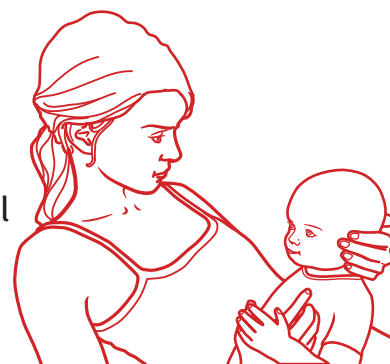


DANONE BABY NUTRITION WEXFORD



Operating in the southeast of Ireland since 1972, Danone Baby Nutrition Wexford, a manufacturer and distributor of specialised infant and toddler milks acquired in 2008 by French multinational Groupe Danone, has been shortlisted for the DuPont Safety and Sustainability Awards on the basis of the company's achievements in implementing an innovative approach to safety.



A wholly owned subsidiary of Groupe Danone's growing Baby Nutrition Division – active in 137 markets around the world and the sector's second largest player globally – Danone Baby Nutrition Wexford consists of a dedicated manufacturing facility and packing operation for products such as Aptamil, Cow & Gate and Milupa Infant Formulae. Serving customers in both Ireland and abroad, the company forms a key link in Groupe Danone's international network of baby nutrition plants.

4 STAGE PARTNERSHIP OF THE SEACHANGE WAY™



- 1 SAF-E™ Engagement
- 2 SAFE-T™ Tools
- 3 SAFE-R™ Routines
- 4 SAFE-ST™ Standards

Following a lost time accident in 2011, which did not reflect broader improvements in safety performance since the introduction of the WISE system in collaboration with DuPont in 2009, Danone Baby Nutrition Wexford sought to drive a cultural evolution in relation to safety. This was achieved through collaboration with SeaChange Ltd, an Irish owned Company, and the adoption of their proprietary system "The SeaChange Way"™. A tangible and visual system, The SeaChange Way™ works as a four stage partnership service providing the company with SAF-E™ Engagement, SAFE-T™ Tools, SAFE-R™ Routines and SAFE-ST™ Standards that establish bottom-up routines to build safe behaviour and attitudes, while enhancing staff ownership and accountability.

Acting as the 'missing piece' in Danone Baby Nutrition Wexford's comprehensive safety strategy, implementation of The SeaChange Way™ has had an impressive impact on the workforce attitudes and decision-making forming the root cause of most accidents. The company received a division record breaking WISE audit score in both 2011 and 2012, representing a 63 percent improvement on the 2009 figure.

