



WINNER
SIBELCO

ZEROPOLY board game

Gamification of safety and health – to reinforce our commitment to Zero Harm

Sibelco > Company-wide



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 'The 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.

Leadership and development – The development of the ZEROPOLY gamification project was one of the Executive Committee's objectives for 2024, ensuring senior management support.

The project was overseen by Sibelco's Global H&S Centre of Excellence with support from an external consultancy, Optim Resources, that specialises in organisational transformation. The

concept had originally been developed by a speciality minerals and materials company, Omya, who had shared this with Sibelco as part of a H&S good practice exchange.

Testing – ZEROPOLY was tested by members of Sibelco's global H&S network and then piloted at the annual meeting of the Executive Leadership Team, who gave it enthusiastic endorsement.

Promotion – Communication was aided by a short teaser video, prepared in-house, with the game also being promoted in Safety Day resources.

Training – As each game session should be overseen by a facilitator, "Train the trainer" sessions were held with Sibelco's H&S network members. The role of the facilitator is to emphasise key learning points and encourage the players to sense-check and give feedback on the answers provided by opposing teams. This helps to develop a better understanding of safety and health requirements, and through these conversations and the role play within the game, prepares individuals to discuss and deal with objections to safety rules with their colleagues.

Launch – The game was launched during Sibelco's global Safety Day events in October 2024, this involved game sets being distributed to every Sibelco production site and office, over 140 sites globally.

As an added incentive to encourage participation, every game of ZEROPOLY played during the 2024 Safety Day events was rewarded with a donation to Sibelco's Ukraine Relief Fund, which totalled €4,200.



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.

TRANSFERABILITY AND DEVELOPMENT

Gamification is an innovative approach in health and safety training, allowing people to learn through play in a safe and supportive environment that helps players to see beyond fears. It is much more engaging than traditional classroom-based training.

ZEROPOLY is being showcased to other companies who are interested in adapting the same concept to their organisations. Sibelco participates in workshops as a guest speaker, to share the company's experiences.

A second board game was developed in 2025 on the theme of Work at Heights – the game, called "Altitude Adventure", was inspired by 'Snakes and Ladders'.

Through Sibelco's experience with ZEROPOLY, it learned the value of translation into local languages, and the complexity of having trained facilitators for every game. The new game does not require a facilitator, and translations of the game rules have been prepared in all Sibelco languages.

