



emotional
driving

By **Gonvarri** Steel Services

2016 / 2018



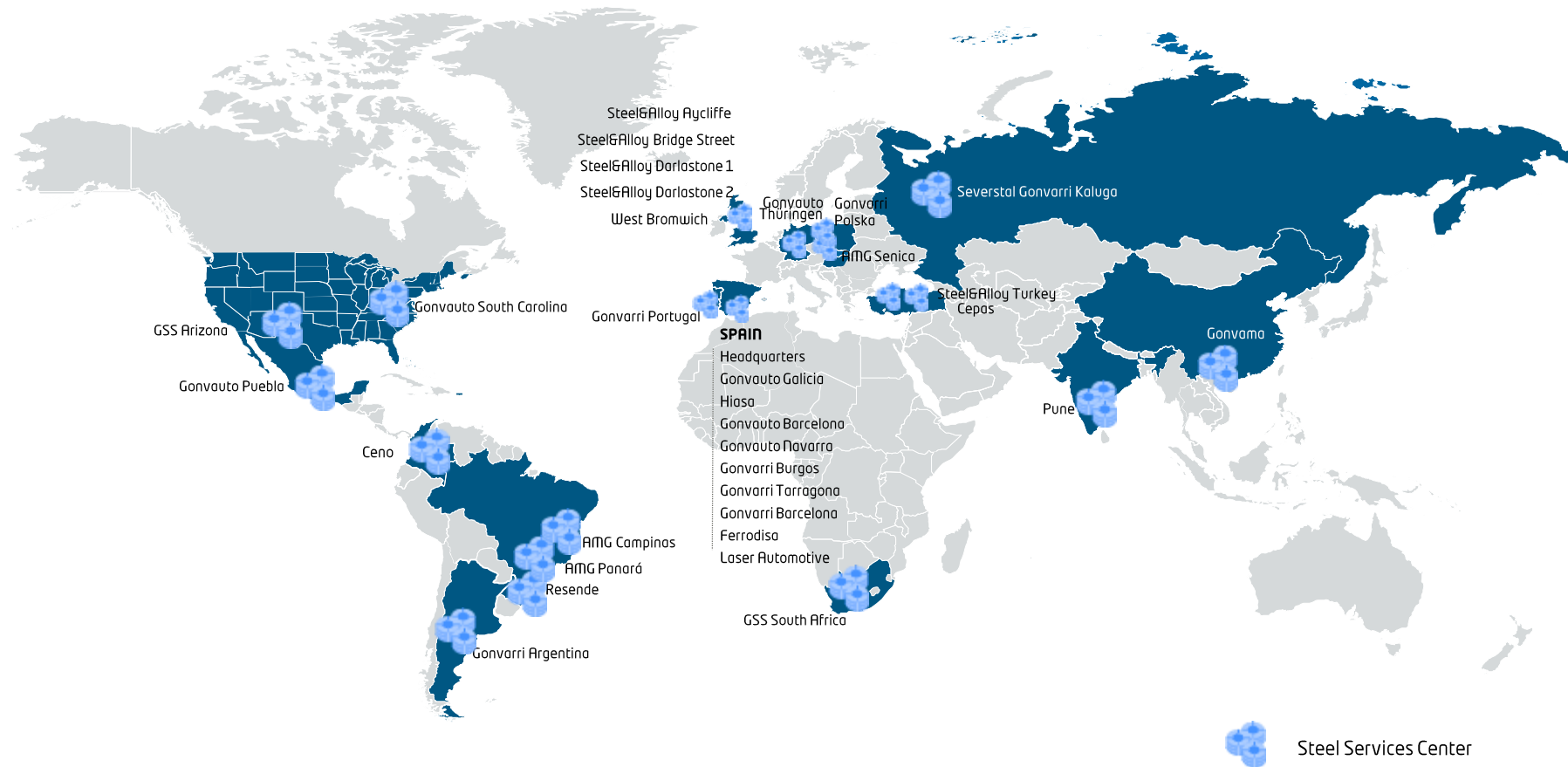
A landscape photograph featuring a road that curves through a field of bright yellow flowers. The sky is filled with dramatic, dark grey clouds, and a bright sunburst effect is visible in the upper right quadrant. The foreground and middle ground are overlaid with a semi-transparent white and yellow gradient.

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Global Presence

Gonvarri Steel SERVICES has **36 Steel Service Centers**



Company's Profile

Gonvarri Steel Services is oriented to a full service in order to meet steel customer's needs through six business units:
Automotive, road safety, industry, energy, storage and mecano.

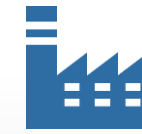


From procurement and steel processing until delivery including quality management

To strengthen and increase our presence



Profitable growth through a leverage human talent in a safety working environment and efficiency in operations.



36

Industrial plants
worldwide



3,473

employees



2,316 millions €
in 2015

Business Units



Automotive

Is 65% of our sales. We supply plain steel to the main car manufacturers. Over the last years we also supply aluminum from our facilities in South Carolina, Barcelona and Senica.



Road Safety

We develop practically all passive safety products under the European norm in our plants in: Turkey, Colombia and Asturias.



Energy

We design and develop fixed and mobile solar structures, as well as lights and electric towers.



Storage

We design, manufacture and assemble a wide range of storage solutions.



Mecano

We manufacture customized cable trays to meet our clients' needs.



Industry

We supply plain steel for the brown line, as well as metal structures for pedestrian bridges, industrial grounds and mainly construction.

Gonvarri Portugal



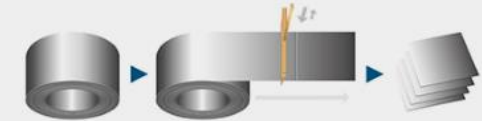
180,000
 m2


100
employees

PROCESSES



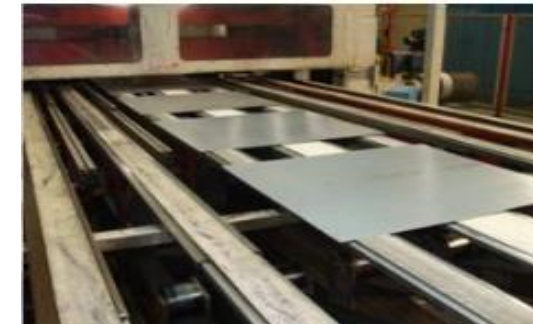
LONGITUDINAL CUTTING



TRANSVERSAL CUTTING



Gonvarri
Portugal



What is Emotional Driving?

"Emotional Driving is the new road safety concept created by Gonvarri that, through positive messages, encourage us to drive in a safer way."

Planet



Road Safety as part of our commitment to society (We help to save lives).

People



Road Safety focused on the preventive dimension as a proof of our concern for our employees.

Performance



Road Safety as part of our business model (automotive) and strategic goal.

Objective

REDUCE THE NUMBER OF TRAFFIC ACCIDENTS AND ITS CONSEQUENCES THROUGH POSITIVE ROAD SAFETY AWARENESS

We want to be your seatbelt



Deliveries

Internal

External



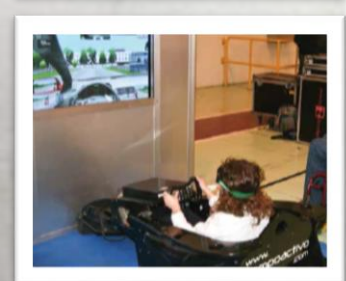
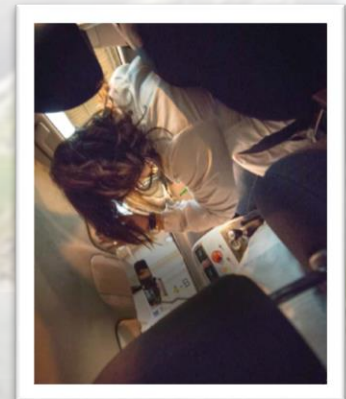
Experience

Over 2,200 people

Speeches + Simulators



Internal



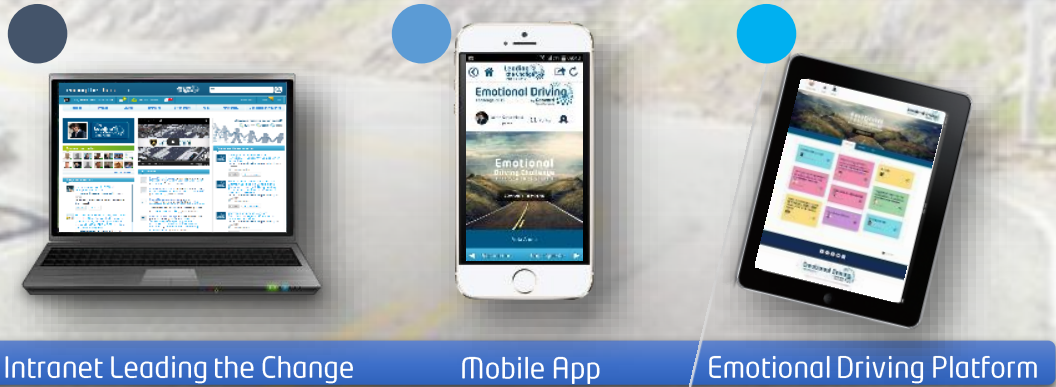


CHALLENGE

It is the collaborative challenge in which employees will compete to provide the most effective motivational messages to drive safe in order to get together a common solidarity goal and win some leisure and learning experiences.

The challenge will take place along different steel service centres during 2016.

Type of access to the Emotional Driving Challenge platform



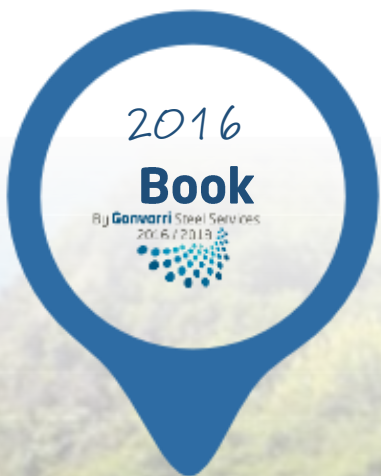
Internal

Emotional Driving Book

The book **“Emotional Driving: reflections for an optimistic understanding of road safety”** was published in **March 2016**.

The book collects both traffic victim **experiences**, as well as **reflections** from Road Safety experts with a positive message to motivate people to drive safely, equally for employees and society in general.

Collaborators, as the two-time World Rally Champion **Carlos Sainz**, Gonvarri directors or members from **AESLEME** participated, like Mar Cogollos and Gustavo Almela, have participated on it.



The Project



The Driver



The Car



The Road

External

Webserie

4 journeys (physical and emotional) in audiovisual format through 4 main roles from Emotional Driving Book.



4 overcoming stories where stand out the positive perspectives and the need to raise awareness in a different way.



International Business Awards (Bronze)

Mejor campaña de Comunicación Interna

External

Mobility Plan



47%
Has been influenced
in the way they
drive

75%
Wish to participate
in this type of
events

90%
Of employees
remember
Emotional Driving
when driving

339
Accident
prevention
proposals

59%
Total participation

Internal

Partners



External

Technology



External

Volunteering



Gonvarri Steel Services participates in several corporate volunteerings with different foundations.



External

Emotional Driving School



Internal

Social Media



40.000
views

+180 followers



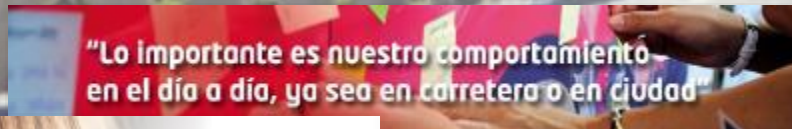
700.000
People reached

+1.700 followers



90.000
views

+300 followers



Awards 2015 / 2016



Premios Empresa Social

Mejor iniciativa en RSC y Seguridad Vial

Best Initiative in RSC and Road Safety
Junio/June 2015



Publifestival

Mejor Acción Social de Relaciones Públicas y mejor Comunicación Interna de las RRHH.

Best Social Action of Public Relations and best Internal Communication of Human Resources
Junio/June 2015



CSR International Excellence Award 2015

Reconocimiento a la Iniciativa de Responsabilidad Social Corporativa

Award for the Initiative of Corporate Social Responsibility
Junio/June 2015



CEA

Corporate Engagement Awards 2015

Reconocimiento a la Comunicación Interna

Best project of Internal Communication

Septiembre/September 2015



Premios Eikon (Gold)

Mejor proyecto de Comunicación Interna

Best project of Internal Communication

Octubre/October 2015



International Business Awards (Gold)

Mejor proyecto de Comunicación Interna

Best project of Internal Communication

Octubre/October 2015



Observatorio de Comunicación Interna e Identidad Corporativa

Comunicación Estratégica orientada al público interno, innovación y excelencia

Strategic Communication oriented to an internal audience, innovation and excellence

Noviembre/November 2015



2016 EMEA SABRE Awards (Gold)

Industry sectors - automotive

Industry sectors - automotive

Mayo/May 2016



premios prevenir

Premios Prevenir (finalista)

Seguridad Vial

Road Safety

Septiembre/September 2016



International Business Awards (Bronze)

Mejor campaña de Comunicación Interna

Best initiative of Internal Communication

Agosto/August 2016



DGT

Best Practice en Seguridad Vial Laboral por la Dirección General de Tráfico

Best Practice in Work Road Safety by the Dirección General de Tráfico

Junio/June 2015

2015/16 WINNER



Mercury

Honors en Campañas Corporativas: Prácticas de Responsabilidad Social Corporativa.

Honors in Corporate Campaigns: Practices in Corporate Social Responsibility

Febrero/February 2016

Thank you

emotional
driving

By Convarri Steel Services
2016 / 2018

