

BEST PRACTICE

LOCATION:	Company-wide	ARTICLE YEAR	2026
ACTIVITY:	Behavioural Safety management	COMPANY:	Sibelco
SUB ACTIVITY:	No Sub Activity Available	COMPANY LOCATION:	Company-wide
BEST PRACTICE No:	BP2273	COMPANY TEL:	0000
COUNTRY OF ORIGIN:			

TITLE	
Topic 7 - Gamification of safety and health – to reinforce our commitment to Zero Harm	
ARTICLE	
WINNER - TOPIC 7 DESCRIPTION At Sibelco, safety is a core value with the company striving to achieve a zero-harm workplace. It is recognised by Sibelco that achieving this goal, requires new approaches to training and engagement. In 2024, Sibelco introduced ZEROPOLY, an innovative safety and health board game. Designed to make safety training interactive and fun, ZEROPOLY has proven transformative in driving engagement and supporting a strong safety culture. Role play and participation are essential elements of the game. ZEROPOLY combines quick-fire questions, and real-world safety scenarios that focus on Sibelco's Fatal 7 risks, which are broadly aligned to the MPA's "Fatal 6". Built around the internationally recognised Bradley Safety Maturity Curve model, the game emphasises personal responsibility and collective accountability in safety practices. It's competitive structure featuring points, challenges and leaderboards, encourages active learning and friendly collaboration. Please watch the video and click on the additional pdf at the bottom of this entry to find out more.  BENEFITS • Learning and reinforcement of Sibelco's safety requirements in a fun and positive way. • Specific focus on combating the Fatal 7 risks. • Learning achieved through play, in a safe, supportive environment. • Helps to get people into the habit of effective, natural, structured safety conversations. • Creates conditions for dialogue, honesty, transparency, consistency, fairness... • Helps with overcoming and seeing beyond fears. • Helps to break down barriers in the hierarchy. • Inclusive – engagement at every level. • Inspires willingness to challenge others. • Inspires willingness to question what happens in the real world: ◦ Position the site on the Bradley Curve ◦ "Do we have this in place everywhere?" • Builds relationships, creating a sense of shared responsibility for safety. • Still used throughout the company. • Participant feedback has been extremely positive.	
ARTICLE IMAGES	
	