

Using binding communication for risk management training in industrial Chinese context

Training is now considered as the most commonly used way to achieve risk management learning, by making people produce safety behaviours. We have deeply thought about safety behaviours related to industrial risk management and focused on the actions that are likely to make them emerge, mainly by risk representation (Tversky & Kahneman, 1974 ; Slovic & *al.*, 2004).

We have built a behaviour production model, focused on operational goals and based on a cognitive and affective approach coupled with a situational approach. We therefore called upon binding communication (link between persuasive communication and commitment theory) (Witte & Allen, 2000 ; Joule, Girandola & Bernard, 2007).

Risk management training should be a specifically designed process instead of a generalist informative tool. When people switch into a behavioural mode, they become actual actors of risk management.

In this way, we have designed a risk management training dedicated to a French industrial group based in China, aimed to change its "safety culture". In this paper we present some results of this research realised in China.

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