



2023 Report

The biggest and most prestigious HSE award event in Africa

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CEO FOREWORD

AfriSAFE's core mission is to establish a premier event platform in Africa dedicated to recognizing and celebrating excellence in Health, Safety, Wellbeing, Environmental and Sustainability practices. Additionally, it aims to enhance professionalism, amplify safety awareness, and foster unity within industries.

The inaugural AfriSAFE in 2019 was a physical event held at Sheraton Hotel, Ikeja, Lagos, Nigeria. In 2020, due to the pandemic, a physical ceremony wasn't possible, so we recognized 65 individuals and organizations for their impactful contributions through an online event. 2021 began with the launch of "Celebrating the Superhumans of our Everyday Lives", honoring exceptional commitment to occupational health and safety. AfriSAFE 2022, held at Lagos Continental Hotel on November 12, aimed at promoting safety awareness and acknowledging outstanding safety practices across Africa, drawing dedicated professionals and organizations passionate about enhancing safety standards.

In 2023, nominations commenced on June 26 through our webpage (www.afrisafe.org) and award categories were expanded to 23 diverse sectors. This initiative attracted over 12,000 nominations from more than 34 countries worldwide, including Africans in diaspora. The nomination window closed on July 14, 2023. Various strategies were used to scrutinize award categories and streamline the nomination processes.

The momentum of the event publicity remained high, showcasing remarkable creatives such as text, images, and videos disseminated through various platforms, including social media channels and mainstream media publications across various African countries, and email marketing. These initiatives aimed to boost awareness and elevate anticipation among our audience in multiple African countries leading up to the event day.

We initiated a safety awareness campaign tagged 'Collaborating For A Safer and Sustainable Africa,' with prizes tailored for dedicated challenge winners. All practitioners were encouraged to advocate for safety by joining this campaign.

AfriSAFE 2023 wasn't just an event it was a spectacular celebration buzzing with electrifying atmosphere that left everyone spellbound! From riveting discussions to exhilarating activities, it was an unforgettable whirlwind of enthusiasm and positivity, uniting hearts and minds for a safer, brighter future!

AfriSAFE 2023

AfriSAFE 2023, held on the 10th of November at the Federal Palace Hotel in Victoria Island, Lagos, epitomized glamour and fervor, attracting a plethora of esteemed dignitaries and seasoned professionals from the health and safety industry. The day unfolded with a series of captivating events. Below are some of the highlights of the day:

HSE Career and Empowerment in Collaboration with First Aid Services

The Africa Safety Congress/AfriSAFE 2023 had an array of HSE Career and Empowerment Sessions, representing a paramount exploration of safety practices. Among these sessions, the "FIRST AID WORKSHOP SESSION: FIRST AID (CPR)" stands out prominently. Under the supervision of a prominent professional First Aider, Dare Akinfosile, this workshop provided in-depth training in First Aid, specifically focusing on Cardio-Pulmonary Resuscitation (CPR) and Emergency Response. The session equipped attendees with crucial techniques and practices essential for handling emergency situations effectively.

Conclusively, attendees of the Africa Safety Congress/AfriSAFE 2023 departed not solely with theoretical understanding but also with hands-on expertise garnered from the diverse array of HSE Career and Empowerment Sessions

Scan here to see HSE Career and Empowerment Images



Exhibitors at AfriSAFE 2023

AfriSAFE 2023 had a total of nine exhibition stands, each representing distinguished organizations within the safety industry. The event welcomed exhibitors such as Prime Atlantic Safety Services (PASS), Milary Nigeria Limited, RusselSmith Nigeria Ltd, Qodar Safety Consults, SafetyPlus Nigeria, Hybrid Group, Surveillant Fire Limited, Kevron Group, and Notion Technology Limited.

These exhibitors brought forth a diverse spectrum of perspectives, products, and services in the field of safety. Each stand served as a unique platform for showcasing innovative solutions, fostering networking opportunities, and sharing expertise with attendees.





THE RED CARPET

At the heart of the AfriSAFE red carpet, a vibrant cultural mosaic unfolded as cultural ambassadors adorned themselves in resplendent masquerade attires and traditional African garments. Against the backdrop of the event's theme, 'Collaborating For A Safer and Sustainable Africa,' these cultural ambassadors served as living embodiment of unity, collaboration, and preservation. The masquerade ensembles, steeped in symbolism and ancestral heritage, stood in harmonious collaboration with those draped in the rich, diverse fabrics of Africa's cultural tapestry. Their attire not only spoke volumes of tradition and history but also echoed the event's core message of fostering collaboration for a safer and sustainable Africa.

The Red Carpet hosted by Laone Motseonageng, a passionate professional from Botswana, and Arojoye Blessing (BubblingB), a professional red-carpet host, broadcaster, and linguist, started with media interviews, cocktail, networking, and a grand red-carpet reception with so much excitement and display of safety props to amplify the message.

Martins 'the Extratainer', an award winning event host and author, co-hosted the event alongside Adedayo Adejokun, a professional voice actor, voiceover coach, and master of ceremonies. Their dynamic presence added a layer of excitement to the event, setting the tone for a memorable experience.

The opening music performance at AfriSAFE 2023 commenced with the soulful tunes of "Mario Sing," a rising musician setting an exquisite tone for the event. Their enthralling melodies not only captured but enraptured the audience, drawing them into a world of mesmerizing blues.

Scan here to see Red Carpet Images



Keynote Address by **Mr. Oswald Magwenzi,** Country Managing Director, Zambia Sugar

Mr. Oswald Magwenzi's insightful discourse revolved around the pivotal role of leadership in fostering a culture of safety within organizations.

Mr. Magwenzi passionately discussed the profound impact that effective leadership can have on mitigating workplace hazards. He emphasized how astute leadership strategies can significantly contribute to the reduction of potential risks in organizational settings. In his compelling address, Mr. Magwenzi expounded on leadership responsibilities beyond the workplace. He reiterated the crucial role that leadership plays and its importance in ensuring the safety not only of our workplaces but also of our communities, nations, and continent.

Mr. Oswald Magwenzi's address served as a guiding beacon, illuminating the essential nexus between leadership and safety across various spheres of life.



Special Guest Speech: **Dr. Vanessa Phala**

Director of the ILO Office for Nigeria, Ghana,
Liberia, and Sierra Leone

Dr. Phala emphasized the significance of Occupational Safety and Health (OSH) as a fundamental human right in her speech on "OSH as a Fundamental Human Right." She stressed that ensuring safe workplaces isn't just policy but a right.

Dr. Phala emphasized on collaborative efforts across Africa as pivotal in upholding these rights, urging joint initiatives among governments, employers, workers' representatives, and international organizations. Her address emphasized the vital link between OSH and human rights, especially amid crises like the COVID-19 pandemic.



1ST PANEL DISCUSSION

Collaborating to Overcome Barriers: Developing an Africa-Centric OSH Framework.

The panel discussion was an engaging session moderated by Mr. Wale Bakare, CEO of SMTS Nigeria, where esteemed professionals from various African countries shared insights on developing an Africa-centric Occupational Safety and Health (OSH) framework.

Each panelist offered unique perspectives based on their expertise, highlighting the importance of unity, shared best practices, and the incorporation of indigenous knowledge in formulating tailored and effective OSH strategies. They emphasized the role of education, regulation, and cross-border cooperation in fostering a culture of safety across the continent.

The session concluded with a consensus on the necessity of collective action, emphasizing the need for inclusive policies to address Africa's unique challenges while aligning with global OSH standards.



2ND PANEL DISCUSSION

Diversity and Inclusion in Occupational Safety and Health (OSH) and its crucial role in securing a safer and future-proof Africa

The panel discussion, moderated by Sharon Atieno, Compliance and HSSE Manager, Golden Africa Djibouti delved into the pivotal theme of Diversity and Inclusion in Occupational Safety and Health (OSH) and its crucial role in securing a safer and future-proof Africa.

The panelists, comprising seasoned professionals across three African regions engaged in a vibrant dialogue centered on fostering diversity and inclusivity within the OSH landscape across Africa.

The discussion highlighted the importance of embracing diversity as a catalyst for innovation and progress in safety practices. Each panelist brought forth unique perspectives from their respective sectors, emphasizing the value of diverse voices, gender inclusivity, and the empowerment of underrepresented groups in shaping a more resilient and forward-thinking OSH framework.

Key takeaways included discussions on breaking barriers, promoting equal opportunities, and creating safe spaces that accommodate diverse talents and perspectives. The session concluded with a unified call for efforts toward creating an environment that values and leverages the diversity of skills, experiences, and backgrounds in advancing occupational safety and health practices across Africa and beyond.



AUDIENCE BREAKDOWN

AfriSAFE 2023 had 150 VVIPs, 200 VIPs, and 250 important guests / passionate practitioners / media personalities, culminating in a total attendance of over 600 live guests and 22,550 online participants. Furthermore, an estimated audience of over 90 million followed the proceedings of the event through various platforms and news media across Africa.

Other highlights of the evening included dance drama performances from two groups, MOG Akpos' comedic brilliance illuminated the event, leaving the audience in fits of laughter and creating an atmosphere of pure joy and amusement. E-First Entertainments' captivating performance not only enthralled the audience but also conveyed a powerful message of safety. Their dynamic presentations, adorned in vibrant African attire, skillfully weaved elements of safety awareness into their cultural expression, creating a unique and impactful experience for all attendees.

Cumulatively across all media platforms, we reached a recorded audience of 116,778,280 for the "Collaborating For A Safer and Sustainable Africa" edition. AfriSAFE 2023 was an amalgamation of inspiration, information, and entertainment. The award functioned as an inspiring catalyst, similar to what the Grammys, Oscars, and AMVCA do for the entertainment industry!

STATISTICS – Few of the CAPTURED Media Publications

PLEASE NOTE: We only put media that we have access to their impressions.
There were lots more media not captured here

Media Name Reach (Daily Est) Publication Link

Business Day Newspaper	5,460,000
https://businessday.ng/aviation/article/afrisafe-ncaa-reels-out-plans-to-sustain-zero-air-accident-rate-in-nigeria/	
The New Diet	3,660,000
https://thenewsdietng.com/africa-to-hold-biggest-safety-congress-at-5th-afrisafe-awards/	
Daily Trend	4,830,000
https://dailytrend.com.ng/2023/10/20/the-omis-award-organiser-sets-to-hold-africas-biggest-safety-congress-afrisafe-awards-2023/	
The Guardian	5,130,000
https://guardian.ng/news/ilo-others-move-to-curb-3m-yearly-deaths-from-industrial-accidents-in-africa/	
HSE Nations	463,000
https://hsenations.com/2023-congress-dapo-omolade-and-prof-christopher-imumolen-triumph-as-man-of-the-quinquennium-at-afrisafe-gala/	
Funds For NGOs	3,470,000
https://www2.fundsforngos.org/community-development/2023-nominations-open-for-africa-safety-award-for-excellence-afrisafe/	
The Herald	2,270,000
https://www.herald.ng/afrisafe-2023-award-details/	
One Page Africa	1,500,000
https://onepageafrica.com/2023/10/20/hsenations-intl-holds-afrisafe-awards-2023/	
Concoursn	50,800,000
https://concoursn.com/2023-nominations-open-for-africa-safety-award-for-excellence-afrisafe/	

Total Reach: 91,083,000

SOCIAL MEDIA PLATFORMS

Platform	Reach
Facebook	108,252
Instagram	94, 232
Twitter	12,521
LinkedIn	309,476
WhatsApp	86,580
YouTube	4219
Telegram	44,000
Email Marketing	36,000
Total Reach: 695, 280	

ELECTRONIC MEDIA PLATFORMS

Platform	Reach
TVC News	10,00,000 +
Arise Tv	10,020,000 +
Ln24	5, 000, 000 +
Total Reach: 25,000,000+	

NOMINATION PROCESS

On June 26, 2023, the nominations for AfriSAFE Award 2023 was formally launched through the website (www.afrisafe.org) and other news media platforms, introducing a total of 23 nomination categories spanning diverse sectors. More than 12,000 nominations were received from 34 countries worldwide:

Nigeria	Ghana	Cameroon	Uganda
Kenya	Angola	Ethiopia	Singapore
United Kingdom	Zimbabwe	USA	Canada
South Africa	Mozambique	Egypt	Zambia
Senegal	UAE	Sudan	Malawi
South Sudan	Switzerland	Botswana	Qatar
India	France	Namibia	Ukraine
Tanzania	Tunisia	Rwanda	Norway
Equatorial Guinea	Congo DRC		

JUDGING PANEL

We engaged seven (7) distinguished top safety professionals from Africa, United Kingdom and United State to serve as judges. These selected judges brought extensive years of valuable experience to oversee the judging process, guaranteeing fairness and impartiality in selecting the ultimate winners. Within a span of two (2) weeks, the judges carefully assessed the submitted verifiable evidence from shortlisted entries received across the twenty-three (23) Award Categories.

THE WINNERS

The distinguished individuals honored at the AfriSAFE event showcased exceptional leadership and dedication within the occupational health, safety and environment landscape. Their contributions span various sectors, highlighting innovative approaches, exemplary practices, and impactful initiatives. These individuals have exhibited a commitment to advancing safety standards, fostering a culture of awareness, and implementing effective strategies aimed at promoting a safer work environment.

Their leadership and dedication serve as inspirational benchmarks, setting new standards and emphasizing the importance of continuous improvement in occupational health and safety practices across different industries within Africa.

The recognized organizations at the AfriSAFE event displayed outstanding commitment, innovation, and excellence within their respective industries. Through their initiatives, services, and products, these organizations have made significant strides in promoting safety, sustainability, and excellence. They have demonstrated a proactive approach in implementing best practices, offering cutting-edge solutions, and contributing to the advancement of safety standards across various sectors.

TARGET AUDIENCE: Our target audience cuts across both Public and Private sectors among whom are: > Safety Professionals / Practitioners > HR Managers > MDs / CEOs > Organizations in Manufacturing, Aviation, Construction, Oil and Gas, Hospitality, among other sectors

TESTOMINIALS

We received testimonials from diverse individuals and organizations portraying the EVENT as a pivotal standard for safety professionals across the African continent. Here are a few testimonials:

Being a part of AfriSAFE 2023 was an enlightening experience. Witnessing the commitment and dedication of individuals and organizations to elevate safety standards across Africa was inspiring.
Oswald Magwenzi (Country Managing Director, Zambia Sugar Plc)

An exceptional convergence of safety experts and advocates at the event, illuminating the importance of unified efforts towards a secure Africa. The dedication and synergy among professionals and organizations towards safety advancement were truly inspiring. A remarkable showcase of collective commitment towards enhancing safety standards continent-wide.
Dr. David Arku, (Vice President, Institution of Occupational Safety and Health.IOSH) (Ghana)

AfriSAFE has helped in promoting best practices and standards within the industry. Developing guidelines, conducting research and providing resources to help companies improve their HSE performances.
Alex Kasengo, Tanzania (Country Head of HSSE, Lafarge)

AfriSAFE 2023 was an impactful gathering, showcasing a collective commitment to safety and well-being across Africa. It was inspiring to witness professionals and organizations united in their dedication to creating a safer environment. A truly enlightening experience!
Dr. Vanessa Phala-Moyo (Director of the ILO Office for Nigeria, Ghana, Liberia and Sierra Leone at International Labour Organization)

NISafetyE commends HSE Nations the organizers of the AfriSafeevent . Thank you for bringing All of Africa to Nigeria.
Dr. Akaninyene Ekong, (National Chairman Nigerian Institution of Safety Engineers (NISafetyE))

CONCLUSION

AfriSAFE 2023 is a testament of our commitment to a safer and a sustainable Africa. Our profound appreciation goes to all who participated in the process, particularly our sponsors for their belief in the vision to promote safety and health across various sectors in Africa.

With collective effort, we reached over 500 million in 5 years. We can do much more come 2024. AfriSAFE 2024 will represent the ongoing dedication to safety awareness and the celebration of remarkable safety achievements in various sectors across Africa.