



**Risk Zone businesses– Rather law abider than
bad apple**

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Background

**Spring 2015 the politicians decides:
focused effort against the bad apples.**

**Analysis showed a high turnover=>
important to stop businesses before they
become bad apples.**

**New control campaign: Risk Zone
businesses**

**Idea: Extra control with 2 inspectors.
Thorough guidance on old problems and
self-selected topics**



Bad apples

Definition: 3 bad smileys out of 4



Risk Zone Businesses

Definition: 2 bad smileys out of 3



Objectives

Better performance for businesses in the risk zone

Gathering information about the companies and how to handle them

Fewer bad apples in the future



Campaign concept

- 400 inspections
- Extra control with 2 inspectors.
- Thorough guidance on old problems and self-selected topics
- Pre-planned/warned controls to make sure the right persons/owner are present
- Communication strategy: adapted to the business' mindset
- Control-experiment: to show which way to go with the control strategy
- Questionnaire to the inspectors about why the businesses doesn't comply with the rules



I don't understand it

Insufficient communication

Language problems

Insufficient professional level to understand the rules

=>

Make sure to create logic and reasonable connections

I don't like it

Rules and regulation

Authorities

Losing face or status

Money problems

=>

Reflecting concern and draw on commitment

I don't like you

Lack of trust

Culture

Personality

Power balance

=>

Building trust and credibility

Hands on and practical solutions for the inspectors to use



Results

- A bit fewer bad apples among the businesses.
- More follow up inspections needed to see the long term effect. New study summer 2017.
- Problem areas: cleaning, handling of food, maintenance and own-check.
- Not just one problem area, but two or more.
- Questionnaire: Insufficient professional level to understand the rules, language problems, economy and disliking rules and regulation.
- The businesses in general were ready to receive guidance and the situation was evaluated as suitable to give guidance





Thank you!

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