DROPS:
AN EMOTIONALLY ENGAGING CAMPAIGN CALLED "CHOICE NOT CHANCE"

SAIPEM

FOUNDATION LHS
LEADERSHIP IN HEALTH & SAFETY

THE CAMPAIGN

Following an uncomfortable rising trend in the number of **dropped objects** incidents, we decided to launch a new and specific campaign, based not only upon communication, training and inspections, but also to engage our workforce at an **emotional level**.

The campaign is designed to instill a 'drive' for **personal responsibility** and the ability to make a **positive choice.**

In fact, the campaign takes the name from the title of the short film, **Choice Not Chance**! which was produced as a key tool of the program aimed at reaching the **hearts** and **minds** of our organisation.

The film emphasises the need of **complying with rules** and procedures, and establishes an **emotional connection** with the audience, who can easily empathise with the main characters. The film demonstrates in a strong and impactful way the potentially catastrophic consequences of a drop incident and the **impact** upon colleagues, friends, and family...

At the end of the film, a clear and strong message from the Division Director channels the emotions generated in the audience toward a very clear message: **safety cannot be left to chance**; it should be a choice. Always.

Saipem is delighted to **share** this media **within the industry,** in a controlled way, through our non-profit **Leadership in Health and Safety Foundation.**

So, if you feel this film can also help your organization too, visit www.fondlhs.org!

KEY SUCCESS FACTORS

Engagement & self-recognition
Captivates audiences through realistic scenarios, roles and characters which people identify with and relate to, reflecting on they would personally think, act and behave in similar situations or even how they did in the past.

Industry-wide relevance
The campaign tools can be implemented throughout many industrial settings, including supporting existing dropped objects campaigns adding value and engagement to the prevention of incidents related to dropped objects.

Management commitment
The involvement of Top Management brings a high level of credibility throughout the campaign, allowing a wide sharing of critical health & safety messages throughout the organisation and the dissemination of the vision.

Clearly Defined Goal
Reduction in incidents related to dropped objects.

MAIN NUMBERS - CHOICE NOT CHANCE

Saipem shares this media within the industry through our non-profit Leadership in Health and Safety Foundation.

24,000
external views of the film "Choice not Chance"

87
countries worldwide engaged

<100
companies use the movie within their internal campaigns

Click here to watch our video poster !

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