

Healthy Workplaces Good Practice Awards 2023–2025

CASE STUDY



Digital solutions for accident reduction in a machinery and equipment rental company

ORGANISATION/COMPANY

GSV Equipment Rental

COUNTRY

Denmark

SECTOR

Equipment rental

TASKS

Rental of machinery, equipment, tools for the construction, industrial and public sectors

Introduction to the case study

In an industry where safety is crucial but often overlooked, GSV Equipment Rental took action and managed to cut workplace accidents by over 85%. Guided by its 'People before machines' motto, the company introduced mandatory safety training, a dedicated safety group and a real-time reporting digital app. With strong leadership commitment and worker engagement, safety became central to its culture, thus enhancing both job satisfaction and competitive edge

Background

GSV Equipment Rental specialises in the rental of machinery, equipment and tools for the construction, industrial, and public sectors

In 2019, GSV faced a major challenge. During a five-year period of rapid growth, it acquired four companies and expanded its business. However, integrating different organisational cultures proved demanding, with safety at the centre of the transition.

The industry is generally characterised by an immature safety culture, and GSV was no exception. A fundamental shift was needed to embed safety into every aspect of operations and ensure that all of GSV's more than 530 workers made it a priority.

Aims

GSV aims to improve worker safety through various initiatives, but above all, by embedding it into the company culture.

What was done and how?

GSV embraced the motto '*People before machines*' from the start, a value that quickly became central to its

identity. It was more than just a statement – it shaped the company's way of working. By prioritising worker wellbeing, GSV fostered collaboration, created a thriving work environment and strengthened customer satisfaction. The company successfully took the following actions:

- Collected safety data to develop initiatives that improved worker safety across the organisation, ensuring a proactive approach to risk prevention.
- Developed and implemented mandatory safety training courses for all workers, equipping them with the knowledge and skills to maintain a safe working environment.
- Established a large occupational safety and health (OSH) group that revisits and updates the company's safety strategy annually. This group focused on improving physical working conditions, training new workers, fostering collaboration across job functions, increasing worker satisfaction and addressing other key areas.
- Developed a user-friendly safety app to increase transparency and accessibility. The app enables workers to report work-related

risks and accidents, upload pictures and access safety procedures and guidelines.

- Introduced an OSH driver's license, a mandatory online course that all workers must complete annually to reinforce safety knowledge and best practices.
- Restructured its accident handling strategy to ensure swift and effective responses. The new approach includes automatic notifications to the safety department and requires all accident reports to be addressed within 36 hours.
- Developed the 'Back to Work' initiative, designed to support workers returning after a work-related accident. The programme helps reintegrate them into their roles while reinforcing safety awareness to prevent future incidents.
- Enhanced safety communication across the organisation, ensuring workers stay well-informed through newsletters, meetings, videos, posters and company-wide announcements.

What was achieved?

- The company cultivated a safety-first culture, firmly rooted in the organisation.
- Accidents have been reduced by over 85% since 2019.
- GSV's accident frequency rate is 81% lower than the industry average.
- More than five digital solutions were developed to aid this progress, including the app for accident reporting.
- The company's worker survey shows a workforce that feels safe, thrives and engages. The 'People before machines' culture strengthened teamwork and positively impacted productivity.
- GSV reached a Net Promoter Score (eNPS), a metric used to measure customer loyalty and experience, of 16 in 2023 – a five-point jump in just one year, vastly outperforming the industry average of 1.

Success factors

- Establishing the OSH group was crucial to GSV's ongoing safety efforts. The group drives safety and wellbeing initiatives at a strategic level, while working closely with managers and safety representatives at the department level to ensure effective implementation.
- GSV's management has been involved in safety initiatives right from the start. All managers are certified in safety behaviour, having participated in workshops and training. The board of directors receives regular updates on safety and wellbeing efforts and actively participates in safety rounds and initiatives.

- Worker involvement has been a key success factor, as they are best placed to identify risks in their daily work. Their contributions shape the ongoing improvement of the company's safety strategy, including providing feedback to improve training courses.
- Mandatory safety courses and general worker training have become deeply embedded in GSV's culture, reinforcing its commitment to workplace safety.
- The risk and accident reporting app has significantly improved transparency and efficiency, making it easier for workers to report hazards and ensure swift action.



© GSV Equipment Rental

Transferability

The structured approach to cultural change pioneered by GSV offers valuable insights that can be applied across industries, especially for companies with similar operational profiles. The key lies in early and widespread involvement, ensuring that responsibility for safety is shared across all levels of the organisation from the start. GSV's broad conceptualisation of workplace safety, combined with the empowerment of workers as safety authorities, offers a methodology with universal workplace applicability. Additionally, campaigns focused on 'taking care of each other' can serve as a valuable model for fostering a strong safety culture. To encourage wider adoption, GSV is open to sharing its process through environmental, social and governance reports, conferences, courses and lectures, hoping to inspire other companies and learn from their experiences with safety strategies.

Costs and benefits

Since 2022, GSV has achieved significant cost savings as a direct result of its safety initiatives. Accident insurance premiums have decreased by 25%, saving the company DKK 660,000 (approximately €88,000). In addition, lost time due to accidents has been reduced by 86%, which translates into annual savings of DKK 1 million (€133,000) since 2019. Over this period, the company has saved a total of DKK 4 million (€532,000), based on an estimated daily cost of

DKK 4,100 per accident, including administration and lost time. While the financial benefits are significant, the primary focus has always been the wellbeing of the workers.



© GSV Equipment Rental

Key features of good practice example

- Safety training is the foundation for creating a secure working environment.
- Involving all levels of workers in a culture shift is key to enhancing safety, teamwork, productivity and job satisfaction.
- Digital solutions, such as the accident reporting app, improve transparency and efficiency in safety management.
- Clear internal communication is crucial to keeping workers informed and raising awareness of safety issues.

Further information

Further information can be found at:

<https://www.gsv.dk/en/>

By prioritising worker wellbeing, GSV fostered collaboration, created a thriving work environment and strengthened customer satisfaction.