SAIPEM
LIFE-SAVING RULES

2020 EDITION

LIFE-SAVING RULES: A COMMUNICATION STRATEGY WITH IMPACT

SAIPEM

FOUNDATION LHS
LEADERSHIP IN HEALTH & SAFETY

THE CAMPAIGN

Saipem has proudly adopted the **Life-Saving Rules** from the International Association of Oil & Gas Producers (IOGP) and has created a comprehensive **communication campaign** consisting of a Teaser Trailer, Introductory Film Clip, Booklet, Work Authorisation Card, Multilanguage Poster, and Management Walkabout Tool.

To support the **rollout strategy**, a cascading package for each rule is made available, containing video pills, materials for toolbox talks, and an engaging self-verification e-learning course.

The Life-Saving Rules are presented in a special video by Ahmed - a sort of Saipem **'safety hero'** who is a well-known character of previous Leadership in Health and Safety film productions.

The overall aim of the campaign is to enhance the **knowledge** and **competence** that is required by personnel to be able to **comply** with our Life-Saving Rules, specifically that - all work must be suitably assessed, planned, and executed, with safety as our most important **guiding value.**

A direct result of the implementation of the Saipem Life-Saving Rules is the **significant decrease** in the Total Recordable Incidents Frequency Rate, which has been drastically **reduced by over 60%** since the launch of the campaign.

Our target is to continue to embrace the rules and share our knowledge and **passion for safety** with our colleagues, clients, partners and sub-contractors and in doing so move closer towards our Industry **vision of zero fatalities.**

KEY SUCCESS FACTORS

Proven results
A considerable step change in safety performance clearly demonstrates the effectiveness of the rules.

Simple & transferable
Wide adoption of the rules through the workforce highlights their simplicity and effectiveness of the campaign.

Visible leadership
Top Management rollout of the campaign supports the adoption wide sharing of the Life-Saving Rules.

Industry-wide relevance
The IOGP Life-Saving Rules are a best practice industry-wide standard, and commonly understood and implemented across companies.

Multi-channel & cross-cultural communication
The campaign methodology supports deliverable materials across 12 languages, including multimedia, posters, presentations, implementation guides and an e-learning platform support the dissemination of the campaign through Saipem, subcontractor and partner companies.

Verification of implementation
A Management Walkabout Tool supports local management in the field verifying the level that the rules have been adopted, identifying gaps any in knowledge, competence and resources, and triggering corrective actions.

MAIN NUMBERS

421,000
participants attended campaign since its launch

67%
reduction in TRIFR* from the campaign launch

12
languages in the campaign toolkit

Click here to watch our video poster !

*TRIFR: Total Recordable Injury Frequency Rate

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