

# SAIPEM SAFETY DAY

**SAIPEM SAFETY DAY:  
A 24-HOUR STREAMING  
MARATHON TO CELEBRATE THE  
WORLD DAY FOR SAFETY AND  
HEALTH AT WORK**



## BUSINESS PROFILE

**Saipem** is one of the largest and best-balanced turnkey contractors operating internationally in the **oil & gas industry**, with onshore and offshore engineering, construction and drilling activities, in addition to an equal number of subcontractor personnel. In addition, Saipem is an advanced technological and engineering platform for the design, construction and operation of complex, safe and sustainable infrastructures and plants.

Showcasing its focus on innovation, streamlining and efficiency, the company is organized in four Business Lines: **Asset Based Services, Energy Carriers, Robotics and Industrialized Solutions, and Sustainable Infrastructures.**

Saipem has had a strong bias toward pipeline activities since the very beginning and this brought the company in over 20 countries to accomplish some of the most challenging and innovative projects in history, such as: Forties, Transmed, Zeepipe, Northstream and Blue Stream.

**Present in more than 60 countries** and with 60 years of **history**, Saipem has **unique** skills in managing complex projects, from conception to decommissioning, in extreme environments, remote areas and deep waters. The company **employs over 32,000 personnel** of 130 different nationalities. In addition to the high levels of local resources employed, Saipem also hires large numbers of personnel from emerging countries.

In 2007, Saipem started a process of cultural change by launching the **Leadership in Health & Safety programme** (LiHS), with the purpose to engage both management and workers and spread a positive safety culture throughout the entire organisation and revolutionising the language used to communicate health and safety in the workplace.





The LIHS methodology is also promoted and spread **through the LHS** (Leadership in Health & Safety) **Foundation**, a **nonprofit organization** formed with the purpose of developing research activities, training programs and information campaigns in the field of health and safety, maintaining a focus on Culture, Behaviour, Leadership and Change. This objective is also pursued by the Foundation through the **Italia Loves Sicurezza movement**, a network of Safety Ambassadors who exchange ideas, tools, projects and information useful for cultural change.

The health and safety of workers, local communities and of partners is the primary priority of all Saipem's activities. Saipem is very proud to report, thanks to the ongoing cultural change that continues to be embedded within our people, it has achieved **significant improvements** in terms of **safety compliance and performance**.

## BACKGROUND

Worldwide, **2.3 million women and men lose their lives every year at work**. 6,000 people a day, torn away from their loved ones.

In addition to this unbelievable waste, there are 340 million accidents at work and 160 million victims of occupational diseases every year. These are staggering figures, in the face of which Saipem cannot compromise by embracing the **vision of ZERO accidents** at work and committing itself to offering people safe work.

In a high-risk industry, creating an excellent organisational safety culture is only possible if everyone plays their part. **On the occasion of** the International Labour Organization's (ILO) **World Day for Safety and Health at Work**, Saipem asked its people to participate in a **collective project**, under the motto "**Let's Act Together!**".

Due to the nature of our **diverse and multicultural workforce** our challenge resided in creating an initiative with sufficient impact and achieving maximum user engagement. We understood from previous internal communication campaigns that personnel respond positively to simple, clearly defined messages that are unambiguous in content and that can be easily adopted. We therefore developed an event that would maximize these attributes.

The **first ever 24-hour streaming marathon** focused on health and safety, a premiere for the industry, was realised internally by the HSE Culture, Communication and Training department, with a focus on providing a unique experience for all the participants, through an event that was open for all stakeholders (internal and external- through invitation).



## DEVELOPMENT: A SAIPEM EVENT TO CELEBRATE THE WORLD DAY FOR SAFETY AND HEALTH AT WORK

The 28<sup>th</sup> of April is the World Day for Safety and Health at Work, **promoted by the International Labour Organization** since 2003, and a very special occasion for Saipem.

The **Saipem Safety Day** aimed to be a **unique digital event**, based on the target of reaching as many of Saipem's people as possible and answer their needs in a flexible, state-of-the-art way, with a focus on providing contents to a large-scale audience. In order to achieve this, the event was developed with the **strong commitment of management**, a wide organisational reach, **rich thematic content** and perspectives and with a clear focus on **Safety Leadership**. All of which was to be delivered through a flexible digital approach.

### THE OBJECTIVES OF THE EVENT



Maintain a high level of **focus on health and safety**, through the first 24-hour streaming marathon



Present a wide range of contents related to Health and Safety, fostering a **sense of a community** through an event open to internal and external stakeholders



Encourage **knowledge and experience-sharing** by reaching multiple time zones and providing multilingual content to engage a multicultural audience



**Innovate the methods of communicating** health and safety, ensuring that the message is clear, simple and effective, but also engaging, creative and impactful



**Engage as many Saipem people and collaborators through Health and Safety topics as possible**



Develop and **sustain safety leadership**



Contribute to the **dissemination and celebration** of the ILO's World Day for Safety and Health at Work

## KEY SUCCESS FACTORS

### Management commitment & puzzle effect

In order to create a wide-ranging **24-hour programme**, it was essential to involve representatives from the entire company, beginning with the very first brainstorming sessions and including Directors, Chief Operating Officer, Managers, HSE professionals and operational personnel. The event was possible thanks to the **collective involvement of everyone**. People who played an active role in the event brought personal stories, testimonies or an insights into specific topics. Each contribution was an element of the Saipem Safety Day, which, like a large jigsaw puzzle, **took shape on April 28<sup>th</sup>** streaming event.

### Wide reach

Why a 24-hour safety marathon?

The idea originates from the willingness to celebrate 28<sup>th</sup> April in an **international event that overcomes language barriers and time zones**, therefore enabling everyone to participate globally. The programme was designed to represent all Saipem's realities: offices, yards, construction sites, vessels and drilling rigs.

### Rich thematic content & perspectives

The theme of **Health and Safety** was **approached** from **different perspectives**: inclusion and diversity, technology, crisis and emergency, digitisation, supply chain, physical and mental health and well-being, training, accident investigation and much more.

### Low cost value

The event was **developed internally** by the HSE Culture, Communication and Training Department.

### Safety Leadership

There were many **testimonies** from people who had personally experienced or witnessed an accident that became a **turning point in their lives** and their **internalisation of safety leadership**.

### Flexibile digital approach

The world's most popular platform - **YouTube** - was used for the broadcast, along with **Microsoft Teams Live Event**. A **dual flexible option** that was much appreciated by the audience.

Thanks to the direction of the young production company Tokio Studio, the 24 hours of streaming, including live sessions, links and videos, were successfully achieved.



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# LET'S ACT TOGETHER

## IMPACT

It was wonderful to see the **impact** that the **Saipem Safety Day had in Saipem**, but also by sharing **externally** with our clients and partners. The **materials created will certainly have wider use** within toolbox talks, safety moments and Saipem community building, and used during meetings and presentations with clients, partners and collaborators. Altogether demonstrating Saipem's commitment to health and safety through its innovative approach to developing its organisational **safety culture**.



**Around 1,000 people** viewed the live stream event



**80 speakers**



**25 connections from the field**



**13 emotional safety moments**



## IMPACT - FEEDBACK RECEIVED

*Long live innovative ideas!*  
**Fra**

*Wonderful and emotional content!  
Thank you for opening the event to  
external participants also!* **Giacomo**

*Historical and  
inspirational  
event!*  
**Alexander**

*Congratulations for the unique and  
wonderful way of celebrating Saipem  
Safety Day! It was a great inspiration for our  
organization and so much fun!* **Roberto**

*A great event to  
have participated  
and worked on!  
Lucky to be part of  
such an innovative  
company!* **Lavinia**

*Great event! Great 24 hours full of content  
and interviews and a lot of points of  
reflection! Good job to everybody who  
organised it!* **Estefania**

*I have nothing but appreciation and gratitude  
towards everyone from Saipem HSE team who  
worked tirelessly to make this event possible!  
Also, kudos to all the participants and  
interviewees!* **Khan Mohammed**

## ACCESSIBILITY

The engaging topics presented including state-of-the-art technology, such as the **use of gamification and virtual reality**, along with the current topics in health, safety and environment, held the attention of audiences across all continents.

Viewers had the opportunity to **watch the event through 2 streaming platforms** (Youtube and Microsoft Live Teams) and had the flexibility to choose the panels, speakers and videos to follow from a published schedule, helping them maximise their available time and increase their collective organizational citizenship.

The event was hosted on a **landing page** which became active one month before the event, also featuring a **countdown to build interest** and curiosity, along with the event programme and other relevant information such as the general topic themes, and the speakers details.

The landing page **fondlhs.org/saipemsafetyday** then went 'live' with a detailed schedule continually available at the foot of the page on the day, along with a 24 hour timer for vie viewers convenience.



# 28<sup>th</sup> APRIL 2022

THE **FIRST 24H STREAMING MARATHON**  
ON **HEALTH AND SAFETY**

Let's Act Together to Build a  
Positive Health & Safety Culture!

## COMMUNICATION STRATEGY

The major challenge was to bring a large decentralised audience together to participate in an event lasting **24 hours**, organised during the working week. The event was communicated through the **company's internal and external communication channels** (intranet, e-mail, chat, social media) and the official invitation arrived to everyone through a video-message from the QHSE Director. Using this strategy, it was assured that **Saipem personnel were informed of the content** which were to be presented on the day.

The communication strategy was based on creating an anticipation, generating participation, and encouraging people to personally connect, while spreading the information to other interested parties using formal and informal lines of communication. The content was presented in **weekly pills**, beginning with a call for action which explained the inclusion of everyone, at all levels, and **calling for contents and speakers**. This was followed by informative details regarding the event and the **video invitation message from the QHSE Director**, Marco Satta, and culminated with the **final release of the programme a few days prior to the event**.

The internal communication **digital tool**, SaipUP was used to send the video message and to inform everyone that the event was live on the 28th of April. The company's intranet portal also became a very important communication tool to broadcast and publicise the event.

For external communication other **social media** channels were utilised, in particular LinkedIn and Instagram.

The communication strategy was focused on **allowing users to create their own experience**, by ensuring they are aware of the possibility to arrange their own viewing **schedule based on the topics** presented, and personally having the possibility to disseminate the event to other clients, partners, colleagues friends and family members.



Marco Satta HSEQ Director

## SAIPEM SAFETY DAY CONTENT SELECTION

In order to select the most effective content possible and maximize the events effectiveness and overall result, the selection committee chose **several topics to be represented**, that were defined in **different categories**.

The event was designed by an internal team from the HSE Culture, Communication and Training Department, who chose topics **based on current international safety trends**.

The topics covered were allocated into these areas:

- ▣ **inclusion and diversity**
- ▣ **crisis and emergency management**
- ▣ **digitisation, globalisation and smart working**
- ▣ **technology**
- ▣ **health**
- ▣ **physical and mental wellbeing**
- ▣ **supply chain**
- ▣ **safety leadership**
- ▣ **training**
- ▣ **incidents and investigation**

The topics were communicated through different mechanisms, such as individual **speeches and testimonies, Saipem discussion panels and industry experts, Safety Moments** (special emotional testimonies about witnessed or experienced incidents and lessons learned from an individual). There was also a section dedicated to **videos from the field** (sites, vessels, yards, rigs), as well as other archive videos created from past Health and Safety successes in Saipem.

One of the **hls rouges of the event was represented by the 10-year anniversary of the Sharing Love for Health and Safety Contest**, an internal creative contest inspired by health, safety, life and wellbeing, first created by Saipem in 2012. The idea of the contest is **to encourage Saipem people to reflect on a different topic each year** and, above all, do it in very creative ways and exploiting global communication trends, such as videos, flash mobs, selfies, Instagram stories and other social trends. As this was the last edition of the contest, winning videos from the past 10 years were shared and celebrated throughout the day.

All of these were interconnected with a **live studio presenter, Mr Davide Scotti**, Head of HSE Culture, Training and Communication Department, who acted as the 'anchor-man' of the event, introducing the topics, discussions and the speakers live around the globe.

More than **80 speakers participated** on the day, with an additional **13 exciting safety moments** presented, to the **25 Saipem operational sites connected worldwide**.

# 24H STREAMING

## KEY ELEMENTS

- ✔ **Senior management commitment**  
The Saipem Safety Day enjoyed the strong **commitment from Top Management**, including the company's Chief Operating Officer, its Chief Officer People, Safety and Environment, the HSEQ Director, among others. Their contribution and support was critical in the development and reach of the event.
- ✔ **Keynote speech from International Labour Organization (ILO)**  
Felix Martin Daza, the representative of ILO, helped frame the fundamental purpose of the day, an **opportunity to stimulate reflection and dialogue**, share values, give examples of positive leadership and encourage the active participation and commitment of all.
- ✔ **80 speakers**  
The speakers were mainly **Saipem managers and professionals** who have play a leading role in the company, and who wish to share their **testimonies**, reflections, initiatives and safety moments. There were also **external guests** from other organisations and entities.
- ✔ **13 safety moments**  
**Personal testimonies** from those who have witnessed or experienced incidents who want to share their lessons learned to benefit others. These moments were staggered throughout the day and provided a **very important opportunity for knowledge and empathy sharing**, essential for the viewers to understand and **reflect on the potential consequences of accidents**.
- ✔ **25 connections from the field**  
**Saipem's sites, vessels, offices, rigs and yards** had the opportunity to become visible and share their experience from all over the Saipem world, demonstrating how health and safety is valued everywhere in the company.
- ✔ **Sharing love for Health & Safety videos**  
Winning videos from the Sharing Love for Health and Safety Contest throughout the years, since its inception in 2012, to this **last anniversary edition in 2022**.
- ✔ **Videos from the Saipem health and safety library**  
Videos created throughout the years for **Leadership in Health and Safety programmes and campaigns**.
- ✔ **Live from studio**  
The Head of the HSE Culture, Training and Communication, **Davide Scotti**, acted as a **focal point of the event from the studio**, introducing the speakers and making important additions and conclusions to the contents.
- ✔ **Family-friendly engaging contents**  
The event was also designed to **engage the entire family**, featuring **elements** which were **fully dedicated to children** and demonstrating how our future safety leaders are committed to understanding the importance of safety.

# THE SAIPEM SAFETY DAY PROGRAMME

## TYPE OF CONTENTS

- STUDIO
- SPEECH/PANEL
- FROM THE FIELD
- SAFETY MOMENT
- SHARING LOVE 4 H&S
- LIHS LIBRARY

CONTENT	WITH		CHAPTER 1 00:00:00 (1st PART)
WELCOME	DAVIDE SCOTTI	HEAD OF HSE CULTURE, COMMUNICATION AND TRAINING	
KEYNOTE FROM ILO	FELIX MARTIN DAZA	SENIOR OFFICIAL INTERNATIONAL LABOUR ORGANIZATION	
STUDIO	DAVIDE SCOTTI		
WELCOME	MARCO SATTA	HSE0 DIRECTOR	
STUDIO	DAVIDE SCOTTI		
SHARING LOVE FOR HEALTH AND SAFETY	2012 - 2022 EDITIONS: ANNIVERSARY VIDEO		
STUDIO	DAVIDE SCOTTI		
WELCOME	MASSIMILIANO BRANCHI	CHIEF OFFICER PEOPLE, SAFETY AND ENVIRONMENT	

CONTENT	WITH		CHAPTER 2 00:37:34 (1st PART)
STUDIO	DAVIDE SCOTTI		
THE HUMAN SIDE OF SAFETY CULTURE	ANA RUIZ	HEAD OF HSE0 COMMERCIAL AND OVERSEAS COORDINATION	
HEALTH AND SAFETY STARTS FROM DECENT WORKING CONDITIONS	RAFFAELLA BERSANI	SUSTAINABILITY, STAKEHOLDER ENGAGEMENT, CORPORATE VALUE AND HUMAN RIGHTS MANAGER	
FROM THE FIELD	BONNY LNG PROJECT (NIGERIA)		
LET'S ACT TOGETHER	MATTEO ULIVI	PLANT CONSTRUCTION TECHN. OFFICE	
SHARING LOVE FOR HEALTH & SAFETY - 10 YEARS OF UNCONVENTIONAL H&S MESSAGES	SIMONA RUFFOLO ANTONELLA CAPIELLO	HSE CULTURE & TRAINING GOVERNANCE AND DEVELOPMENT	
SHARING LOVE FOR HEALTH AND SAFETY	2013 EDITION: HEALTH PREVENTION FLASH MOBS		
STUDIO	DAVIDE SCOTTI		

CONTENT	WITH		CHAPTER 3 01:31:17 (1st PART)
STUDIO	DAVIDE SCOTTI		
PANEL: LA CULTURA DELLA SICUREZZA NELLE PMI (ITALIAN)	RICCARDO VATTA FRANCO LOMBARDI LUCIANO MENTA DANIELE SCATAGLINI	HEAD OF HSO SUSTAINABLE INFRASTRUCTURE PRESIDENTS CEPAV DUE DIRETTORE INVESTIMENTI PROGETTI AV/AC RFI RESPONSABILE AREA GESTIONE PROGETTI NORD AV/AC DI ITALFERR	
FROM THE FIELD	CEPAV DUE - HIGH-SPEED RAILWAY PROJECT (ITALY)		
SHARING LOVE FOR HEALTH AND SAFETY	2014 EDITION: #SAFESELFIE CONTEST		

# CHAPTER 4

02:47:07  
(1st PART)

CONTENT	WITH	
STUDIO	DAVIDE SCOTTI	
THE SAFETY WHEEL	ANGELO SPINGARDI	HEAD OF HSEQ ASSET BASED SERVICES
A MESSAGE FROM	LUCA CATTEDRI	HEAD OF COMMERCIAL ROBOTICS AND INDUSTRIALIZED SOLUTIONS
FROM THE FIELD	PERRO NEGRO 4 (EGYPT)	
PLANNING: A KEY TO SAFETY	CHIARA BERNADELLE	HSEQ DRILLING MANAGER
RESILIENT ORGANIZATIONS DURING AND AFTER COVID-19 PANDEMIC	VERONICA MAZZOLENI MAURO PIASERE MATTEO MARCHIORI ALESSANDRO MAZZOLA	HSD ROBOTICS AND INDUSTRIALIZED SOLUTIONS MANAGER COO ROBOTICS AND INDUSTRIALIZED SOLUTIONS HEAD OF SONSUB ROBOTICS HEAD OF INDUSTRIALIZED SOLUTIONS
SHARING LOVE FOR HEALTH AND SAFETY	2015 EDITION: SAFE AND SOUND VIDEO CONTEST	

# CHAPTER 5

04:15:16  
(1st PART)

CONTENT	WITH	
STUDIO	DAVIDE SCOTTI	
INTERVIEW: HOW TO REDUCE WATER POLLUTION WHILE INCREASING YOUR MENTAL WELL-BEING	SIMONA RUFFOLO CHIARA PETRELLA	HSE CULTURE AND TRAINING GOVERNANCE AND DEVELOPEMENT MANGER ENVIRONMENTAL SUSTAINABILITY MANAGER
FROM THE FIELD	ARCTIC LNG 2 PROJECT (RUSSIA)	
WHAT IS MENTAL RESILIENCE?	BARBARA GATTONI	RSPP
A MESSAGE FROM	FILIPPO ABBÀ	COO ENERGY CARRIERS
SAFETY MOMENT	IAN MCARTHUR	PROJECT OHSE MANAGER
SHARING LOVE FOR HEALTH AND SAFETY	2016 EDITION: 60 DAYS OF HSE	

# CHAPTER 6

05:21:07  
(1st PART)

CONTENT	WITH	
STUDIO	DAVIDE SCOTTI	
(FROM SLE21) A MESSAGE FROM	ORAZIO IACONO	COO SUSTAINABLE INFRASTRUCTURES
A MESSAGE FROM ILO	MANAL AZZI	TEAM LEAD ON OCCUPATIONAL, SAFETY AND HEALTH ILO
FROM THE FIELD	AL-ZOUR REFINERY PROJECT (KUWAIT)	
SHARING LOVE FOR HEALTH AND SAFETY	2019 EDITION: DRIVE YOUR SAFETY	
INTERVIEWS: A SECOND CHANCE AT LIFE	DARREN MATKIN ABDUL MATHEEN	HSE CULTURE AND TRAINING DEPARTEMENT
SHARING LOVE FOR HEALTH AND SAFETY	2019 EDITION: DRIVE YOUR SAFETY	

# CHAPTER 7

06:27:50  
(1st PART)

CONTENT	WITH	
STUDIO	DAVIDE SCOTTI	
PANEL: A CHAT WITH LIHS FACILITATORS	DARREN MATKIN OSUAGWU IKECHUKWU JOEL VARGHESE JAMES FERNANDO COLLAO KRISNA DEWI PRIHATININGTIAS STEFANIA VENTURI	MODERATOR LIHS FACILITATOR LIHS FACILITATOR LIHS FACILITATOR LIHS FACILITATOR LIHS FACILITATOR
NURTURE YOUNG MINDS DEVELOP A SAFETY CULTURE	CHIDAMBARAM RAMANATHAN SUJITH OLACHERY	OHSE MANAGER SIP HR MANAGER SIP
FROM THE FIELD	INTERMARE FABRICATION YARD (ITALY)	
SHARING LOVE FOR HEALTH AND SAFETY	2018 EDITION: VISION CONTEST "THIS IS SAIPEM"	

# CHAPTER 8

07:42:38  
(1st PART)

CONTENT	WITH	
STUDIO	DAVIDE SCOTTI	
PANEL: SAFETY AND TECHNOLOGY	ALESSANDRO NEGRI VITO TESTAGUZZA GIOVANNI ALBANO STEFANO MONCERI KOSTYA TOMASHPOLSKYY MASSIMILIANO CAMPANINI	HSD ENERGY CARRIERS MANAGER SUB-SAHARAN AFRICA PROJECTS PORTFOLIO DIRECTOR QUALITY CONTROL AND NOT MANAGEMENT FAND CONSTRUCTION TECHNICAL OFFICE AND STAFFING INTELLECTUAL PROPERTY MANAGEMENT SAUDI ARABIA DNSHORE OPERATIONS MANAGER
SPOTLIGHT ON NEW TECHNOLOGY: SAIPEM OFFSET INSTALLATION EQUIPMENT	GIOVANNI CHIERICATTI	HSEQ ROBOTICS MANAGER
FROM THE FIELD	PORT HARCOURT SCNL (NIGERIA)	
SHARING LOVE FOR HEALTH AND SAFETY	2018 EDITION: VISION CONTEST "THIS IS SAIPEM"	

# CHAPTER 9

08:45:29  
(1st PART)

CONTENT	WITH
STUDIO	DAVIDE SCOTTI
SCHIEDAM TRAINING CENTRE: FOCUS ON COMPETENCES	ROBERTA TAMBURRO FABIO PULICI
A MESSAGE FROM	MARCO TONINELLI
SAFETY MOMENT	FRANCESCO MAFFEI
FROM THE FIELD	MARJAN INCREMENT PROGRAM (SAUDI ARABIA)
A MESSAGE FROM	ROSSANO CORNOLTI
SHARING LOVE FOR HEALTH AND SAFETY	2017 EDITION : MANNEQUIN CHALLENGE

# CHAPTER 10

09:48:20  
(1st PART)

CONTENT	WITH
STUDIO	DAVIDE SCOTTI
GOOD AND BAD MEMORIES	RICCARDO VATTA
HOW TO EFFECTIVELY MANAGE A CRISIS?	ROCCO SAINATO
A MESSAGE FROM	PAOLO ALBINI
SAFETY MOMENT	GUIDO D'ALOISIO
MICROPLASTICS AND THE IMPLICATION FOR ENVIRONMENT AND HUMAN HEALTH	PIERLUIGI NUNZI IVAN PETROV
FROM THE FIELD	FPSO CIDADE DE VITORIA (BRAZIL)
SHARING LOVE FOR HEALTH AND SAFETY	2013 EDITION: HEALTH PREVENTION FLASH MOBS

# CHAPTER 11

10:52:36  
(1st PART)

CONTENT	WITH
HANDS SAFETY	GIULIO ROSSETTI
INTERVISTA DI RADIO DEEJAY AL CANTANTE ITALIANO NEK (ITALIAN)	LINUS & NICOLA SAVINO
FROM THE FIELD	SPENCE GROWTH OPTION PROJECT (CHILE)
QUANDO LA FORMAZIONE PUÒ SALVARE UNA VITA (ITALIAN)	ANGIOLO PIPERNO
FIRST AID BASICS FOR CHILDREN	BARBARA AND EMANUELE
SAIPEM KIDS CLUB	FEDERICA VILLA AND JESSICA CAGLIO
SHARING LOVE FOR HEALTH AND SAFETY	2019 EDITION: DRIVE YOUR SAFETY

# CH. 12

00:00:00  
(2nd PART)

CONTENT	WITH
STUDIO	DAVIDE SCOTTI
THEATRE PERFORMANCE : THE LIFE-SAVING VIRUS	ROSSOLEVANTE

# CHAPTER 13

01:20:57  
(2nd PART)

CONTENT	WITH
STUDIO	DAVIDE SCOTTI
EL LADO HUMANO DE LA CULTURA DE LA SEGURIDAD (SPANISH)	ANA RUIZ
READING THE COURAGE TO CHANGE	FLAVIANO DI FRANZA
HSE MANAGER P79 FPSO PROJECT	LUIS FUENTES
FROM THE FIELD	P79 PROJECT (BRAZIL)
SHARING LOVE FOR HEALTH AND SAFETY	2020 EDITION: SO DISTANT, SO CLOSE

# CHAPTER 14

02:07:26  
(2nd PART)

CONTENT	WITH
A MESSAGE ABOUT RUNNING (ITALIAN)	MAX MONACO
A MESSAGE FROM (SPANISH)	CESAR CASTRO
FROM THE FIELD	PETREX RIG 5933 (COLOMBIA)
FROM THE FIELD	PETREX RIG 5857 (COLOMBIA)
SAFETY MOMENT	MARCO ZAPPALORTO
SHARING LOVE FOR HEALTH AND SAFETY	2017 EDITION: MANNEQUIN CHALLENGE

# CHAPT. 15

02:56:38  
(2nd PART)

## CONTENT

## WITH

FROM THE FIELD

SCARABEO 9 (ANGOLA)

(MUSICAL VIDEO CLIP - JIM'S STORY - SECONDI

SARCASMO

RAPPER

FROM THE FIELD

HAWIYAH GAS PLANT (HGP) EXPANSION PROJECT (SAUDI ARABIA)

(FROM SLE 21) SAFETY LEADERSHIP AWARD 2021 (ITALIAN)

FRANCO BETTONI

PRESIDENTE INAIL

MAKING MAGIC IN TRAFFIC WITH A SMARTPHONE (ITALIAN)

SHARING LOVE FOR HEALTH AND SAFETY

2015 EDITION: SAFE AND SOUND

# CHAPTER 16

03:47:39  
(2nd PART)

## CONTENT

## WITH

FROM THE FIELD

SAIPEM DO BRASIL

READING ANGEL'S FLIGHT

FLAVIANO DI FRANZA

PROPOSAL/PROJECT MANAGER

THE POWER OF FILMS AND STORYTELLING TO CHANGE BEHAVIOURS (FROM THE XXII WORLD CONGRESS ON SAFETY AND HEALTH AT WORK)

DROPS: AN EMOTIONALLY ENGAGING CAMPAIGN CALLED "CHOICE NOT CHANCE" (FROM THE XXII WORLD CONGRESS ON SAFETY AND HEALTH AT WORK)

LIFE-SAVING RULES: A COMMUNICATION STRATEGY WITH IMPACT (FROM THE XXII WORLD CONGRESS ON SAFETY AND HEALTH AT WORK)

BELT UP OR GET OUT: A SAFE DRIVING CAMPAIGN THAT HAS SAVED LIVES (FROM THE XXII WORLD CONGRESS ON SAFETY AND HEALTH AT WORK)

SUPPORTING YOUR WORKFORCE: SHARING LOVE FOR HEALTH & SAFETY (FROM THE XXII WORLD CONGRESS ON SAFETY AND HEALTH AT WORK)

ITALIA LOVES SICUREZZA: A MOVEMENT OF PASSIONATE SAFETY ACTIVISTS (FROM THE XXII WORLD CONGRESS ON SAFETY AND HEALTH AT WORK)

LHS FOUNDATION: 10 YEARS OF CULTURAL REVOLUTION (FROM THE XXII WORLD CONGRESS ON SAFETY AND HEALTH AT WORK)

SHARING LOVE FOR HEALTH AND SAFETY

2013 EDITION: HEALTH PREVENTION FLASH MOBS

# CH. 17

04:25:39  
(2nd PART)

## CONTENT

## WITH

FROM THE FIELD

ONSHORE DRILLING RIG 5664 (UAE)

FOCUS ON LIFE-SAVING RULES

VIDEO CLIPS

SHARING LOVE FOR HEALTH AND SAFETY

2017 EDITION: MANNEQUIN CHALLENGE

# CH. 18

05:34:01  
(2nd PART)

## CONTENT

## WITH

FOCUS ON LEADING-BEHAVIORS (SPANISH)

EXTRACTS FROM 'WHAT COMES FIRST' FILM

INTERVIEW TO THE CREATOR OF VIRAL CHANGE

LEANDRO HERRERO

CEO, AUTHOR AND INTERNATIONAL  
SPEAKER AND CREATOR OF THE VIRAL  
CHANGE METHODOLOGY

SHARING LOVE FOR HEALTH AND SAFETY

2013 EDITION: HEALTH PREVENTION FLASH MOBS

# CH. 19

06:09:24  
(2nd PART)

## CONTENT

## WITH

FROM THE FIELD

QP ISND TOP SIDE PROJECT DOHA (QATAR)

READING VINCIBLE WARRIOR

FLAVIANO DI FRANZA

PROPOSAL/PROJECT MANAGER

(FROM SLE 21) 10 YEARS OF LHS FOUNDATION

STEFANO PORCARI - HUGH O'DONNELL - FRANCESCO LA ROSA

SHARING LOVE FOR HEALTH AND SAFETY

2015 EDITION: SAFE AND SOUND

# CH. 20

07:25:30  
(2nd PART)

## CONTENT

## WITH

FROM THE FIELD

SCV KHANKENDI (AZERBAIJAN)

A MESSAGE FROM

FADI JABBOUR

REGIONAL MANAGER HSEQ ASIA PACIFIC

SAFETY MOMENT

FRANCESCO PREVITALI

CONSTRUCTION ENGINEER

SHARING LOVE FOR HEALTH AND SAFETY

2017 EDITION: MANNEQUIN CHALLENGE

# CHAPTER 21

07:49:19  
(2nd PART)

## CONTENT

## WITH

FROM THE FIELD

TANGGUH EXPANSION PROJECT (INDONESIA)

A MESSAGE FROM

VINCENZO COZZONE

PROJECT DIRECTOR TANGGUH

GIMBOA FPSO: 13 YEARS WITHOUT LTI

ARCANGELO LAPOMARDA  
RAHMAN HABIB

MANAGER HSEQ LUXEMBOURG ANGOLA  
OIM GIMBOA FPSO

A MESSAGE FROM

EMANUELE BRACCI

RIG MANAGER SAIPEM 10000

FROM THE FIELD

SAIPEM 10000 (EGYPT)

SAFETY MOMENT

YANNICK SENECHAL

A MESSAGE FROM

MATTEO PALAZZOLO

PROJECT HSE MANAGER GTA-HUB

SHARING LOVE FOR HEALTH AND SAFETY

2015 EDITION: SAFE AND SOUND

## CHAPTER 22

08:59:56  
(2nd PART)

### CONTENT

### WITH

A MESSAGE FROM	FRANCESCO BOCCUTI	HEAD OF FABRICATION CONTROL MANAGEMENT ASSET BASED SERVICES
INTERVIEW: LEADERSHIP IN HEALTH AND SAFETY PROGRAM AT BOUYGUES	DARREN MATKIN AND NEIL STOCKHAM BRUNO MAGNIN	DIRECTOR HSE BOUYGUES INTERNATIONAL
FROM THE FIELD	HAIFA AMMONIA PROJECT (ISRAEL)	
A MESSAGE FROM	MIKA FRAND	MANAGER HEALTH SYSTEM
QUALITY AND HSE SYNERGIES	VERONICA MAZZOLENI	MANAGER HSE0 ROBOTICS AND INDUSTRIALIZED SOLUTIONS
FROM THE FIELD	SCARABEO 5 (ANGOLA)	
SHARING LOVE FOR HEALTH AND SAFETY	2015 EDITION: SAFE AND SOUND	

## CHAPTER 23

00:00:00  
(3rd PART)

### CONTENT

### WITH

STUDIO	DAVIDE SCOTTI	
A MESSAGE FROM	ROBERTO ORSOLATO	PROJECT DIRECTOR SCARBOROUGH PROJECT
FROM THE FIELD	SAIPEM OMAN BRANCH - DUQM	
HEALTH PREVENTION PROGRAMS AT SAIPEM (ITALIAN)	VINCENZO NICOSIA	HEAD OF HEALTH AND OCCUPATIONAL MEDICINE
THE IMPORTANCE OF INTERVENTION: THE STORY OF KITTY GENOVESE	SAUDI ARABIAN SAIPEM	
BEHIND AN ACCIDENT INVESTIGATION	ALESSANDRO NEGRI	HSE0 ENERGY CARRIERS MANAGER
A MESSAGE FROM	ALESSANDRO CASTAGNA	PRESIDENT DIRECTOR PT SAIPEM INDONESIA/ GENERAL DIRECTOR ERSAI
FROM THE FIELD	STAR (SAUDI ARABIA)	
SHARING LOVE FOR HEALTH AND SAFETY	2021 EDITION: CHOOSE LIFE	

## CH. 24

01:31:14  
(3rd PART)

### CONTENT

### WITH

STUDIO	DAVIDE SCOTTI	HEAD OF HSE CULTURE, COMMUNICATION AND TRAINING
LHS FOUNDATION PROJECTS	DAVIDE SCOTTI	HEAD OF HSE CULTURE, COMMUNICATION AND TRAINING
REGRET CAN SAVE NO ONE	MARCO SATTA	HSE0 DIRECTOR
WRAP UP	MARCO SATTA	HSE0 DIRECTOR

This event is part of the roadshow of Italia Loves Sicurezza

ITALIA  SICUREZZA



## ACHIEVEMENTS AND DISSEMINATION PLAN

The objectives of the event were met, and far surpassed those expectations which were originally intended. **The event spanning countries and continents, reaching all the corners of the Saipem world** with creative and informative content relevant to Health and Safety. The audience reached - around **1,000 people** - coming from Italy, France, UK, Brazil, Chile, Colombia, Saudi Arabia, UAE, Qatar, Kuwait, Oman, Egypt, Nigeria, Angola, Azerbaijan, Kazakhstan, Russia, Indonesia, Australia and many other countries. Around **120 chat messages** were posted, a clear demonstration the high **interactivity** that was generated, where people had the opportunity to network and have their voice heard.

Following the event, the **24 hours of recorded content was extracted and divided into 3 more manageable parts**, and added to the event landing page where it can be viewed. The new recording are indexed by time and chapter, with each part beginning with the live feed from the studio. This clear and cohesive arrangement allows the viewers to enjoy the content in a **user-friendly** way and the schedule on the landing page has been updated to reflect the changes for ease of navigation.

The recording of the event will be made available to Saipem's personnel through its Microsoft streams channels, accompanied by a **toolkit** which groups the contents according to categories, in order to **create ongoing value to its internal and external stakeholders**. Some of the content will also be added to resources such as technical training and communication campaigns.

To remember and recap the story of the Saipem Safety Day, a short **movie trailer** was created and made available, summarising the days highlights in order to celebrate together the with the the contributors and viewers their successful collaboration.

### RESULTS

- ✔ **1,000** people viewed initial live event
- ✔ **120** chat interactions
- ✔ **first 24 hour event** dedicated to Health and Safety

### MULTIMEDIA CONTENTS



## CONCLUSIONS

Saipem Safety Day was the result of extraordinary teamwork. Those who contributed did so in order to add value to the day and give a **personal message of health and safety**.

It was an incredible demonstration of **how a culture of health and safety is everyone's business**, to be collectively built together. Saipem took the opportunity to share its own journey toward developing a health and safety culture, especially relating to the methodologies surrounding **Leadership in Health and Safety**. It widely shared materials internally and externally such as: videos, Sharing Love for Health and Safety contest, Saipem Life Saving Rules, Leading Behaviours, Choose Life and Dropped Object campaigns, as well as other successful HSE programmes and campaigns, with the single purpose of adding value and benefiting others.

It is wonderful to see the **wider impact the Saipem Safety Day** has had, not only internally across Saipem, but also to our clients and partners. **The materials created will continue to be available for further use** in toolbox talks, safety moments, team-sharing, as well as meetings and presentations with clients, partners and collaborators, showing Saipem's health and safety commitment and innovative approach to fostering a cultures of health and safety.





*Saipem is an advanced technological and engineering platform for the design, construction and operation of complex, safe and sustainable infrastructures and plants.*

**SAIPEM.COM**

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**LET'S KEEP IN TOUCH**



*The Leadership in Health and Safety (LHS) Foundation is a non-profit organization created by Saipem in 2010, with the mission to increase Health & Safety culture within the industry and society, with a specific focus on non-conventional communication.*

**FONDLHS.ORG**

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