

Internal behaviour change boosts safety at Svitzer

The shipping industry is one that's inherently packed with safety risks and accidents are costly - not just for the companies that operate in this space and their employees, but also for the environment.

For Svitzer, the world's largest towage operator and part of the Maersk Group, safety is top priority. The company is partnering with CBC to raise internal awareness about safety and create a positive behavioural change to reduce incidents and injuries.

It all started with a global internal campaign, launched on Svitzer's annual Safety Day, that reached all levels of the organisation and galvanised safety-improvement efforts. The goals of the ongoing campaign are to ensure all employees have safety top-of-mind, and to establish an understanding that no business objective is more important than the safety of people.



Shipshaper: introducing Duke Shaper

CBC and Svitzer created a fictional character, Duke Shaper, to help illustrate the dangers of complacency and deliver the key messages of the campaign. Duke Shaper is the central figure of Svitzer's safety universe.

The first wave of the change communication, Shipshaper, was a call to action for all employees to protect themselves and each other by putting safety first - and to keep vessels tidy and organised to prevent incidents. Shipshaper put the fundamentals of the campaign in place and was an important building block for Svitzer's subsequent safety campaigns.

Every loose rope on deck or carelessly-placed electrical cord in an office is an accident waiting to happen. Shipshaper emphasised the potential dangers of becoming complacent about everyday "housekeeping" activities. Deploying both a digital and print platform for effective reach, the campaign engaged everybody in the organisation, from the head office to every regional port and vessel, to maintain a shipshape attitude.



The centrepiece of the campaign was a brief video animation, which was shown worldwide on Safety Day and also posted on the corporate website and Facebook page.



A QR code provided a direct link to the online safety video.



Campaign giveaways included T-shirts featuring Duke Shaper as an action hero.



A series of workplace posters were inspired by scenes in an animated safety video featuring Duke Shaper.



A smartphone (iPhone and Android) game called "Shipshaper" provided hands-on engagement with the safety theme.

Take the lead on safety

As Svitzer's Safety Day approached, significant progress had already been made as a result of Shipshaper, including a year without LTIs (lost-time incidents) in two of Svitzer's four regions. But there was still massive room for improvement. The second wave of the initiative was 'Take the lead on safety', a campaign aimed to encourage everyone at Svitzer to be a safety leader.

As part of the campaign, a web-based Safety Counter was launched that provided an immediate way for the entire organisation (as well as customers and industry partners) to track Svitzer's safety performance by showing the time elapsed since the last LTI on a company-wide basis, by region and vessel. Safety Day sessions at locations across the globe also received very positive feedback that year, with input and suggestions for improvement beginning to pour in from employees everywhere.



Main counter
Vessel search box
Safety news



A new animated video starring Duke Shaper aimed to inspire personal responsibility across the organisation.



Regional counters
Educational tool

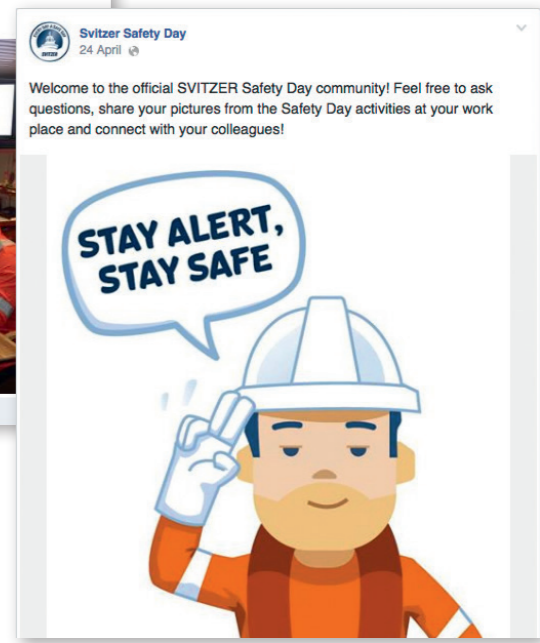


A new series of posters featuring Duke Shaper was created to help enforce the campaign's key messages.

New issues of the company magazine focused on safety leadership and gave updates on safety-related progress.



A Facebook page was created, giving all employees an online destination for following initiatives and giving feedback.



Procedures keep us safe

Svitzer implemented a new safety management system (HMS) that contains the company's unified guide for operational procedures. To highlight the importance of safety procedures and test how well HMS was performing a year and a half after it had been introduced, Svitzer launched the 'Procedures keep us safe' campaign on Safety Day.

The main goals of 'Procedures keep us safe' were: to create a stronger link between the procedures in HMS and actual, real-life safety; further strengthen safety engagement; and tighten up accident prevention. The campaign included a board game introduced on Safety Day that activated valuable safety discussions across functions. An online safety quiz was also rolled out with more than 100 questions spread across 24 weeks. 1,500 colleagues participated in the quiz.

A temporary tattoo was also created as a fun way to raise awareness about the campaign.



An online quiz with new questions every 6 weeks kept employees engaged and learning more about safety procedures.



Posters were designed with reminders of procedures and anti-complacency messages.



A board game introduced on Safety Day also became a part of offices and ports across the globe.

Continuous engagement **improves organisational culture**

Safety is a serious issue for Svitzer. It's more than just a business priority – it defines their identity and drives their success. Addressing safety in a creative, interactive way proved to spark employee interest, reinforce knowledge about safety procedures and empower employees to act to prevent accidents.

“Creating a global safety culture is no small endeavour,” says Head of Branding and Marketing, Jens Viby Mogensen. “It requires much more than launching a single campaign and a few key messages. It requires commitment and persistence from management, buy-in from our local organisations as well as compelling and understandable messaging.”

Svitzer's safety record has continuously improved and safety related engagement has never been higher. “CBC's visually compelling universe and creative use of print and digital media continues to attract employee engagement. Employees are continually giving feedback on how to improve safety and have even initiated discussions groups via internal media. When employees engage at this level, they are also more likely to take responsibility for their own safety daily.”

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