

PROMOTING SAFETY AS A WAY OF LIFE



One of the most overlooked and important elements needed to sustain effective world class work place safety processes is the “**Human Element**”. Safety processes and policies that are directed towards the “Human Element” place significant moral value on workers as human beings. This moral value directs decision-making within organizations to respect and honor workers’ inherent right to personal safety. When all members of the organization commit to and sincerely believe in the “Human Element” philosophy, decision makers will take necessary measures to ensure safety processes are developed and properly maintained to protect employees at all times.

AEU strongly believes that placing **value** on workers moves beyond traditional safety processes to motivate each and every person within an organization to look out for each other’s well being. We feel this mutual respect for people drives the need and importance for effective safety processes. Therefore organizations that truly respect and **value people** will direct efforts to **value the safety process** and integrate it into all aspects of the company’s activities.

When you see the  logo, it symbolizes AEU’s emphasis on the **value of people** and the **value of safety** in your operation. We dedicate ourselves to putting the emphasis on safety in the maritime industry, thus saving lives.

