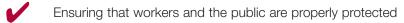


Principles of sensible risk management

Sensible risk management IS about:



Providing overall benefit to society by balancing benefits and risks, with a focus on reducing real risks – both those which arise more often and those with serious consequences

Enabling innovation and learning not stifling them

Ensuring that those who create risks manage them responsibly and understand that failure to manage real risks responsibly is likely to lead to robust action

Enabling individuals to understand that as well as the right to protection, they also have to exercise responsibility

Sensible risk management IS NOT about:

Creating a totally risk free society

Generating useless paperwork mountains

Scaring people by exaggerating or publicising trivial risks

Stopping important recreational and learning activities for individuals where the risks are managed

Reducing protection of people from risks that cause real harm and suffering