

ARTICLE

Organising a safety day that leaves a lasting impression

Only 5 to 10 per cent of a traditional safety session sticks. How do you run a day your teams still act on thirty days later?

The article in brief	
Subject	How to organise a safety day that genuinely changes behaviour on the shop floor
For whom	Prevention advisers, QHSE managers, site managers and HR
Format	THF LIVE: collaborative VR at your own site, as the core of the safety day
Scale	40 to 1,000 participants per day, multilingual, without shutting down production
Retention	Up to 75% after 30 days, compared with 5 to 10% for a traditional session
When	A safety week, the kick-off of a culture programme, or after an incident
Proof	Hundreds of safety days, including at Equans, DENYS, SPIE, CFE and Eiffage
Next step	Download the programme or book a date for this autumn

Why a toolbox meeting doesn't really land

A toolbox meeting in the canteen. A presentation with bullet points. A short film about what can go wrong. Your team nods, signs the attendance sheet, and a week later it is all forgotten. That is not a matter of bad will or of a weak speaker. It is the format itself that fails: only 5 to 10 per cent of a traditional safety session sticks with the participants.

The reflex is then to repeat the session. But whoever repeats the format also repeats the low retention. Two times 5 per cent is still not a safety culture. Anyone who wants a safety day that **leaves a lasting impression** has to do something different, not the same thing harder.

Knowing, seeing and doing are three different things

Explaining safety changes little, because your people usually know what is dangerous. And still the accident happens. Between knowing and working safely sit two steps that a presentation does not bridge.

Where knowing and doing come apart

Step	What it involves	Where it comes from
Knowing	Being aware of the risk and of what the rules say	Taught in a room, and usually already present
Seeing	Spotting the risk in your own workplace, amid the noise and the routine	Is a skill, and one you only acquire by practising
Doing	Acting on it even under time pressure or out of habit	Follows from behaviour and group norms, not from an attendance sheet

Passive listening leaves hardly any trace, precisely because it only touches the first step. A safety day that works trains the second and the third.

Don't just tell them. Let them experience it.

Experiencing a hazard together: what LIVE does

THF LIVE brings a collaborative VR experience to your own site. Your people step into an environment full of hazardous situations together, from a fall to a collision to a misjudgement, and they make decisions together. They feel the tension, see the consequences, and talk it through afterwards.

Collaborative is the key word here. Ten colleagues move around the same virtual workplace at the same time and point out what they see. One participant hunts in detail for the exact problem, another mainly wants to flag as many hazards as possible. Both profiles are present in every team on the shop floor, and that is exactly why the shared format works: whoever hesitates asks a colleague. Safety shifts from something on paper to something people carry together.

VR is the means, not the goal. What matters is the behaviour that remains once the headsets are back in their case. That is why the debrief matters as much to us as the experience itself: every observation is recorded, and for every hazard found there is a follow-up question, namely whether the participant also knows what to do about it.

From 40 to 1,000 participants, in a single day

A safety day with LIVE scales with your organisation: from a close-knit team of 40 to a site with 1,000 employees in a single day, in your team's language. At Eiffage Energies Systèmes the safety week ran across four locations at once, for around 1,000 people in two languages. At Algemene Bouw Maes it involved 80 participants, also in two languages, without having to shut down a real construction site.

The practical set-up is the same every time, and it is designed precisely so your operation keeps running.

The day in practice	
The day before	The mobile VR studio is set up at your site, outside working hours
Group size	A maximum of 10 participants per session, together in the same virtual workplace
Session length	Around 2 hours per group, debrief included
Capacity	Up to 8 groups per day per set-up, several set-ups at large sites
Space	A canteen, a warehouse or a marquee will do, plus an adjoining room for the debrief
Languages	Multilingual facilitation on the same day, including for mixed teams
Your input	A schedule per team, a contact person on site, and power

When to run a safety day

LIVE works at the moments that already matter. A safety week, when you are reaching everyone anyway and the topic is already on the agenda. The kick-off of a culture programme, when you need a starting point people will still remember later. Or right after an incident, when a presentation feels too non-committal and you want something that genuinely resonates. That is exactly when you want impact, not slides.

Measure what the day delivered, and measure the right thing

Most organisations judge their safety policy on accident figures. Those are the **lagging indicators**: they tell you what has already gone wrong. Steering on lagging indicators is like driving a car by looking in the rear-view mirror. By the time the figure moves, it has already happened.

A safety day therefore deserves a second set of figures, the **leading indicators**: the number of reports of unsafe situations, the number of hazards a team spots spontaneously, participation in a walk-around. Those tell you how alert your organisation is today. At Equans Nederland the number of reports doubled in the six months after the programme. At first glance that looks like a deterioration, and it is exactly the opposite: what stayed invisible surfaces and becomes something you can act on.

Treat every report of a hazardous situation as a compliment, not as bad news.

Explain that to your management in advance. Otherwise a rising reporting curve is read as a problem, while it is the proof that the day worked. And above all, record how many reports came in during the six months before the training. Without that baseline, every result stays a feeling.

What organisations that get this right do differently

- **Pick one clear goal per day.** Raising observation skills is not the same as rehearsing a procedure. A day that tries to do everything at once sticks nowhere.

- **Don't mix teams at random.** Production, office staff and subcontractors look at the same workplace differently. That difference is useful information, provided you plan for it deliberately.
- **Put your line managers in the first groups.** Someone who has been through the day can still refer back to it weeks later. Someone who only read the report will not.
- **Plan the debrief as firmly as the experience.** That is where the value sits. VR supplies the images, the conversation supplies the agreements.
- **Consider train-the-trainer.** With half a day of guidance and the right material, your own people can run the sessions. Solina chose this route. The message then comes from within, and repeating becomes cheaper and easier.
- **Spread it across the year.** One day changes the conversation, a second session changes the figures. Plan the follow-up before the first day starts.
- **Make sure reported issues actually get fixed.** Nothing kills the willingness to report faster than a report that leads nowhere.

The proof

75% knowledge retention after 30 days	Compared with 5 to 10% for a traditional safety session
Hundreds of safety days	Including at Equans, DENYS, SPIE, CFE and Eiffage
40 to 1,000 participants per day	Multilingual, at your own site, without stopping the operation

What this looks like in practice can be read in our [customer cases](#) (in Dutch): [Equans Nederland](#) on the doubling of the number of reports, [Solina](#) on train-the-trainer and hazard spotting, [Eiffage Energies Systèmes](#) on a safety week across four locations, and [Algemene Bouw Maes](#) on a virtual site instead of a real one.

Watch and listen

- [The safety day at Algemene Bouw Maes](#): footage of the day and the organiser's reaction.
- [The Safety Week at Eiffage Energies Systèmes](#): participants and organisers describe what the week gave them.
- [The Equans customer case](#): what happens to the number of reports after a programme like this.
- [Our VR training for industry](#): an impression of a session in a production environment.

Planning your safety day

We are launching LIVE this autumn. Would you like a safety day in October, November or December that really sticks? Book it now, because the dates fill up fast. Would you rather first see what such a day delivers? The full programme is available in our [downloads](#). Ready to plan? [Arrange a consultation or demo straight away](#).

The full product page is at the-hazard-factory.com/en/veiligheidsdag-organiseren.

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