



Contractor Noble 'bests the best' to win pan-industry HSE award

Mike Killalea, Editor & Publisher

COMMITMENT. LONG-TERM HSE goals. Training. Financial performance. By optimizing these central elements, IADC-member **Noble Corporation** has driven its HSE performance to new highs. This achievement earned Noble a new, pan-industry award from the **National Safety Council**. NSC's Robert W Campbell Award is open to any company in any industry anywhere in the world.

Noble, the first Campbell fellow and a strong supporter and underwriter of IADC HSE events, faced competition from industries as diverse as utilities, health care, automotive manufacture, and airlines, among others. The other finalist was **Johnson & Johnson**, a household name and about as distant from drilling as humanly possible.

"We are trying to establish with the National Safety Council the Robert W Campbell Award as the premiere SH&E award in the world," said **Michael Henderek**, Global Safety Programs Manager for **ExxonMobil Corp.**, which is underwriting the award. Mr Henderek made his remarks during a special presentation at the 2005 IADC Health, Safety, Environment and Training Conference, held 8-9 Feb in Houston.

ExxonMobil contributed \$1 million to kick the award off, and plans to continue funding Campbell indefinitely. Though ExxonMobil funds the award, it is independently administered by the NSC.

Mr Henderek said SH&E protection is at the core of ExxonMobil's business, and the company wishes to encourage and recognize HSE excellence globally.

HSE efforts today should move from bare compliance to best practices, he said. The goal: "Nobody Gets Hurt".

But the Campbell Award does not recognize HSE performance in a vacuum. Protection of human health and the environment must be hand in hand with financial performance. One vital requirement is that applicants have achieved 5 years of consecutive profitability.

Only then does a company qualify to undergo the stringent Campbell evaluation process. More than 30 international experts participate, with three or more reviewers evaluating each application. Reviewers pay a site visit to finalists.

Several distinct elements won Noble the prize: senior management commitment to HSE and operational excellence; time devoted to change; emphasis on training and education for advancement; and, last but not least—money.

Noble's HSE commitment starts from the top down. Mr Henderek noted that Noble holds quarterly safety meeting and weekly worldwide conference calls. "**Jim Day**, their chairman, participates in all of them," he said.

Change takes time, and Noble has set aggressive, but achievable goals. "It's not a 100-m dash—it's a marathon," the ExxonMobil safety manager said. Over time, statistics tell the story. For 2003, for example, Noble's lost-time frequency rate is barely half the IADC industry average.

Third, emphasize training and education for advancement. Noble has really invested in training. Its Safety Training Leadership Program was launched in 1999. To date, Noble has held 94 training sessions, training more than 5,081 personnel at an estimated cost of \$ 4.5 million.

Mr Henderek praised Noble's system because employees know precisely what they must accomplish to qualify for the next slot on the upward ladder. "What Noble demonstrated is that they execute really well," he said.

In real estate, the motto is "location, location, location". In HSE awareness, it could be "money, money, money". Providing a safe work environment is a mandate within Noble, Mr Henderek said. The company estimates its investment in training at more than \$36 million since 1985.

Noble has put its money where its mouth is on HSE. This is an industry that cares and it's refreshing to see drilling HSE performance given its due. ■