Why?

We aim to foster a safe and healthy workplace with a world-class culture where everyone prioritizes each other's well-being. Your commitment to safety impacts me, just as mine impacts you.

Essity
I Care

What?

✓ I Care guides us, step by step, towards a culture where all Essity employees are empowered to come home from work safe and healthy, every day.

✓ I Care is a framework with essential tools and resources to make everyone Health, Safety, Well-being leaders, every day.

✓ The heart in the I Care symbol represents the passion, attitude and commitment needed to make this happen.

✓ The checkmark represents the accountability, ownership, knowledge, quality and consistency required.

Questions

Open-ended questions

- What does "I Care" mean for you in your daily job?
- Could you provide me with examples of "caring for each other's health and safety"?
- How does demonstrating care for colleagues contribute to a stronger safety culture?

Experience-based questions

- Have you ever been in a situation where someone showed care for your safety? What impact did it have?
- Can you recall a time when looking out for a colleague's well-being helped prevent an accident or health issue?
- Have you ever felt that speaking up about safety made a difference for someone else? What happened?

What would you do?-questions

- If you notice a co-worker struggling with a task that could lead to injury, how would you offer help while reinforcing safety?
- You see someone taking a shortcut that could be unsafe. How would you approach them in a way that aligns with the I Care mindset?
- If a colleague is not feeling well but insists on continuing their work, how would you encourage them to prioritize their health and safety?

Spot the improvement-questions

- How can we make it easier for employees to report safety concerns without fear of negative consequences?
- What can we do to encourage people to step in when they see a co-worker taking an unnecessary risk?
- How can we improve support for employees returning to work after an injury or illness?