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Global Presence

Gonvarri Steel SERVICES has 36 Steel Service Centers
Company’s Profile

**Gonvarri Steel Services** is oriented to a full service in order to meet steel customer’s needs through six business units: Automotive, road safety, industry, energy, storage and mecano.

- From procurement and steel processing until delivery including quality management.
- To strengthen and increase our presence.
- Profitable growth through a leverage human talent in a safety working environment and efficiency in operations.

- 36 Industrial plants worldwide
- 3,473 employees
- 2,316 millions € in 2015
Business Units

Automotive
Is 65% of our sales. We supply plain steel to the main car manufacturers. Over the last years we also supply aluminum from our facilities in South Carolina, Barcelona and Serica.

Road Safety
We develop practically all passive safety products under the European norm in our plants in Turkey, Colombia and Asturias.

Energy
We design and develop fixed and mobile solar structures, as well as lights and electricity towers.

Storage
We design, manufacture and assemble a wide range of storage solutions.

Mecano
We manufacture customized cable trays to meet our clients’ needs.

Industry
We supply plain steel for the brown line, as well as metal structures for pedestrian bridges, industrial grounds and mainly construction.
Gonvarri Portugal

180,000 m²

100 employees

Processes:

Longitudinal Cutting

Transversal Cutting
What is Emotional Driving?

“Emotional Driving is the new road safety concept created by Gonvarri that, through positive messages, encourage us to drive in a safer way.”

Objective

REDUCE THE NUMBER OF TRAFFIC ACCIDENTS AND ITS CONSEQUENCES THROUGH POSITIVE ROAD SAFETY AWARENESS
Experience

Over 2,200 people
Speeches + Simulators
CHALLENGE

It is the collaborative challenge in which employees will compete to provide the most effective motivational messages to drive safe in order to get together a common solidarity goal and win some leisure and learning experiences.

The challenge will take place along different steel service centres during 2016.
Emotional Driving Book

The book “Emotional Driving: reflections for an optimistic understanding of road safety” was published in March 2016.

The book collects both traffic victim experiences, as well as reflections from Road Safety experts with a positive message to motivate people to drive safely, equally for employees and society in general.

Collaborators, as the two-time World Rally Champion Carlos Sainz, Gonvarri directors or members from AESLÉME participated, like Mar Cogollos and Gustavo Almela, have participated on it.
4 journeys (physical and emotional) in audiovisual format through 4 main roles from Emotional Driving Book.

4 overcoming stories where stand out the positive perspectives and the need to raise awareness in a different way.
Mobility Plan

2016 Mobility Plan

- 90% of employees have been influenced in the way they drive.
- 47% of employees remember emotional driving when driving.
- 75% wish to participate in this type of events.
- 90% total participation.
- 339 accident prevention proposals.

By Conduct (Oesten Egerslev) 2016
Volunteering

2016

Volunteering
By Gonvarri Steel Services
2016

Gonvarri Steel Services participates in several corporate volunteerings with different foundations.
Emotional Driving School
Social Media

40,000 views

700,000 People reached

90,000 views

+180 followers

+1,700 followers

+300 followers
Awards 2015 / 2016
Thank you