



Green Cross for Safety® Awards 2025 Finalist | Excellence

IPEX USA Case Study

In 2019, a shift in IPEX's Reportable Incident Rate (RIR) prompted a renewed focus on strengthening safety systems and initiatives among operations. Over the following two years, the IPEX Logistics undertook a collaborative effort to evolve its approach to safety by strengthening existing practices and introducing new ones to drive sustainable change. The result was a more resilient safety culture – one that continues to evolve and adapt in pursuit of excellence.

The goal was to create a safer work environment for operations employees. Over the course of five years, IPEX focused on reducing incidents and injuries, embedding safety into daily operations, and fostering a proactive, interdependent safety culture. Full implementation took place over four years, driven by collaboration, bold thinking, and a shared commitment to meaningful change.

2021: Laying the Foundation

- Launched Dupont Felt Leadership Training to instill proactive safety leadership
- Adopted Aliaxis Global Safety Standards for key risk areas
- Restructured the HSE function and introduced HSE Business Partner roles

2022: Building Engagement and Structure

- Defined HSE KPIs and reintroduced Gemba walks
- Made monthly HSE meetings interactive with safety moments and learning shares
- Launched a new safety motto, banners, and Safety Vision for 2025
- Celebrated the first Distribution Safety Day
- RIR reduction from previous year, reflecting meaningful safety progress

2023: Expanding Communication and Tools

- Introduced Safety and Me Survey-based initiatives
- Launched SafetyHub and a new data collection software to support reporting and progress tracking from its locations
- Developed a PPE matrix and hosted the first Safety Week
- Conducted cross-site audits and launched an online HSE orientation module
- Achieved a notable reduction in RIR, marking a key milestone in safety performance

2024: Driving Interdependence and Recognition

- Integrated safety KPIs into performance evaluations
- Conducted ergonomics assessments
- Launched the “Happy or Not” program, and improved happiness index, indicating enhanced morale
- Launched employee recognition programs and standardized HSE best practices
- RIR reached a new low in 2023, underscoring the effectiveness of sustained culture change

The results and impact were substantial.

Quantitative Outcomes

- Over four years, RIR declined significantly
- Improved compliance with safety training and protocols
- Increased employee participation in safety initiatives

Qualitative Outcomes

- Safety culture became deeply embedded in daily operations and personal lives
- Improved employee morale and engagement
- Strengthened partnerships with industry experts
- Recognized as Canada’s Safest Logistics and Supply Chain Employer 2024
- Received the Health & Safety Best Practices Award from Aliaxis in 2024

Financial Impact

- Significant reduction in injury-related costs
- Enhanced operational efficiency due to fewer disruptions
- Positive return on investment from safety initiatives

Lessons Learned and Adaptability

- Expectations were adjusted as progress exceeded initial goals
- Continuous feedback and data analysis enabled agile strategy refinement
- Leadership commitment, employee involvement, and structured communication were key to success