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Green Cross for Safety® Awards 2026 Finalist | Excellence

Nestlé Malaysia Safe Driving Awareness Program

Nestlé Malaysia implemented a comprehensive road safety initiative to address a high rate of vehicle incidents involving employees and distribution partners. Investigations identified unsafe driving behaviors, low risk awareness, and inconsistent adherence to safe-driving practices as primary contributing factors.

To address these risks, Nestlé Malaysia introduced a multi-layered program combining Defensive Driving Training, Behavior-Based Observations (BBS), accident-learning sessions, and ongoing safe-driving awareness campaigns. The initiative focused on improving hazard recognition, driver decision-making, accountability, and safe-driving habits through continuous coaching and communication.

The program delivered significant results, reducing annual road accidents from more than 30 cases to fewer than 10 per year, a reduction of over 65%. Employees demonstrated stronger hazard awareness, safer driving behaviors, and greater participation in safety activities, while supervisors took a more active role in coaching and reinforcing expectations.

By combining education, behavior-based interventions, and leadership commitment, Nestlé Malaysia fostered a proactive safety culture and created a practical, transferable model for reducing roadway incidents and strengthening safe-driving performance throughout its operations.