



VISION ZERO: USING SMARTPHONES TO CREATE A CRASH-FREE CULTURE

HEATHER BASS, ECOLAB



**NETS Annual
Strength IN Numbers®
Fleet Safety Benchmark Conference
Eagle Crest Marriott
Ann Arbor, Michigan
October 5 – 6, 2022**

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

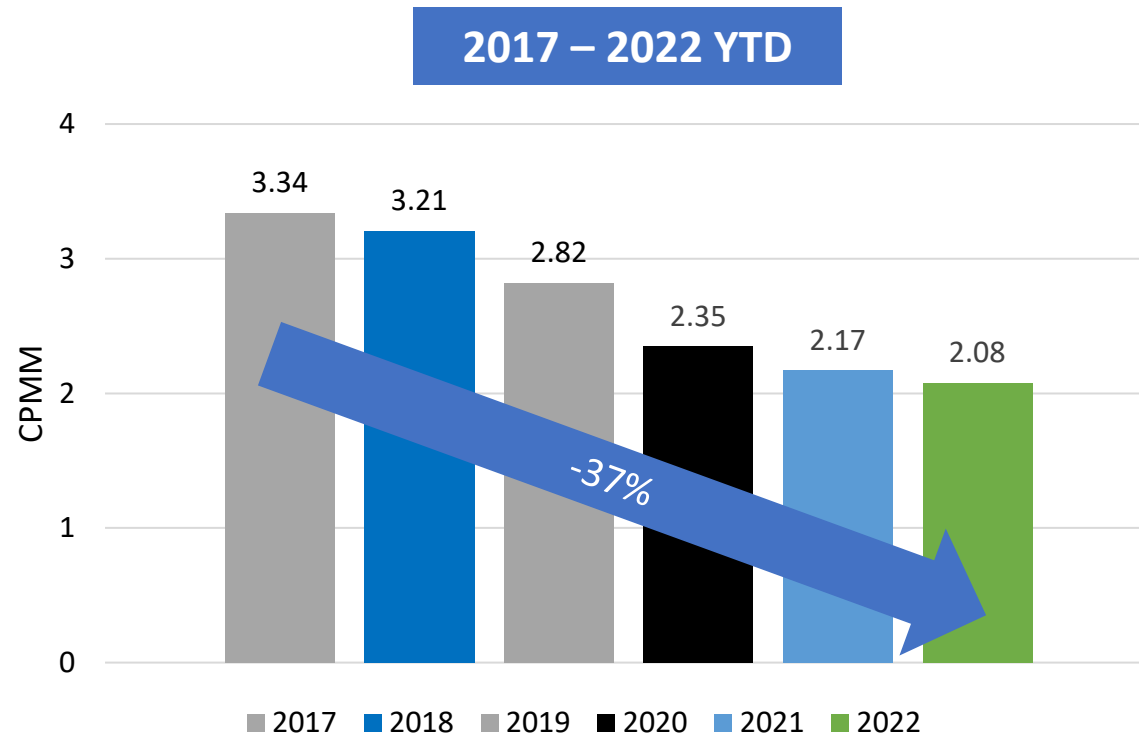


INDUSTRIAL



HEALTHCARE/LIFE SCIENCES

Global Program Highlights



• *2020 & 2021 includes COVID-19 Mileage Reduction

- Global CPMM improved 37% compared to 2017
- Program deployed to 84% of global field organization
- Target to complete global deployments in 2023

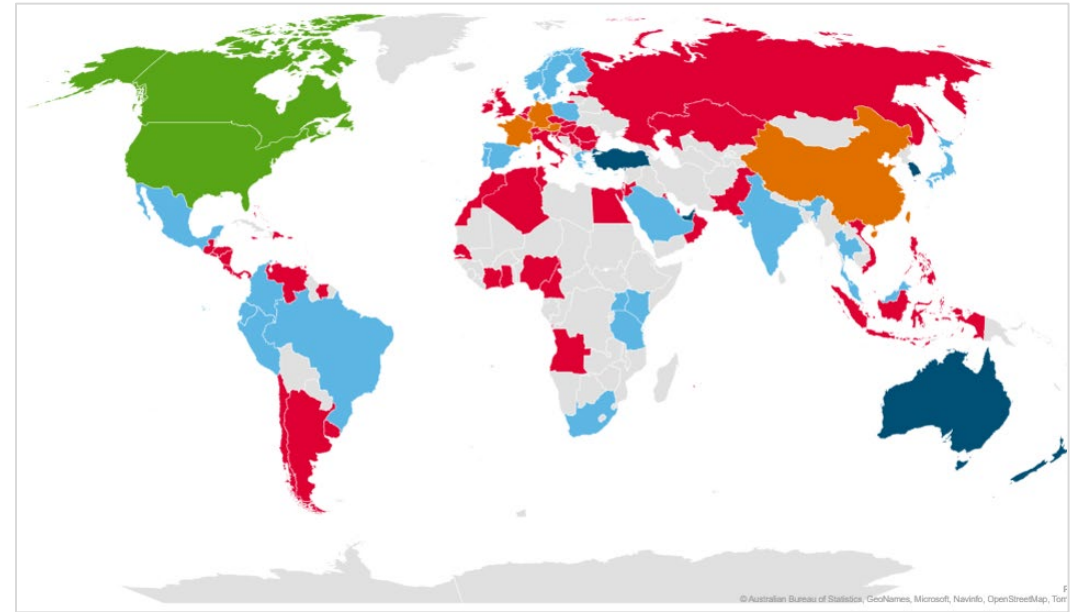
Global deployments

Over 65 countries deployed

17,000 drivers

790 million miles

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

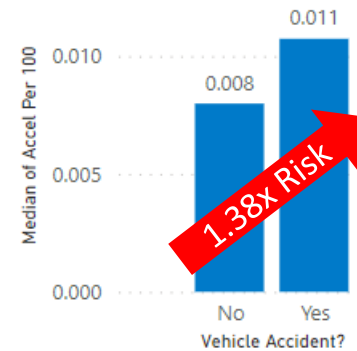


Program insights

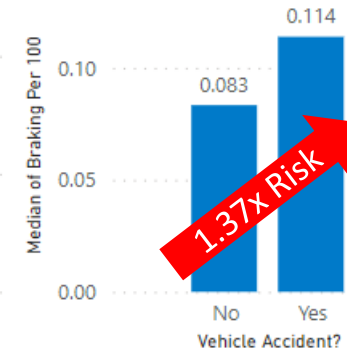
VRM Lifetime Trends per 100 miles / 160 km, Global

- Drivers **with vehicle accidents** have significantly more:
 - Acceleration
 - Braking
 - Cornering
 - Speeding
 - Distraction events

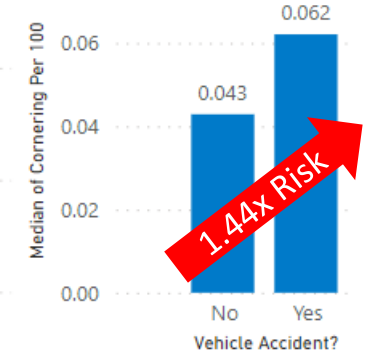
Accelerations



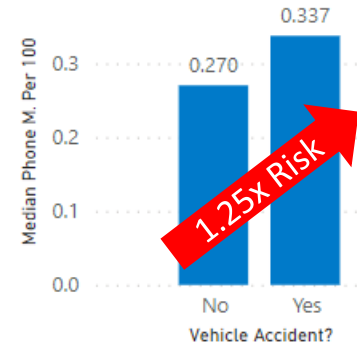
Braking



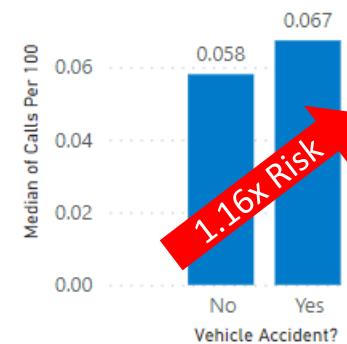
Cornering



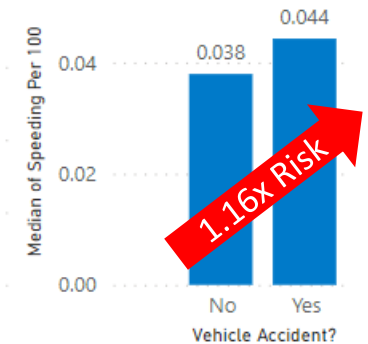
Phone Manipulations



Calls



Speeding

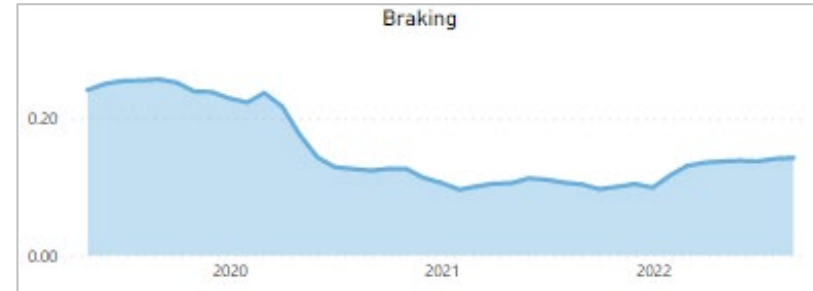


Current focuses

Complete global deployments

Driver and manager program engagement

Reporting and analytics



While maintaining core program focuses: Keep leaders engaged, ensure drivers are using the Mentor app, complete driver coaching on time