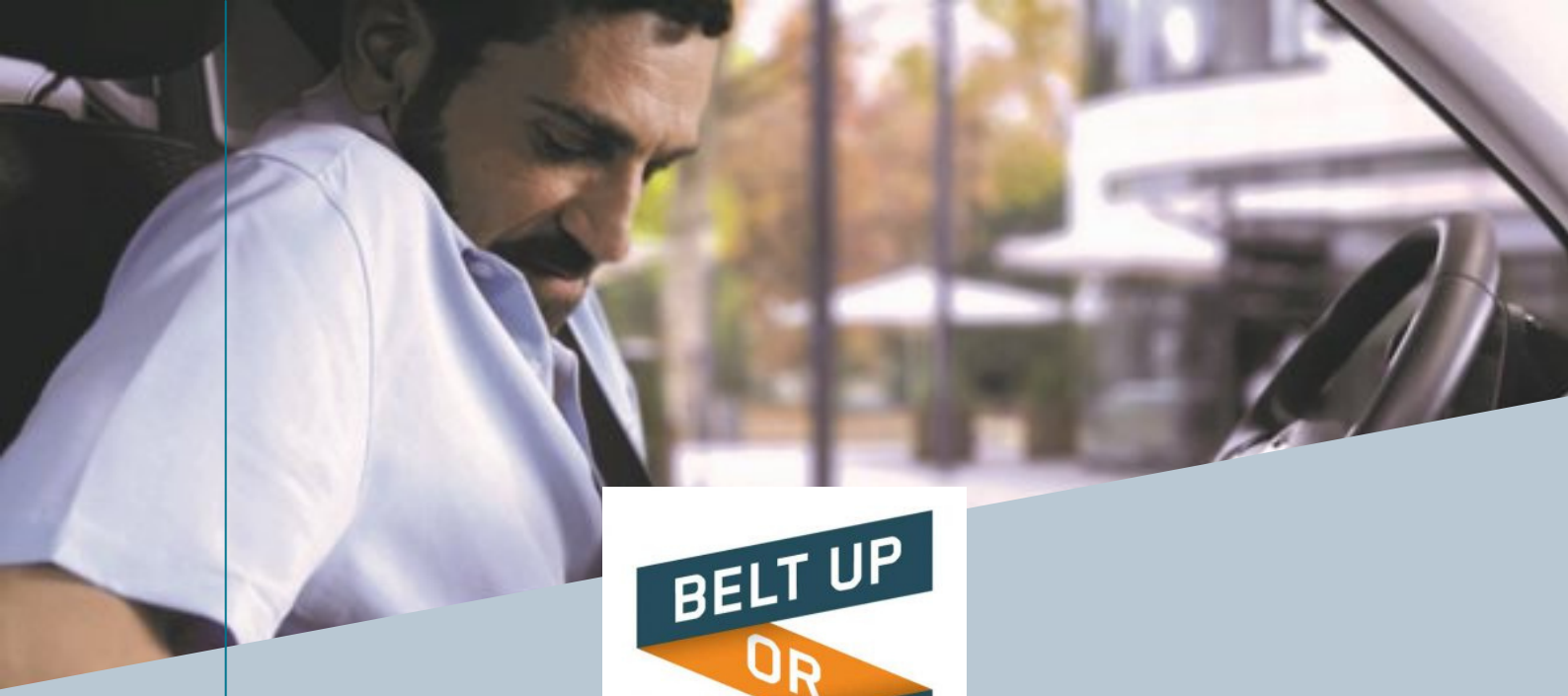

BELT UP OR GET OUT

BELT UP OR GET OUT:
A SAFE DRIVING CAMPAIGN THAT HAS SAVED LIVES

SAIPEM

FOUNDATION LHS
LEADERSHIP IN HEALTH & SAFETY

BELT UP OR GET OUT: A SAFE DRIVING CAMPAIGN THAT HAS SAVED LIVES

THE CAMPAIGN

Saipem's Safe Driving Campaign is designed to address a specific Life-Saving Rule and raise awareness about the importance of adopting and maintaining **safe driving behaviours** of both drivers and passengers.

As drivers are ultimately responsible for the health of passengers, a fundamental aim of the campaign is to **empower** and **support** them to **intervene** and **challenge** personnel when they fail to wear a seat belt.

Although drivers are aware of their responsibilities and obligations, often they do not feel as they have the **authority** to challenge passengers who may disregard the rules.

Having identified this problem we wanted to provide a very clear mandate for drivers, which could be universally adopted and encapsulated within a simple, direct, and clear message: **Belt Up or Get Out!**

We created a short and highly impactful movie clip that serves to reinforce the concepts of always using a seat belt, respecting speed limits and not using a mobile phone while driving.

The campaign also makes use of other communication materials that are **emotionally engaging**, hard hitting and **empowering**.

We believe the expectation of safe driving should be continually reinforced at every opportunity. The idea that someone may be prepared to travel without using their seat belt must become an alien concept to all personnel.

This campaign has shown a reduction in the number and frequency of road traffic accidents within our organisation and a **positive change** in **habits and behaviours** – however, our focus will never stop!

You can access the video "Belt up or Get out" in Saipem and LHS Foundation YouTube channels.

KEY SUCCES FACTORS

- **Wide applicability**
  The campaign can be implemented across all business sectors and in addition extends to a social context.
- **Hard hitting**
  The campaign provokes a strong emotional response in the mind of the viewer, generating a longer lasting behavioural change.
- **Easy implemented**
  The campaign release is designed to be simple and easily transferable.
- **Sustaining focus**
  The campaign supports one of the Saipem's 9 Life-Saving Rules, and further embedded organisation-wide by a video contest, calling for submissions to share 'safe driving' stories.
- **A Clearly Defined Goal**
  Reduction in incidents related to road traffic accidents.

MAIN NUMBERS

13,000
participants attended the campaign since its launch

59%
road traffic accident reduction in 2019 following the initial campaign release

Click here to watch our video poster !

FONDAZIONE LHS
via Martiri di Cefalonia 67
20097 San Donato Milanese

FONDLHS.ORG

LET'S KEEP IN TOUCH

@fondlhs @fondazioneLHS