

Best Initiative to Engage Colleagues

Winner //

CADENT GAS X RIPPLE&CO

This award recognises creative and effective ways to engage colleagues in mental wellbeing initiatives.

This entry transformed psychological safety from a wellbeing message into something a safety-critical workforce could see, feel and act on.

Cadent wanted to reach 350 employees, from frontline engineers to directors, and challenge a deeply embedded culture where admitting uncertainty, stress or doubt could feel like weakness. Traditional conferences and wellbeing campaigns were struggling to cut through. Ripple & Co took a different approach: using immersive, actor-led drama to make speaking up, looking after one another and psychological safety feel real and impossible to ignore.

From Wellbeing Message to Immersive Experience

The experience opened with a deliberate pattern interrupt: real Cadent incident footage combined with newly filmed material simulated



Making speaking up and psychological safety feel real and impossible to ignore.

an unfolding emergency, immediately capturing attention and creating curiosity.

Delegates then moved through six bespoke live-acted scenarios, each exploring the human factors behind safety incidents. Rather than simply replaying events, the experience travelled backwards to uncover their causes and forwards to explore their consequences.

Personal headsets, character interaction and facilitated learning stations brought delegates into the action. Across different



Cadent Gas invited Ripple & Co to transform their Safe+Well Conference with a fully immersive, actor-led experience guided by our specialist facilitators

environments, including the workplace and a pub, participants explored why people stay silent, how leadership behaviour influences psychological safety and how small warning signs can be missed.

Each scenario was then unpacked in facilitated round-table discussions, ending with a live QR commitment that asked delegates to define safety in three words.

Results & Impact

The experience created a measurable shift in engagement. 100% of surveyed attendees rated it better than the previous year's conference, reporting that it changed how they thought about supporting one another.

The response went beyond the event itself. Delegates valued the opportunity to speak with colleagues across levels they would not normally interact with, while the immersive, time-travelling format helped the learning resonate. Most significantly, Cadent committed to extending the experience from the original 350 participants to its entire 6,000-strong workforce – a rollout now underway.

To sustain the learning, Ripple & Co also filmed each character six months after the fictional incident, revealing what had or hadn't changed. Released as a post-conference learning piece, the story continued the conversation around psychological safety, speaking up and looking after one another beyond the event. ■

Judges' comments

- + Love the creativity here!
- + Really engaging and innovative initiative that tackled head on a cultural challenge within a tricky to reach workforce.

Highly commended

→ PicPay x Zenith

Shortlisted

- Lockton
- Suez Recycling and Recovery UK LTD