



**To Our Valued Industry Partners,**

As Chief Executive Officer of the Alberta Construction Safety Association (ACSA), I am excited to announce the official launch of the **Contractor High Reliability Organization (HRO) Demonstration and Evaluation Project** an innovative collaboration between ACSA, **Intactix Systems**, and **Athabasca University**.

This project is designed as both a **field demonstration** and a **formal evaluation initiative**, with the explicit goal of testing and validating a new way to embed safety culture across the construction industry. This is not theory it's a practical, science-based model that has been refined over two decades and is now being applied in a real-world setting with selected contractor participants.

**Why This Matters:**

The construction industry continues to face persistent serious incident rates. This project tackles those challenges head-on by:

- **Improving HSE performance assurance** and the predictability of future outcomes
- **Reducing the administrative burden** of HSE contractor management
- **Creating alignment across all stakeholders**, from suits to boots, around the few vital behaviours that drive true safety culture

As Alberta's largest safety association, representing over 56,000 construction companies, ACSA sees this project as a turning point. By building a culture of prevention into everyday operations, similar to how the airline and nuclear industries manage risk, we believe we can lead the industry into a safer, more reliable future.

You are being contacted as a **selected candidate** to participate in this landmark initiative. I strongly encourage you to meet with the project team to explore how your participation can:

- Strengthen your organization's safety and operational performance
- Demonstrate leadership and innovation within the industry
- Gain a competitive advantage with hiring clients and industry partners

This is a unique opportunity to be part of a **first-of-its-kind transformation** that can shape the future of construction safety.

Sincerely,

**Mark Hoosein**  
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