



GRI 403:  
Health and  
safety

## Cross-media campaign on occupational safety

Case Hinojosa Group, Spain

Safety is and remains a huge concern in the production sector, and it is taken extremely seriously in all of our companies. With its cross-plant campaign on occupational safety, our Spanish partner Hinojosa has gone one step even further – and now also reaches all of its staff via a new app.

The campaign “Don’t be reckless with your safety” is part of a larger programme on the topic of occupational safety, which consists of training courses, communication and research. It aims to raise awareness of the subject amongst Hinojosa’s employees, whilst also offering important information and practical tips. The slogan “Don’t be reckless with your safety” (Spanish: Con tu seguridad no te cortes) plays on the double meaning of the word corte in Spanish and means both “don’t hurt yourself” and “don’t be reckless”. To strengthen staff identification with the topic, some of the plant employees even

modelled for the posters. Another key role in prevention is also played by the safety training courses that Hinojosa regularly organises for its staff. In 2017, for instance, 27% of all training courses held by the Group dealt with safety topics.

During everyday work, a cross-channel, internal communication system ensures that important safety information reaches all staff. In order to further enhance the alignment of information communication requirements with current user habits, Hinojosa has developed the app “Somos H” for its employees. This channel is used to inform them of the latest news at work, including new staff appointments, training courses, customer visits, awards, events, innovations and, of course, safety information. Every employee can use the app and comment on the information. But more importantly, the app has dramatically reduced the barrier to the open reporting safety-related incidents

at work. It also offers a channel to share information quickly and generate active follow-up. Everyone can use the platform to share ideas and suggestions for best practices and improvements. The app is user-friendly and enables the rapid upload of images – all in a straightforward manner with little administrative effort, thus making everyday work both “social” and “safe” for everyone.

### Safety @work – campaign elements at Hinojosa:

- Sensitization and education
- Internal communication
- Employee app, supporting information and engagement
- Active participation of employees support identification with campaign topic
- Regular safety trainings