



# *Road Safety at Bayer in Berlin*



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Thomas Linz





# Road safety measures by Bayer in Berlin

**Background:** stronger increase of absentism due to commuting accidents compared to occupational accidents



**Road safety is a main topic of the health and safety strategy of this Bayer site:**

in 2020 focus on bicycle accidents (due to the number of accidents)

- // Regular bicycle checks free of costs in cooperation with ADFC since 2012
- // Provision of bicycle helmets as activity of Bayer in Germany
- // Offer of high-quality bicycle lighting to employees at cost price
- // Engagement of employees during the „Bayer Safety Day“, eg. traffic rule quiz for cyclists
- // Collection and communication of safe routes from different city districts to Bayer
- // Awareness raising through lectures and through posters in the buildings (from DVR, BG´n)

## Film project „Ich weiß ja, wie es sicher geht“ – „I know how it works safely!“

- Reason = Exchange of experiences regarding commuting accidents:
  - What are the respective companies doing?
  - What can we do together?
- Idea = Production of a humorous film spot presenting typical situations of each participating company
- Production= VDSI in cooperation with SW-Media
- Result = a film with 11 minutes of duration representing contiguous individual scenes
- Available on YouTube: [https://www.youtube.com/watch?v=vdZ\\_BYsWrco](https://www.youtube.com/watch?v=vdZ_BYsWrco)

