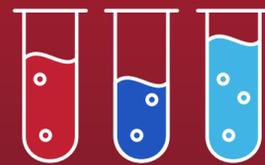
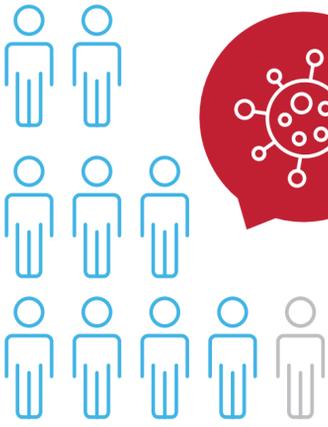


# Approaches to innovation safety put to the test



In a survey conducted by UL in December 2020, executives from companies representing many different industries provided insight into how events in 2020 impacted innovation safety.

## Consider the impact of global events on innovation safety



When asked what has changed relative to safety and innovation in 2020, nearly

**9 in 10**

respondents referenced COVID-19 in some way.



**61%**

of respondents said their approach to safe innovation had changed based on lessons learned from COVID-19.

## The global pandemic put businesses' approaches to innovation safety to the test. Some companies' confidence in their current approaches waned.

Only **38%** of companies believe their approach to innovation safety meets the market's needs today.



Even fewer, **32%**, believe it will meet the market needs of tomorrow.



Those numbers were down significantly from 46% and 47%, respectively, based on responses provided in 2019.

## Executives shared their thoughts about the emerging importance of innovation safety.

*A lot of people in the world have become very concerned about product safety in dimensions that they didn't have to worry about before.*

VP, Technology company



*The new paradigm of safety concern and pandemic has changed the landscape irreversibly.*

CXO, Consumer packaged goods company



*2020 has forced us to focus on innovation, safety and sustainability. The safety of our customers and employees is the utmost priority.*

CXO, Retailer



*The pandemic showed that major safety issues can appear without warning and have a significant impact on business. This means innovation must move beyond the scope of what we've always known and take on a more holistic view of safety, health and their effects on our performance.*

Senior manager, supply chain/logistics company



To discover additional findings and strategies for effective innovation safety, visit [www.UL.com/insights](http://www.UL.com/insights).

Source: UL, "Innovation Safety Survey," December 2020.