

Elan - Assessing Risks and Developing Mitigation Strategies within the Advertising Industry



Introduction:

Elan, a leader in Qatar's media and advertising industry, specializes in innovative digital and traditional advertising solutions across high-profile locations such as malls, cinemas, and outdoor billboards. With access to many of these assets requiring high-risk activities, the company engaged Demoura Lawson Consulting to conduct a comprehensive risk assessment.

This initiative aimed to evaluate operational risks, review existing controls, and recommend strategies to enhance safety and ensure the well-being of its workforce, contractors, and the public.

Methodology:

Demoura Lawson Consulting adopted a structured and collaborative approach tailored to Elan's operational needs:

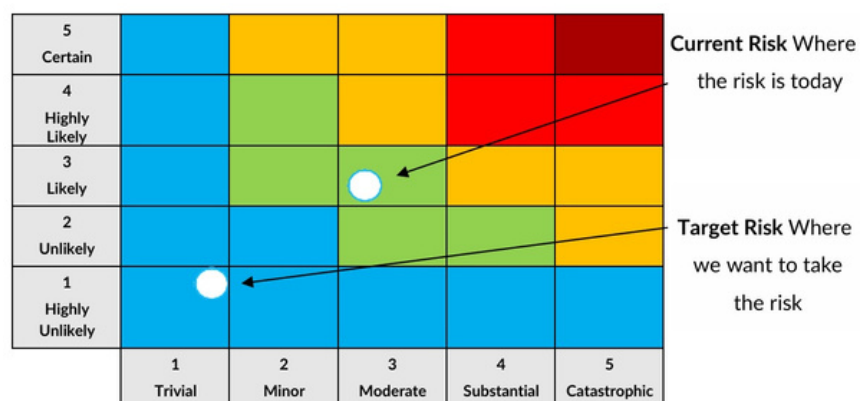
1. Asset Review and Observations:

- Conducted assessments at key sites, including unipoles, bridge lightboxes and scaffolding panoramas.
- Observed critical work practices such as selecting, inspecting and the use of fall restraint and fall arrest equipment, working at height on elevated structures, operating access equipment, handling materials and traffic management in order to identify improvements.
- Made critical observations relating to the use of PPE and communication practices in high-risk environments close to high-traffic areas and during nighttime operations.

2. Risk Analysis and Categorization:

- Identified and categorized more than 50 unique risks using a structured risk matrix, prioritizing hazards such as falls from height, mechanical risks, and manual handling challenges.

As depicted in the diagram, the risk matrix illustrates how hazards were assessed based on likelihood and severity, highlighting the most critical areas requiring intervention:



3. Control Recommendations:

- Proposed engineering solutions, including lifeline systems, guardrails, scaffolding, anchor points, and access barriers.
- Suggested additions/enhancements and corrections to the use of PPE and recommended tailored training programs for safe material handling and working at height.

4. Emergency Preparedness and Follow-Up:

- Highlighted the importance of emergency response plans and regular reviews to ensure operational readiness.
- The Risk Management Cycle, as depicted below, illustrates the approach to continuous safety improvement:



Outcomes:

The initiative delivered actionable insights and significant improvements to safety practices across Elan's operations:

- **Comprehensive Risk Assessment:** Conducted detailed evaluations of high-risk access scenarios, identifying more than 50 risks and providing recommendations that would control more than 90% of hazards.
- **Improved Safety Controls:** Delivered targeted engineering solutions to enhance safety during operations, including lifeline systems, guardrails, and access barriers.
- **Proactive Safety Framework:** Established a roadmap for ongoing evaluations, ensuring continuous improvement and operational safety.
- **Operational Readiness:** Provided practical recommendations that reinforced Elan's commitment to high safety standards and efficient asset access.

Conclusion:

Through a collaborative and tailored approach, Demoura Lawson Consulting helped Elan take meaningful steps toward improving safety across its operations. By identifying risks, recommending practical solutions, and creating a plan for ongoing improvements, Demoura Lawson Consulting provided Elan with the tools needed to protect its workforce and ensure that work could be conducted safely on its assets. This initiative not only addressed immediate safety concerns but also laid the groundwork for an improved culture of safety that will support Elan's growth and success in the years to come.