



Category: Best CSR Campaign (Indoor/Outdoor)

Company: Skanska Residential Development Poland Sp. z o. o.

## Safe at home

We support Warsaw schools organizing educational performances about safety at home and providing educational materials dedicated to children

**Over 3000**  
trained children



Homes by  
**SKANSKA**



Bartosz Kalinowski  
Managing Director

"Dear children! We are a company that builds housing estates in Warsaw. We want people to live in nice, comfortable flats, be surrounded by nature, and be able to easily get to and from work. We also work to create colorful and friendly places, where you can play and the grown-ups can rest. Your safety is really important to us. You are little tenants and this is why we want you to feel safe in your own home." These are the words that Skanska Residential Development Poland uses to invite children to the company's social and educational campaign entitled "Safe at home" dedicated to teaching them a few tricks and raise awareness about safety in the home.

Up to 3,000 children from Warsaw-based schools, where Skanska organized educational spectacles as part of the campaign, have already attended "safe at home" classes. According to research, an average of 76,000 children below 14 years of age require treatment due to injuries suffered in their own homes. 40% of them constitute children below the age of 5. The Skanska team, alarmed by such news, decided to launch an educational campaign. Thus, Skanska created a project that allows children to learn patterns of positive behavior in a practical way through fun – the childhood is the best time to acquire safe and responsible attitudes. Meetings are held in the form of theatrical performances and are aimed at showing children that simple tasks – such as tidying up toys after yourself, wiping the wet bathroom floor, not letting strangers inside the house, avoiding electrical devices if unaccompanied by adults – can prevent accidents at home, where we all ought to feel safe and sound. The performances constitute an innovative formula prepared by actors from Studio Yapa in co-operation with the developer. By watching the adventures of cartoon-like characters – Mrs. Hedwig Sloppy-Mess, and her neighbor Mr. Tomasz Ruler and Leon the Naughty Cat – children are able to learn what causes accidents at home and how to prevent them.

### **New Approach / Special Efforts Undertaken**

With a focus on the purpose of the campaign, Skanska has developed educational materials dedicated to children - including reflectors, first aid kits and fridge magnets. This year, Skanska is providing children with a new educational tool – coloring books which include the most important messages that children ought to bear in mind after the shows. All books were well-designed and evaluated by both tutors and

specialists in household OHS. Apart from educational value, the coloring books are also a good form of entertainment for children.

**Team Leader Name and Position**

Anna Strożek, External and Internal Communications Coordinator at Skanska Residential Development Poland

**Describe the CSR Campaign and how it was planned**

“Safe at home” is a local social and educational campaign held by Skanska Residential Development Poland since 2016. Its aim is to make children aware of the principles of household OHS. During the campaign, Skanska organizes theatrical performances in selected schools across Warsaw that are located in close proximity to the company’s investments. Children that take part in the shows have the opportunity to learn the rules of household OHS, get to know which situations might cause accidents in the home and learn how to prevent them, understand why they cannot let strangers into their homes or leave a mess on the floors, how to call the paramedics and fire department as well as remembering the general emergency number - 112.

Before launching the educational activities, Skanska’s team had an important challenge:

1. Create characters for the campaign. Finally, it was decided in favor of:
  - Hedwig Sloppy-Mess - an elderly lady who often suffers from both minor and more serious accidents at home resulting from her carelessness and lack of appropriate knowledge. The adventures are presented in a funny way so that children are able to remember them after the show.
  - Tomasz Ruler - an engineer and neighbor of Mrs. Jadwiga. He is an electrician and passionate about medical rescue. He conducts training for children and youths. He comes to the rescue of the careless lady and teaches - both her and children - on how to ensure safety in both houses and apartments.
  - Leon the Naughty Cat
  
2. Developing a scenario of the performance (in both Polish and English) which includes topics such as:
  - Accidental fire
  - Ventilation
  - Airing of rooms
  - Smoke and carbon monoxide detectors
  - Odorless and colorless gases
  - Summoning help - which numbers and what information will be essential?
  - First aid (burns, trauma, bandaging etc.)
  - Clear channels that we move within the home, carpet retouches, tidying up scattered toys and wiping wet floors.
  - Storing cleaning products
  - Letting strangers into your home
  
3. Designing educational materials: reflectors, magnets, coloring books (all books were thoroughly designed and evaluated by both tutors and specialists in household OHS, available in both Polish and English)

During each edition of the campaign, Skanska collects applications submitted by schools that wish to become engaged in the educational campaign - both Polish and international - located in close proximity to the developer’s residential investments. The schools are submitted by the company’s employees and teachers themselves.

The campaign is supported by additional educational social media activities such as #bezpiecniwdomuiemieszkaniu, with the use of the cartoon-like characters.

In the future, Skanska is planning to create a campaign anthem and develop spectacles in the form of broadcasts for children.

**Provide an Approximate Outline of how much Capital was Invested and what Goals were Achieved**

Since the beginning of the campaign, Skanska has trained over 3,000 children and provided all schools with reflectors, first aid kits and magnets with emergency numbers as well as -for the first time this year - educational coloring books. So far, the cartoon-like characters have already visited numerous schools, such as Gen. M. Zaruski Primary School No. 53, Ewa Szelburg-Zarembina Primary School No. 312, Krystyna Krahelska Primary School No. 212, Primary School No. 307, Bronisław Malinowski Primary School No. 107, Ltd. Francesco Nullo Primary School No. 100, Julian Tuwim Primary School No. 234, Żwirki i Wigury Primary School No. 166, Kindergarten No. 330, UNICEF Primary School No. 185, The British School Kindergarten, The British School. Part of the performances is held in English for children from various parts of the world.

This year's autumn edition began with a performance held in Wola district for children from Julian Tuwim Primary School No. 234 located at Esperanto Street 5 and Żwirki i Wigury Primary School No. 166 at Żytunia 40 Street. On this day, 40 volunteers from Skanska Residential Development Poland also transformed the public square on Mireckiego Street. Participants in the event made eight benches along with a table for playing chess and planted over 400 plants. With a focus on children, Skanska's employees also covered the asphalt with popular games such as hopscotch. Furthermore, the worn out lines of the basketball court were refreshed as well. The type of the activities performed by volunteers was not selected at random - they were preceded by consultations with residents who indicated the need to have a place to rest as well as an integration session dedicated to seniors.

**How has the CSR Campaign Improved and Added Value of your Company' Recognition (Indoor / Outdoor)**

The "Safe at home" campaign fits into one of Skanska's most important values - care for life and safety. In their day-to-day situations, the company's employees focus on ensuring care for the comfort and health of people and the environment as well as paying close attention to work safety and reducing dangerous habits. Skanska promotes green and environmentally-friendly solutions as well as being able to conduct its business in a manner that is compliant with nature - this is the company's responsibility to future generations.

**Indicate any Feedback from your Employees / Customers on your CSR Campaign**

- This is a wonderful educational spectacle that impressed our pupils and teachers. The action was helpful and it is worth hosting such campaigns in other schools as well. Important topics - related to the safety of children in their homes and around the construction site - were presented in a way that allowed children to experience difficult situations along with the show's characters as well as advising them. The interactive form of the show will surely help children retain the knowledge gained thanks to the performance. Furthermore, we also received numerous educational materials and a wonderful diploma that will decorate our school's walls - commented Nina Cyrek, pedagogue at Ltd. Francesco Nullo Primary School No. 100.

- All content included within the performance "Safe at home" combine very well with the education course in our school. The actors presented and reminded the children of the most important things to remember in an attractive way - comments Beata Wojtyra - pedagogue at Helena Marusarzówna Primary School No. 175.

- The educational workshops organized by Skanska at our school's premises constitute an important event. The workshops helped children acquire knowledge on activities related to first aid. All this was complemented by a

professional theatrical show - comments Renata Oszkiewicz, director at Primary School No. 166.

- Such actions are necessary as they promote concern and kindness amongst residents - claims one of the observers. - What beautiful plants! I see that the benches are being made as well. I am glad, because elderly people who come here often complain about the lack of benches - adds another.