



"Mi-Promise" Campaign and "My VIP & Me"

Making Safety Personal through Children's Activity Book, Safety Celebration Events, and Promises to Work Safe

"Mi-Promise" Campaign & Video

- Michels' employees' multi-faceted response to the promises requested of them by their loves ones in the original "Promise Me" campaign
 - o "Promise Me" campaign was the Runner-Up of the 2015 IPLOCA Health & Safety Award
- Michels employees were featured in the touching and very personal "Mi-Promise" video
- Team members promise to "stay safe" through simple actions such as: wearing their PPE and seatbelts, using a spotter, and stopping to ask question when they're unsure
- Michels employees share their personal reason <u>why</u> they are making their promises
 - Unscripted, heartfelt, and relatable to all who watch
 - True representatives of the values and culture found at Michels

"I promise to wear my steel-toe boots – that way when I get married I can walk down the aisle with my beautiful bride."

"Mi-Promise" Campaign

"Mi-Promise" and Stop Work Promise Logos and Challenge Coins

- A challenge coin is symbolic of comradery amongst a group of people with a common purpose or goal
- By holding the coin, Michels team members are challenged to represent and uphold Michels culture of safety excellence
- Challenge coins can be presented if someone is in a hazardous situation, performing potentially-unsafe work, or as recognition for outstanding safe service or performance of duty.



Stop Work <u>Authority</u> Stop Work <u>Promise</u>



- Replacing "Authority" with "Promise" changes the message from superiority to one of guidance, friendship, mutual responsibility, commitment and protection
- Elevates the responsibility of employees to exercise their right to stop potentially unsafe work or to refrain from performing a task for which they are not qualified

"My VIP & Me" Activity Book and Safety Celebrations

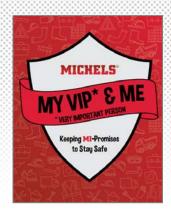
Children's Activity Book authored, designed, and created by and for Michels employees (the "VIP") and the children in their lives.

Michels incorporated "Mi-Promise" into the book in ways children could relate to:

- A page to glue or draw a picture of the child and their very own VIPs (mom, dad, brother, sister, etc.)
- A cartoon construction worker to label with the different PPE that helps keep their VIPs safe

The "My VIP & Me" Activity Book served as the basis of twelve (12) Safety Celebrations in 5 ½ weeks across North America

- Michels provided a platform for families to gather and talk about the book together, share a meal and activities, and make a "promise" to each other
- To demonstrate Michels full commitment to the "Mi-Promise" message,
 attendance of each employee was mandatory and paid in full for their work
 time
- Members of the Michels Family and one or two Michels Senior Executive(s) interacted/engaged with and spoke to the attendees.









Success of the "Mi-Promise" Campaign and Safety Celebrations

Twelve (12) Safety Celebration events including Mainline Pipeline job sites and 2 facilities

4800+ total attendees in a 5 ½ week time frame (3,000 employees, 1,835 family members)

Social media interaction using the #MiPromises hashtag: Over 209,400 viewed posts

Of the attendees that responded to a survey following the events:

- 84-88% of employees and/or their families said the message caused them to think more about their personal safety and the importance of speaking up
- 73% of employees responded that they had additional conversations with their family member/guest about safety following the event

- •While in a 55% growth mode, our safety performance improved significantly! Since the implementation of the Mi-Promise Campaign, Michels:
 - Reduced our TRIR by 38.5%
 - Reduced our LTIR by 38.5%
 - Increased leading indicators while our lagging indicators trended downward

