

MIS

MAKE IT SAFE VANCOUVER

PEOPLE PLANET PROFIT: A LEADER'S EXPERIENCE

OCTOBER 9 — 9:00 AM

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» makeitsafe.ca



Opening Keynote - People, Planet, Profit: A Leader's Experience

October 9, 2024

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CEO, Urban Impact



A little bit of history



Our in house maintenance team works hard to keep our trucks operating safely on the road.

**URBAN
IMPACT**
recycling at work



A little bit of history



Safety Revolution

Documentation
Review
Safety
Messaging
Communication
Safety Tag Line
Updated Job
Description
CEO
New Hires
Incident Investigation
Record Keeping
Training Review
Updated Job
Description
Managers
Training
Schedules

Trucking Operations



Plant Operations



Learning 1: Working with an Entrepreneur

- Like to Learn
- Not scared by a challenge
- Your expertise and experience should lessen the burden for the Entrepreneurial team.
- Practice and be thoughtful about your messaging - simple and complete.



Learning 2 – Safety Messaging

- Incorporate into your values, mission statements.
- Easy to remember, easy to understand.

Cultural Value:

Work Safely, always.

At Urban Impact our Cultural Values guide us to:

- **Work Safely, always**
- Focus on and serve our customers needs, we strive to meet or exceed their expectations and their diversion goals
- Genuinely care about the people we work with, we are a flexible and fair employer
- Support staff's health and wellness
- Recognize and reward employees for contributions
- Have a positive, respectful, high energy, productive work place
- Endorse and support innovation and encourage an ideas work environment
- Support and encourage staff's personal and professional development
- Share and celebrate our common success
- Care and give back to our communities
- Care about making a genuine difference to the environment
- Be approachable, staff have full access to our leadership team
- Work as a team to achieve our common success, we have each other's back

Learning 3 – Safety Messaging

- Incorporate into your values, mission statements.
- Easy to remember, easy to understand.



Learning 4: Selling Safety

You may have to be
part safety professional,
part salesperson, part
cheerleader!



Learning 4: Selling Safety

Don't forget to celebrate!



Learning 5: Communication Best Practices

- Don't read from slides
- Engage with your audience by reviewing photos, real life examples or images.
- Consider using photos to start discussion. What is right about this photo? Or can you spot a safety concern?
- Ask questions and ask for engagement to ensure you have understanding.



Learning 6: Organizational Chart

Safety should report through for maximum consequence and engagement.



Learning 7 – Safety Branding

Any questions?

Feedback?

Any suggestions?



Barriers to Safety

- Cultural buy in
- Language
- Time
- Internal capacity
- Internal know how
- Others!



Forward Facing Metrics

Safety from the Ground Up



Here is what Safety can feel like



Here is what safety should feel like



**URBAN
IMPACT**
recycling at work

PROUD WINNER!

**2024 Manufacturing
Safety Innovator Award**


manufacturing
Safety Alliance of BC

Thank you very much. This concludes my presentation, "**People, Planet and Profit: A Leader's Perspective**".

Now, it would be my honour to answer any questions you may have.

