



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

Heather Bass, CSP: Ecolab Director of Global Driver Safety
Annette Correll: eDriving Chief Customer Officer





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

Annette Correll: eDriving Chief Customer Officer





eDriving helps our clients reduce collisions, injuries, license violations and total cost of fleet ownership (TCO) through a patented, closed-loop, driver* behavior-based safety program focused on ensuring everyone who drives for work purposes **returns home safely** at the end of each day.

References to 'driver(s)' or 'drives' include drivers of cars, trucks, and vans, and riders of motorcycles and two-wheelers.

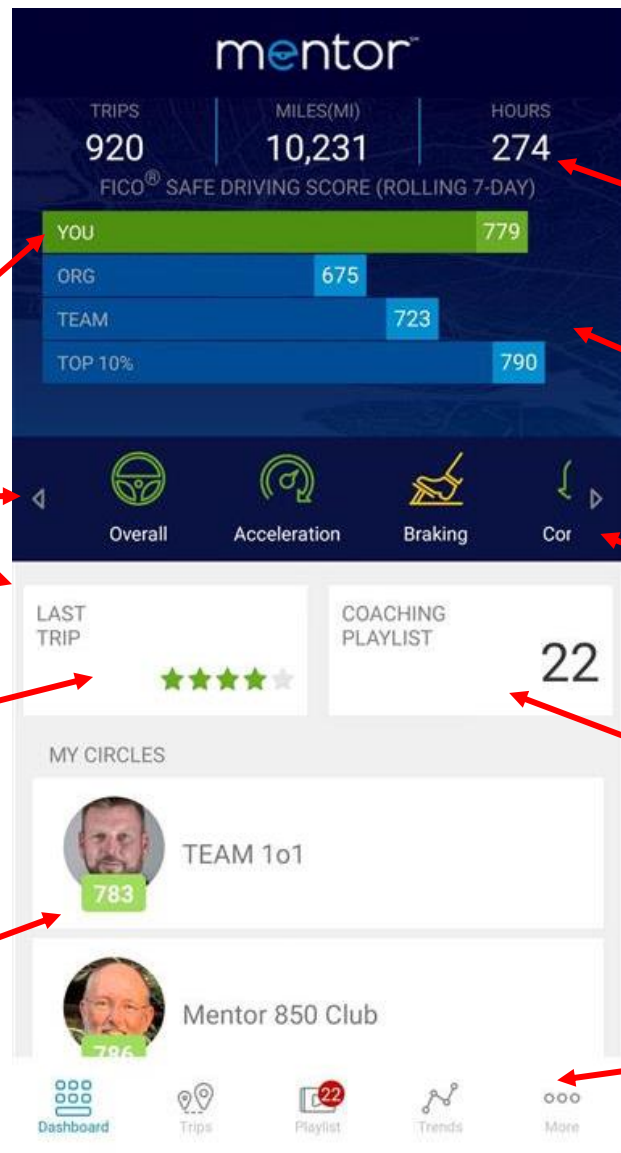
eDriving®

FICO®

Success Evolved. Mentor by eDriving.



Mentor Dashboard



Total Miles/Kms., Hours & Trips

Benchmark Scores

Mentor Behaviors – A, B, C, D, S

Coaching Playlist – Modules To DO

Mentor Menu's, Privacy, Trends

Individual FICO® Safe Driving Score

Last Trip Overview, Feedback, FNOL

Circle Teams – Business & Private

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.

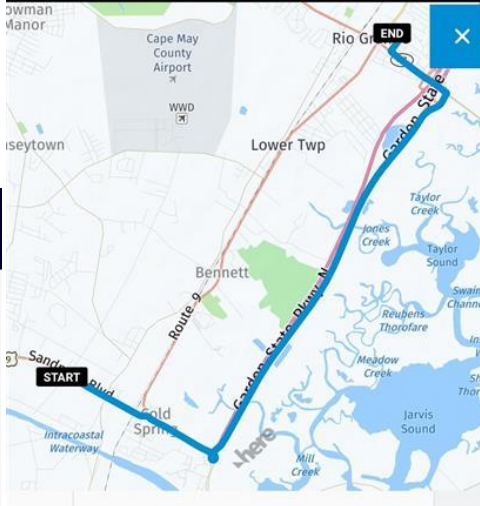



●	Very Low Risk	800-850
●	Low Risk	710-799
●	Medium Risk	560-709
●	High Risk	500-559
●	Very High Risk	100-499

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.

Trips		EDIT
Sep 24, 4:54 PM ★★★★★ Cape May Court House - Rio Grande, New Jersey		
DISTANCE	11.7 M	DURATION 13 m
	EVENTS LOGGED	2 ^
Sep 22, 12:43 PM ★★★★★ N Wildwood Blvd - Hawks Lndg, Cape May Court House, New Jersey		
DISTANCE	10.6 M	DURATION 15 m
	EVENTS LOGGED	0 ^
Sep 22, 12:16 PM ★★★★★ Hawks Lndg - Indian Trail Rd, Cape May Court House, New Jersey		
DISTANCE	9.7 M	DURATION 13 m

	
	EVENTS
FEEDBACK	
Phone Manipulation	3
Smooth Start	1
Smooth Right Turn	1
Smooth Left Turn	1
Smooth Stop	2

SEP 25, 5:15 PM

FICO® TRIP FEEDBACK

2

No evidence of smooth STOPS

Ratio of smooth TURNS to all turns is low

4

No hard ACCELERATION detected

No hard BRAKING detected

No SPEEDING detected

No PHONE MANIPULATION detected



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.



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ECOLAB: GLOBAL COMPANY, GLOBAL REACH

Founded in

1923

Headquartered in

St. Paul, Minn

45,000+

Employees globally

FORTUNE

500

COMPANY

Serving customers in

170+ countries

3 million

Customer locations

90+ Total Manufacturing
centers

\$15 billion

in annual sales

DELIVERING WHAT MATTERS MOST

WATER



FOOD



HEALTH



CLIMATE



GLOBAL LEADER

Annually saving customers:

188 billion
gallons of water

19 trillion
BTUs of energy

54 million
pounds of waste

2.4 billion
pounds of CO₂e

LAST YEAR, ECOLAB HELPED:



Save
**206
BILLION**

gallons of water

Conserve
28 TRILLION

BTUs of energy



Prevent

more than

7.5 MILLION



foodborne
illnesses

Produce

44%



of the
global
processed
milk supply

Clean
40 BILLION

hands



Reduce

3.3 BILLION pounds

greenhouse gas emissions



Generate
20%
of the world's
power

Safely protect

more than

36%

of the world's
packaged food



Clean
1 BILLION+

hotel rooms



Serve
58 BILLION
restaurants



DRIVER SAFETY FOOTPRINT: CHALLENGES VARY BY REGION

NA: 12,000



EUROPE: 4,500



G. CHINA: 1,000



IMEA: 1,000



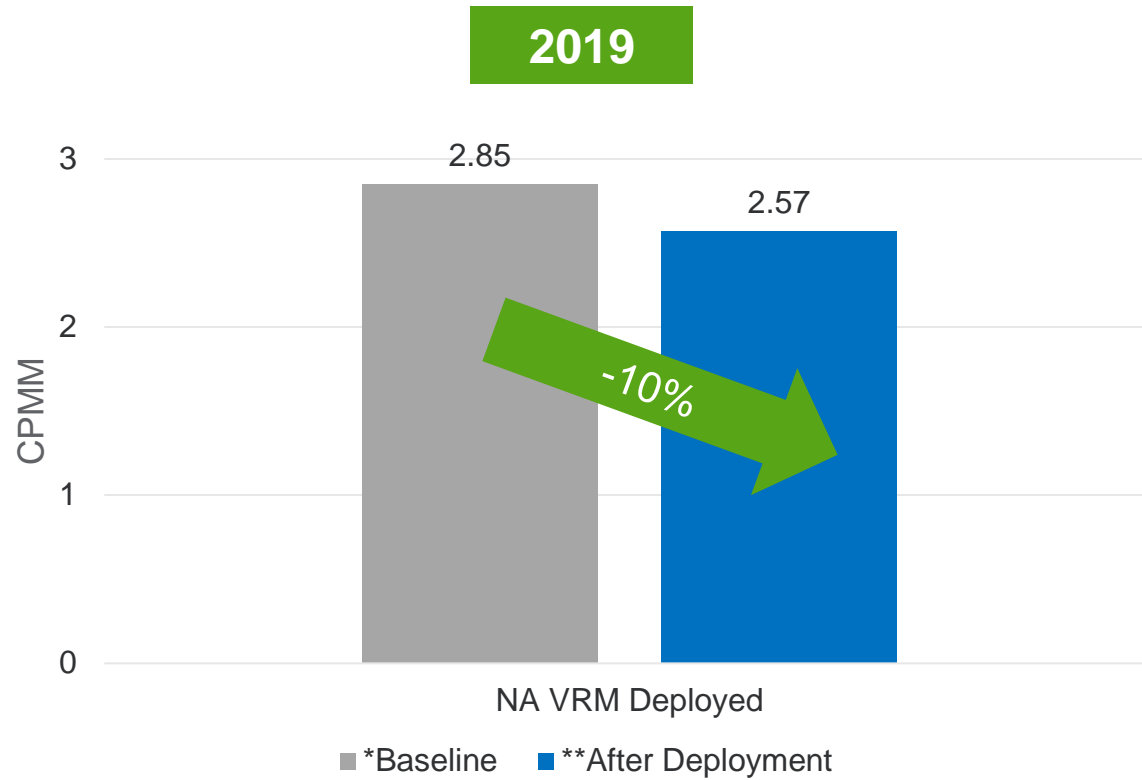
AP: 2,000



LA: 2,500



2019 NORTH AMERICA ROLLOUT



10% Reduction vs. Pilot 30% Reduction

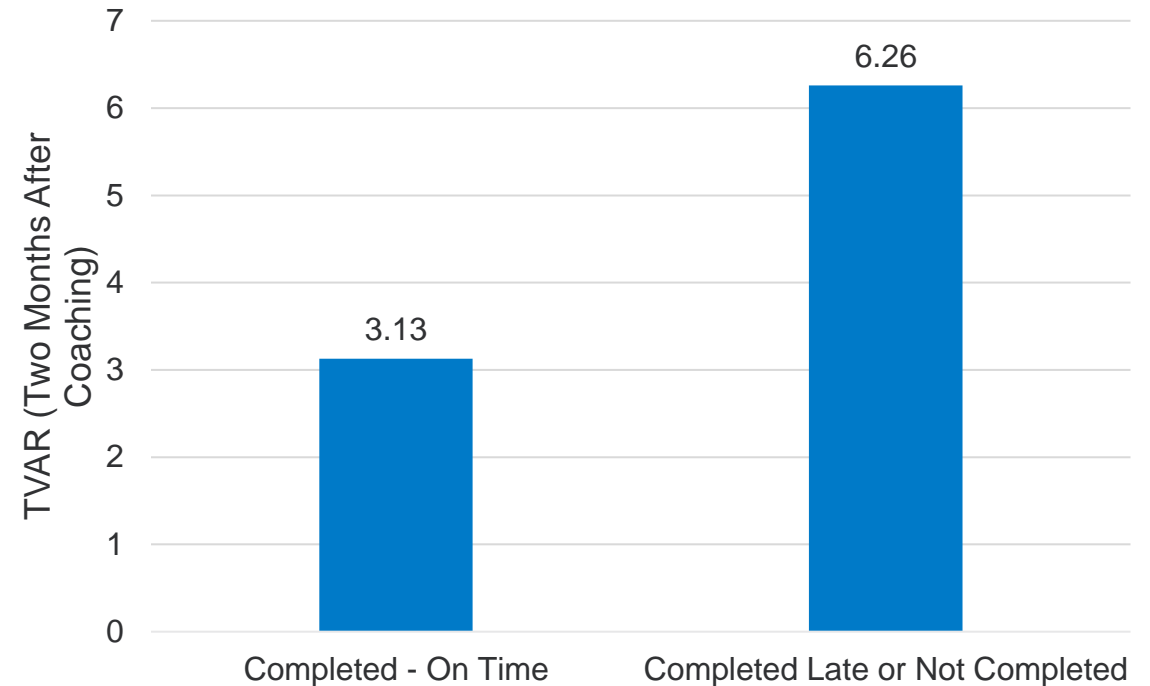
- Executive Safety Leadership Council support for expansion
- Focus on U.S. and Canada only; greatest risk & most drivers
 - ~10,500 drivers
 - 9 divisions
- In-person, hands-on manager training
 - System & data
 - Coaching process
- Coordinated rollout in existing manager meetings to minimize expense & field productivity impact

2019-2020 VRM HIGHLIGHTS

- CPMM improved 10% in 2019, largest YOY reduction since 2014
- Sustained CPMM reduction came when focus was put on on-time coaching completions and quality reviews/manager follow-up
- Focus on quality of coaching makes a difference
- Global rollout impacted by COVID-19
- Addressed gap in training new managers on the program

COACHING AND VEHICLE ACCIDENT RISK

- Drivers that did receive their coaching on time had **significantly lower vehicle accident risk** two months after their coaching session
- Coaching required to be completed 1st to 10th of month
- Coaching On Time % reported on Global Safety Dashboard

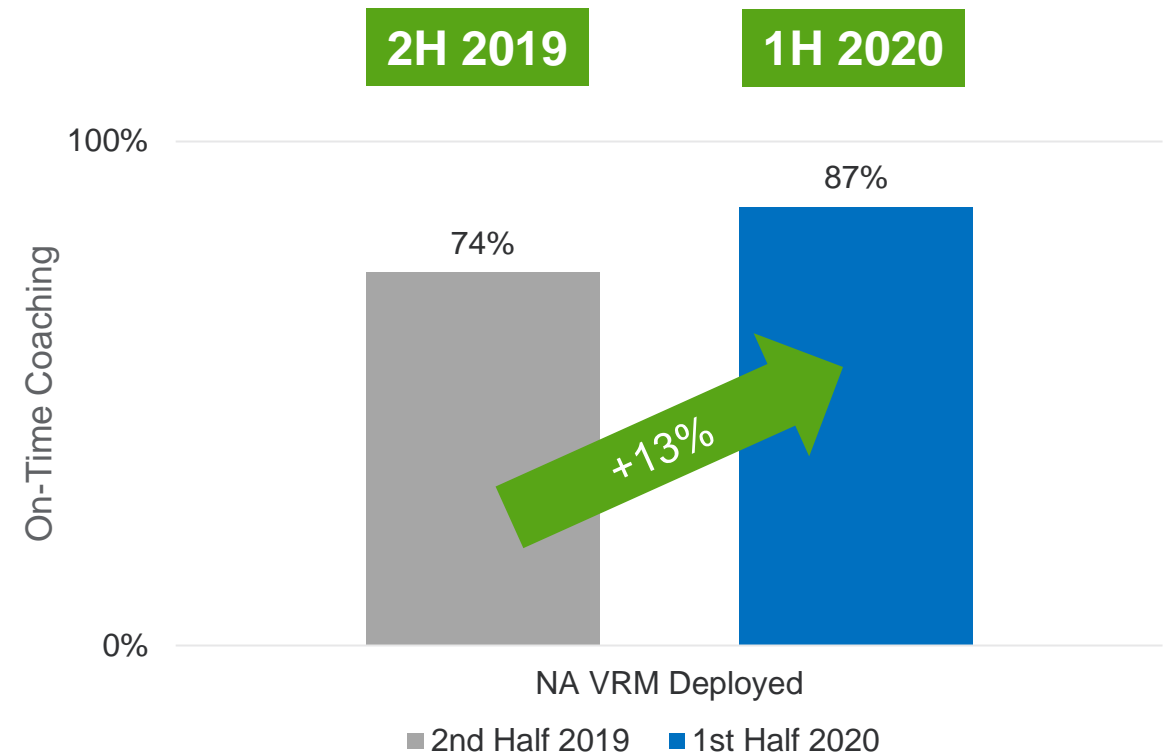


COACHING ON TIME & CPMM

Division	% Coaching Complete On Time	CPMM Change
Division 1	81%	-24%
Division 2	71%	-24%
Division 3	75%	-12%
Division 4	75%	-6%
Division 5	61%	-5%
Division 6	65%	-1%
Division 7	67%	6%
Division 8	47%	10%
Division 9	42%	17%

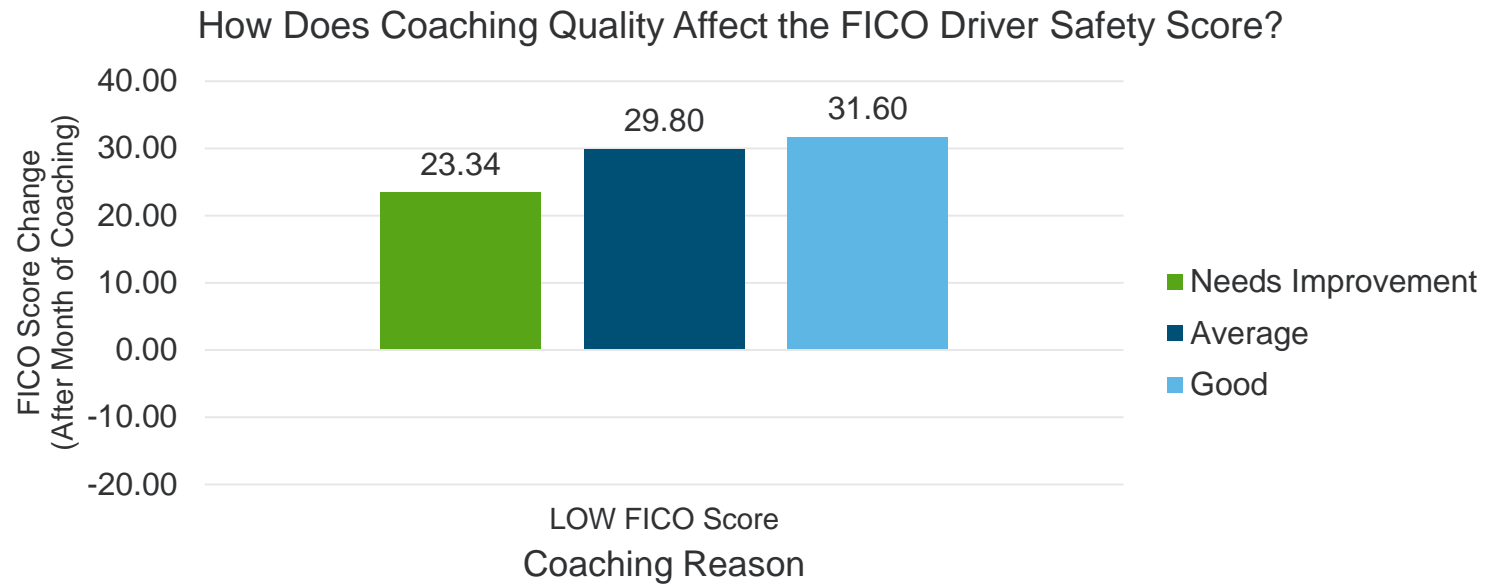
COACHING FOCUS EVOLVING

- Improvement in Coaching On Time % in first half of 2020
- More focus on the quality of coaching conversations
- Implemented new process for follow-up with managers completing coaching sessions that need improvement
- Additional tools to support good quality coaching sessions

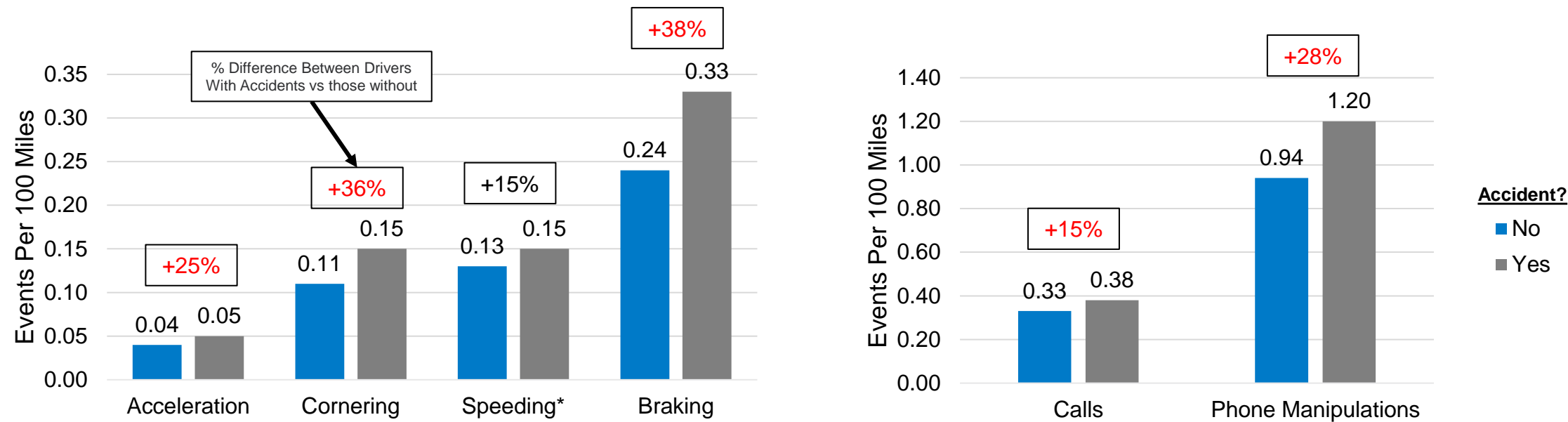


COACHING QUALITY & RESULTS

- For coaching assigned for low FICO Safe Driving Scores, higher quality coaching was associated with larger increases in FICO Score.
- **35% greater increase** for Good quality compared to Needs Improvement.

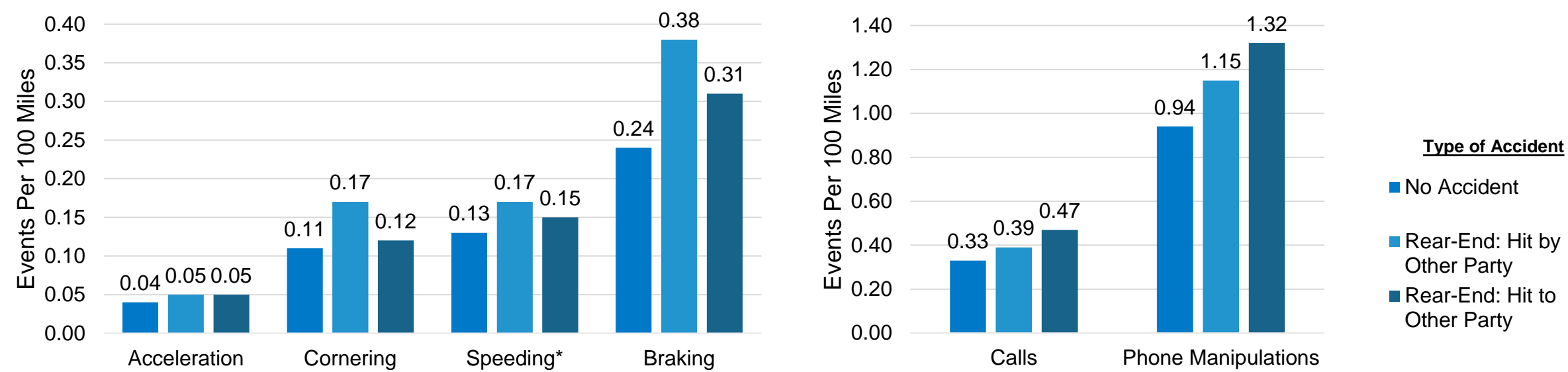


DRIVING BEHAVIORS & VEHICLE ACCIDENT RISK



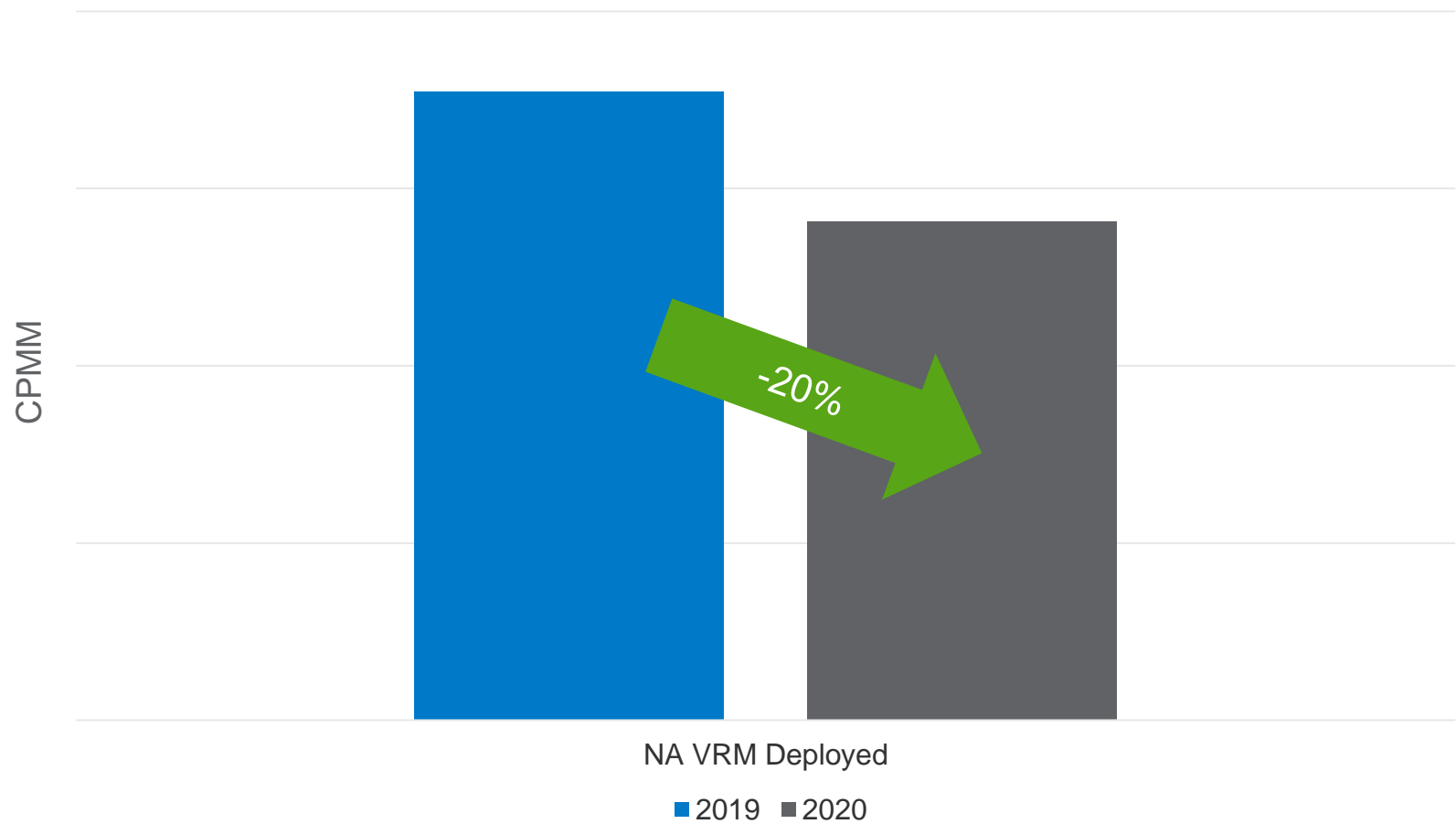
- Drivers with vehicle accidents in 2019 had significantly more risky driving behaviors than those without accidents

DRIVING BEHAVIORS & AND REAR-END ACCIDENTS



- More risky driving behaviors associated with higher rear-end accident risk

NORTH AMERICA CPMM PERFORMANCE



* 2020 adjusted for COVID-19 mileage adjustment

GLOBAL EXPANSION APPROACH

- 2020-2022 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, adjustments due to COVID-19
 - Launch activities – including 4 weeks of Mentor data collection prior to manager training

Q & A