



#ZERODEATHSATWORK



INTRODUCTION

GOAL

OKILLED

"Zero deaths at work".

This is the title of the campaign launched by UIL to raise public awareness of the need for a collective commitment to safety and health at the workplace. The aim of the campaign is to involve not only our trade union, but also a large part of civil society. There will be exceptional 'ambassadors, testimonials from the world of sport and entertainment, to support this fight for civilisation with their messages on social media.

Our goal is not to reduce the number of victims but to reach zero deaths at work. For UIL this is the fight of a lifetime. It is the fight for the civilisation of work. We must fight for all workers, the present and the future ones. In order to fight, we need to take the field and be involved personally. To win and achieve the goal of zero deaths.

During the war, the American military used to write on a flag visible from afar the number of casualties in the field. In very rare and fortunate cases they wrote "0 Killed" (OK). Just two letters, an acronym that everyone knows. But the story behind what has become a worldwide gesture encompasses a goal that everyone. Being able to metaphorically wave OK flags in all Italian workplaces can truly fill with positivity a gesture that each of us makes on a daily basis. A gesture that becomes a "signature" whenever it is made.

Every year hundreds of workers lose their lives while performing their work.

A number that increases inexorably year after year.

We are tired of these numbers that leave behind them parents, children, families in the sadness of loss and the daily difficulties that deprivation can bring.

We no longer want to count deaths.

UIL, which has always been sensitive to the issue of safety, wants to convey the message that we need to fight against deaths at work.

Because it is unfair.

Because those who go to work must always be certain to go back home safely every day.

Because we pursue the dream of a different future.

Always.

Relentlessly.

PierPaolo Bombardieri
General Secretary UIL

