

Integrating FIR at Dyneema:

Dyneema Ltd is a SME established in 2009 by David Bhana, its Managing Director. Under his leadership, he has always embraced an inclusive culture and welcomed equality and diversity training programmes, such as the FIR programme, which is integrated deeply in the company ethos.

In fact, Dyneema have a mission statement that sets out aims to be friendly, respectful and inclusive with a large focus on offering safe working environments. As such, it looks to remain informed and knowledgeable of all training and learning resources provided by the Supply Chain Sustainability School. Dyneema is committed to the [People Matter Charter](#) and actively encourages staff to become FIR Ambassadors.

Impact:

David Bhana has always emphasised that Dyneema's most valuable asset is its employees. As such, utilising the FIR programme's [FIR Toolkit](#) has been imperative to ensuring the organisation is upskilled in the equality, diversity and inclusion agenda. The impact of this approach has resulted in benefits such as, unlocking hidden assets and skill sets from staff and maximised their productivity.

With encouragement and mentoring, the company has increased their in-house talents, rather than laying off or recruiting, at a time where finances were restricted due to the COVID-19 pandemic.

Value gained:

David Bhana realised that Dyneema Office cleaner, a Polish female, and mother of three could be brought into the company as a mentored administrative assistant. She then progressed to the role of a successful Office Manager, who is a key 'go to' person in the company.

In a similar situation, a veteran semi-retired Project Manager was encouraged by David Bhana to take on the challenge of the Nebosh Health & Safety examinations at age 70. He passed the exams and is now employed as an experienced Health & Safety and Quality Manager, an impartial staff mentor and a FIR Ambassador.

The value gained by adopting key FIR principles and making it a key business driver for Dyneema has been imperative to its success and continual improvement in workplace culture.

Fact box



Company

Dyneema Ltd.

No of employees

15

HQ

Gravesend, UK

Website

www.dyneema.co.uk

Main contact

David Bhana - Director

Services

Building & Construction

About

Dyneema is a SME working as a tier 2 subcontractor with a track record in delivering successful projects on time and budget, in partnership with their clients. It is a fundamental belief, held by Dyneema Ltd that creation of a legally safe working environment, embedded in the Health & Safety and Quality Management systems, will achieve both continuous improvement and develop successful long term relationships with their clients.