



**Gold Shovel**  
STANDARD

# Gold Shovel Standard and You

Damage prevention is important to everyone involved in excavation. GSS is a program designed to help deliver safer excavation operations for you — a contractor — and your customers. By bringing transparency to the damage prevention performance of all stakeholders, it's designed to work for you. Here's how.



## GSS Sees The Whole Picture

Gold Shovel Standard recognizes that damage prevention is a shared responsibility between owners, contractors, and locate-and-mark entities. Transparency among all stakeholders fosters a safer industry.



## Certification Sets You Apart

Your GSS certification demonstrates to your customers and your peers that your damage prevention program is robust and will lead to safer operations. Contractors are using GSS third-party validation to promote themselves as a safe company.



## Proven Performance

Certified asset owners and contractors have spoken: Gold Shovel Certification has significantly contributed to damage reduction. Asset owners have shown up to 66% reduction in damages, and excavators have demonstrated up to 34% reduction in damages.



## Supporting Software Aids Damage Prevention

GSS certified contractors receive a comprehensive damage prevention software application that helps you understand why damages are happening. Detailed, data-rich reports enable better decision making.



## Always Getting Safer

The Gold Shovel recipe for continuous improvement is in applying its program elements (e.g., monitoring metrics, investigating damages, taking corrective actions, etc.). When all stakeholders do this, safety improves across the board.



## Standardized Data

The Gold Shovel metrics, developed largely by contractors, allows for performance comparisons through standardized and normalized data. This provides for fair comparisons amongst peer companies.