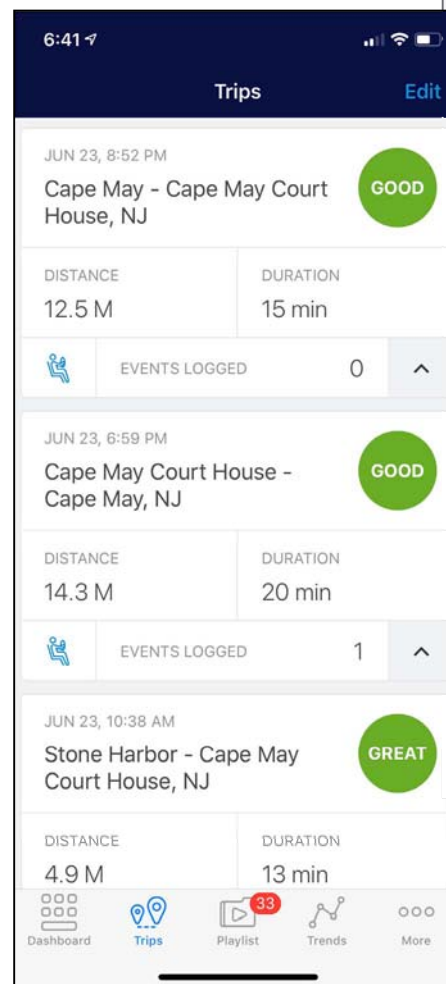
- A **predictive** score that identifies drivers' likelihood to be involved in future incident or collision.
- Drivers with low scores have a much higher crash involvement rate than drivers with high scores.
- **Validated** using data from 2nd Strategic Highway Research Program*, a large driving study with 3,500+ participants and nearly 32 million miles of driving data.
 - Corroborated high importance of Acceleration and Braking variables.
 - Amplified contribution of Cornering variables.
 - **Overall, improved collision prediction by 18%.**
- Mentor and the FICO® Safe Driving Score have no relationship with FICO® Credit.
 - Mentor does NOT pass any Personally Identifiable Information (PII) to FICO® – Score is calculated anonymously and passed to Mentor where it is re-associated with Driver ID
 - Mentor does NOT pass any PII to any insurance partners without explicit permission.





Driver View/Trip Details

- FICO Trip/Event feedback
- Where and when each event occurred
- Duration of each event
- Speed driven Vs speed limit of the road
- Trip rating (FICO® Safe Driving Score)
- Total number of events
- Start & end locations
- Distance traveled/time elapsed
- Summary of last 30 Trips
- **PRIVACY:** Driver Managers/Administrators/
Employer can only see FICO® Safe Driving Score,
Mentor behavior sub-scores and event counts –
No Location/mapping data is shared.





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ECOLAB: GLOBAL COMPANY, GLOBAL REACH

Founded in
1923

Headquartered in
St. Paul, MN

49,000+
Total employees

FORTUNE
500
COMPANY

Serving customers in
170+ countries

3 million
Customer Locations

120 Total
manufacturing
facilities

\$15 billion
In annual sales

DELIVERING WHAT MATTERS MOST

SAFE
FOOD



CLEAN
WATER

ABUNDANT
ENERGY




HEALTHY
ENVIRONMENTS

LAST YEAR, ECOLAB HELPED:

 Save
188 BILLION
gallons of water

Conserve
19 TRILLION
BTUs of energy


Prevent
more than
1 MILLION
 foodborne illnesses

Produce
42% 
of the global processed milk supply

Clean
40 BILLION
hands 

Reduce
 **1.4 BILLION** pounds
greenhouse gas emissions

 Generate
22%
of the world's power

Make
25% 
of the world's processed food safe

Clean
1 BILLION+
hotel rooms


 Serve
45 BILLION
meals

DRIVER SAFETY FOOTPRINT: CHALLENGES VARY BY REGION

NA: 13,000



EUROPE: 5,000



G. CHINA: 1,000



MEA: 1,000



AP: 3,000



LA: 3,000



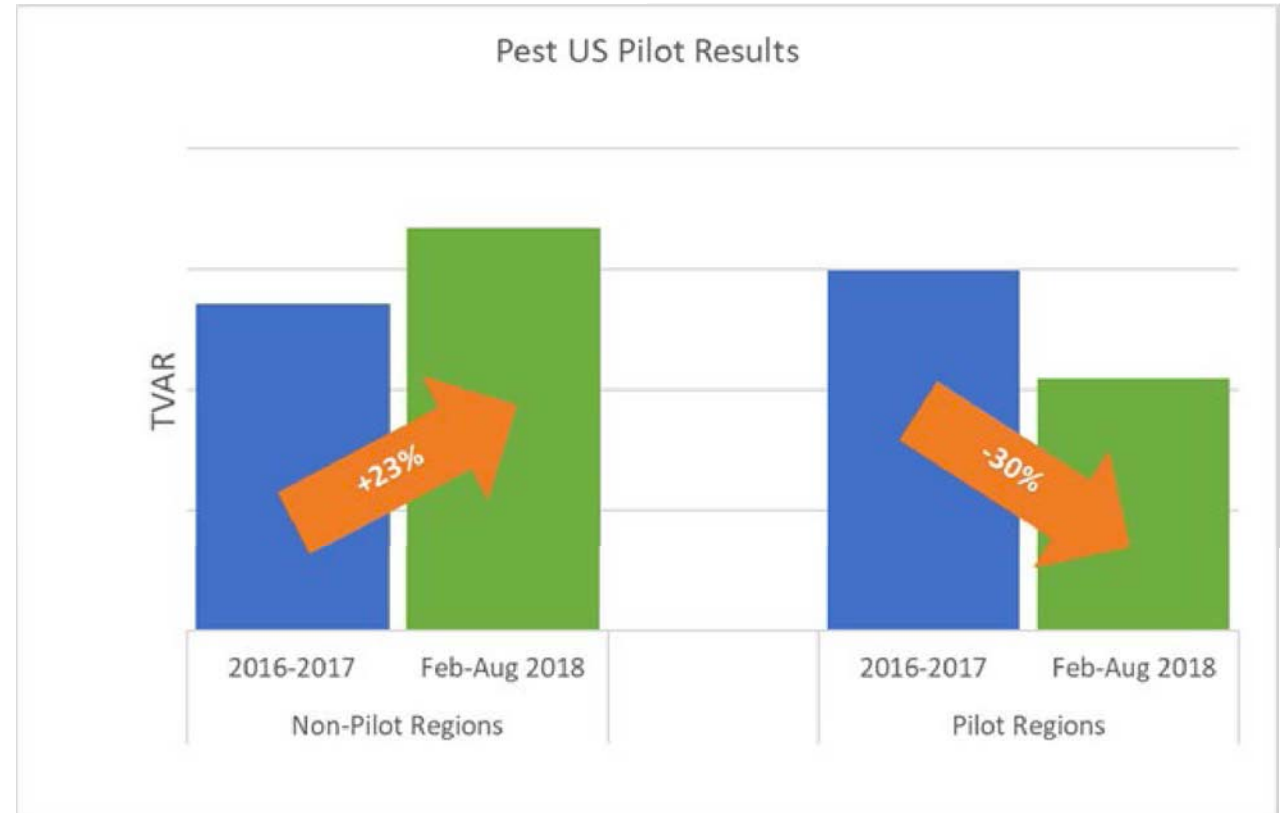
STRAT 2020: PREDICTIVE DRIVER SAFETY



PEST US VRM-MENTOR PILOT RESULTS

3 Regions – 500+ Drivers – 6 Months

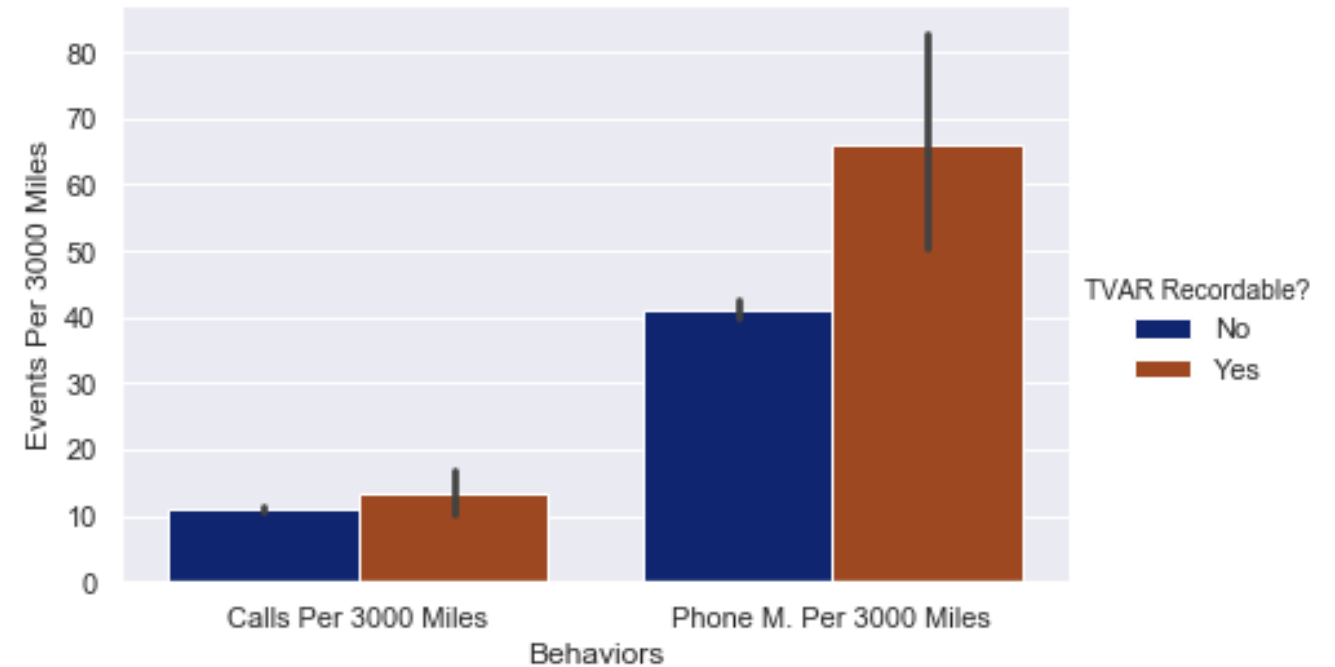
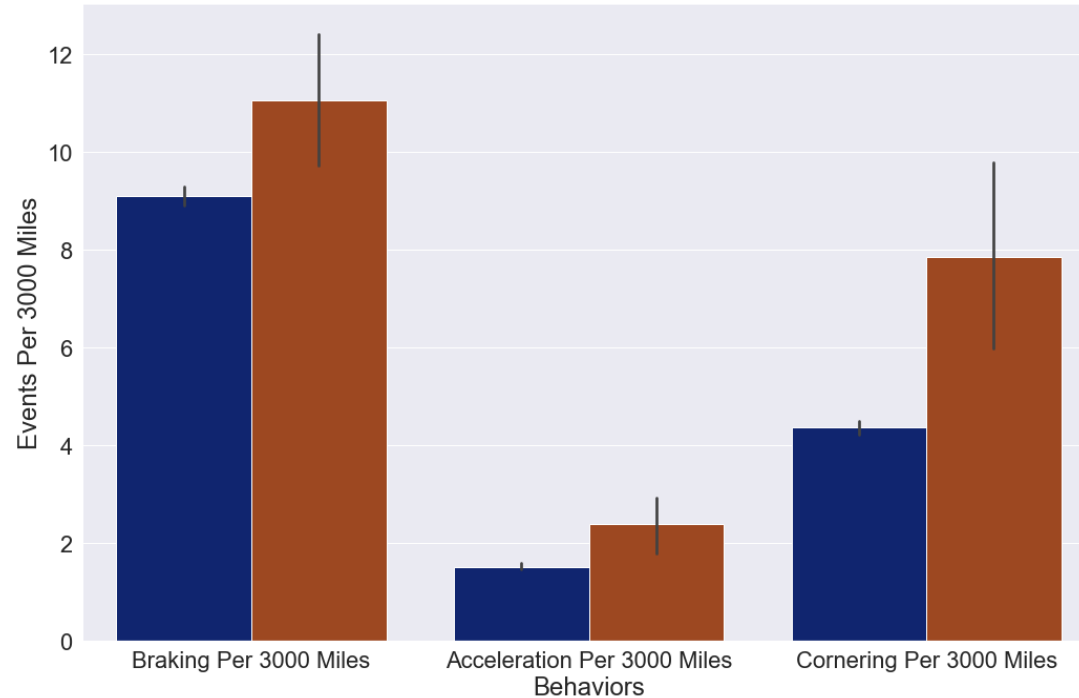
- Pilot group chosen based on leadership engagement & need
- Statistically significant **CPMM reduction of 30%** versus an increase in the non-pilot Regions
- Sustained CPMM reduction came when focus was put on on-time coaching completions and quality reviews/manager follow-up



2019 NORTH AMERICA ROLLOUT

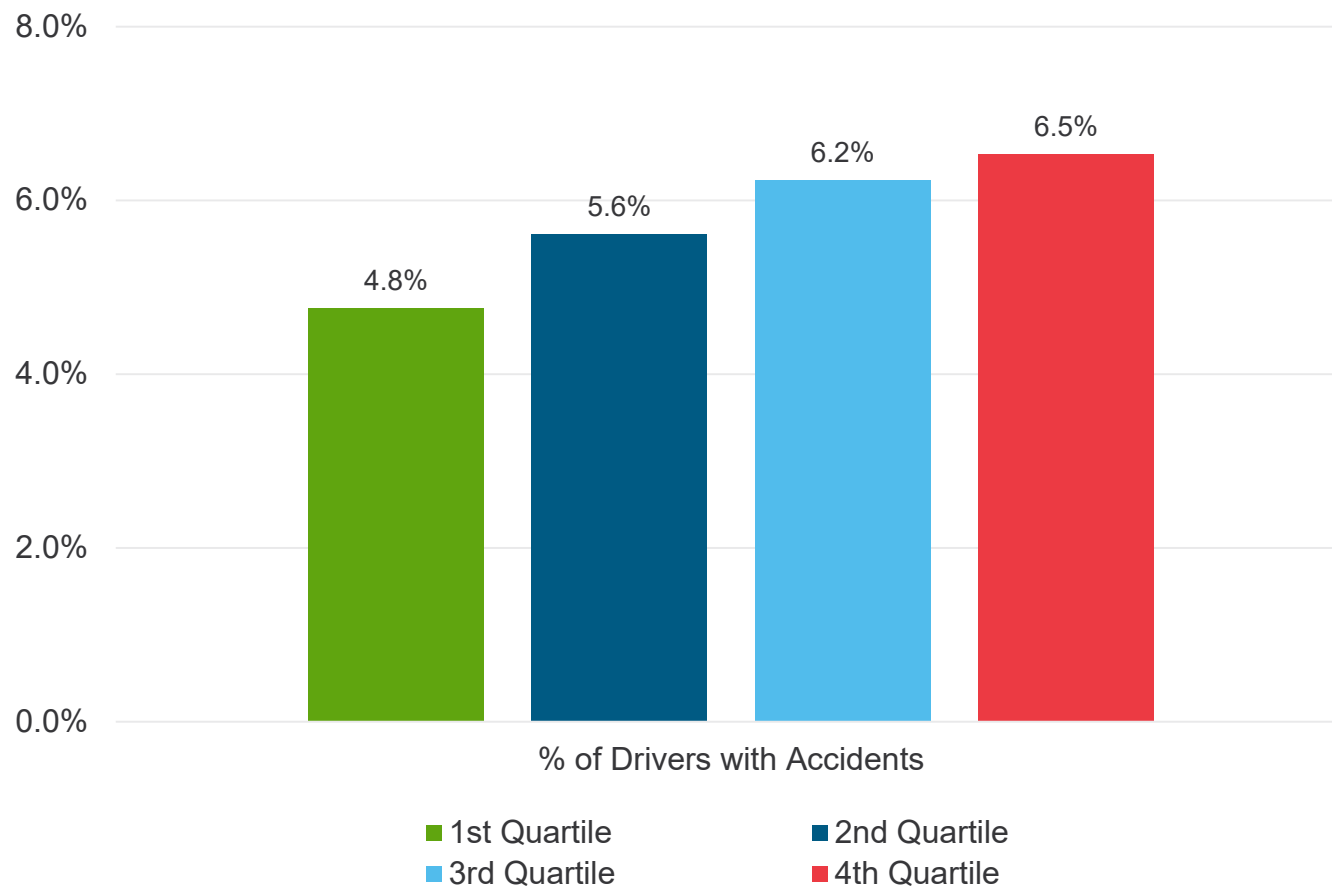
- Executive Safety Leadership Council support for expansion
- Focus on US and Canada only; greatest risk & most drivers
 - ~12,000 drivers
 - 10 divisions
- In-person, hands-on manager training
 - System & data
 - Coaching process
- Coordinated rollout around already scheduled manager meetings to minimize expense & field productivity impact

VEHICLE ACCIDENTS AND RISKY DRIVING BEHAVIORS



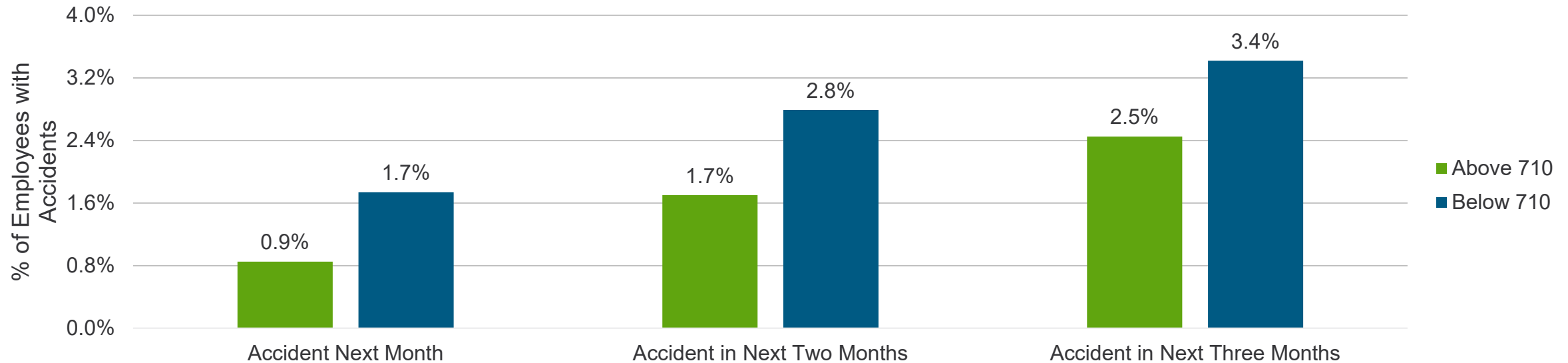
- Drivers with accidents had significantly more risky driving behaviors compared to drivers without accidents

SPEEDING AND VEHICLE ACCIDENTS



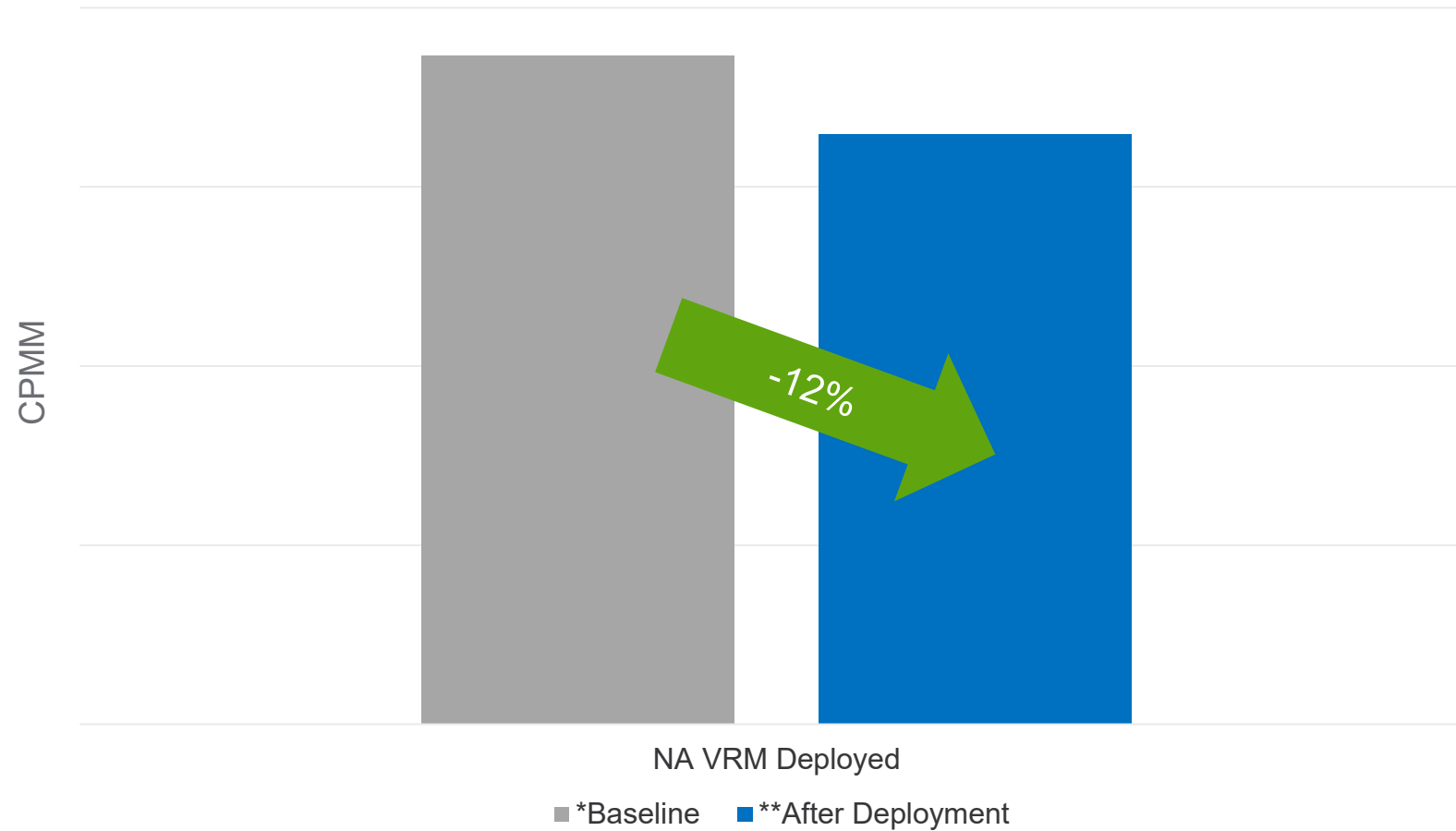
- Mapping source changes in April allow for more accurate measure of speeding events
- Drivers with more speeding events are at higher risk for vehicle accidents

VEHICLE ACCIDENTS AND MENTOR SCORE



- Drivers with a FICO Safe Driving Score of 710 or below were much more likely **(2 times)** to have an accident within the next three months

NORTH AMERICA CPMM PERFORMANCE



* Baseline includes data from 2017 to the day prior to deployment date

** Based on deployment date through P7

LEARNINGS FROM NORTH AMERICA

- Commitment & support necessary for success
 - Business/field leaders
 - SH&E
 - HR
- Consistent program messaging and thoughtful launch planning is critical
- Significant change for the division SH&E leaders; takes time to engrain VRM program processes in daily routines
- Coaching is key to success – and a significant change for the field organization
- Program compliance must be managed; difficult to “reel in” once out of control

GLOBAL EXPANSION APPROACH

- 2020 focused on global expansion
- Staggered country rollout approach
 - Launch all divisions in a country
- Countries selected based on risk and volume of drivers
- Detailed launch timeline and task list developed to ensure consistent launch process country to country
 - Pework completed at country level
 - Train-the-trainer and program management training
 - Launch activities – including 4 weeks of Mentor data collection prior to manager training