

# PRAISE

## Preventing Road Accidents and Injuries for the Safety of Employees

### Case Study: Gonvarri Steel Services

ETSC's PRAISE project addresses the safety aspects of driving at work and driving to work. Its aim is to promote best practice in order to help employers secure high road safety standards for their employees.

In this case study, Juan Llovet, Corporate Director of Sustainability and Communications from **Gonvarri Steel Services**, discusses the organisation's approach to work related road risk and road safety.

#### FACTFILE

Company: Gonvarri Steel Services

Sector: Engineering/Auto components and road barriers

Fleet/Employees: 4,000 employees in 17 countries

Gonvarri is a leading company in steel services and part of Corporación Gestamp. Founded in 1958 it has since developed into a global company and market leader.

Gonvarri has six business lines: automotive, road safety, energy, storage, mecano (cable tray and structural systems) and industry. It runs 36 service centres in 17 countries, employing around 4,000 people.



## How do you approach road safety at Gonvarri?

In Spain, 1 in 3 occupational accidents is linked to traffic and out of this, 60% happen during commuting, or in journeys between places of work. At Gonvarri we know that our personnel make more than 5 million road journeys a year and the majority of these are by car.

Therefore, we want to raise awareness amongst our employees of the importance of driving safely. To do this, we created [Emotional Driving](#).<sup>1</sup>

At the same time we want to make Gonvarri a major player in helping to reduce traffic accidents, in line with objective 3.6 set by the UN as part of its Sustainable Development Goals to halve the number of global road deaths and injuries from road traffic accidents by 2020.

Our road safety plan incorporates elements of Spanish national guidelines on work-related road safety, and from the ISO 390001 standard on management systems in road safety.

## Tell us more about the concept behind *Emotional Driving*

*Emotional Driving* was created by Gonvarri Steel Services to encourage responsible driving behaviour amongst our employees. Unlike other campaigns and initiatives, it promotes training and positive motivations, instead of using punitive or negative messages.

It began at Gonvarri Madrid in December 2014 and in 2015 was expanded to the other eight factories in Spain. In 2016, the project began to spread internationally and by 2020, we plan to reach all of our 4,000 employees in our 36 factories across 17 countries.

At the core of the project is the idea that our users are the main players and the real drivers of road safety messages. This means that *Emotional Driving* appeals to their needs, values and emotions to improve driving and create change.

Initially, *Emotional Driving* began as a program for the employees of the company, but since then we have seen it expand to employees' families and wider society.

## How does *Emotional Driving* work and how is it delivered?

We deliver the program through Road Safety Workshops, which are held in the various facilities and production plants of the company. The training sessions are provided by Fundación MAPFRE.<sup>2</sup> So far, every single facility in Spain and all of their employees have taken part in the workshops. We have also developed the workshops in other countries in which we operate, including Portugal, Germany and soon, Colombia and the UK.

The workshops are divided into three different stages:

- **Experiential Stage:** this features driving simulators so that employees can experience the sensation of rolling in a car, driving while drunk and even low speed car crashes. This is supported by a conference which includes people involved in road traffic collisions (medics, firemen, and police).

---

<sup>1</sup> <http://www.emotionaldriving.com/en/>

<sup>2</sup> <https://www.fundacionmapfre.org/fundacion/en/>



European Transport Safety Council



- Emotive Stage: All attendees are invited to write and share positive messages explaining why both they and others should drive responsibly and carefully.
- Rational Stage: a training course in which the main risks associated with driving are explained, covering a range of topics such as vulnerable road users, vehicles and vehicle condition and road conditions.

We also provide multimedia materials to help us spread the message. These include a web series of four episodes on the themes of Experience, Life, Attitude and Help. These feature messages from people who have suffered from a traffic collision.

We have also produced a book on the project with testimonies of individuals who work closely in the field of road safety. All of this content is on our website and mobile app as well and all resources are available in Spanish, English, Portuguese and German.

The process is supported by a number of organisations, including Fundación MAPFRE, the Royal Automobile Club of Spain and the Royal Automobile Club of Catalonia, as well as organisations such as AESLEME, which is dedicated to preventing accidents that cause spinal cord and brain injuries.

### **What other road safety campaigns has Gonvarri launched?**

We created a new campaign, [Road Safety Is Also A Child's Business](#) at the end of 2016. This was a response to an issue that appeared at our *Emotional Driving* workshops. When we asked attendees, "What motivates you to drive safely?", the answers showed us that one of the strongest motivations to drive responsibly is your own children and relatives.

The new campaign was linked to the Christmas season and the related increase in journeys. The children of employees sent messages to their parents before they began driving to encourage them to drive safely and responsibly and to think about their family and friends.

This helped us to expand *Emotional Driving* beyond our own employees. We are now looking to expand further in order to reach more children and young people and we are working with other organisations to promote it in schools. This is particularly important as road safety education is often missing from the school curriculum.

We work with AESLEME (mentioned above) in a campaign named *It Can Happen To You (Te Puede Pasar)*. It involves visits to schools and education centres in the Madrid region to raise awareness amongst children aged 12-17. It involves contests based on sending road safety related messages to parents to encourage them to improve their driving habits.

We also work with the phone operator Movistar to promote road safety at the [What Really Matters Foundation](#)'s events, as these are a great opportunity to talk directly to young people aged 16-19 from schools and high schools across Spain, as these are the drivers of the future.

### **What indicators do you have of the effects of your campaigns?**

We continue to evaluate *Emotional Driving* to measure how we can improve it and improve future campaigns. Surveys of Gonvarri employees show that:

- The project has been experienced by over 2000 people (employees and relatives).
- 91% of attendees confirmed that they are reminded of *Emotional Driving* before driving.
- We have received over 339 proposals from employees on how to help reduce collisions.



European Transport Safety Council



We are hoping that in the coming years we will have more detailed information on the economic effects of the campaign and collision reduction.

### How is responsibility for developing and implementing road safety initiatives defined within the company?

Gonvarri's top management has been involved in *Emotional Driving* from the beginning. The President of Gonvarri Steel Services, Jon Riberas, and the CEO, Josu Calvo, strongly support the initiative and take part in some of the roadshows and events and have also contributed to the project materials.

*Emotional Driving* is run by Juan Llovet, as Corporate Director of Sustainability and Communications and the team in my department. However, given the nature of the project there is a lot of cooperation with other departments such as Health and Safety, Wellbeing, Human Resources and the on-site teams in each of the factories where the events are held.

### What road safety plans does Gonvarri have for the future?

We are determined to reach other stakeholders, such as providers and clients, and make them part of *Emotional Driving*. In particular, we would like to involve transporters, mainly truck drivers, who are very active players in the daily activity of the company. They have a high exposure to risk on the roads, so we want to reach them and raise awareness among them.

### Partners

**FUNDACIÓN MAPFRE**

**Dräger Foundation**



Deutscher  
Verkehrssicherheitsrat e.V.

[www.etsc.eu/praise](http://www.etsc.eu/praise)