

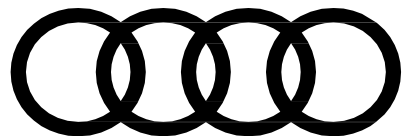


you.are.safe@audi
**- A CULTURE-CHANGING
INITIATIVE FOR ZERO
ACCIDENTS**

About AUDI

The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment.

AUDI employs 55,000 people at its two German sites, Ingolstadt and Neckarsulm, and manufactures cars of the highest quality.



Task definition

In its strategy, Audi has set itself the goal of becoming the most attractive employer. Achieving this goal requires a safe working environment: every person should be able to go home healthy and unharmed every day.

“ At Audi, we strive to create a safety culture in which we not only work according to rules and regulations, but in which each team member looks after themselves and their environment out of their own conviction. To achieve this, common attitudes must be developed and mindsets changed.

Alois Maier, Head of Occupational Safety, Audi Group

The solution

Tack TMI developed a series of training programmes based on the "Triple Safe" concept: safe process, safe place, safe person. The process ensured the development of a safety culture and corresponding mindset change.

The results

Anchoring security as a personal value

Gaining the commitment and involvement of all stakeholders

Establish that each person has a leading role in the process

Strengthening the setting "Every person is responsible for their own safety and that of others"



17.000 +
Employees achieved through:

9
Various programmes and activities for the different target groups

5 levels
- Top management
- Management
- Group leader
- Team leader
- Shop Floor

91 + 9
Trainings, workshops and activation