

HEALTHY WORKPLACES

GOOD FOR YOU.
GOOD FOR BUSINESS.



Healthy Workplaces 2008/09

Experiences > activities > benefits

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- 1. Experience**
- 2. Activities**
- 3. Benefits**



Experience

- **Easy contact**
- **Professional Agency**
- **Become part of a real health and safety challenging Network**
- **Recognition for efforts**

In one word:

A great experience!



Activities > disseminate Campaign Message

- Press release
- Web Communication plan (Internet + Intranet) target 100.000 contacts
- Dedicated pages on the Campaign on our websites www.airliquidewelding.com,
www.saf-fro.it
- Posters in all production and headquarters' sites
- E-mailing to 6.000 customers
- Press release on main Internet safety sites (safety community 40.000 contacts)
- Article on technical press (Rivista Meccanica Oggi -15.000 readers)
- Internal seminar with General Management
- Presentation to Partner Distributors
- Report monthly Safety flash
- House organ "Horizon" (3000 contacts)
- Saldatura Flash e-magazine with IIS-Istituto italiano Saldatura (8000 contacts)



SICURO®

Activities

- SICURO is an innovative project on Welding and Cutting Safety with the ambition to become the benchmark on safety in welding and cutting
- The slogan "The new Safety Culture" includes the main message of the Project: if we do not change the Culture of Safety and modify the behaviours we cannot reduce the number of accidents

SICURO®



Activities

The SICURO Tools

- book (240pages)
- dedicated internet site www.sicuro.it
- CD with main messages in 8 languages (Italian, Albanese, Arabic, Romanian, Croatian, Spanish, English, French)
- leaflets dedicated to risk assessment
- real life testimonials and real cases of accidents (storytelling)
- safety check-list
- poster
- newsletter
- images to teach Risks and Prevention
- quiz - test
- best practice





Benefits

- **Great Company visibility**
 - (television, web, press, seminar, prize)

- **Improved credibility on the Group Commitment on Safety and Health issues**

- **The Campaign is a powerful way to engage people internally and externally**