



# SAFETY KNOWS NO SEASON

*Why Sustainability Strategy Should Start With Your Most Vital Resource: Human Capital*

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**W**hen most people think about the term sustainability, environmental issues like carbon footprint, global warming, and biodiversity loss may come to mind. However, sustainability is about more than 'being green'. It is an increasingly important business strategy that seeks to responsibly balance the needs of people, planet, and profit to achieve long-term success and viability.

No matter an organization's size or measurable impacts, they cannot be sustainable without protecting the safety, health, and well-being of their most vital resource: their workers. Currently workplace health and safety are often acknowledged as a regulatory compliance matter of day-to-day operations, but rarely integrated into a proactive plan for managing risks and improving overall business performance into the future.

By demonstrating a stronger commitment to their human capital, businesses can reduce worker illnesses, injuries and fatalities that lead to numerous costs and residual negative impacts. In turn, worker engagement and satisfaction have been shown to increase due to active participation and cultivation of a culture that prioritizes their well-being. Studies have also shown that engaged employees leads to less turnover, increased productivity, higher work quality, and improved recruitment - all of which have a substantial positive impact on the bottom line.

Big Rock has been an innovator and leader in this effort by not only making safety a cornerstone value of the company, but also integrating it into long-term planning with our "Harm Free" policy. This approach starts with a commitment to continual improvement and acknowledgement that compliance is the floor not the ceiling of our effort. By involving both leadership and staff in the evaluation of policy and protocol, we've been able to identify key opportunities to refine our process over time.

## BIG ROCK: AN INDUSTRY LEADER IN SAFETY

*Benchmarks Ensure Excellence For Our Stakeholders*



**HARM FREE**  
POLICY



**LOST TIME INCIDENTS**  
• SINCE 2010 •



**HAZARDS OR CITATIONS**  
• SINCE 2010 •



(UN)SAFE IN THE U.S.A.

**5,147**

workers died on the job in 2017  
(all industries combined)

**\$200B**

Total economic costs of workplace illnesses, injuries, and fatalities in 2017

**28**

workplace fatalities in the mining industry in 2017

**-93%**

change in fatalities from mining industry (1960-2017)

Sources:  
1) <https://www.msha.gov/data-reports/fatality-reports/search>  
2) <https://ari-web.msha.gov/stats/centurystats/mnmstats.asp>