



How to get fire safety on the manager's agenda



Ralf Bruyninckx – CEO FPC Risk

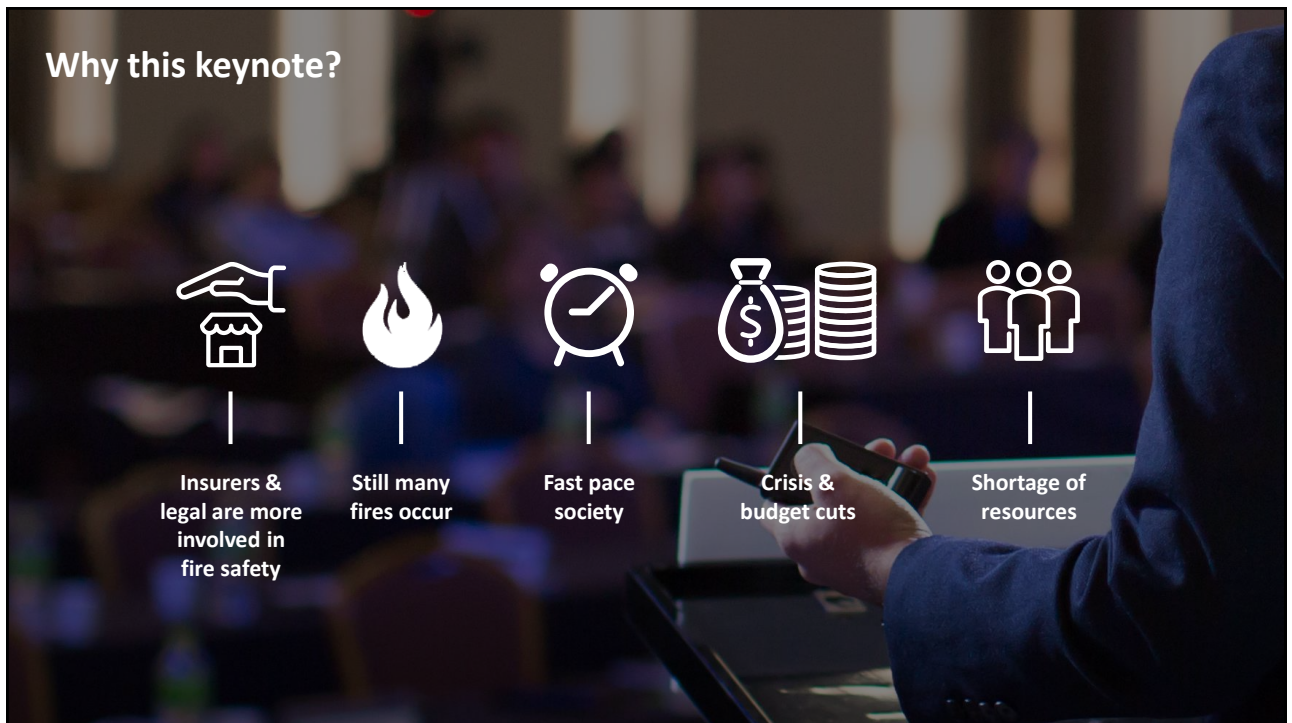
1



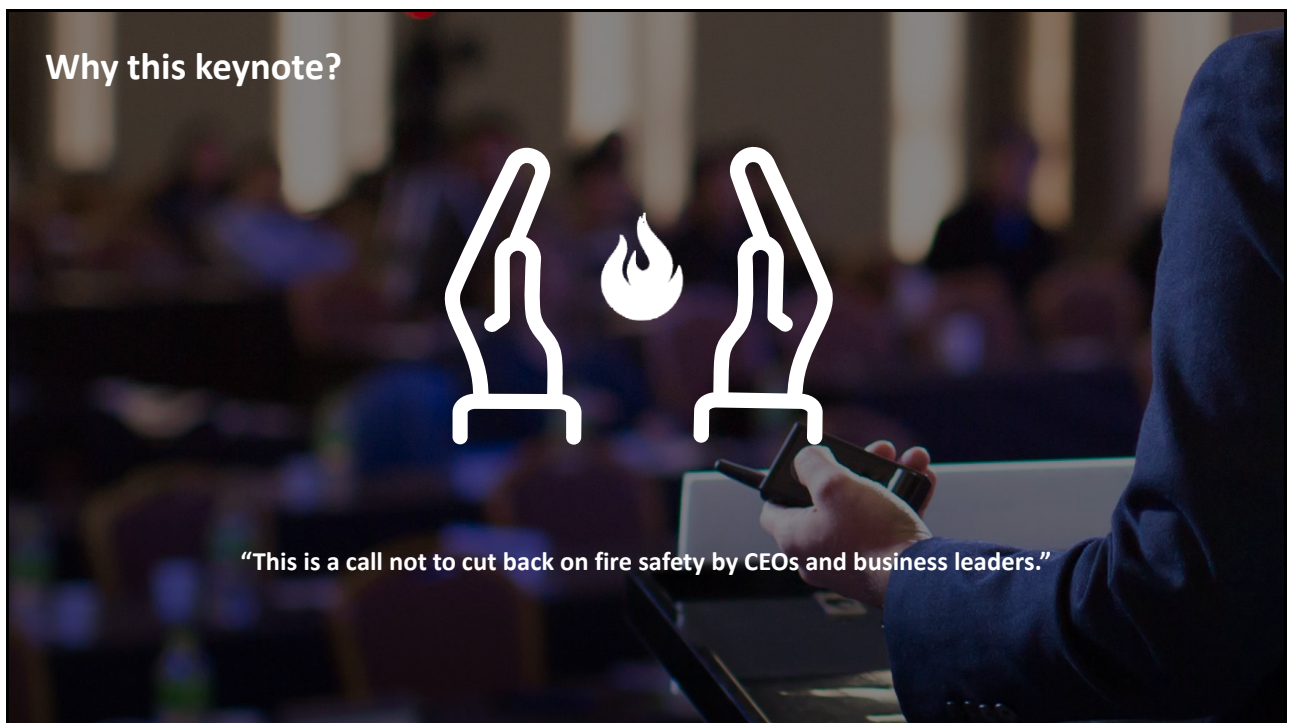
A circular portrait of Ralf Bruyninckx, a man with grey hair and sunglasses, wearing a white t-shirt, sitting outdoors on a grassy dune overlooking the ocean.

- Master of Applied Economic Sciences, University of Antwerp, Belgium
- MSc. in Fire Protection Engineering, Worcester Polytechnic Institute, MA, USA
- Vice President SFPE Benelux
- 52 Years old, 2 boys
- Likes: sport, culture, food

2



3



4

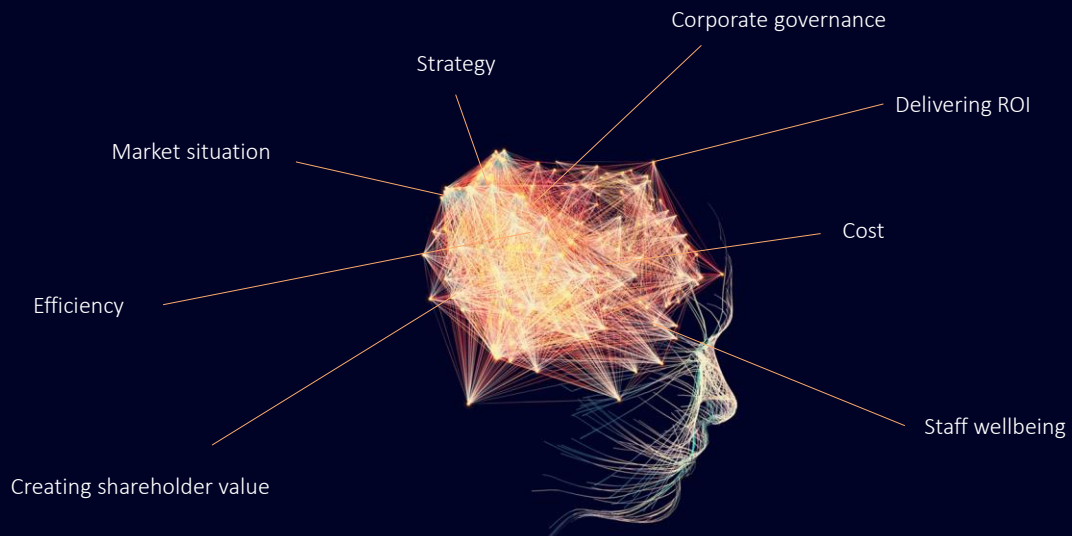


5



6

What's burning in a manager's mind?

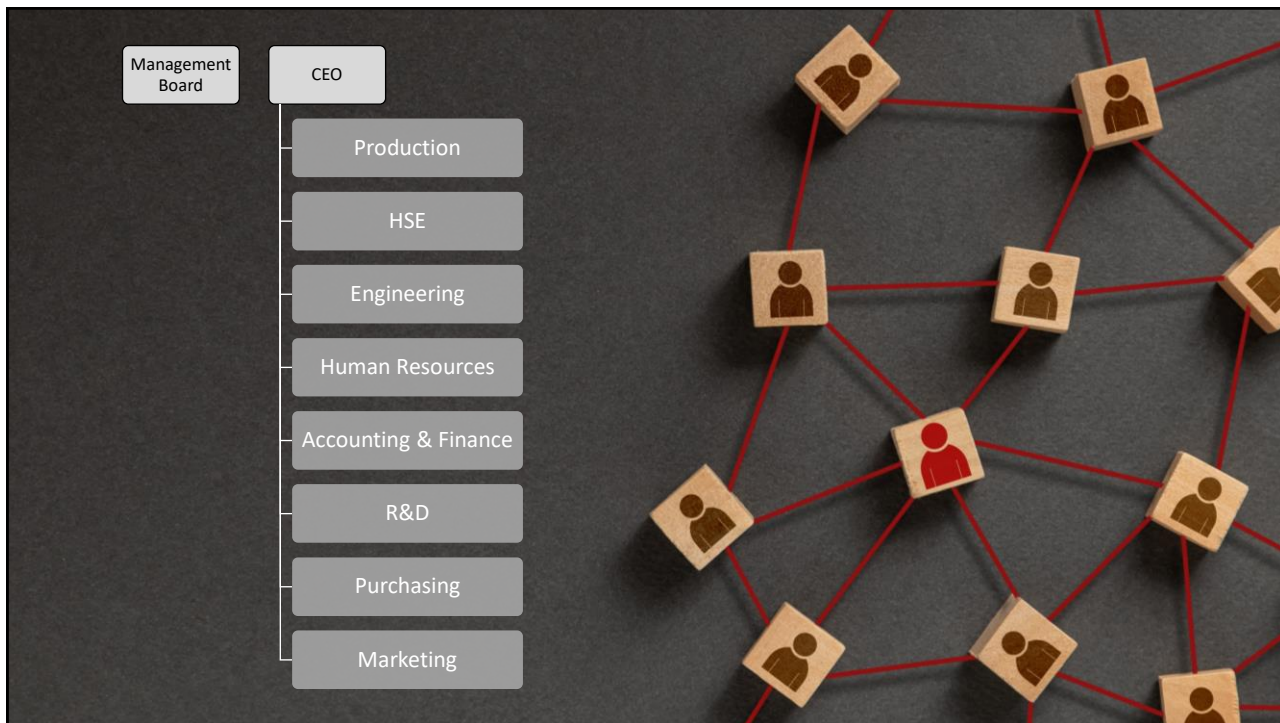


7

What is the return on investment of fire safety?



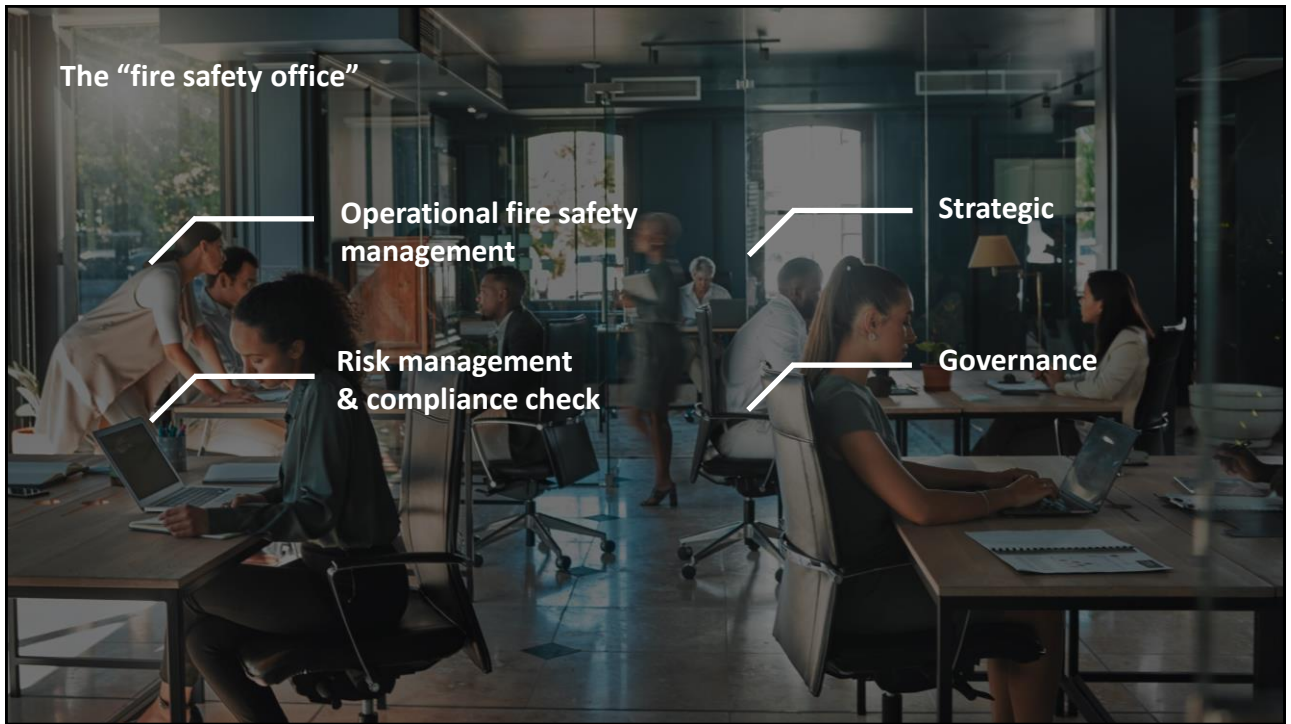
8



9



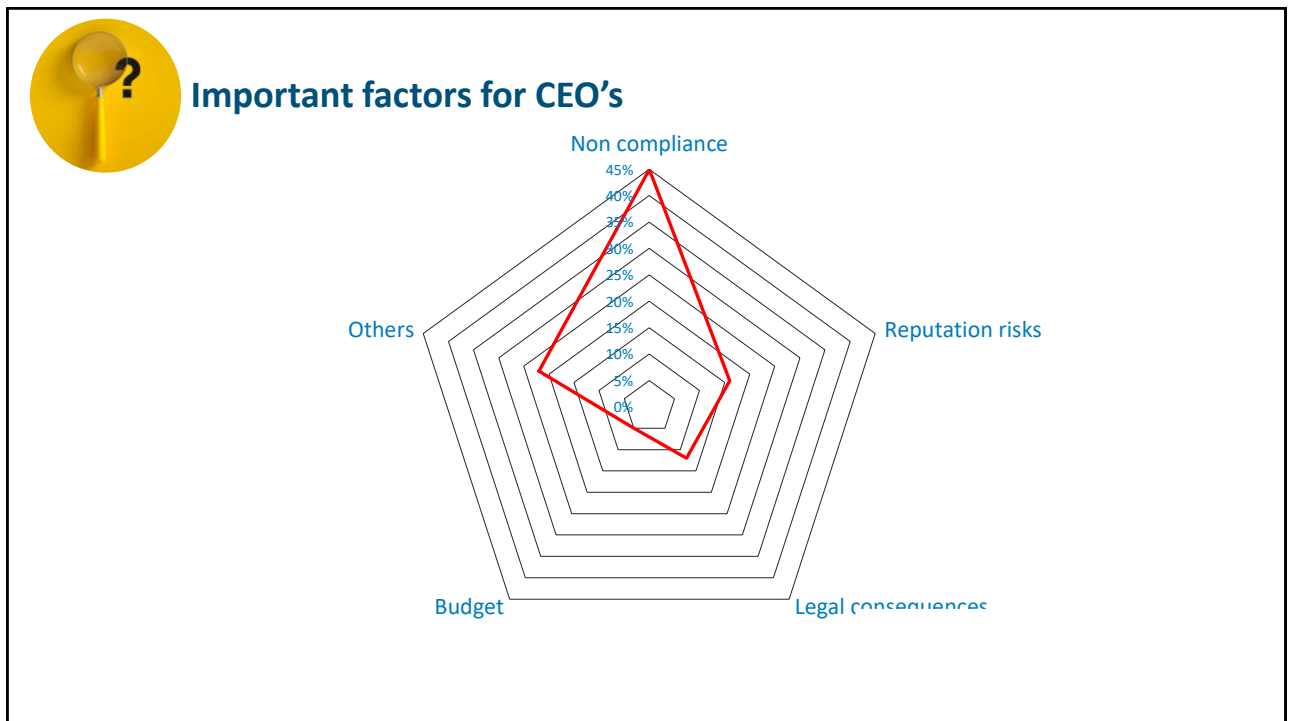
10



11



12



14

CONCLUSION

- Being compliant seems the most important
- The CEO is not proactively involved in fire safety, only if there is a problem
- Little knowledge about CAPEX & certainly not about OPEX
- The CEO isn't always present at external stakeholder meetings concerning fire safety

15



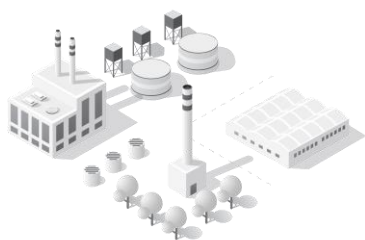
Audience Suggestions

- HSE manager should include this as part of the management reviews
- Details about fire safety are discussed in MT where CEO is present and is also aware of the inspections / maintenance that takes place.
- Fixed agenda item at management meeting
- Draw up a fire safety policy statement signed by entire management
- Submitting cases where things went wrong
- Information session specifically for CEOs seems useful
- Organize quarterly meetings of which the report is distributed



16

Different focus per sector



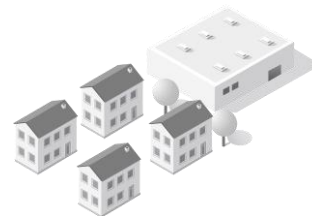
Industry

Reputation & risk



Buildings


Compliance driven



Public sector

Reputation & life safety

17



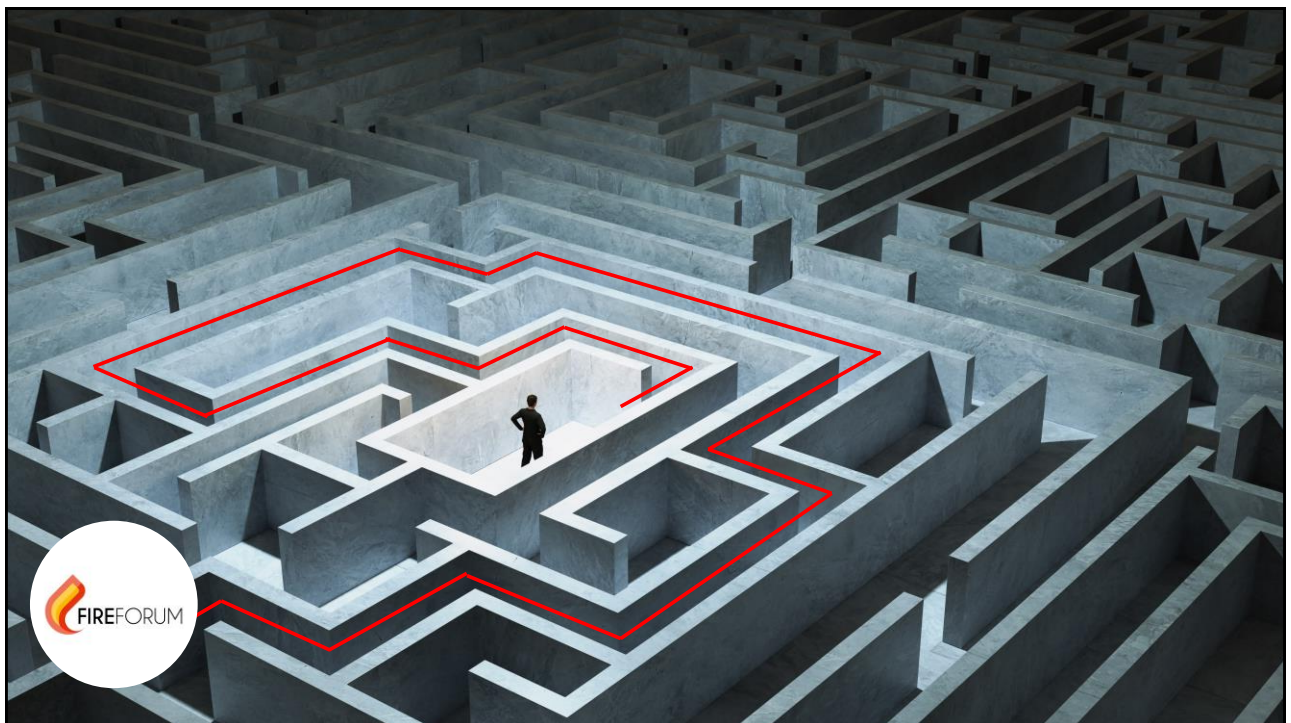
AGENDA

Suggestions

- Organize management info sessions & create awareness using the right language
- Emphasise on the importance of a fire safety department (FSO)
- Make costs of fire safety fully transparent
- Provide fire safety management tools for monitoring

*What gets measured, gets managed.
Lord Kelvin*

18



19



20