

# VISION ZERO

Vision Zero, a national strategy for a culture of prevention in Luxembourg

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PRACTICE



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## Key Facts

- ▶ Regular media coverage is essential to generate awareness for a culture of prevention in the workplace and to stimulate behavioural change
- ▶ The “7 Golden Rules” of Vision Zero and further prevention tools provide a suitable framework for the implementation of a culture of prevention in companies
- ▶ Appropriate counselling as well as regular information and exchange forums are beneficial for companies

*The national Vision Zero strategy for the promotion of occupational health and safety was launched in 2016 in Luxembourg. In 2022, the second phase of Vision Zero (2023 to 2030) was announced, this time with the support of the Luxembourg government. This article provides an overview of the implementation of both Vision Zero phases in Luxembourg.*

The long-standing partners, the Luxembourg Accident Insurance Association (AAA), the Luxembourg Employers Association (UEL) and its National Institute for Sustainable Development and Corporate Social Responsibility (INDR), launched the Vision Zero occupational safety concept as a national strategy<sup>1</sup> for Luxembourg in 2016.

## The Vision Zero kick-off in Luxembourg

The Vision Zero concept and the Vision Zero National Charter were officially launched in Luxembourg as part of the tenth anniversary edition of the annual Occupational Health and Safety Forum, in the presence of Their Royal Highnesses the Hereditary Grand Duke and Grand Duchess. The charter was signed by twelve national institutions: six ministries (Departments of Social Security, Health, Employment,

Sustainability, Home Affairs and Civil Service), three national trade unions and the Vision Zero initiators (AAA, UEL and INDR<sup>2</sup>).

They all committed to a common and integrated approach, based on the “7 Golden Rules” of Vision Zero, to reduce the number and severity of work-related accidents, commuting accidents and occupational diseases in Luxembourg.

A national target was set to reduce the work-related accident incidence rate by 20 percent in the period 2016 to 2022 (from 5.37 percent in 2014) to 4.30 percent in 2022). Another objective was to continuously reduce the number of serious injuries and fatalities in work-related accidents.

Luxembourg-based businesses have since been encouraged to join the national Vision Zero community. This is a voluntary commitment to reducing the number and severity of work-related accidents, commuting accidents and occupational diseases.

## Review of the first phase of Vision Zero (2016–2022)

The first Vision Zero activity report was produced in the form of a comprehensive brochure and multi-language infographic videos documenting Vision Zero's positive impact at national level. The cooperating national organisations and Luxembourg-based companies have both implemented a variety of awareness-raising measures and specific actions since the launch of Vision Zero.

Statistically speaking, the pandemic years 2020 and 2021 were exceptional years. Due to the numerous lockdowns, closures and shutdowns of certain activities, as well as widespread remote working, it was impossible to adequately

<sup>1</sup> <https://visionzero.lu/de/ursprung>

<sup>2</sup> <https://visionzero.lu/de/ursprung>

“**The Occupational Health and Safety Forum has become a must-attend event in Luxembourg for company managers, occupational health and safety officers and all other stakeholders in this field.**”

assess the achievement of objectives. However, a promising 15 percent reduction of the incidence rate for work-related accidents was achieved in 2019.

The accident statistics for 2022, the last year of the review period, are currently not yet available. They are due to be published in autumn 2023.

### The second phase of Vision Zero (2023–2030)

Given the achievements of the first phase of Vision Zero and the significance of this issue, the initiators of Vision Zero (AAA, UEL and INDR) have decided to launch a second Vision Zero phase in order to continue the efforts in the area of occupational health and safety, with a special focus on risk sectors. The national Vision Zero strategy is now officially supported by the government (Government Council decision of 24 October 2022).

The following national targets have been established for the second period (2023 to 2030):

- A 20% reduction in the national frequency rate of work-related accidents, all sectors combined, compared to 2019 (3.71%), by directing a particular effort at risk sectors through the implementation of a set of more targeted actions
- Continued decrease in the number of serious and fatal accidents

### Joining the Vision Zero strategy

Cooperating institutions and companies are encouraged to join the national Vision Zero strategy. Members' names are published on the Vision Zero web portal<sup>3</sup>. They receive a certificate of membership and are permitted to use the Vision Zero logo.

Vision Zero members are committed to the following objectives:

- Actively contribute to the achievement of national objectives



- Reduce the number and severity of work-related accidents, commuting accidents and occupational diseases
- Continue and intensify all the efforts already made in the field of occupational health and safety
- Provide a safe and healthy workplace for all employees and other persons working in the company, including contractors, temporary workers and visitors, on a continuous basis
- Promote and ensure effective management of health, safety and well-being at work in the spirit of a culture of prevention in companies
- Implement an action plan that takes into account the Four Principles and “7 Golden Rules” of Vision Zero
- Devote special effort to vulnerable employees, especially young employees, new recruits and the ageing population
- Communicate their commitment to occupational health and safety
- Anticipate and manage changes in the world of work, particularly in relation to digital, ecological and demographic transitions.

### Media presence

Media campaigns<sup>4</sup> and regular media exposure are essential to generate awareness for the national Vision Zero strategy and a culture of prevention, as well as to encourage behavioural change in the area of occupational health and safety.

<sup>3</sup> <https://visionzero.lu/de/vision-zero-beitreten>

<sup>4</sup> <https://visionzero.lu/de/medienkampagne>

The first media campaign was launched in June 2017. It featured victims of work-related or commuting accidents. The aim wasn't to shock, but to challenge and inform, to raise awareness and to mobilise people. The real faces, voices and the experiences of the accident victims in the campaign touched a nerve and made people aware of the risks in the world of work.

The second media campaign began in autumn 2021. This time the concept was to list the consequences of a work-related accident in three sectors that served as examples: construction, industrial production and administration. The evocative commercials clarified the Vision Zero objective: "To prevent accidents at work through a collective culture of prevention." In autumn, the campaign focus will shift to road safety.

Both campaigns were cross-media campaigns, with the respective commercials, ads and banners being distributed in several flights on the internet, in social networks, in the press, on the radio, in cinemas and on out-of-home elements.

A new internet portal [visionzero.lu](https://www.visionzero.lu) was launched at the same time as Vision Zero and its content is regularly updated and revised. The portal is now available in three languages (German, French and English).

Companies are also sensitised to and informed about the issue via the social media and newsletters from Vision Zero and the initiators.

## Occupational Health and Safety Forum and Award

"The initiators" of Vision Zero collaborate with several organisations to host the Occupational Health and Safety Forum once a year as well as the bi-annual National Occupational Health and Safety Award.

The National Occupational Health and Safety Award was presented for the first time in 2018 by three ministries, the Ministry of Health, the Ministry of Social Insurance and the Ministry of Labour, Employment and Social and Solidarity Economy.

It is awarded in recognition of particularly innovative measures or products that improve health, safety and wellbeing at work.

The award recipients are selected by a jury. In the selection process the jury focuses on innovative, efficient and durable implementations as well as on measures with a high impact and optimum transferability to other companies or sectors. All winning companies have a video made about their project and receive prize money.



There is also a public choice award, which goes to one of the award recipients. The winner is determined by a digital public vote for a few weeks after the official award ceremony.

The Occupational Health and Safety Forum has become a must-attend event in Luxembourg for company managers, occupational health and safety officers and all other stakeholders in this field.

The OSH Forum takes place in all even numbered years in the form of an exhibition with around 1,500 visitors, 100 exhibitors and more than 20 workshops. The Forum also serves as a platform for the presentation of the Occupational Health and Safety Award.

In odd numbered years the Forum is held as a conference. This year's event boasted a varied programme with a plenary session in the morning and three topical sessions on risk areas in the afternoon.

Four ministers welcomed the 400 participants to the conference.

The Occupational Health and Safety Forum took place on 15 May 2024 in Kirchberg (Luxembourg)<sup>5</sup>.

<sup>5</sup> [www.visionzero.lu/forum-sst](https://www.visionzero.lu/forum-sst)

## Advice and information material

The AAA's prevention department provides occupational health and safety advice to companies. It can be contacted either by telephone or online.

Smaller companies can also obtain detailed advice in connection with the certification process for the "Sécher a Gesond mat System" ("Systematic Health and Safety") label. This quality label was introduced by the Luxembourg Accident Insurance Association to encourage employers' specific efforts towards risk prevention, while minimising the administrative component.

A variety of brochures are made available to businesses via the website and during various events. Most of the information material is available in French and German, though some is available in other languages.

The prevention department also publishes accident prevention recommendations. These are professional rules for the prevention of work-related risks and are intended to help employers and employees optimally meet their legal and statutory obligations in the area of occupational health and safety.

Further brochures and recommendations on accident prevention for companies in risk sectors are being developed as part of the second Vision Zero phase's sector-based approach. Additional efforts are being made to encourage more companies in the risk sectors to obtain the "Sécher a Gesond mat System" quality label.

## Risk sectors

To increase the granularity of the accident statistics, the companies and other contributors were divided into more than 80 clusters of comparable activity, distributed across ten main categories. The analysis of accident statistics as well as the identification of risk sectors will contribute to the development of the prevention concept for risk sectors together with the relevant professional associations and social partners. Specific projects with the Chamber of Agriculture and the Chamber of Skilled Crafts and Trades have already started. There will be further collaborative projects as part of the sector-based concept for the second Vision Zero phase.

## A bonus-malus system as an incentive for companies

Accident insurance contributions are paid in their entirety by the employers in Luxembourg. In 2019, a bonus-malus system was introduced as an incentive to accident insurance contribution payers to invest more in the prevention of accidents. The basic contribution rate of each company can be reduced or increased by means of a specific multiplication factor, the bonus-malus factor. The bonus-malus factor is calculated by dividing contributors into risk categories according to their primary activity and then comparing them to other contributors in the same category. This comparison is based on the costs of work-related accidents in a specified reference year.

The bonus factor was reduced from 0.90 to 0.85 on 1 January 2023 to raise awareness among companies about occupational safety and health and encourage them to introduce preventive measures, but also to reward companies that have made efforts in this area. This has the effect of further lowering the contribution rate for companies, self-employed persons and employers of domestic personnel with zero work-related accidents.

## Vision Zero global campaign

It remains to be mentioned that the initiators of the national Vision Zero strategy (AAA, UEL, INDR) are also official partners of the worldwide Vision Zero Global campaign of the International Social Security Association (ISSA).

### Further details

- ▶ Vision Zero strategy in Luxembourg:  
[www.visionzero.lu](http://www.visionzero.lu)
- ▶ Association d'assurance accident (AAA):  
[www.aaa.lu](http://www.aaa.lu)



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