

# Safe is sound

*This year's Campbell Award winners demonstrate the power of SH&E.*

SH&E is safety, health and environmental management. And when companies make SH&E an organization-wide priority, it is indeed a powerful thing — benefiting employees, communities and, ultimately, their very own bottom line. It is an important quality of corporate leadership, and a core value of successful businesses in any industry.

Cases in point: Alcan Inc. and DynMcDermott Petroleum Operations Company.

They are the winners of the 2006 Robert W. Campbell Award. This international award was created by ExxonMobil and the National Safety Council to honor firms that exemplify our shared belief that safety, health and environmental management are intrinsic to business excellence and sustainability.

In many ways, these two companies are very different. Montreal-based Alcan Inc. is one of the world's leading aluminum and packaging companies, with a workforce of 65,000 and operations in 61 countries. DynMcDermott, a private New Orleans-based firm that manages the U.S. Strategic Petroleum Reserve, has fewer than 600 employees.

But both Alcan and DynMcDermott have made SH&E a priority at every level of

their operations, from the boardroom to the shop floor to the field office. The result: improved safety performance, healthier workers, enhanced environmental stewardship and increased productivity and profitability.

At both companies, investing in SH&E more than paid for itself. Alcan's innovative "EHS First" system — which has fostered a safety-oriented culture throughout the company — has delivered about \$43 million

in savings. And DynMcDermott says it achieved top performance and returns "because of, not in spite of, our focus on the worker, the public and the environment."

This year's Campbell award winners, along with previous winners Noble Corporation and Johnson & Johnson, have agreed to share their experiences with other companies and in case studies that will be used at top business and engineering schools.

This way, tomorrow's leaders can learn what Alcan and DynMcDermott already know: that business excellence begins with a steadfast commitment to safety, health and environment. Companies become better employers, better neighbors and better corporate citizens, while being rewarded with improved productivity and profitability.

In other words, safe is sound.



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