

Case Study

Owens Corning | North America | Manufacturing

Owens Corning's bold leap in safety transformation

Owens Corning partnered with dss⁺ to strengthen their safety culture

Owens Corning, a Fortune 500 global leader in building and construction materials, employs more than 25,000 employees and contractors.

The challenge

In 2002, Owens Corning's injury rate had dropped from nearly six to less than one by 2008 – outperforming the industry average. But despite having a robust safety program in place, leadership recognised the need to strengthen their culture, even though they had a well-established safety management system in place. The company embarked on a bold safety transformation journey, aimed not just to improve that injury rate, but to also boost performance and strengthen workplace culture.

The approach

dss⁺ worked with leadership to help redefine their approach to safety, not just as a priority but as a core value woven into the company's culture. Achieving this transformation meant aligning leadership at all levels with a shared cultural baseline across all sites, reinforcing a renewed commitment to safety excellence at all levels, and equipping teams with new skills and capabilities to improve the presence of safety.

By conducting a safety perception survey and establishing a standard, dss⁺ then developed and implemented "Safer Together," a branded safety identity which generated momentum and helped the organisation renew its focus on safety. Site rollouts included more than 120 locations throughout the world. Finally, dss⁺ conducted safety leadership training for all site-level leaders, equipping them to drive the change from within.

Impact on the ground

31%
year-over-year (2023-2024)
reduction in recordable injuries

100%
participation in "Safer Together" brand launch

The inflection point

Despite an injury rate that kept dropping, safety performance needed a serious tune-up. dss⁺ helped the organisation to recognise that reducing injuries is not the goal, but was necessary to transform culture to ensure every leader, worker, and contractor did their job through a safety mindset.

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