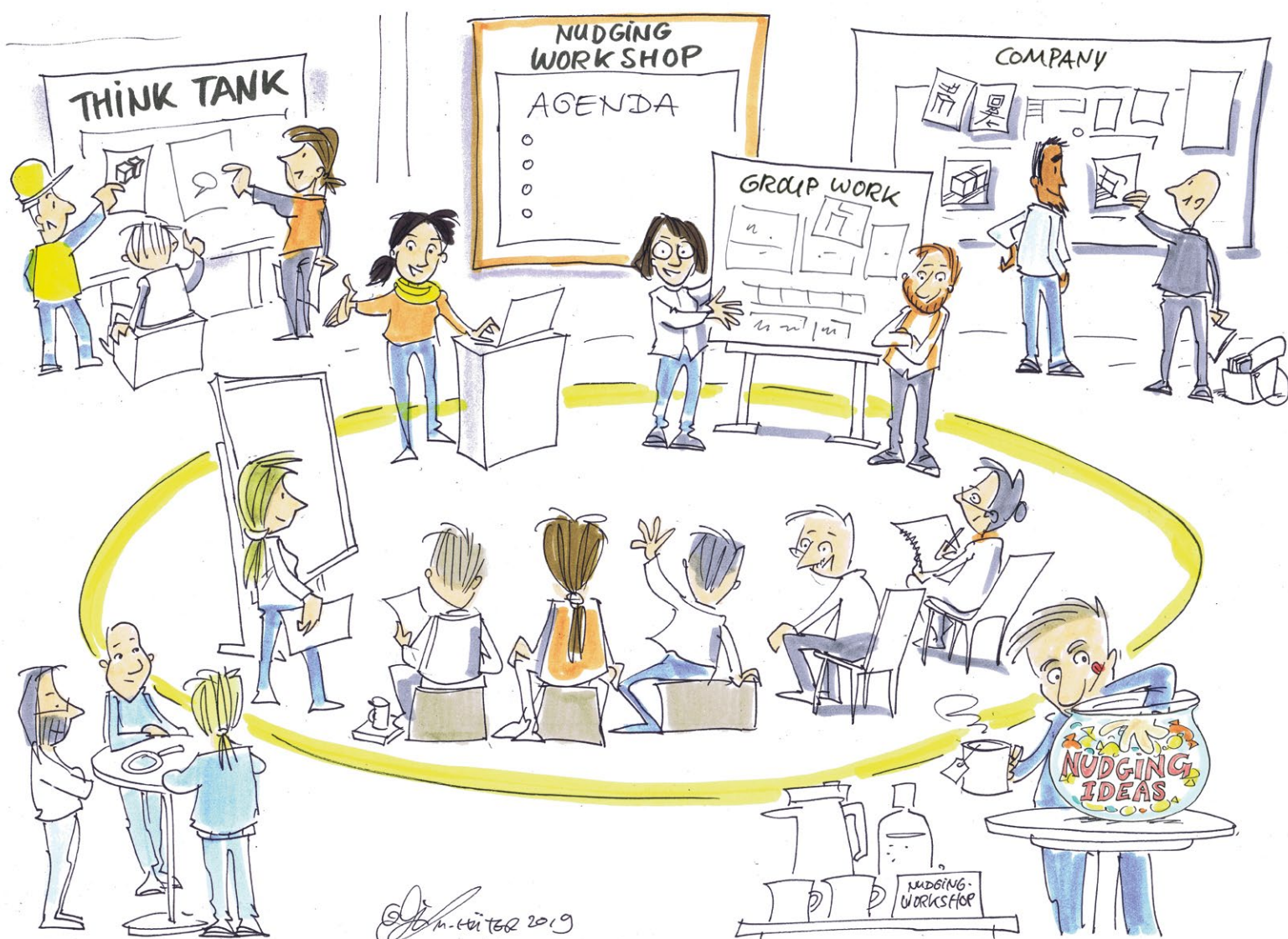


Preventing behaviour-related accidents

Making safe behaviour easier through Nudging



Become the director of safe and healthy behaviour at the workplace. Get to know the different approaches that can change human behaviour.

Nudging is a simple tool to encourage people to make good decisions at the workplace for their own safety and health.



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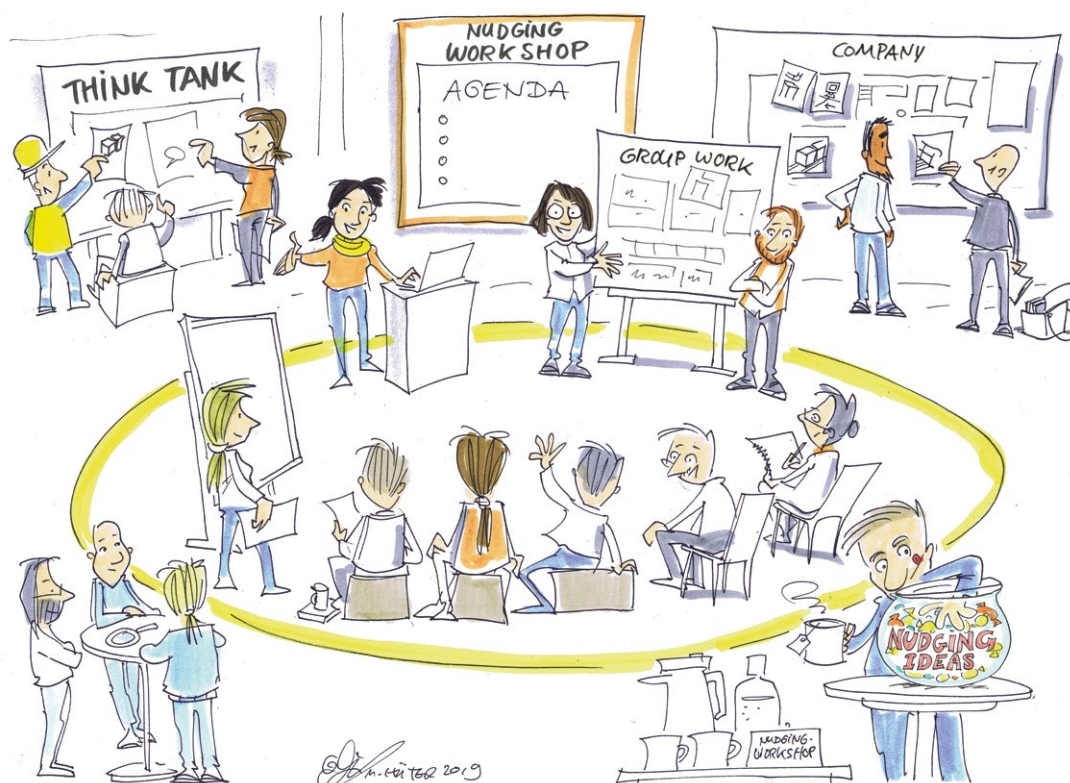
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Nudging poster
Seven Explanatory cards



The attachments can be downloaded at:

<https://www.issa.int/prevention-electricity/publications>



Changing behaviour

We frequently make pretty bad decisions. Decisions we would not make, had we paid more attention, been fully informed, had unlimited cognitive capacity and absolute self-control.

By directing attention to the most important aspects, providing information clearly, reducing the complexity and offering the possibility of self-control, we can facilitate the decision-making process, ultimately leading to better decisions.

Nudging is used to develop measures that can change people's behaviour in a foreseeable manner, without eliminating any options or significantly altering economic incentives.

Its objective is to maintain or even increase the freedom of making good decisions.

(quoted from Thaler & Sunstein, 2008)

Approaches to changing behaviour

Different approaches can influence human behaviour. This brochure provides seven principles to help develop effective nudging ideas.



Developing Nudging ideas

Start by conducting a quick inventory and checking the answer blocks, yes or no.

	Yes	No
Have there been accidents for which a technical cause cannot be found?	☐	☐
Have there been unforeseen events that put employee safety and health at risk?	☐	☐
Have there been critical situations resulting from unsafe employee behaviour?	☐	☐
Have rules or stipulations been violated at times by employees?	☐	☐
Are changes being planned that would encourage safe employee behaviour?	☐	☐
Do you want to enhance employee participation in safety and health initiatives?	☐	☐



If you ticked the **"Yes"** box for one or more questions, it's worth taking a tour.

Three steps to success

1

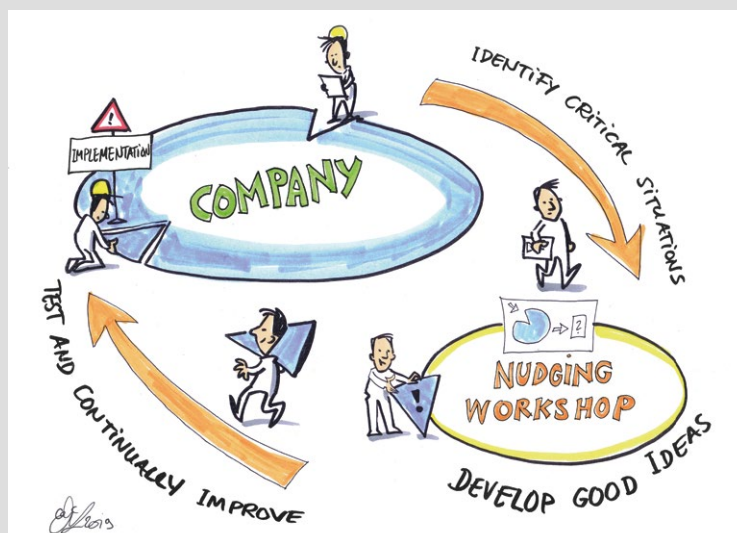
Tour: to identify and photograph potentially critical situations

2

Nudging workshop: to develop creative nudges together with the people involved

3

Decision-making meeting: to sustainably implement proposed measures



1

Step 1: Take a tour

to identify and photograph potentially critical situations.

Take a tour:

Invite a small team to take a tour of the company or a department.

- Talk to the various colleagues.
- Take pictures of potentially critical situations.
- Use insights from previous accidents and/or near misses to identify critical situations.
- Use Fact sheets to document situations that present potential risks to safety and health, and which must be corrected.



Basic parameters

2 to 8 people, for example:

- management
- safety expert
- safety officers
- occupational physician
- other persons

🕒 1 hour

Material

- Fact sheets (refer to the template on page 10)
- cameras/smartphones
- pens

Copy template

Fact sheet for the situation: escape route blocked

Date: 20.3. Place: building B

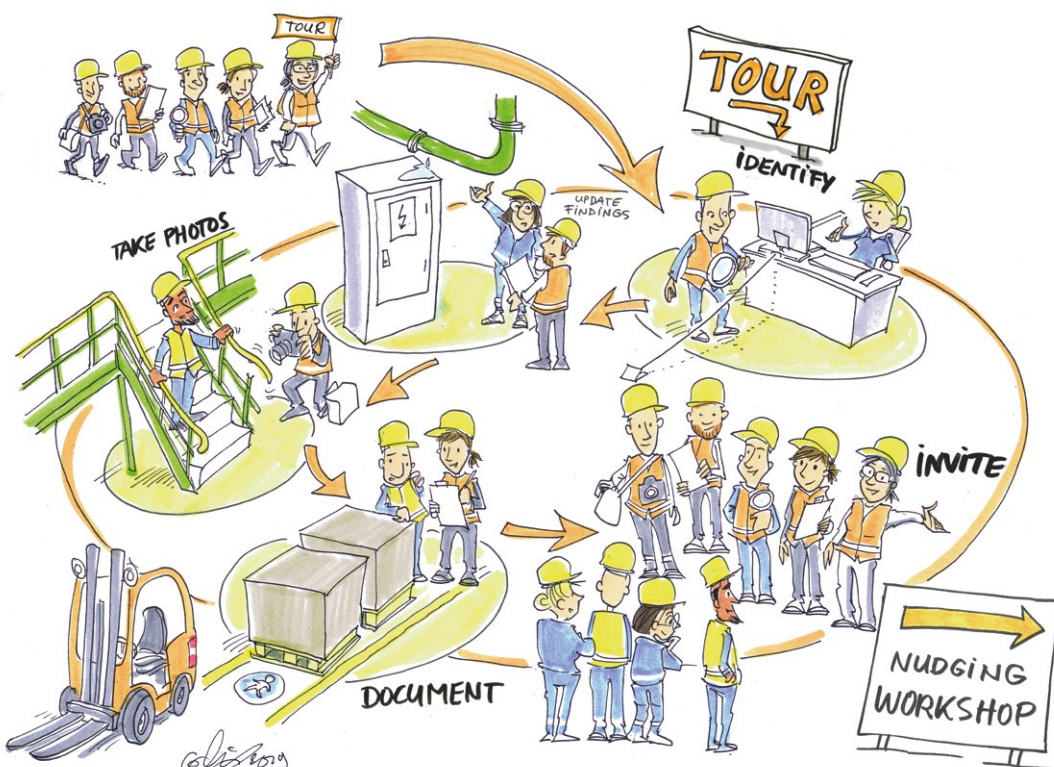
Observed by: M. Taylor

Situation description: What defines the critical situation?
The escape route is blocked by boxes.

Employee perspective: What factors contribute to the situation?
*"We always put the boxes there when there isn't enough space."
 "It's just for a moment."*

Risk assessment: How great is the risk of damage to health?
 Who is at risk?
All employees and persons that are in building B.

High
 Medium
 Low
 Negligible health consequences



2

Step 2: Nudging workshop

to formulate good ideas.

Preparation

- Invite people to the workshop who perform the activity themselves and can clearly describe the critical situations.
- Determine whether management or a responsible manager can participate in the Nudging workshop.

Date for the Nudging workshop:

Date for the Decision-making meeting:
(or directly after the workshop)

Introductory greeting

"We would like to find out how our working conditions can be improved, and for this we need your help. The goal is to come up with ideas that would make it easier for us all to behave more safely. To achieve this goal, we will briefly discuss human behaviour in general, as well as how humans are motivated to behave in certain ways (→ reference the examples on the cards).

In preparation, situations have been identified, for which we will develop improvement proposals today (→ show pictures)."

Basic parameters

At least 3 people, for example:

- safety expert
- safety officers
- employees from the affected areas
- employee representative
- responsible manager

Material

- pictures of the unsafe situations
- Fact sheets
- Nudging poster
- Explanatory cards

 2 hours

Instructions

1. Begin by defining the purpose of the meeting. The aim is to make it easier for employees to pursue safer and healthier behaviour.
2. Make use of the Explanatory cards to familiarize the participants with the different approaches to influencing human behaviour.
3. Identify your company's critical situations and place copies of the Fact sheets and photos on the table. A risk assessment can be used to compare and prioritize the importance of each situation, so those with the highest risk potential can be worked first.
4. If necessary, parallel working groups can be set up to discuss specific situations individually. The optimal group size is 3 to 6 people.
5. A Nudging poster clearly depicting the defined work steps will be needed for each situation.

Our tip:

One Nudging poster is included in this brochure. If more are needed, it can be downloaded as a PDF file or printed directly at <https://www.issa.int/prevention-electricity/publications>.

Nudging poster

Now it's time to come up with ideas.



1. What's involved?

- Attach a photo of the critical situation onto the poster.
- Describe the behaviour associated with the critical situation.
- Make note of the risk. The need for action arises from that risk.
- Describe how safety can be enhanced and health protected. This is the target behaviour you will want to achieve.

1 Describe:

Briefly describe the context.

Unsafe behaviour:

Boxes are placed along the escape route to the emergency exit.



2 Analyse: Imagine the critical situation as a film sequence...

What conditions contributed to the critical situation?

Lack of space
Lack of time, so that no other solution is explored.
Lack of information, as the storage location for the boxes is unclear.
No point of contact.
There has never been a fire at this location.

What are the persons involved? What are the motives?

"I'll put it where it doesn't disturb"
"Somebody else will take care of it"
"No one ever comes through here"

3 Develop: Use the Explanatory cards to make safe behaviour easier. Be creative – even

CONVENIENCE



Create an easily accessible place for boxes so they don't have to be stored in the building.

CLARITY



Highlight the escape route in green, add an escape route symbol.

REWARD



Treat the team to breakfast if the escape route remains clear for four weeks.

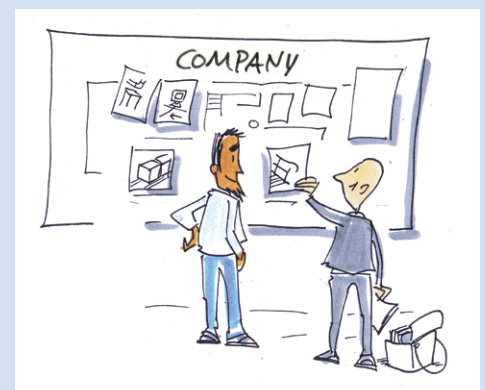
PUNISHMENT



A poster reading 'Blocked escape routes cost lives', showing an escape route blocked by fire and smoke.

3. Reshaping the scene

- Attach the Explanatory cards onto the wall, glancing at them as you walk around the room. Which approaches would be most helpful prior to, during and after the situation?
- Take these Explanatory cards and use the key questions on the cards to help develop some good ideas.
- Formulate specific proposals on how the people involved can be nudged towards improving their behaviour through reshaping external conditions. Write down your ideas on the poster.



Risk: <u>Tripping, burns, choking</u> _____ _____ _____	Target behaviour: <u>Boxes are placed in a designated area, so that the escape route remains clear.</u> _____ _____ _____
---	---

Finally, describe what the typical consequences may be once the critical situation has been alleviated (fast-forward button). You want to understand what contributed to a continuation of the unsafe behaviour, or why safe behaviour has not been adopted.

3

Step 3: Decision-making meeting

to determine nudging measures and to monitor their effectiveness.

Steps toward implementation

1. Display the Nudging poster and the Fact sheet for each situation. Review the ideas on the Nudging poster and record the measures to be implemented in the Schedule of measures.
2. Check whether the measures fulfil the approaches for effective nudging. Record the proposed deadline and identify the person responsible for implementation.
3. Determine when to, and who will check whether safe behavioural habits are being practised consistently and whether the critical situation has been alleviated.

Our tip:

Keep in mind that technical and organizational measures take precedence over personnel-related measures.



Procedures for monitoring effectiveness

Retake the tour with the respective Fact sheet in hand, updating the contents accordingly.

Basic parameters

4 to 6 people, for example:

- management
- safety expert
- safety officers
- occupational physician

🕒 1 hour

Schedule of measures for the situation: Escape route blocked

Copy template

1. Formulate the measure: Incorporate all the ideas into the measures developed		
Measure What?	How?	Who/By when?
Poster above the box storage area	Take photos with all the colleagues and display the poster	S. Jones by the end of April
Cartoon	Create an Office Cat cartoon and post it along the escape route	Who/By when: M. Taylor beginning of May

2. Check for quality: Are the various nudging approaches being used?			
Convenience enhanced	☐	Freedom of choice maintained	☒
Clarity established	☒	Target behaviour likely	☒
Reasonable reward anticipated	☐	Cost-benefit ratio acceptable	☒
Deterrents in place	☐	Management support provided	☒
Fun factors improved	☒		
Group standards addressed	☒		
Feedback encouraged	☐		

3. Implementation: Who is responsible for monitoring effectiveness?

Inspection on (date)	Inspection performed by (person)	Complete?
15 May 2026	Thompson	☒ Complete

Material

- Nudging poster
- Fact sheet(s)

Tips for further implementation:

- How did the implementation phase go?
- What were the obstacles to, or factors contributing to success?
- What adaptations are needed to improve the measure's effectiveness?
- Is the measure also suitable for other departments/locations?

Schedule of measures for the situation: _____

1. Formulate the measure: Incorporate all the ideas into the measures developed

Measure

What?	How?	Who?/By when?

2. Check for quality: Are the various nudging approaches being used?

Convenience enhanced	☐	
Clarity established	☐	Freedom of choice maintained ☐
Reasonable reward anticipated	☐	Target behaviour likely ☐
Deterrents in place	☐	Cost-benefit ratio acceptable ☐
Fun factors improved	☐	Management support provided ☐
Group standards addressed	☐	
Feedback encouraged	☐	

3. Implementation: Who is responsible for monitoring effectiveness?

Inspection on (date)	Inspection performed by (person)	

Fact sheet for the situation: _____

Date: _____ Place: _____

Observed by: _____

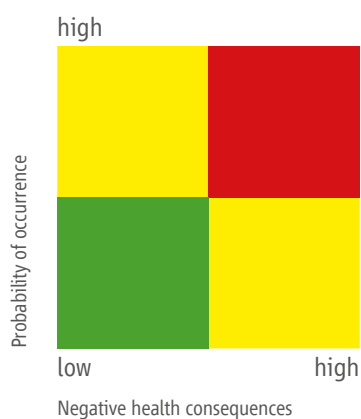
Situation description: What defines the critical situation?



Employee perspective: What factors contribute to the situation?



Risk assessment: How great is the risk of damage to health?



Who is at risk?



Nudging approaches

Principle	Explanation	Key questions Examples
Convenience	Humans tend to pursue the path of least resistance and avoid effort.	• How can we ensure that safe behaviour is the more convenient path? • How can we apply safer standard operating practices? • What routines can we develop to facilitate safer behaviour?
Clarity	Humans tend to process only a limited amount of information at any one time. Therefore, information must be clearly understandable at first glance.	• How can we clearly establish what constitutes safe behaviour? • How can we use visual or acoustic stimuli to highlight potential risk? • How can we resolve contradictions and ambiguities?
Reward	Humans are especially motivated when there's something to be gained, e.g. time or recognition.	• How can we recognize safe behaviour? • What incentives can we create? • How can we reward safe behaviour?
Deterrence	Negative feelings are a deterrent, and when we are confronted with the negative consequences of a certain behaviour, we tend to avoid it.	• What constitutes a good deterrent? • How can we highlight the negative consequences of unsafe behaviour? • What safe alternative actions should we associate with the deterrent?
Fun	Humans like to laugh, and we therefore tend to behave in a manner more often when it brings joy to oneself and others.	• How can we make safe behaviour fun? • How can we use playfulness to encourage safe behaviour? • How can we take advantage of humor?
Group standards	Humans are social beings. We adapt our behaviour to the group.	• How can we make use of the desire for group belonging to achieve safe behaviour? • How can we ensure that safety and health are top priorities for us all? • How do individuals or groups perceive themselves as role models?
Feedback	Humans need feedback in order to understand the consequences of their behaviour. Receiving this feedback as soon as possible after the action facilitates learning.	• What does timely feedback on safe behaviour look like? • Who provides the feedback and in what manner? • How can we take advantage of technical, automatic feedback functions, as well?

With the contribution of the German Social Accident Insurance Institution for the energy, textile, electrical and media products sectors (BG ETEM)

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and illnesses. On behalf of its member companies, BG ETEM assumes liability for the health consequences of occupational accidents and diseases towards the employees and also releases them from liability towards each other.

Attachments:

Nudging poster

Seven Explanatory cards



International Section of the ISSA for Electricity, Gas and Water

The International Section of the ISSA for Electricity, Gas and Water, founded in 1970, is a technical body in the area of prevention of the International Social Security Association (ISSA). Its mission is to promote prevention in the field of generation and distribution of electricity, gas and water, through international cooperation.

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