



SHARING
LOVE FOR
HEALTH &
SAFETY
2012-2022

**SAIPEM WORLD DAY
FOR SAFETY & HEALTH AT WORK**
10 YEARS OF SHARING LOVE FOR
HEALTH & SAFETY



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.

The health and safety of workers, of local communities and of partners are the primary focus of all Saipem's activities. We are very proud to report that, thanks to the cultural change we are continuing to instill in our people, we have achieved **significant improvements** in terms of **safety compliance and performance.**

BACKGROUND

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 within the entire organisation 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.

We are very proud to report that, thanks to the cultural change we are continuing to instil in our people, we have achieved **significant improvements** in terms of **safety compliance and performance**. The most outstanding of these is that **in 2021 we achieved the target of ZERO fatalities**.

The real challenge is to make the perception of health and safety something intrinsically beautiful and exciting, and generate the involvement and engagement of people.



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

The 28th 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.

To celebrate this in an original way, we wanted to create a special event, something non-conventional, able to be impactful on a range of topics and at the same time engage lots of people in an entertaining way. In 2012 Saipem launched "*Sharing Love for Health & Safety*", **an internal creative contest** inspired by health and safety, life and wellbeing.

The idea of the campaign is to **encourage Saipem people to reflect on a different topic each year** and, above all, do it in **a very creative way**, by **exploiting global communication trends**, such as videos, flash mobs, selfies, Instagram stories and other social trends.

THE OBJECTIVES OF THE CONTEST



Maintain a high level of **focus on health and safety**, through a major annual contest which is spread throughout the company.



Develop and sustain **a culture oriented towards health and safety, while uniting people with the same passion.**



Promote the use of **informal and unconventional storytelling** to talk about health and safety.



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



Engage the workforce at every level creating a strong bottom-up communication flow.



Contributing to the **dissemination and celebration** of the **World Day for Safety and Health at Work** promoted by the **International Labour Organization (ILO)**.

KEY SUCCESS FACTORS

Innovative approach

Utilising the latest communication techniques to following social trends such as flash mobs, selfies, Instagram stories and other social trends.

Widescale engagement

The involvement of thousands of people globally, demonstrating a strong safety culture and a workforce united by the same passion for health and safety.

Maintaining focus

Contributes toward maintaining a strong focus on health and safety over a long period of time, critical to sustain an organisational cultural change process. Contests released annually since 2012 to celebrate the ILO World Day for Safety and Health on the 28th of April.

Low cost value

Utilising internal communication mechanisms and networks: high value doesn't always mean high cost.

Visible recognition

Generates a feeling of pride, passion and community as every year employees are proud to participate in the contest and have their efforts recognised and presented by top management during an annual award ceremony.





IMPACT

The contest approach has been **incredibly successful** and on a very low budget, through **innovative techniques**, and by using state-of-the-art communication. Over the years:



the contest has engaged over **10,000 participants**;



more than **600 projects** have been created.

Each contribution expresses local innovation and spirit, transferring this into a universal message about health and safety.

The increasingly '**viral**' **participation** and success of this campaign demonstrates how **employees**, regardless of geographic or cultural boundaries, **are happy to get involved**, and validates the high degree to which they feel **united by their shared passion for life, health, and wellbeing**.

Sharing Love for Health & Safety has proven to be a fantastically creative, engaging and internal cost-free communication campaign.

2012-2022 :10 YEARS OF SHARING LOVE FOR HEALTH & SAFETY

In 2022, we achieved **10 years of *Sharing Love for Health & Safety***, and aim to make it a wonderful anniversary edition, celebrating the history of the contest, the best projects and the winners of each edition ([watch the 10th anniversary tribute video](#)).

That year, in the occasion of the 28th of april, the contest was also the **fil-rouge of the Saipem Safety Day**, a 24h marathon to celebrate the World Day for Safety and Health at work.

In the following pages, let's retrace all the editions of the contest, starting from 2012.

Enjoy the journey!

“

*This is Saipem:
a Company where thousands of people are united
by the same passion for
health and safety!*

”



SHARING LOVE FOR HEALTH & SAFETY...CREATIVELY

For the first edition of the campaign, we decided to give lots of freedom to the participants, just asking them to get creative.

In fact, in 2012 the principle at the foundation of the contest was that **creativity cannot be captured in a standard format**, so each participant was asked to follow their own inspiration and try to **create a special project**, choosing among all the expressive styles: a drawing, a photograph, a poem, a video, a work of art, a song or a themed event.

There were just two rules:

- **express the love** for health and safety;
- **shown to have shared with others** their work on the World Day for Safety and Health at Work with the aim of influencing family, friends and colleagues to adopt safe behaviours.

Thanks to this first edition it was possible to **enhance the health and safety value** involving all the Saipem people and allowing them to give **a personal interpretation of the concepts**. Moreover, *"Sharing Love for Health & Safety...Creatively"* was also a way to spread safety learning, reinforced by our dedicated Leading Behaviours campaign.

Amazing projects came from Italy, USA, Canada, Brazil, Kazakhstan, Indonesia, Nigeria, UAE, Saudi Arabia, Croatia, Algeria, the Netherlands and Mexico.

The winning project came from Shah, an industrial area in the middle of the desert of the UAE, presenting the result of an exercise that was embraced by the whole workforce (composed of 15,000 people from different nationalities). The slogan chosen for this **"human writing"** - **We Love Safety** - has proved to be the best expression of the strong commitment to safety of the construction site.



RESULTS

- ✔ 1,000 people involved
- ✔ 18 creative projects
- ✔ 12 countries

MULTIMEDIA CONTENTS



HEALTH PREVENTION FLASH MOB

The second edition was inspired by the topic chosen by ILO for the World Day for Safety and Health at Work 2013: **the prevention of occupational diseases**.

It's important to consider that **inadequate prevention** of occupational diseases has **profound negative effects not** only on **workers**, but also on **their families**. Moreover, prevention is more effective and less costly than treatment and rehabilitation.

We chose to dedicate the second edition of the campaign to this theme because we were aware that all Saipem offices and sites could take **concrete steps to improve their capacity for preventing occupational diseases**.

So, for our contest the participants were asked to create a flash mob, a trend at that moment, involving many people at work, with a view to showing the importance and the "personal side" of health and safety at work and sharing it with other people, making the event as visible and viral as possible.

More than **1,000 people** responded to the initiative, proposing ways to stage prevention and health at work.

All the flash mobs were combined into a **tribute video**, a reminder of the importance of safety in all our daily actions, encouraging us to change negative behaviours and develop safe habits.

This time, the winner came from London, UK. Starting from the motto, "Disease Prevention is Better Than A Cure!", they organised an Harlem Shake craze combined with eclectic costumes associated with positive health, safety and disease prevention.



RESULTS

- ✓ 1,200 people involved
- ✓ 18 creative projects
- ✓ 12 countries

MULTIMEDIA CONTENTS



#SAFESELFIE CONTEST

The 2014 edition took its inspiration from the communicative trend of the moment: the **selfie** (a self-taken picture with the use of a smartphone) which allows the sharing of ourselves in real time with our contacts.

Participants were invited **to take a picture that expresses their passion for health and safety, a "Safe Selfie", alone or with others, in a safe situation.**

In total, 170 selfies were received, from 24 nationalities and 22 countries.

Every Safe Selfie conveys an experience, a feeling, a way of being or of seeing things... in short, a little story.

The full gallery was published on the company intranet portal and corporate magazines, and the images have become part of the video "**Share a safety moment**". The creation of a video collecting all the contents received also helped in building a sense of belonging and in sharing the Saipem health and safety value.

This year we had two winning projects.

The first one, from Brazil, is a simple photo, that incorporates the concept of "*Sharing love for Health & Safety*", conveying **seriousness, commitment, courage** and **spirit of initiative**, values that cannot be missed in a safety leader. Moreover, the hashtag **#TheSaferTheBetter** can generate a **viral sharing of health and safety love**.

The second winning project comes from Romania: it is a collection of pictures of smiling people, who consider safety as a value and a priority, united by a rope that symbolizes cooperation and team working to spread a real cultural change.



RESULTS

- 1,300 people involved
- 170 creative projects
- 22 countries

MULTIMEDIA CONTENTS



SAFE & SOUND VIDEO CONTEST

For one of the most successful editions of *Sharing Love for Health & Safety*, we developed the idea of having a soundtrack for April 28th 2015. Almost instinctively, our research led us to the **Capital Cities, and their hit song: Safe and Sound**. This hit song is a poem dedicated to life, love and safety and gives off an infectious energy.

Participants were asked to create a short video with "Safe and Sound" as its soundtrack, taking inspiration from the text of the song and **interpret it through dance, song, slogans, choreography**.

The response was extraordinary, beyond all expectations. 2015 registered a huge and growing participation from all over the Saipem world: **44 videos from 22 countries**, with a high quality of the materials submitted and thousands of people involved in the contest. All projects have been collected in a **celebratory video**.

It was amazing seeing Saipem's people dancing to the tune of "**Safe and Sound**". Some videos focused on how to be safe at work, some showed pictures of daily activities with friends or family as a reason to remember why to stay safe, others were a real interpretation of the song with Saipem workers who became the singers.

In 2015 we decided to award three projects:

- The **UK team** proposed an amazing interpretation of "Safe and Sound" that retraces the changes in health and safety from the 1950s to the present, showing the progress made over the years and enhancing the importance of PPE.
- **South Stream Project** decided to personally sing the song, but they also rewrote its words to celebrate health and safety in our company.
- **Indonesia** participated with a great project demonstrating that everyone is responsible for their own safety and the safety of their colleagues. The main idea is that being safe can be very easy: it only means adopting safe behaviours!



RESULTS

- ✓ 2,000 people involved
- ✓ 44 creative projects
- ✓ 22 countries

MULTIMEDIA CONTENTS



60 DAYS OF HEALTH AND SAFETY

For the 2016 edition, we decided to celebrate a **3-in-1 event**, joining forces to celebrate the **3 international days dedicated to the HSE disciplines**, with just a single contest.

More specifically, the competition was launched on April 7th on occasion of the **World Health Day**, promoted by the World Health Organization (WHO), followed by April 28, **the World Day for Safety and Health at Work**, and it ended on June 5th, **the World Environment Day** sponsored by the United Nations Environment Programme (UNEP).

The participants were asked to plan and carry out one or more initiatives within the 60 day period with the aim of spreading love for health, safety and the environment.

Our Saipem people participated from 10 different countries, organizing a huge number of initiatives, starting from the activity to **sensitise people about health prevention and common diseases** to the **concrete actions to take care of our planet**.

This year there were **awards for each of the three categories (health, environment and safety)** and for those who successfully integrated the three disciplines. It was a way to enhance every single area.

For the **health** category the winner was Saipem India, with a videoclip regarding **stress prevention and wellbeing** at work and for the environment one category, the winner was FPSO Cidade de Vitoria for environment commitment and the Human Chain Video.

For the safety category, the winner was Snamprogetti Saudi Arabia for the involvement of a huge number of people in different sites and the commitment of management. The best integrated project came from: Gasolinas Limpias Project Salamanca (Mexico), for creating a perfect film for HSE, in the video "Juntos en HSE".



RESULTS

- ✔ 1,300 people involved
- ✔ 18 creative projects
- ✔ 12 countries

MULTIMEDIA CONTENTS



MANNEQUIN CHALLENGE

The idea for 2017 was to **exploit an upcoming trend of the moment: the mannequin challenge**. It consists of a short video where all the actors are frozen, completely immobile just like mannequins.

So, this year the **participants were asked to produce a video with people perfectly "frozen" while spreading a strong and credible message about love for health and safety without moving or speaking**.

We received **27 videos from all over the world**: Nigeria, Iraq, Bolivia, Perù, Italy, Argentina, Angola, Egypt, Russia, Azerbaijan, USA, Brazil, Croatia, Romania, Singapore and Indonesia.

Like always, all the videos were amazing contributions, so we created a **celebratory video** containing the best of all the contents received.

The contribution received from **Anapa Branch**, Russia was considered the best in terms of quality, creativity and effectiveness of the message. The aim of the video is to communicate the **advantages of a good HSE planning**: in fact each scene shows a possible accident but also the intervention to avoid and prevent an accident.

The main message of the contribution is that it is better to work safely, to plan and act to prevent risks.



RESULTS

- ✔ 1,500 people involved
- ✔ 27 creative projects
- ✔ 16 countries

MULTIMEDIA CONTENTS



VISION CONTEST “THIS IS SAIPEM”

Saipem released its Health & Safety vision back in 2007 describing “our desired culture”, in relation to health & safety and who we aspire to be.

In celebration of our **10-year anniversary of Leadership in Health & Safety programme (LiHS)** our former CEO, Stefano Cao and his senior management team took the opportunity to redefine our vision and align it to the current reality.

In 2018, the participants were asked to communicate the Saipem vision by creating a short video, demonstrating how the health and safety vision has become a vital foundation, part of our DNA and who we are.

We especially wanted to see how the vision had become embedded in the everyday life of the company, in other words how “**This is Saipem**”.

Around **30 videos** were sent from different countries and each one shared an authentic and enthusiastic message of love and passion for health and safety in Saipem.

After a long evaluation, the Saipem's Top Management selected the entry from **Spence Growth Options Project** (Chile) as winner.

The video was a very original way to talk about the **Saipem Vision inspired from the fairy tale “Alice in Wonderland”**.

It was filmed in a Saipem site with the participation of the local workers and a little girl who lead us to discover the Saipem world and its passion for health and safety values.



RESULTS

- ✔ 1,500 people involved
- ✔ 30 creative projects
- ✔ 16 countries

MULTIMEDIA CONTENTS



DRIVE YOUR SAFETY - BELT UP OR GET OUT

The 2019 edition of *Sharing Love for Health & Safety* was dedicated to **road safety**, with a particular focus on always wearing seatbelts - not just in the car, but also in all vehicles, and even when we are in the backseats.

Therefore, we invited the participants to focus their contributions on one (or more) of the following aspects: **obligation to wear seat belts, prohibition to use mobile phones while driving and compliance with speed limits.**

"Drive Your Safety" was aimed at **supporting a wider communication campaign** for safe driving launched by Saipem and called "**Belt up or Get out!**". The campaign focused on the importance of following three basic safety measures: no use of mobile phones while driving, compliance with speed limits and, above all, compulsory use of seatbelts.

We received 29 creative projects in different formats, that were combined into a **tribute video.**

Many contributions shared the message of prevention to help **strengthen the culture of safety within the company.**

This year, we decided to award three winners:

- **"Life is not a computer game"**, based on lego characters, provokes reflection on the fact that life can completely change in a few seconds, without the possibility to go back or push the reset button.
- **"Arrive Alive"** tells the **real story** of a father who lost his arm in a car accident.
- **"Morning routine"** of a dad taking his little girl to school that remembers him to to **drive safely.**



RESULTS

- ✓ 200 people involved
- ✓ 29 creative projects
- ✓ 14 countries

MULTIMEDIA CONTENTS



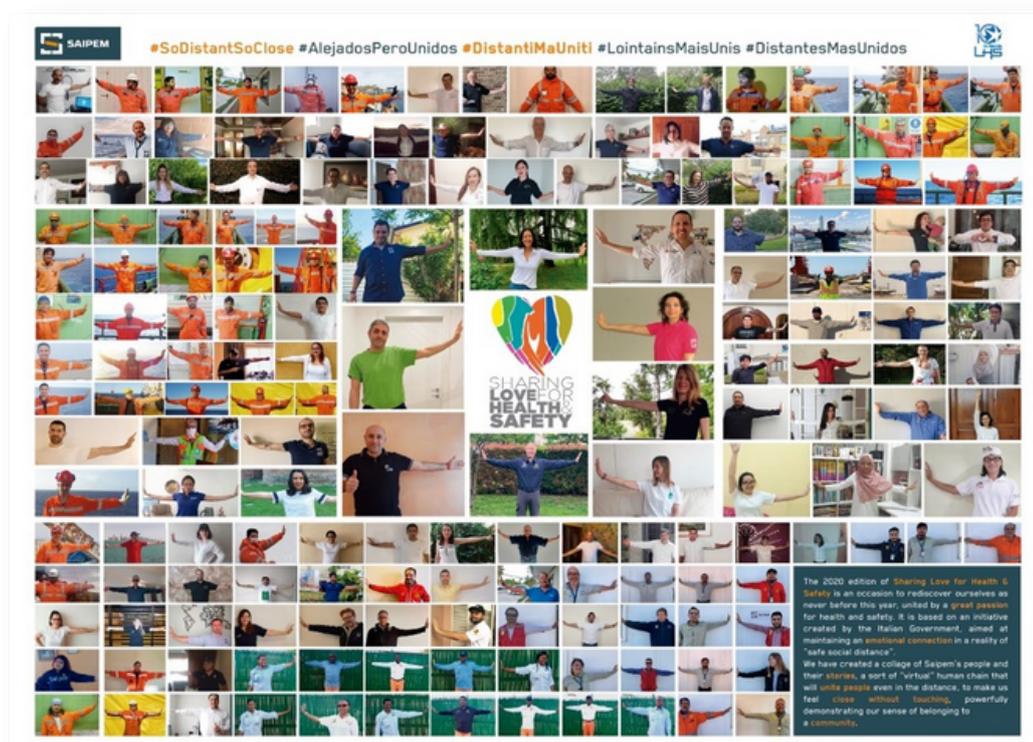
SO DISTANT, SO CLOSE

2020 was a challenging year as a result of the global pandemic, **lockdown and social distancing**.

The *Sharing Love for Health & Safety* annual contest was an important occasion to **rediscover ourselves** as never before in 2020, united by a great passion for health and safety, even if not physically face to face.

Saipem joined one of the most successful **social campaigns promoted by the Italian government: #DistantiMaUniti**, (#SoDistantSoClose) which is based on a symbolic gesture: a photo in which you stretch your arm outwards as if to touch someone unseen, but who - we know - is there.

We joined the Italian initiative with a **collage of 180 photos** of Saipem people and their stories, building an impactful poster that will trigger people to recall the extraordinary experiences and emotions they lived through during this unique period of our history.



RESULTS

- ✓ 180 people involved
- ✓ 180 creative projects
- ✓ 7 countries

MULTIMEDIA CONTENTS



CHOOSE LIFE

The challenge for this year was based around an **Instagram contest** where the main focus was "mental resilience".

We invited our colleagues to **answer questions** about themselves, in order to determine the choices made to achieve their health goals and **build their mental resilience**.

We proposed **three content categories: post, Instagram stories or pic-collage** allowing the participants to be creative and self-reflective through positive engagement.

People were encouraged to **share their healthy habits to support their mental and physical resilience and relieve stress**.

Utilising **Instagram** was a **great way to share love for health and safety**, also with the ability to **extend online and outside of the company boundaries** thanks to the **hashtags #chooselife and #28april**.

We received more than 70 contributions that were collected in a **video** celebrating the final outcome.

The winners were selected by an internal jury of communication experts, and share their creative content together with an effective message to 'choose life'.



RESULTS

- 100 people involved
- 80 creative projects
- 15 countries

MULTIMEDIA CONTENTS



CONCLUSIONS

Sharing Love for Health & Safety has been an **incredibly successful initiative throughout the Saipem world.**

Over the past 10 years, thousands of people have committed to celebrating the World Day for Safety and Health at Work in creative and unconventional way, involving colleagues, friends and family.

In total, **more than 600 projects have been submitted, from over 30 different countries, involving more than 10,000 people.**

The project generated a great **bottom-up communication flow**, which demonstrates our employees' **adherence to Saipem's Health & Safety vision** and engagement with health and safety. Internal HSE communication campaigns were often inspired by the best contribution too, further maintaining focus and celebrating the workforce engagement.

The contents produced have been disseminated internally, and often externally too, with the aim of generating a viral word-of mouth-spread mechanism and **inspiring others to act safely in all areas of life.**

We strongly believe that **our efforts over the years**, always provoking innovative topics and following the latest communication trends, **have contributed to changing the perception of health and safety.**

This is a strategic effort to move **away from the idea of traditional** and often bureaucratic **communication** around these topics, **to make people understand** how important **their role** is and how, with a bit of courage, **anyone can positively influence others**, sharing love for health and safety.

TOTAL RESULTS

- ✔ **10,000** people involved
- ✔ **600** creative projects
- ✔ **30** countries



BE RESPONSIBLE, DO IT FOR YOUR LOVED ONES!





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

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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

LET'S KEEP IN TOUCH



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