

# amber

## WHITE PAPER

2025-2026



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## INTRODUCTION

Recent studies have shown that approximately 2.93 million workers die from occupational accidents and work-related diseases each year. A further 395 million workers suffer from non-fatal occupational accidents (ILO, 2024). The International Labour Organisation (ILO) estimates that lost workdays globally represent almost 4% of the world's GDP, and in developing countries, this can rise to 6% or more. Occupational accidents should be a big concern for every organisation.

The world of work is constantly changing, and the future holds many unknowns. The ILO states that the greatest challenges and opportunities for creating a safe and healthy future are:

- (1) The rapid change of technology.
- (2) Demographics.
- (3) Sustainable development and occupational health and safety (OHS).
- (4) Changes in work organisation.

(ILO, 2019a)

The increasing rate of invention and the increase in size and complexity of work systems add to the difficulty of keeping people safe at work. Because of the unknown and constant changes, the ILO proposes a human-centred agenda for the future of work to combat occupational accidents (ILO, 2019b). However, for the human-centred approach to work, an organisation needs to have a workforce that is actively participating in identifying and implementing improvements, in other words, an engaged workforce.

There is a growing body of research showing that employee engagement is essential to successful health and safety performance, as well as overall organisational performance. A large part of the success of engagement depends on the quality of relationships that employees experience (Carrillo, 2019). To build good relationships between employees and employers, there needs to be effective, free-flowing, and multi-directional communication throughout the organisation.

ISO 45001:2018, the first international occupational health and safety management systems standard, reiterates the importance of gathering information from various level within the organisation. Particular emphasis is put on leadership and worker participation and consultation regarding the organisation's management of health and safety. The standard aims to continually improve occupational health and safety performance as well as meet the organisation's goals and objectives.

The information that can be gained from engaging with the workforce, or "boots on the ground" is essential to health and safety performance. To harness the power of this information, it is important to "capture this information in a way that [reinforces] and [respects] the workers' story, while at the same time [is] an effective communication tool with, and for, management." (Conklin, 2012). A three-part cycle needs to be implemented. The first part of the cycle is that workers need a space in which they can raise concerns and discuss the work being undertaken by them. The insight from these discussions must then be taken to management, analysed and appropriate actions and changes must be implemented. Lastly, workers must then take up the changes and assess their validity in the realities of the workplace. The cycle then begins again with workers providing feedback. The need for effective communication tools is a vital part of this process.



Amber, The Health and Safety Communication Platform (Amber) was created to facilitate this communication cycle. It was born from the idea of using creativity and communication tactics to save lives and preserve the quality of life in the workplace and within communities. Amber aims to continually reinforce the trust between employees and employers to create better engagement and communication. It provides the tools to health and safety practitioners and professionals to effectively communicate with workers as well as with leadership.

Amber is an online platform where health and safety teams and leadership can download health and safety campaigns that are designed and conceptualised from cutting-edge research, with high-quality visual graphics and based on tried-and-tested methodologies. Amber values the power of semiotics (the meaning behind signs and symbols) and semantics (the use of language) to create dialogue and communication within an organisation.

Amber features focus on promoting effective communication designed for safety professionals in high-risk work environments, safety teams or committees, and safety managers.

## THE AMBER 7

Amber aims to help your organisation create a safe and healthy workplace where dialogue about health and safety-related issues can happen with ease. It does this by focusing on 7 objectives. The Amber 7 serves as the core driver of how we develop Amber and its content.

### 7 Ways Amber Helps You Create a Safer & More Productive Workplace

- ① Decreases potential serious injuries and fatalities
- ② Decreases worker turnover
- ③ Increases worker satisfaction
- ④ Increases safety awareness and safety culture
- ⑤ Increases leadership engagement with safety-related issues
- ⑥ Increases clarity of, and accessibility to safety data, statistics and reports
- ⑦ Automates health and safety campaigns and training

## THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)

The SDGs are at the heart of the United Nation's (UN) aim to provide "a shared blueprint for peace and prosperity for people and the planet, now and into the future" (UN, *no date*). The SDGs consist of 17 goals which are a call to action to all countries in a global partnership. While we support all the SDGs, Amber directly supports 5 of the goals.

These goals are:

### 3 GOOD HEALTH AND WELL-BEING



#### **SDG 3 - Good Health And Well-Being : Ensure Healthy Lives And Promote Well-being For All At All Ages**

Through our uniquely designed workshops, Amber promotes health and safety in the workplace as well as at home enabling people to live healthier better lives.

### 4 QUALITY EDUCATION



#### **SDG 4 - Quality Education : Ensure Inclusive And Equitable Quality Education And Promote Lifelong Learning Opportunities For All**

Amber aims to be a partner in the education of the health and safety professional as well as the worker. This is achieved through the Knowledge Zone. It offers education on relevant, and innovative techniques for effective communication which bolsters the flow of information in all directions of your organisation.

### 5 GENDER EQUALITY



#### **SDG 5 - Gender Equality : Achieve Gender Equality And Empower All Women And Girls**

At Amber, we believe in representation and inclusion for all. To that end, we are developing communication methods which all people can identify with, breaking down communication barriers to give everyone a voice.

### 8 DECENT WORK AND ECONOMIC GROWTH



#### **SDG 8 - Decent Work And Economic Growth : Promote Sustained, Inclusive, And Sustainable Economic Growth, Full And Productive Employment, And Decent Work For All**

A healthy and safe workplace benefits all stakeholders. Amber aims to help create a robust, resilient workplace where information flows freely and where workers have a space to discuss the challenges of their work without judgement.

### 13 CLIMATE ACTION



#### **SDG 13 - Climate Action: Take Urgent Action To Combat Climate Change And Its Impacts**

Amber campaigns educate workers on topics regarding environmental awareness and climate action. Using Amber instead of traditional consulting models reduces travel by facilitators and the transportation of campaign goods across regions. Amber reduces your carbon footprint by encouraging local and in-house printing and digital distribution channels.

## CHALLENGES IN COMMUNICATION

Many challenges could arise for the health and safety professional when trying to communicate within their organisation. Increased globalisation can lead to multicultural organisations in which multiple languages are spoken. This can sometimes be problematic when trying to create shared meaning and understanding among workers. Using simple and clear messaging with images is one way to overcome this issue.

Many organisations have operations in remote areas (especially in the mining, and oil and gas industries) making it difficult to source materials and personnel to create impactful communication. A lack of training and appreciation for OHS communication techniques also add to the challenges.

## TOWARDS A BETTER OHS FUTURE

The ILO (ILO, 2019a) identified four main areas which would impact OHS in the future. The first is the rapid change in technology in almost every aspect of work. While these advances have great benefits to the workplace, they also can have serious OHS concerns. For example, automation and robotics can remove people from hazardous environments but can also increase the ergonomic risk from new forms of human-machine interaction. Second is the change in demographics within the workplace. In some regions, such as Africa, the youth population is expanding, while in others working populations are ageing. Transferring skills and knowledge between workers is paramount in addressing this.

The third area is sustainable development. Climate change is a major driver in changing the workplace and beyond. Air pollution and heat stress from climate change impact workers directly but also the general public indirectly. New types of green jobs may also create emerging and unknown risks. Lastly, is the impact of changes in work organisation. A rising number of workers are working excessive hours and are involved in non-standard forms of employment due to the increased demands of the globalised world. This can create unique psychosocial pressures on workers trying to find a work-life balance.

### 4 Areas That Will Impact The Future Of OHS:

1.  
Rapid change in technology.

3.  
Sustainable development.



2.  
Change in demographics.

4.  
Impact of changes in work organisation.

The ILO identified the following 6 items to rise to these transformational challenges and opportunities.

**1. Anticipation of new OHS risks.**

The first step in creating a preventative OHS culture and effectively managing risk is the anticipation of future risks. Forecasting, technology assessments, and future studies are invaluable in this space.

**2. Multidisciplinary in managing OHS.**

Bringing people from different disciplines to leverage alternate viewpoints while addressing OHS issues creates innovative answers.

**3. Building competence on OHS.**

Integrating OHS into general education and promoting lifelong learning in OHS is pivotal.

**4. Widening the horizon - The link to public health.**

OHS does not end at work. The outcomes of OHS at work have a clear impact on people's health and well-being. Providing greater attention to the connections between OSH and public health can help improve health and safety for the public.

**5. International labour standards and other instruments on OHS.**

These emphasise the importance of developing a national preventative health and safety culture.

**6. Reinforcing the role of governments and social partners and expanding partnerships.**

Cooperation between governments, workers, and employers is crucial to address the concerns of the future. This partnership needs to be extended to other organisations such as universities and non-governmental OHS organisations.

Communication, education, and cooperation are fundamental to achieving these goals set out by the ILO. Amber helps health and safety professionals by giving them the tools to have creative and effective communication, providing them with a place to up-skill in contemporary and innovative health and safety communication, and offering a central platform from which health and safety professionals can cooperate.



## AMBER'S FEATURES

### Auto-branding of Creative Health and Safety Campaigns

At Amber, we have found that effective communication takes place when the visual content being used is consistent and aligned with the health and safety goals of an organisation. Amber, therefore, brings visual content to one centralised place that is accessible by different departments within an organisation. Amber allows for teams of safety professionals to work together, sharing visual content and minimising repetition of work, while also enabling them to learn from and support different organisational mandates. The visual content is branded to the organisation and/or the health and safety brand to allow practitioners to focus on the message they are trying to convey. Amber aims to give tools and resources to the people on the ground.

### Workshops Designed For the Participation And Consultation Of Workers And Leadership

The participation of workers and leadership in the development and implementation of health and safety policies is widely regarded as indispensable. Amber enables health and safety teams anywhere in the world to have access to creative workshops and awareness campaigns that help them talk about health and safety. Importantly, the workshops enable teams to learn about health and safety from workers and/or leadership. Amber Workshops and interactive Toolbox Talks are based on design thinking principles and promote dialogue about health and safety beyond training and compliance. Our inspiration was to design holistic, engaging, and thought-provoking workshops to help with clause 5 of ISO 45001:2018 implementation to build a better culture.

### Education Of Non-Technical Skills

Providing quality education to health and safety professionals is one of the core goals at Amber. Amber aims to be the best place for non-technical skills development and a source of data for learning for health and safety professionals and practitioners. To this end, the Knowledge Zone was created. A series of pocketbooks aimed at increasing non-technical skill proficiency can be found inside, and examples include visual communication, negotiation skills and body language. The Knowledge Zone contains guidance, exercises, tips, and relevant examples to help users maximise their Amber experience.

We aim to grow Amber's Knowledge Zone in the future into a fully-fledged learning management system. Here, health and safety practitioners will have access to effective and interesting short courses to help with their professional growth.

### Experiential Learning

Experiential learning is the process of learning by doing and reflection. It integrates knowledge, activity, and reflection. Amber uses the power of experiential learning to relate your organisation's occupational health and safety training, policies, and/or procedures to the real-life situations that your workers face.

## Communicating The Context Of Your Organisation

A thorough understanding of the context in which an organisation operates is pivotal in establishing, maintaining, and continually improving an organisation's OHS management system. This is achieved through Amber's Context Report. The Context Report is a summary document noting the most important aspects of the community around the organisation, the current economic environment, the political and legal environment, and the technology of today and the future. It aims to provide the organisation with an understanding of the relevant external and internal matters (both positive and negative) affecting the organisation's ability to achieve its health and safety goals.

Amber's Context Report is timestamped and easily edited to keep up with the changing nature of work and the world. It is also automatically branded to your organisation creating consistency across messages. Additional guidance on how to complete the Context Report is provided through the resources in Amber's Knowledge Zone. The Context Report helps with the implementation of clause 4 of ISO 45001:2018.

## Sharing Lessons Across Your Organisation

Amber focuses on and trusts in the power of community and, as such, promotes the sharing of lessons. Amber allows users to share health and safety lessons learned with their company. In the future, Amber users will be able to contribute to a central Lessons Learned Database enabling learning to occur across the borders of geography and industry. These lessons learned from each other can help save lives. Health and safety is vital to the success of a business and the economy and is strengthened by learning and talking with each other. Amber has created a place to save and track lessons and insights that add to the dialogue of promoting a strong culture. These lessons learned can contribute to the improvement of an organisation's OHS management system (clause 10 of ISO 45001:2018).



# AMBER TODAY AND TOMORROW

## The Amber Business Case

The nature of business today scrutinises all spending and it could be difficult to justify investing in workplace safety, health and wellbeing. But the gap between the costs of inaction and the benefits of action has never been wider. Inaction can lead to huge fines, loss of lives of workers, decreased productivity, and brand-damaging regulatory responses.

On the other hand, integrating safety, health and wellbeing into the core values of an organisation can create competitive advantages such as a boost in productivity, lower staff turnover, reduction in insurance premiums and legal costs, reduction in absenteeism and increase in organisational reputation. There is a definite financial gain for investing in the safety, health and well-being of employees. Research shows that for every €1 invested in occupational safety and health, there is a return of €2.2 (ISSA, 2013).

Societal pressures on organisations to conduct business sustainably and responsibly have fortified the relationship between financial and social performance. Customers and investors are more attracted to organisations that operate ethically and responsibly.

## The Amber Business Model

In order to effectively build, maintain, and deliver a software solution for the community that is both scalable and responds to the ever-changing IT landscape, a Software as a Service (SaaS) model has been selected as the main delivery mechanism for the platform. This allows for no upfront or ongoing infrastructure and deployment costs from the community when using the platform. Amber is a cloud-based solution which allows for rapid deployment and scaling of the user base as and when there is a need.

Amber offers four different subscription models to meet the specific needs of your organisation:

**Amber Free:** Designed for a single user at a single site, Amber Free gives access to free public health posters, the context report, and the Knowledge Zone.

**Amber Pro:** Amber Pro is specifically designed to assist small and medium-sized enterprises (SMEs) by providing access to a single user at a single site. Amber Pro users have access to all the benefits of Amber Free as well as all the professional campaigns and dashboards, and auto-branding of posters in the campaigns.

**Amber Safety Teams:** Amber Safety Teams is designed for medium to large organisations with multiple sites. Organisations receive access to all the auto-branded professional campaigns, the Knowledge Zone, the context report, and free posters.

**Amber Infinity:** The flagship Amber product, Amber Infinity assembles all the best features of our other subscriptions. With this subscription, organisations can set up multiple users at multiple sites. They will have access to all the auto-branded professional campaigns, the Knowledge Zone, the context report, and free posters. Additionally, the Amber team will work with organisations to create bespoke campaigns unique to the organisation's needs. Amber Infinity also includes onboarding and mentoring of the lead safety professionals using the platform in best practices regarding health and safety communication.

## The Amber Growth Strategy

Amber is always looking to grow to better serve our clients and their workers. While our team is constantly at work creating new and engaging content, there are additional areas into which Amber will be expanding.

Because the Amber team focuses deeply on the semiotics and semantics of Amber's content, translation into other languages can be difficult. However, Amber aims to help save lives globally and translation of not only the content but also the platform (for ease of use by the safety professionals) has been placed on our roadmap.

The growth of Amber into other territories also means that there needs to be an expansion in the representation of different demographics to make the content relatable and effective.

The Amber team believes that through education we can change and save lives. To this end, the Knowledge Zone will be developed into a fuller, more robust learning management system where safety professionals can come to learn about non-technical skills, communication techniques, innovative approaches to health and safety management, as well as other relevant information.

A worker-facing mobile app is also being developed. The app will serve as a vehicle to both disseminate and gather information from workers and align your organisation's digital transformation strategy.



## THE AMBER HEALTH AND SAFETY KNOWLEDGE NETWORK

Amber has attracted support from peers and is in the process of growing a volunteer advisory network of international health and safety practitioners, industry thought leaders and organisational development consultants.

Listed below:

- **Jeffery Lyth** (Safety Differently Book Club; )
- **Ian Dennis** (Health and safety Practitioner; )
- **Thabile Makgala** (2019/2020 Chairperson Women in Mining South Africa; )
- **Mandy-Jane Tlou Sebola** (Geologist; )
- **Skhumbuzo Zondo** (Trend and African Youth Advisor)
- **Lynette Gous** (Training and Development; )
- **Emily Jones** (Social Economics; )

## AMBER'S VISION AND VALUES

Amber's vision is to use **creativity** to save lives in the workplace and beyond. We are guided by our **respect for life** and are driven by our three values.

### Our Values



#### Be Bold

##### OUR APPROACH TO INNOVATION

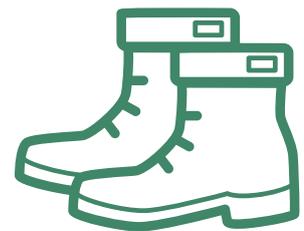
This value promotes innovation and teaches us to embrace change so that we can always be growing the organisation.



#### Be Curious

##### LEARN FROM THE BEST

To seek out knowledge, always be learning, and find inspiration everywhere we can. This enables us to have informed decision-making processes and to understand the context in which we are working.



#### Do/Do Not

##### CHOICES WITH IMPACT

Execute decisively. Be proactive in our actions. Be agile and lean.

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