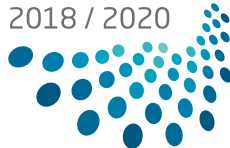




emotional **driving**

By **Gonvarri** Steel Services

2018 / 2020

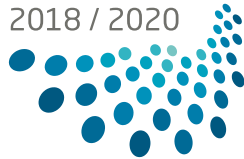


We want to be your seat belt

emotional
driving

By **Gonvarri** Steel Services

2018 / 2020



① **What is**
Emotional Driving?

② **Why**
Emotional Driving?

③ **How do we manage**
Emotional Driving?

1

What is Emotional Driving?

EMOTIONAL DRIVING by Gonvarri Steel Services

It is a Road Safety concept whose purpose is to motivate us to drive more responsibly through **positive messages**.

Added value

Imprinting a **motivational and positive component** to the message we transmit.

Threefold aim

Capitalizing on the **territory of Road Safety**, increasing awareness and adding value to our products.

Sustainable development

Committed to the **United Nations Sustainable Development Goals (SDG)**. In particular, **objective 3.6** advocates halving the number of deaths and injuries caused by traffic accidents in the world by 2020.

The main differential value of Emotional Driving lies in the **awareness of the road safety through the promotion of positive motivations**, unlike other campaigns with actions based on fear, threat or negativity.

The essence of the program is to make the users themselves the protagonists and main drivers of road safety messages, appealing to their beliefs, values and emotions for safe driving.

Approach. Direct and emotional shared messages, to produce great social changes.

2

Why Emotional Driving?

A large percentage of our employees travel by car to their workplace.

Gonvarri designs and manufactures innovative automotive metal components and road protection systems, in order to minimize damage in the event of a traffic accident.

1,300,000

Annually, more than 1.3 million people die in **traffic accidents worldwide.**



1 out of 5 fatal traffic accidents **is an occupational** one.

400,000

Annually more than 400,000 people die in **occupational accidents in the world.**



1 out of 3 fatal work accidents **is related to traffic.**



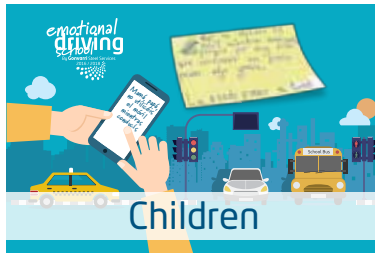
3 out of 4 traffic accidents **are "in itinere".**

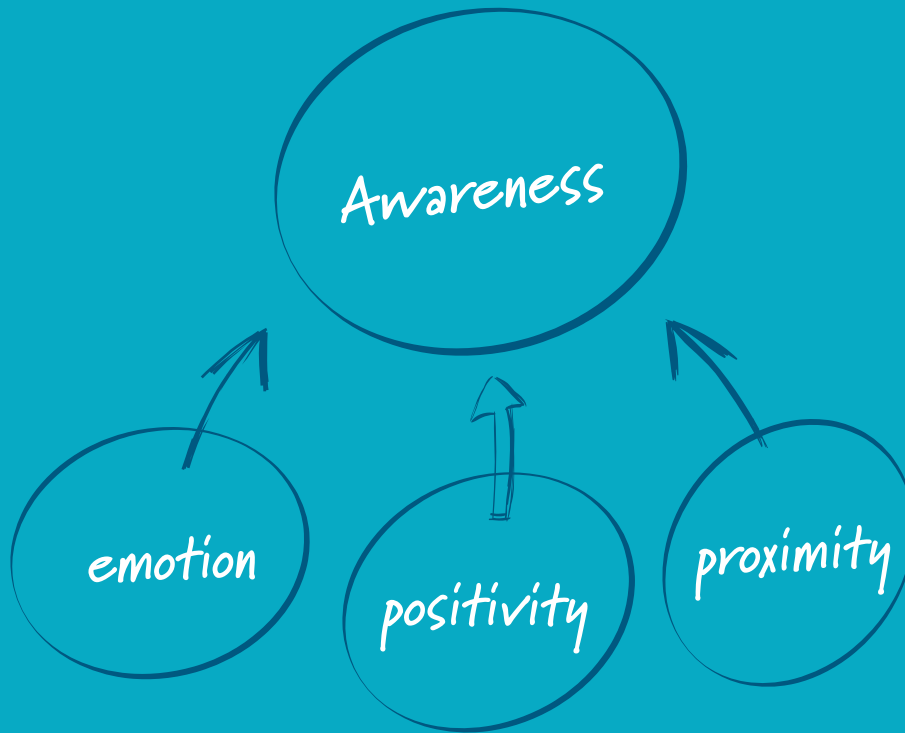
It not only affects transportation professionals.
It might happen to all of us.

* According to World Health Organization data.

3

How do we manage Emotional Driving?





Emotional Driving wants to raise the awareness of society on road safety through emotional, positive and close values.



Employees actively participate in road safety experiences.

Employees

Our staff performs more than 5 million trips per year. They have been the first recipients of Emotional Driving.

They have participated in **roadshows** in our factories, experiencing the road safety with rollover simulators, tests and conferences.

They have been thrilled sharing messages about “**what motivates them to drive safely**”, through the four-episode webseries and the official book of Emotional Driving: Reflections to understand road safety with optimism.

They have learned to drive more safely by participating in Road Safety courses.



Webseries about the experiences of Gonvarri employees



Reflections to understand road safety with optimism



Cutting-edge technology to reach everyone

Get all the details at www.emotionaldriving.com

Families

Is there greater motivation to drive in a responsible and safe way than the thoughts of your own family and children?

This is how the campaign “**Road safety is also a kids thing**” was born. The children of our employees send motivational and positive voice messages to their parents via mobile, moments before driving.



Children of Gonvarri employees transmit their own message

www.emotionaldriving.com

Road Safety Family Day in Gonvarri Barcelona, ►
where each person writes a positive message.



Youngsters and teenagers

Emotional Driving, in collaboration with Movistar, works in favor of road safety focused on the youngest, in the Congresses of the What Really Matters Foundation (LQDVI), an organization that aims to promote the development and dissemination of human, ethical and moral universal values.

More than 15,000 teenagers from middle and high schools as well as young pre-college students attend these Congresses in Spain annually. Emotional Driving impacts, raises awareness and motivates them in terms of road safety.






emotional driving school

By Gonvarri Steel Services

2018 / 2020



 Papi no utilices el
movil mientras conduzas,
porque por muy bien
que conduzas nos puede
pasar algo grave.
Le puede pasar a todos.

Mom, Dad,
do not use
your mobile
phone while
driving



Children

Emotional Driving aims to raise awareness among the little ones. Starting with schools and educational centers of the Comunidad de Madrid and together with AESLEME (Association for the Study of Spinal Cord Injury), Emotional Driving conveys the **EDSchool** campaign to these future drivers, reinforcing a subject still not fully implemented in schools: **education on road safety**.

With positive and motivating messages, and lectures in schools with the help of Aesleme, we raise awareness among the children, who in turn bring home the Emotional Driving message.



It might happen to you

- ◀ * The best message of the "This might happen to you" campaign by AESLEME, whose objective is to transmit to children and youngsters how they can prevent accidents, what the causes may be and the consequences reckless attitudes have.

(* Javier García Blasco, 12 years old. Irlandesas El Soto School)



The Town Hall of Pozuelo de Alarcón, with the Co-sponsoring of Emotional Driving and AESLEME, annually celebrates a children's contest on Road safety. More than 3,000 children from 15 Study centres and schools participate in such categories as Drawing, Slogan, Models and Whatsapp on Safety and Road Mobility, with the common theme "Your emotional signals to improve the road safety".

Emotional Driving and social action

Emotional Driving would not be possible without the participation of:



What Really Matters is a foundation that aims to develop and disseminate universal human, ethical and moral values to general public, primarily through the development of cultural activities. Its main activities are national and international congresses, national and international volunteering, lectures for companies or publication of books, among others.



AESLEME (Association for the Study of Spinal Cord Injury) and Emotional Driving share the same objective: awareness and sensitization on road safety. In order to do this, they unite synergies focusing on children and young people, the drivers of tomorrow, instilling safe and respectful driving. In addition, AESLEME has actively participated in the roadshows carried out in the Gonvarri plants giving voice to the group of traffic accidents victims and reinforcing the emotional component of the program.



Juan XXIII Roncalli Foundation, dedicated to improve the quality of life of adults with intellectual disabilities. Emotional Driving has also brought the topic of road safety to this foundation.

Gustavo Almela (Aesleme) ►
is the best ambassador for
Emotional Driving.

PUEDES
CAMBIAR
TU VIDA



Gonvarri
Steel Services



AESLEME



emotional driving

By **Gonvarri** Steel Services
2018 / 2020



www.emotionaldriving.com

 facebook.com/emotionaldriving

#EmotionalDriving

Download the APP

 Apple

 Android

