The Underwriters Laboratories’ Communications and Education team is dedicated to building innovative content, developing strategic interventions, creating partnerships, facilitating delivery channels and producing high profile events to help solve some of the most critical and complex safety problems of our time. Collaborating with our research teams, we focus on addressing the most persistent and difficult global safety challenges by implementing, inspiring, and supporting educational solutions across a broad range of focus areas.

2019 was a dynamic year for us, as we integrated our communications and community education teams together. This allowed us to more efficiently deliver programming and content which helped deliver actionable impact and results. Together, we reached over 358 million people in 2019 through comprehensive and innovative delivery solutions. We collectively launched new digital platforms, convened thought leaders on several different continents, launched new courses and training programs, published key reports and engaged over 16.5 million via social media. We believe the most impactful role we can play is through thoughtful strategic planning, audience analysis and creative deployment. But, no one organization can do it all. And, we firmly believe, by building education partnership networks across geographies, we can amplify our impact and inspire behavior change at the personal and institutional level. We look forward to 2020 and beyond as we build on our foundation, and continue to align with our standards and research teams as we work together for a safer, healthier and more sustainable world.

“We address the most persistent and difficult global safety challenges by implementing, inspiring, and supporting educational solutions.”

Cara Gizzi
Vice President
Communications and Education
Communications and Education are fueled by the world class research at Underwriters Laboratories. Through innovative learning approaches, the teams take highly technical scientific understandings and deliver them through community education. This is made possible through collaboration with the researchers at Underwriters Laboratories working in Battery Safety Research, Transportation, Fire Safety, Chemical Safety – Human Health and Standards. Through research and strategic interventions, our programs inspire educational solutions to improve human health, to advance environmental sustainability and ultimately, to save lives!
Our programs serve as a catalyst for the global safety movement.

We engage with our audiences in the following ways:

- **Digital expansion**: Innovative digital collaborations help us engage community leaders and educators with safety, health, and sustainability programs and messages.

- **Innovative education**: Our team of research and education experts trains community leaders, safety education professionals, law enforcement officials, and first responders to facilitate safety science teaching and learning.

- **Thought leadership**: Our team of research and education experts facilitates and attends key stakeholder events and publishes research reports to continue professional learnings and share understandings with the global safety community.

- **Partnerships**: Long-term, mutually-beneficial partnerships amplify and elevate our impact. We have collaborated with some of the world’s leading non-profit and nongovernmental organizations and academia.

- **Outreach**: We engage with experts in the community, attend educator conferences, lead professional development, and convene key stakeholders.

- **Global activation**: We are currently engaged with a multitude of organizations in over 27 countries, delivering programs in 34 languages, convening experts and empowering transformative safety and environmental solutions.
Digital expansion

Innovative digital collaborations help us engage community leaders and educators with safety, health and sustainability programs and messages.
Digital expansion
Innovative education Thought leadership Partnerships Outreach Global activation

Digital platforms
UL.org
Audience: Educators and safety practitioners interested in working with Underwriters Laboratories in the areas of scientific research, educational programming, standards development or in leveraging our research and programs. The newly-launched UL.org provides our organization with a unique digital homebase and domain, enabling us to establish ourselves as an independent nonprofit organization.

UL.org
Audience: educators, safety practitioners, nonprofit organizations
Within 10 months, UL.org attracted over 25,000 users
Total visitors 5,001
Total sessions 17,000
Total visitors 25,000

Education.UL.org
Audience: educators, safety practitioners, nonprofit organizations
ULNSSC.org
Audience: youth, teachers, schools
Total visitors 7,260
Total visitors 25,000
ULNSSC.org
National Safety Science Campaign – India
Total visitors 1,400

ULInnovationeducation.naaee.net
Audience: nonprofit organizations, environmental and professional educators
Within 10 months, UL.org attracted over 25,000 users
Total visitors 7,260

Collaboration with Standards to launch and promote digital view
Digital view provides easy online access to the entire library of over 1,400 Standards for Safety. This measure enables users across the globe to view Standards, free of charge. Further, it is a step in fulfilling our mission to build a safer world.
The media outreach enabled by our team in partnership with the Standards delivered 375 press release pick-ups, generating a potential reach of 84.6 million. Furthermore, 10 articles in industry publications were secured. The announcement also generated reach of over 200,000 professionals on LinkedIn.

UL Standards for Safety
1,400

Safer India Today
Fire Safety Impact Film
Total visitors > 5,000,000

Social media reach
Xplorlabs
Facebook 143,789 impressions
Twitter 143,789 impressions
YouTube 143,789 impressions
Instagram 98,500 impressions

UL Innovative Education Awards
Facebook 65,117 impressions
Twitter 73,172 impressions
Newsletter 1,010 total subscribers

ULInnovationeducation.naaee.net
Audience: nonproﬁ t organizations, environmental and professional educators

Digital expansion
Innovative education Thought leadership Partnerships Outreach Global activation

ULNNSSC.org
National Safety Science Campaign – India
25,000
25,000

Total visitors
Total sessions
Total visitors
Total visitors
UL Xplorlabs™ — Extraction to e-waste: the lithium-ion battery supply chain

Based on the work of Underwriters Laboratories’ researchers Dr. Tom Chapin and Dr. Judy Jeevarajan, educators and students will discover benefits, risks and insights throughout the lithium-ion battery supply chain in extraction to e-waste. This is the first module in a series entitling educators and students to the United Nations Sustainable Development Goal (SDG) 11.

Collaboration with Dr. Tom Chapin and Dr. Judy Jeevarajan

Dr. Tom Chapin, vice president research Underwriters Laboratories and module SME explains, “As the demand for more lithium-ion batteries grows, we have to think about the inevitable issue of end-of-life for the battery product lifecycle, like a mobile phone.” As a trained materials scientist, Dr. Chapin studies technologies to understand how things work and how they fail. His passion for generating and sharing battery supply chain knowledge was key to shaping the module as an intersection of safety, science and technology for exploring the complexities facing us.

At the forefront of battery research, Dr. Judy Jeevarajan, research director UL and module SME, guided the team in the dynamics and implications of thermal runaway. Dr. Jeevarajan states, “Lithium-ion batteries are powerful, portable, and versatile. They are also a source of great risk.” As an expert on lithium-ion battery chemistry and safety, her research helped shape rich content crucial to understanding the risks posed by lithium-ion batteries. By bringing to light these risks and challenges, Dr. Jeevarajan paves the way for safety and solutions.

Audience: educators, students

Based on the work of Underwriters Laboratories’ researchers Dr. Tom Chapin and Dr. Judy Jeevarajan, educators and students will discover benefits, risks and challenges throughout the lithium-ion battery supply chain in extraction to e-waste. This is the first module in a series entitled Safe and Sustainable Cities based on the United Nations’ Sustainable Development Goal (SDG) 11.

Extraction to e-waste leads educators and students through the supply chain of lithium-ion cells that power mobile phones starting from resource extraction. New to Xplorlabs are interactive maps to show the global reach of supply chains. The virtual experience also contains opportunities to analyze data, videos, animations and case studies providing context.

At the end of the module, students are introduced to solutions engineered by UL and other leaders, and empowered to pursue solutions of their own design.
Innovative education

Our team of research and education experts trains community leaders, safety education professionals, law enforcement officials and first responders on best practices in safety science teaching and learning.
In partnership with Future City, the project-based educational competition hosted by DiscoverE, the first cohort of professional educators joined the Xplorlabs/Future City Ambassadors program. Middle school teachers already engaged in the Future City Competition and in the Chicago region applied to be part of this new program and met virtually each month. Each Ambassador taught an Xplorlabs module and produced a conference session or paper about their experience. Xplorlabs was a new resource to 85% of the Ambassadors.

Seven middle-school educators from six states engaged in more than ten hours of virtual meetings with Xplorlabs and Future City teams, taught Fire Forensics and/or Portable Electrical Power, resulting in Ambassador-developed and led events:

- Two national conference presentations
- Two national webinars
- One blog post on Xplorlabs.org
- Six regional/local educator conference presentations

Ambassador training in collaboration with UL’s Firefighters Safety Research Institute

In October 2019, seventeen Xplorlabs/Future City Ambassadors from 9 states along with five guest educators from three states convened at the Howard County Fire Academy in Columbia, MD to culminate the first year of the program and launch the second program cohort. This was the first Xplorlabs educator summit of its kind.

In collaboration with UL’s Steve Kerber, Dan Madryzkowski, and the Howard County Fire Department, this collaborative full-day workshop gave Ambassadors meaningful time in the fire lab with the experts to deepen their understanding and instruction of fire science.
In June 2019, fire service professionals and middle-school teachers were trained side-by-side to use UL Xplorlabs Fire Forensics: Claims and Evidence. This was the third workshop in two years for Cobb County Schools, the largest school district in Georgia.

The full-day workshop led by Dr. Kelly Keena took place at STEMapalooza, an annual education event in Kennesaw, Georgia. Collaborations in Cobb County with the school district, fire department and Safety Village create a model for the adoption of Xplorlabs materials in classrooms. Nine, 21 schools have trained teachers supported by more than 65 fire service professionals based on Xplorlabs Fire Forensics. Firefighters and investigators visit middle school classrooms to co-teach fire labs and fire scene investigation and model potential career paths in STEM.

Digital expansion
Innovative education
Thought leadership
Partnerships
Outreach
Global activation
Community engagement
Florida Association of Fire and Life Safety Educators Conference
We participated in the 31st Annual Florida Association of Fire and Life Safety Educators Conference which had over 100 attendees including fire marshalls, educators and inspectors. We hosted a training session for the attendees on fire safety using the Xplorlabs Fire Forensics module and Close Before You Doze campaign.

Cité des Science et de l’Industrie
The Cité des Science et de l’Industrie, the largest science museum in Europe, is one of the three dozen French Cultural Centers of Science, Technology and Industry promoting science and science culture.

UL Xplorlabs Fire Forensics: Claims and Evidence was translated into French to be featured as a teacher resource on their website. Through this collaboration with the museum, Xplorlabs is now offered as a STEM resource in France.

Cradle of Aviation Museum
Before the Federal Aviation Administration was established in 1926, UL registered pilots and certified aircraft for safety. In 2019, the UL Archives team worked with the Cradle of Aviation Museum on Long Island, NY to create a permanent hanging display about this important piece of aviation history. The exhibit entitled “Early Safety Concerns,” highlights how, as early as 1910, UL introduced standards for fireproofing aircraft. The exhibit also informs visitors about UL’s essential role in keeping civil pilots safe during the early 1920s. The Cradle of Aviation Museum receives more than 300,000 visitors annually. 

Training workshops
Educator and fire service training
In June 2019, fire service professionals and middle-school teachers were trained side-by-side to use UL Xplorlabs Fire Forensics: Claims and Evidence. This was the third workshop in two years for Cobb County Schools, the largest school district in Georgia.

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The International Intellectual Property Crime Investigators College (IIPCIC) is an online training platform and is operated between Underwriters Laboritories (UL) and INTERPOL.

The College aims to equip global investigators with the skills necessary to effectively combat transnational organized IP crime and serves the needs of all key international partners and stakeholders joined in the fight against IP Crime. The courses are offered in the four INTERPOL official languages of Arabic, English, French and Spanish, as well as Mandarin and Portuguese.

IIPCIC introduces a new training curriculum for IP Prosecutors: investigating, preparing, and prosecuting criminal intellectual property cases

This year, we launched a new IIPCIC curriculum. Developed by a team of transnational subject matter experts, this nine-module series was designed specifically for law enforcement officials and IP prosecutors. The curriculum covers the different types of intellectual property crimes with an emphasis on the elements of proof required to successfully prosecute criminal cases on copyright, trademark, trade secret, and patent violations. Because there is some overlap across the different types of IP crimes, penalties and alternative charges are treated separately in some detail. This series also addresses the practical aspects of building a strong case during the investigative stage of proceedings, with a focus on the collection and maintenance of evidence, as well as best practices and strategies for IP prosecutors.

Since the November launch, over 800 users have completed the course.

2019 IIPCIC Results

<table>
<thead>
<tr>
<th>Region</th>
<th>Total IIPCIC Learners</th>
<th>Agencies represented</th>
<th>Countries represented</th>
<th>Private sector organizations</th>
</tr>
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<tbody>
<tr>
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<td>30%</td>
<td></td>
<td>12%</td>
<td>28%</td>
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<tr>
<td>Asia and South Pacific</td>
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<td>13%</td>
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<tr>
<td>Latin America</td>
<td>28%</td>
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<td>Middle East and North Africa</td>
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<tr>
<td>North America</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
Thought leadership

Our team of research and education experts facilitates and attends key stakeholder events and publishes research reports to continue professional learnings and share understandings with the global safety community.
FEU Meeting – Porto, Portugal

The Federation of the European Union Fire Officers Association (FEU) gathers twice each year to discuss the current status and the future of fire safety in Europe. From May 15-17th, delegates from 21 countries from the European Union came together in Porto, Portugal, to share best practices and jointly set the future roadmap of the FEU.

At the invitation of the FEU’s President, Chris Addiers and Secretary Finian Joyce, UL was represented by Dr. Kelly Keena & Deepa Shankar of the Education & Outreach team, David S. Wroth of the Data Science team and Craig Wenzelink of the Firefighters Safety Research Institute. Dave, Craig and Kelly presented their research, data and educational resources to the delegates, which were very well received.

Through their presentations and collaborative conversations, the US team helped build on safety science partnerships across Europe and positioned UL as well-respected thought leaders in fire safety research, data and education efforts.

International Safety Education Seminar – Antwerp, Belgium

The FEU invited UL’s Cara Gizzi and Dr. Kelly Keena to present as keynote speakers at the International Safety Education Seminar in Antwerp, Belgium in November 2019. There was an attendance of 350 people from nonprofit organizations, fire services, and non-governmental organisations.

IP Crime Conference, Cape Town, South Africa

We partnered with INTERPOL (International Criminal Police Organization), the International AntiCounterfeiting Coalition (IACC), the Directorate for Priority Crime Investigation, and South African Police Service (SAPS) to co-host the 13th Annual International Law Enforcement Intellectual Property conference.

The conference attracted more than 500 senior law enforcement officials and security and industry experts from more than 80 countries.

In-person pre-conference workshop on cryptocurrency

Cryptocurrency is attracting the attention of the criminal mind. With the evolution of technology, digital assets providing anonymity are gaining popularity amongst criminals and illegal organizations. The International IP Crime Investigators College (IIPCIC) was proud to deliver its newest workshop: “An Introduction to the Future of the Criminal Mind”, on October 21st at the Cape Town IP Crime Conference.

Over 80 law enforcement officers attended this four-hour, instructor-led training event that provided an introduction to the new and innovative world of anonymous digital assets. The workshop provided the attendees with an understanding of cryptocurrency and its related crimes, as well as the problems faced by law enforcement agencies. The facilitators shared best practices and strategies for officers to use when combating criminal activity within this new technological world.

Digital expansion Innovative education Thought leadership Partnerships Outreach Global activation
In 2019, six non-profit organizations were recognized for their outstanding work and making an impact within their communities by using the environment as a pathway to STEM learning. The leadership summit provides a unique opportunity for award winners to come together and learn from UL professionals, as well as to share best practices and network with other winning organizations to further their causes.

We hosted a round table in collaboration with the Ministry of Education and the National Institute of Mental Health and Neuro Sciences (NIMHANS) in Bangalore, India to discuss safety ecosystems in schools. The round table focused on unintentional injuries and emphasized the need to prevent child injuries and increase awareness about safety standards in schools. Amongst the participants were key stakeholders such as policy makers, law enforcement officials, governments, school managements and parents.

The production, transportation and utilization of dangerous goods and hazardous materials is increasing globally and exponentially. While creating a positive impact on economies, transportation safety concerns must be identified and addressed due to the volatile nature of many materials. The Singapore Aviation Safety Summit assembled aviation and safety experts from a diverse cross-section of the community including academia, national and provincial governments, and users across the application spectrum, nonprofit and safety organizations. The exchange of information to evaluate and enhance safety within the aviation community is the logical first step in the transportation chain.

The UL Innovative Education Award invests in environmental and STEM learning, sustainable communities and community empowerment. The award program is in its fifth year, empowering the next generation of leaders to develop evidence-based sustainable solutions for their local communities. Through these awards, over $1.3 million dollars have been invested in innovative programs throughout US and Canada.

2019 UL Innovative Education Awards Summit

Stakeholder round table on school safety

Stakeholder engagement

Event management and production

Singapore Aviation Safety Summit

UL Annual Meeting

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The 2019 UL Annual Meeting commemorated the organization’s 125th anniversary, celebrating the theme of Times Change, Trust Remains. We provided guests with the opportunity to look back on UL’s contributions to a safer world throughout our history and get a glimpse of how UL will continue to lead the way in safety, security and sustainability in the future.

UL Annual Meeting

Singapore Aviation Safety Summit

Event management and production

2019 UL Innovative Education Awards Summit

Stakeholder round table on school safety

Stakeholder engagement
Impact of UL Innovative Education Awards
A comprehensive mixed-methods evaluation of this Xplorlabs program found that in addition to recognizing innovation, the award also encourages further innovation. This is due to the combination of network of award winners formed over five years of the program, collaboration formed between awarders, and increased organizational capacity and reputation as a result of the award. Evidence from the evaluation suggests that other large NGOs and leaders can benefit from the approach and research that established the program through to the evaluation findings. This white paper summarizes the lessons learned, outcomes and recommendations that way.

Knowledge is power: Increasing public awareness to reduce product counterfeiting
Knowledge is power: Increasing public awareness to reduce product counterfeiting. This work reviews the extent and risks of counterfeiting including the harms of counterfeit products. This work reviews the extent and risks of counterfeiting including the harms of counterfeit products. This work reviews the extent and risks of counterfeiting including the harms of counterfeit products.

Advancing child safety in India: Implementation is the key
Advancing child safety in India: Implementation is the key. UL and the National Institute of Mental Health and Neurosciences launched a national report entitled Advancing child safety in India: Implementation is the key. The report focuses on unintentional injuries and emphasizes the need to prevent child injuries and increase awareness about safety standards in schools. The report concludes with a summary of what may be done now to incorporate awareness of product counterfeiting in public safety.

Making Public Bus Transit Safer
Making Public Bus Transit Safer
The World Resources Institute (WRI) India and UL collaborated to critically evaluate the reasons for bus crashes in India. Government bus agencies operate as the largest organized mode of public transport in India. Field evaluations to study blind spots in buses revealed that a majority of buses were operating with substandard mirrors. WRI India ran a pilot to test the impact of retrofitting standard mirrors with larger ones and training drivers on the use of such mirrors. The project resulted in decreases in crashes in the fleet of buses that were retrofitted with larger mirrors.

Resilience Engineering: Proceedings from UL Annual Meeting
In this publication, Underwriters Laboratories reported on the key happenings from the 2018 UL Annual Meeting, as well as the activities and steps taken in a year’s reach of that meeting and the insights derived from our Council members and meeting attendees on the intersection of resilience and safety.

Georgia Pathways, STEM Magazine: Investigating fire as fire prevention by Dr. Kelly Keena
The article was featured in a three-page spread in Georgia Pathways, STEM Magazine September 2018’s digital and print edition. For reference, Georgia Pathways has a total distribution of 60,704. For reference, Georgia Pathways has a total distribution of 60,704. The article was featured in a three-page spread in Georgia Pathways, STEM Magazine September 2018’s digital and print edition. For reference, Georgia Pathways has a total distribution of 60,704.

Proceedings from UL Annual Meeting: Resilience Engineering
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Investigating Fire as Fire Prevention: How One STEM Resource Promotes Fire Safety Through Interactive Learning
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Partnerships

Long-term, mutually-beneficial partnerships amplify and elevate our impact. We have collaborated with some of the world’s leading nonprofit and nongovernmental organizations and academia.
We collaborate with STEMconnector, a professional organization that provides a cross-sectoral platform to engage leaders to increase the number of STEM-ready workers in the global talent pool. Through our participation at STEMconnector’s annual summit and at other key events such as the PostSecondary Pathways Innovation Lab, we continue to engage with and keep the dialogue and focus on the importance of creating a STEM pipeline to fulfill the future needs of the country in critical science, technology, engineering and math areas.

315 LifeSmarts Safety Smart Ambassadors reached 13,642 elementary school students in 21 states through the Safety Smart program. In collaboration with LifeSmarts, we provided scholarships to outstanding high school students for their community outreach efforts. 40 high school teams participated and produced public service announcements on battery safety at the 2019 National Championship as part of an Xplorlabs STEM Challenge.

We partner with School Family Media, the parent organization of PTO/PTAs of North America, in bringing Family Science Nights to over 5,000 schools across the US, using Safety Smart and Xplorlabs resources, hands-on scientific experiments and setting the stage for a fun, science night. We encourage kindergarten through fifth grade students and their families to come together for Family Science nights at their schools, organized by parent teacher organizations (PTO) and associations (PTA) in the US.

Discover helps unite, mobilize, and support the engineering and technology volunteer communities to increase their collaborative footprint in K-12 education and celebrate with the public the impact of engineering education and careers. In 2017, UL became part of Discover’s leadership council with the highest level of visibility in Discover’s programs and resources, connecting to other Discover partners and influencing the future of Discover’s programs and outreach. This collaborative network of leaders includes corporations like Bechtel, Bentley, ExxonMobil, Lockheed Martin, NOBIS, Northrop Grumman and Shell.
Advancing safety in India

A large part of our focus in India has been on raising safety awareness, furthering education, and demonstrating best practices in safety. We partnered with world-class NGOs and renowned research institutions in India to tackle safety challenges and identify safety interventions to mitigate risks.

World Resources Institute (WRI) and UL Collaboration: Focus – transportation safety

For the past several years, India’s number one safety challenge has been road safety. Government bus agencies operate as the largest organized mode of public transport in India, moving a significant number of people every day. In collaboration with WRI India, we studied bus crashes involving fleets of 13 State Road Transport Undertakings (SRTUs) to critically evaluate the reasons for crashes and suggest evidence-based measures to reduce such incidents.

Field evaluations to study blind spots in buses revealed that a majority of buses were operating with substandard mirrors. This greatly compromised the field of vision for bus drivers. WRI India ran a pilot to test the impact of retrofitting standard mirrors with larger ones and training drivers on the use of such mirrors. In keeping with WRI’s evidence-based approach of “count it, change it, and scale it,” the project focused on a systematic method of problem-solving and resulted in no crashes in the fleet of buses that were retrofitted with larger mirrors.

UL Collaborates with Disney Parks, Experiences & Products

Safety Smart® reaches children in 27 countries and in 34 languages through the network of Safety Smart ambassadors both within UL, through partner organizations, and with guests at Disney parks and resorts, worldwide.

Globally

145,440,468 guests were reached through the Safety Smart/Wild About Safety program

330,000 guests viewed Safety Smart animations through the “Movie Under the Stars” program

144,860 youth reached through Fun Book engagements

75,985 children and community members reached through Disney Cast members engaged through Safety and Wellness Fairs

High impact interactions

33,011 Disney Cast members engaged through Safety and Wellness Fairs

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Digital

75,985

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75,985
Underwriters Laboratories is collaborating with the FEU – Federation of the European Union Fire Officer Associations by contributing its educational resources to the BioSafe@School project that is currently spanning seven countries: Lithuania, Denmark, Germany, Spain, Belgium, and Finland in the EU, with the objective of raising fire safety awareness. Research from UL Firefighter Safety Research Institute is being integrated through this collaboration. UL’s Safety Index and its data platforms are also showcased in their learning modules.

Steve Kerber, VP of Research and Director of UL Firefighter Safety Research Institute, is also a subject matter expert for Xplorlabs Fire Forensics: Claims and Evidence module. This module and similar resources have been shared collaboratively with the fire safety education community in Europe through partners like the Fire Officers Association of the European Union (FEU) and UK StayWise.

Fire safety collaborations in Europe

Injuries and deaths related to fire incidents are amongst the greatest threats to human life and well-being. Globally, our approach to fire safety education has been to leverage the top minds and experts in the fields of fire science, engineering, and safety research, and to transform their knowledge and expertise into science-driven, sustainable education programs. Through these strong collaborations, we are continuing to grow and expand on its impact in Europe and beyond.
We engage with experts in the community, attend educator conferences, lead professional development and convene key stakeholders.
We engaged with educators at the NSTA conferences in St. Louis, Cincinnati, and Seattle. At these events, educators discover the potential value of Xplorlabs, strategize integrating the program into their curriculum, and develop a relationship with UL.

Xplorlabs wins ISTE Best of Show Award at the ISTE conference in Philadelphia, Pennsylvania. At the conference, Xplorlabs earned the distinction of becoming a Best of Show winner as selected by Tech & Learning—a digital and print publication that evaluates digital learning products. This marks Xplorlabs' first recognition through Tech & Learning's awards program.

The campaign secured 24 pieces of coverage in key regional and national trade outlets, resulting in nearly 4 million earned impressions.

In 2019, we participated in the creation of an engaging CNN International television segment that delved into the exciting history of Underwriters Laboratories. The feature was included in the show entitled 100 Club, which documents impactful organizations with powerful brands that have been operational for 100 or more years. The UL archives team provided relevant materials—including historic films, artifacts and publications— that were featured throughout the segment.
Engaging the public and key stakeholders – measuring our progress

We strive to share our science-based safety research and findings broadly to improve safety around the world. A key aspect of this work is to consistently measure our engagement performance metrics and develop insights to help the organization continuously improve our efforts to reach, partner with, and affect the public and key stakeholders. Consistently evaluating the same metrics over time helps us understand our growth in an important way, and carefully evaluating our outreach and engagement efforts helps us prioritize our resources to do the most good.

With two full years of consistently measuring performance and evaluating the strategies and tactics we use to engage with key stakeholders and the public, we are learning what works well, we are constantly improving, and we are using our resources more effectively. These key learnings and insights will continue to be the key drivers in our outreach and communications strategies in the future.

Exposures

The number of individuals who have been exposed to a key message, our research or our organization. This is most often through media and large events.

202,873,630

Engagements

The number of individuals who have consumed our content or message in some way. This includes visitors to websites, users of web-based applications, likes and comments on our content on social media and individuals who attend one of our expert presentations at a large event.

4,331,448

Actions of external communication efforts

The number of individuals who have enabled a two-way dialogue with us by giving us their contact information and/or permission to contact them directly. This includes users who create new accounts in our web-based applications, sharing of our content on social media, attendees at events that we host, individuals who sign up for email communication and those who enter contests or apply for awards with our organization.

25,179

Key performance indicators

The number of individuals who have been exposed to a key message, our research or our organization. This is most often through media and large events.

202,873,630

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25,179
Global activation

We are currently engaged with a multitude of organizations in over 27 countries, delivering programs in 34 languages, convening experts and empowering transformative safety and environmental solutions.
Kids reached in Latin America 1,812
Kids reached in Mexico 80,000
Kids reached in El Salvador 6,754
Kids reached in Nicaragua 648
Kids reached in Panama 482

Our partnership with Cruz Roja Mexicana (the Mexican Red Cross) first started in February 2012. Since then, we have been working together with Cruz Roja Juventud (the Mexican Red Cross) volunteers, who represent the 32 States in Mexico. The collaboration with Cruz Roja Mexicana has yielded amazing and encouraging results with around 80,000 children reached by the Safety Smart program from all socio-economic backgrounds all over Mexico. In 2019, we launched the Safety Smart Program in Latin America in collaboration with Cruz Roja Mexicana. The project includes Cruz Roja Guatemala, Cruz Roja El Salvador, Cruz Roja Nicaragua and Cruz Roja Panama with Safety Smart Goes Green, with a total of 1,812 kids trained.

South Korea

Korea Intelligent Robot Contest (KIRC) Attendee of 4,500 We participated as the official sponsor of the 21st Korea Intelligent Robot Competition held in Pohang, Korea and awarded the Safety Industrial Awards to robotics entries that conformed to safety standards.

Korea Robot Championship Attendee of 4,500 We sponsored the Korea Robot Championship (KRC), consisting of 220 teams and 2,000 participants.

Korea Intelligent Robot Contest (KIRC) Attendee of 4,500
Korea Robot Championship Attendee of 4,500

Korea Robot Championship Attendee of 4,500
Korea Intelligent Robot Contest (KIRC) Attendee of 4,500

80,000 students reached through the Safety Smart program.

China

National Safety Science Campaign 59,915
80,000 students reached through the Safety Smart program.

New Zealand

Korea Intelligent Robot Contest (KIRC) Attendee of 4,500
Korea Robot Championship Attendee of 4,500

National Safety Science Campaign 59,915
80,000 students reached through the Safety Smart program.

Kids reached in New Zealand 12,479
Kea, Cubs and Scouts reached in collaboration with New Zealand SCOUTS

India

Safer School, Safer India 26,879
Local promotions (campaign/events) 341,759
Website PV 40,570
Social media reach 20,840
Facebook 19,730

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A partnership-based global campaign

BE SAFE BUY REAL is a global week-long campaign that advocates for a safe, fair, fake-free world. Its mission is to raise awareness about the serious health and safety risks associated with counterfeit products.

The BE SAFE BUY REAL campaign partnered with global education, law enforcement, government organizations, and industries to communicate its message.

The campaign attracted 206 people from 34 countries who signed up for the weekly email broadcast that provided information on anti-counterfeiting strategies.

The fight for consumer safety – innovation, economic growth, and IP protection – are things that are foundational to our global, interconnected economy. That's why it's illegal to engage in counterfeiting.

Counterfeiting disregards the value of IP and jeopardizes the legal system that allows intellectual property (IP) to be patented. All modern and developed countries have an infrastructure and anti-counterfeiting strategies in place.

The fight against counterfeiting is primarily a safety issue. The counterfeiting of electrical products are usually too cumbersome to counterfeit, whereas electrical products are widely known for being counterfeited.

Counterfeiters generally target smaller, high volume-type devices, which are sold as something which they are not. Most original equipment manufacturers (OEMs) have their own anti-counterfeiting teams. When we learn from our experience, we can result in machine failure and electrical hazards that can lead to accidents, etc.

Risks for organizations include money laundering, loss of tax revenue, loss of customers, money, and trust. Risks for terrorist organizations include theft of technology, military equipment, funds, etc. Risks for governments include child labor, modern slavery, money laundering, etc.

While it may be true that big brands continue to make mention counterfeits, and people often think of luxury clothing or perfume or electronics, there are many other types of counterfeits out there, and the irreparable harm they may cause to consumers, law enforcement, and customs agencies around the world.

When we are involved in: money laundering, counterfeiting, fraud, counterfeited pharmaceutical products, we do not have in our home, wallet, or we send our own investigators into marketplaces that are involved in:

- counterfeit parts
- counterfeit electrical products
- counterfeit electronics
- counterfeit automotive parts
- counterfeit pharmaceutical products
- counterfeit consumer electronic devices that misuse IP

IP crime prevention – achieving a legal system that allows IP to be patented is a critical component in the fight against counterfeiting.

In 2019, I first got involved with anti-counterfeiting in connection with the anti-counterfeiting strategy of Schneider Electric, and thereby get them to stop counterfeiting our product. Counterfeiting is not a problem that will go away on its own. It's always been our policy to make things as difficult as possible for counterfeiters, and thereby get them to stop counterfeiting our product.

Consumers can do to combat the spread of IP crime. It's not easy work, but we look forward to similar success in other countries.

About the author

Tracy Garner, manager, anti-counterfeiting at Schneider Electric, pulls back the curtain on the anti-counterfeiting strategy of Schneider Electric and shares insights on the latest anti-counterfeiting insights from the U.S. market and has established anti-counterfeiting teams in China and India. Vivian Vassallo, Senior Director, IP Protection and Enforcement at Dolby, explores consumer electronic devices that misuse IP are also likely to be counterfeit.

Interview articles

Strategies used by Schneider Electric

Campaign content

White paper

Campaign videos

Infographics

Listicles

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Celebrating UL’s 125th anniversary

This past year marked a pivotal moment in our illustrious history as Underwriters Laboratories celebrated its 125-year anniversary in service to humankind through its contributions to the field of safety science engineering, and in the sharing of its acquired knowledge through immersive education and outreach programs.

Our visionary founder, William Henry Merrill, Jr., shaped our mission in 1894 and over time, our organization remained committed to his vision to create safer living and working environments for people for over 125 years. 2019 was a year of celebration for our organization as we marked our milestone anniversary and saw Terrence R. Brady appointed to his new position as president, chief executive officer and trustee of Underwriters Laboratories.

Underwriters Laboratories is a nonprofit organization dedicated to advancing the UL public safety mission through the discovery and application of scientific knowledge. We conduct rigorous independent research and analyze safety data, convene experts worldwide to address risks, share knowledge through safety education and public outreach initiatives, and develop standards to guide safe commercialization of evolving technologies. We foster communities of safety, from grassroots initiatives for neighborhoods to summits of world leaders. Our organization employs collaborative and scientific approaches with partners and stakeholders to drive innovation and progress toward improving safety, security, and sustainability, ultimately enhancing societal well-being.

To learn more, visit UL.org.

Our 125th anniversary committee members planned celebratory events and activities that took place throughout the year. Signature events, such as Underwriters Laboratories Annual Meeting and a dinner for key stakeholders held at Chicago’s Museum of Science and Industry, used this noteworthy milestone as their unifying theme.

As we enter a new decade and reflect upon our achievements, strengths and areas of opportunity, our focus remains clear—we resolve to lead with our mission at all times. Every program that we build will be in support of Underwriters Laboratories, the world-class safety research organization of which we are proud members.

Times change, trust remains.™