

World Day for Safety and Health at Work

Experta ART promotes prevention beyond the workplace

In April, the company launched an online training program with an open invitation to all companies and workers in the country, based on the philosophy that prevention is not only a workplace responsibility but also a tool for transforming everyday life. With this initiative, Experta ART has now trained more than 350,000 workers directly.

Buenos Aires, April 23. In the month that marks World Day for Safety and Health at Work, Experta ART rolled out a comprehensive prevention, awareness, and participation campaign aimed at thousands of workers throughout Argentina, as well as their families and communities.

The initiative was launched this month because April 28 is World Day for Safety and Health at Work. In 2022, the International Labor Organization amended the 1998 Declaration on Fundamental Principles and Rights at Work to include the guarantee of “a safe and healthy working environment” as one of the fundamental rights.

With an innovative approach and a clear educational focus, Experta ART developed a virtual tour available on a [website specially designed for the occasion](#). There, users can build their own “care route,” advancing through different thematic stations that were enabled during April.

“We designed a digital experience that simulates a path with different stops, each addressing key aspects of prevention. As the content is unlocked, new opportunities for learning and participation open up,” explained Sonia Marotto, from Experta ART's Training and Prevention department.

Each stop on the journey offers a combination of content designed to facilitate learning and encourage participation. Interactive games such as trivia, memory tests, word searches, and challenges on platforms such as Kahoot are combined with informative brochures, practical fact sheets designed for use in different contexts, and short videos that invite reflection on prevention and health from a close and everyday perspective.

The experience is complemented by resources available in the Virtual Content Space, which includes self-management tools, simulators, 360° tours, and other educational materials open to the general public, designed for use in work environments, at home, or in educational spaces.

Prevention as a transversal value

This line of work expands on what was developed in 2024, when Experta launched an innovative proposal to raise awareness about accident prevention and health care from

a broad perspective that includes not only workers but also their families and close environment.

“The content chosen has a broader focus, with content that is not necessarily linked to the job position, but to well-being in all aspects of life,” highlights the company.

This comprehensive approach reinforces the idea that health and safety must be present in all areas: work, home, the street, and school. Prevention, as a cultural value, is built with information, participation, and commitment..

An open invitation to participate

With these actions, Experta Seguros reinforces its commitment to building a solid, participatory, and sustainable culture of prevention. *“We want everyone to feel like an active part of this process. Prevention is not just a job responsibility: it is a tool for transforming our daily lives,”* concluded Marotto.

About EXPERTA SEGUROS

Experta Seguros, with 100% Argentine capital, is a general and life insurance company belonging to Grupo Wertheim. With an innovative profile, it relies on knowledge and experience to offer comprehensive solutions to its customers. Experta ART aims to be the country's most chosen insurer, thanks to its quality services and the response it provides to companies and their insured parties. To achieve this, Experta ART is committed to continuously incorporating capabilities, skills, and technologies into its workforce that will enable it to establish clear leadership in occupational risk coverage, providing security and solutions to its customers.