LEADERSHIP IN HEALTH & SAFETY

THE POWER OF FILMS AND STORYTELLING TO CHANGE BEHAVIOURS

SAIPEM

FOUNDATION LHS
LEADERSHIP IN HEALTH & SAFETY

THE CAMPAIGN

Over the previous 15 years, Saipem has produced several **award-winning movies** that are used in the facilitation of our Leadership in Health and Safety **cultural change journey**.
Our mission is to create immersive and engaging learning experiences that **inspire** people to **lead** and **act safely.**

The films that we have created are fictional dramas, built around **credible scenarios** and characters that our people, regardless of their organisational level, can identify with. We find this to be a very positive approach, as it enables viewers to contemplate how they would **think**, **act**, and **behave** in similar situations.

This has the effect of **emotionally engaging** audiences through the universal language of **storytelling**.

Also, the way in which we use our media during **interactive workshops** and moments of high influence increases learning and **knowledge retention.**

Our **film trilogy** begins with 'The Safer, The Better', a dramatization based upon the true events of a fatal accident that occurred within our organisation. The film acts as a device in which our **CEO shares their own personal messages** and expresses their vision and expectations for safety.

'What Comes First' is the second production in the trilogy and explores the power of **informal leadership**, the positive outcomes of adopting safe behaviours and the potentially catastrophic consequences that can occur when safe working practices are bypassed or ignored.

The final movie, 'Choose Life', is specifically designed to support a campaign to promote **healthy habits** and to raise awareness of our industry's most significant health issues: Malaria prevention, Cardiovascular and Sexually Transmitted Diseases and **Mental Resilience**.

Since the release of the Leadership in Health & Safety program and our use of unconventional and disruptive media that generates emotional engagement, we have seen **amazing improvements** in our safety performance.

More recently, we have made our films available externally to help and **support other organisations**' cultural evolution.
The movies are available under Saipem license and can be customised to reflect companies' specific needs.

KEY SUCCESS FACTORS

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

Engagement & self recognition
Captivates audiences through realistic scenarios, roles and characters which people identify with and relate to.

Non traditional and innovative content
A form of communicating health and safety that links closer to the viewers modern 'Hollywood' expectation of storytelling, both high quality and emotionally engaging audiences.

Cross-cultural approach
The global language of filmmaking has the capability of crossing cultural dimensions, supported by spoken word translation in more than 10 languages enabling the messages to reach far and wide across the organisation.

Maintaining Focus
The film trilogy and the innovative tools which surround them allow for a continues focus on health and safety, critical to sustain an organisational cultural change process.

INTERNATIONAL AWARDS

THE SAFER, THE BETTER

Rome International Short Film Festival 2008
Best Industrial Safety film

New York Film & Video Awards 2009
Best Industrial film

WHAT COMES FIRST

International Media Festival for Prevention Frankfurt
Winner

CHOOSE LIFE

Cannes Corporate Media & TV Awards 2012
Best Director
Best Music

New York International Television & Film Awards 2013
Winner

Click here to watch our video poster !

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LET'S KEEP IN TOUCH

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