



# SafeBuild Alliance

*ELEVATE*

# Contents

- 1 Welcome + Context
- 2 Our Foundation: Mission, Values, Vision
- 3 Value Proposition
- 4 Membership Overview
- 5 SafeBuild Pledge
- 6 New Programs + Roadmap
- 7 Brand Identity & Messaging Refresh
- 8 Feedback & Closing

# Speakers



Caren Seal

Board President

Advanced Technology Group



Steve Clem

Board Past-President

SKANSKA



Jason Oliver

Executive Director

SafeBuild Alliance



# Why is SafeBuild "relaunching"?

In response to your feedback, the industry, and our responsibility as leaders in the space, we are evolving in order to:

- 1 Create greater value for our members & the industry
- 2 Clearly define our mission, values, vision, and approach
- 3 Make your experience with us more meaningful and impactful
- 4 Deepen the connection within our membership, and continue growing



# A Brief History

GPCP Begins  
in 2006

2009

Greater Portland  
Construction Partnership  
(GPCP) Prequal /  
Certification / Assessment  
(PAC) program begins

2012

GPCP becomes SafeBuild  
Alliance, broadening our  
scope to support all job  
sites, owners, and  
contractors

2017

SafeBuild Alliance  
Foundation is created to  
support like-minded  
organizations and  
individuals

2026

SafeBuild's new chapter  
strengthens our role in  
driving a culture of safety  
across the industry



## Why SafeBuild?

SafeBuild Alliance exists to elevate construction safety culture as a whole.



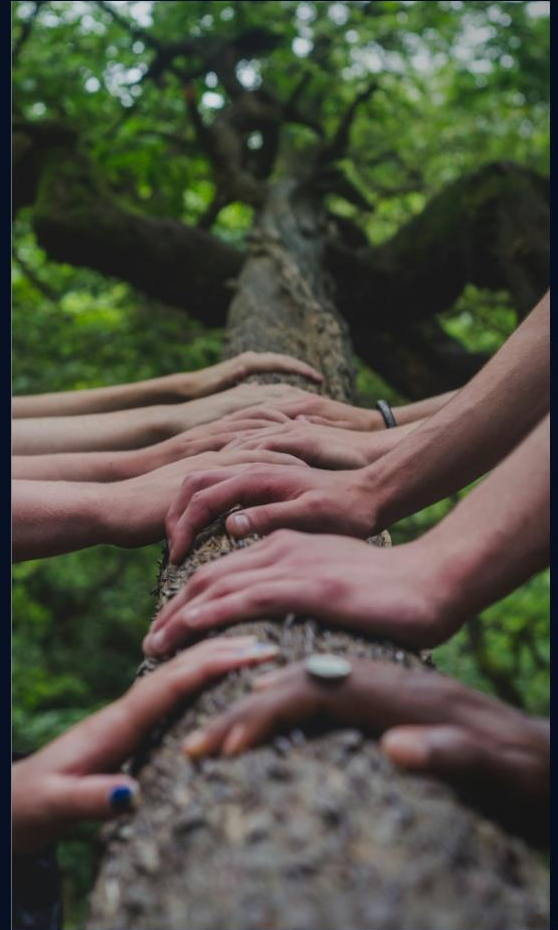
# Cultural Safety vs Technical Safety

**Safety culture** represents a **strategic mindset** rather than a set of tactical or technical actions. It's the shared values, beliefs, and behaviors that determine how our decisions prioritize people and well-being.

	SAFETY CULTURE (STRATEGIC)	TECHNICAL SAFETY (TACTICAL)
FOCUS	Vision, leadership, values	Rules, procedures, compliance
OWNERSHIP	Organization-wide	Safety team, site management
GOAL	Long-term cultural change	Incident prevention
MEASURE OF SUCCESS	Engagement, empowerment, innovation	Incident rates, compliance scores
APPROACH	Integrated into business strategy	Applied as a tool, control mechanism, or requirement

A strong **safety culture** transforms safety from a **set of requirements** into a **strategic advantage**. It influences how leaders make decisions, how teams communicate, and how you are perceived by clients, partners, and employees.

When safety is cultural, it's not managed – it's modeled.





A full-page background image featuring a rugged, snow-covered mountain peak. The mountain's ridges and valleys are partially covered in white snow, with dark, rocky outcrops visible. The sky above the peak is a gradient of soft colors, transitioning from a pale blue at the top to a warm, pinkish-purple near the horizon, suggesting a sunrise or sunset. The overall mood is serene and aspirational.

# Mission, Values, Vision

SafeBuild Alliance

# Our Mission: ELEVATE

-  We exist to elevate safety culture as a whole.
-  We think forward to what's next.
-  We empower leaders to connect and share.
-  We spark inspiration and challenge norms.
-  We take a holistic view of safety, culture, and society.



# Our Values

## Think Bigger...

- ...with our work: **Compliance is the bare minimum - we go beyond.**
- ...with our teams: **We consider and care about how safety impacts the whole person.**
- ...with our ideas: **We stay ahead of the curve.**
- ...with our impact: **We seek to expand our reach and build a long-term legacy.**

## Drive Change

- ...with our work: **We move ideas into action.**
- ...with our teams: **We start by doing.**
- ...with our ideas: **We act boldly.**
- ...with our impact: **We use our influence.**

## Trust in Collaboration

- ...with our work: **We believe in contribution over competition.**
- ...with our teams: **We check our ego and leverage relationships.**
- ...with our ideas: **We know we're better together. We open up and share.**
- ...with our impact: **We approach safety with a shared commitment and care.**





Our vision is to inspire  
progress across the  
**country.**

In ten years, SafeBuild will  
stand as the **defining  
voice** for transforming  
safety culture.

A full-page background image featuring a rugged, snow-covered mountain peak. The mountain is dark and rocky at its base, with patches of white snow and ice. The sky above is a gradient of soft colors, transitioning from a pale blue at the top to a warm, pinkish-purple near the horizon, suggesting a sunrise or sunset. The overall mood is serene and majestic.

# Value Proposition



# Why Join?

SafeBuild Alliance members are part of a local community that's transforming construction into a safer, more sustainable industry. By joining, you'll gain:

Role-based programs and collaboration

Member-only meetings and content

Holistic approach to safety

Powerful network & shared expertise

Mark of trust & SafeBuild Pledge





# New Benefits

	OLD MODEL	NEW MODEL
Safety Week, Innovations, Wellness Meetings	✓	✓
Member-Exclusive Meetings by Role	—	✓
Member Networking Hub & App	—	✓
SafeBuild Pledge & Mark of Trust	—	✓
Member-Exclusive Job Site Tools	—	✓
Partner-Level Website Recognition	—	✓

A full-page background image featuring a rugged, snow-covered mountain peak. The sky is a gradient of soft pink and purple, suggesting a sunrise or sunset. The mountain's ridges are sharp and covered in white snow, with some dark rock visible in the shadows.

# Membership Overview

# Who should join?

A strong safety culture starts at the top but can only be realized in the field.



## Visionaries

SafeBuild is where industry leaders come to leave their mark.

Here, you'll connect with forward-thinking peers, gain insights from the field to inform your leadership, and learn how to develop your team — transforming safety from a “priority” into a core value that drives every decision and defines your legacy.



## Job Site Leaders

Leading from the field is challenging.

You're balancing the technical demands of the project with the interpersonal demands of your team. SafeBuild helps you connect with the peers who are in your shoes and the leaders who once were — so you can strengthen your safety culture through shared experience and proven approaches.



## Safety Professionals

SafeBuild is your launchpad for growth.

By broadening your perspective beyond the day-to-day, you're able to sharpen your skills, expand your network, and accelerate safety performance — showing your team you're ready to take your career to the next level.



# Membership Structure

General Contractors, Owners, Trade Contractors, Organizations, Vendors, and Agencies

## ICON

Firms who participate in SafeBuild at the highest level. Members may be on the board of directors, or engaged with committees.

- SafeBuild Mark of Trust & Annual Recommendation Letter
- Access to Member Only web portal, app and member communication forum.
- Invitation to member-only events
- Ability to participate at the board level (when available)
- ICON designation on SafeBuild website
- Safety week elite sponsor
- Annual ICON job site package

\$2,000/year

## Ambassador

Highly collaborative members and vocal supporters of SafeBuild's mission and values within their organizations.

- SafeBuild Mark of Trust
- Access to Member Only web portal, app and member communication forum.
- Invitation to member-only events
- Ability to participate at the committee level
- Ambassador designation on SafeBuild website
- Annual Ambassador job site package

\$1,250/year

## Small Businesses

For designated minority, women-owned, service-disabled veteran owned, emerging small businesses, and other similar recognized designations in OR and SW WA.

- SafeBuild Mark of Trust
- Access to Member Only web portal, app and member communication forum.
- Invitation to member-only events
- Recognition on SafeBuild website
- Annual SBE job site package

\$750/year

## Patron

For our partners who are suppliers, vendors, and agencies.

- Unique Patron recognition and placement on website.
- Meeting and event sponsorship opportunities.
- Additional branded sponsorship opportunities.
- Opportunity to message membership via email and in-app communications.

\$1,500/year



# SafeBuild Pledge



# SafeBuild Pledge

For too long, "safety" in construction has been treated as a box to check. Meet the standard. Fill out the form. Pass the inspection. But the old way isn't just outdated; it's problematic. By joining SafeBuild Alliance, our organization pledges to elevate safety culture — not as a finish line, but as a constant pursuit of better.

We commit to embedding cultural safety into the way we work, lead, and build. Safety will not just be measured by lagging indicators like incident rates, but woven into every decision. This also means striving for continuous improvement, sharing our successes and setbacks, and pushing our teams — and our industry — toward smarter, more human-centered safety practices.

Most importantly, we commit to engaging in the SafeBuild community in meaningful ways. We know that change happens when we show up, contribute, and learn from one another, and participation is how we move from intent to impact.

**As a member of SafeBuild Alliance, we affirm our commitment not just to safer job sites, but to a safer and more resilient industry.**





# New Programs + Roadmap

## Member Exclusive Programming & Content

# Executive Series

*SafeBuild's Executive Series makes space for remarkably candid conversations about fostering a stronger, safer workforce. These small-group sessions offer a mix of expert perspectives, peer collaboration, and practical takeaways.*

### 1 Shaping Organizational Culture

How do you influence safety culture at scale? Explore the role of leadership in setting expectations, identifying culture champions, and bridging the gap between policy and practice.

### 2 Responding to Industry Shifts

Market pressures, workforce shortages, supply chain disruptions, tariffs — how do these impact safety? This session unpacks the evolving construction landscape and what it means for your safety strategy.

### 3 Building Safety into Biz Strategy

How does safety performance influence client trust and create a competitive advantage? Translate safety outcomes into financial, reputational, and operational value.

### 4 Future Workforce Development

How do we attract and retain safety-minded workers? Here we address generational shifts and evolving workforce expectations as we rethink leadership pipelines and mentorship models.

### 5 Leadership in Times of Crisis

How do executive decisions define culture during critical moments? We will discuss lessons from past incidents and disruptions, how we communicate with transparency and empathy, and maintaining morale under pressure.

### 6 Technology and Change in Safety

Leveraging innovation without losing human connection. What are practical use cases for AI, wearables, predictive analytics, etc? How do we balance automation with trust, communication and culture?

## Member Exclusive Programming & Content

# Field Leader Exchange

*The best way to build a strong safety culture is by seeing it in action. This event format brings field leaders together on active jobsites for first-hand insights on what it takes to build a strong safety culture every single day.*

### 1 Leading from the Field

How do field leaders set the tone for safe work each day? We'll explore techniques for starting each shift with clear expectations as well as turning toolbox talks into meaningful conversations.

### 2 Communicating 360°

Here we'll focus on the link between field teams, project managers, and executives. This includes sharing job site realities with leadership in construction ways, building credibility across company levels and with subcontractors, and navigating communication gaps.

### 3 Real-World Problem Solving

Peer-led site tours and live demonstrations. We will walk through real scenarios, discuss field-tested solutions, and encourage open dialogue between SafeBuild members.

### 4 Coaching & Mentoring the Next Generation

Focus on building future leaders on today's projects. How do we create learning moments, mentor, and foster accountability while strengthening morale?

### 5 Turning Near Misses into Culture Wins

Make reporting a positive experience. We'll talk about ways to deconstruct near misses and learning from them, and building systems that reward honesty and proactive communication.

### 6 Tools, Tech, and Tactics

What are some of the practical innovations that are improving safety and efficiency today? Field-tested wearables and apps, time-saving workflows that reduce risk and rework, and what's actually worth investing in.



## Member Exclusive Programming & Content

# Safety Professional Development

*To elevate the impact safety professionals have on culture and performance, our development program creates focused connections between their work and key roles across the industry.*

### 1 Data to Decisions

Learn how top safety leaders balance metrics with narratives to drive positive, long-term change by transforming data into strategy and storytelling.

### 2 The Psychology of Safety

Understanding the human side of safety leadership, including why people take risks, tools for motivating safe choices, and behavioral safety programs that are proven to work.

### 3 Collaboration Across Trades & Contractors

How do we strengthen our influence beyond the company walls? We'll explore creating shared accountability in multi-employer projects, navigating differing safety standards, and facilitating joint safety meetings to build trust and consistency.

### 4 From Compliance to Culture

What's the process for evolving from rule enforcers to change agents? Here we look at reframing the safety pro's role as a strategic leader and techniques for influencing without authority.

### 5 The Safety Innovator's Lab

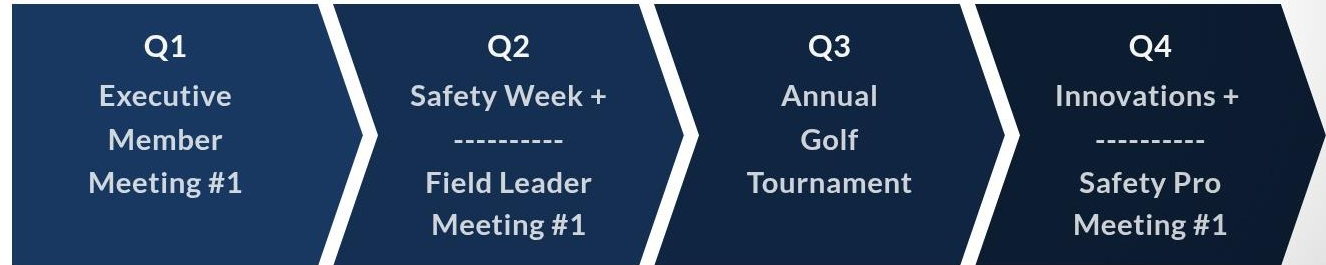
Exploring emerging tools, technologies, and ideas. Which innovations actually improve outcomes? Here we share examples of what is working and how to implement it.

### 6 The Career Arc: From Specialist to Strategic Leader

How do we take the next step and grow beyond technical expertise? We'll discuss how to build credibility with the executive team, transition from compliance manager to organizational influencer, and safety succession planning.

# 2026 Programming Roadmap

2026 is Year One, and begins our ramp to offering multiple annual events for each of our member groups.  
Additional programming may be added throughout the year depending on demand and availability.



A majestic snow-capped mountain peak, likely Mount Everest, dominates the background. The mountain's rugged, rocky ridges are partially covered in white snow. The sky above is a soft, gradient of colors, transitioning from a pale blue at the top to a warm, pinkish-purple near the horizon, suggesting a sunrise or sunset. The overall atmosphere is serene and awe-inspiring.

# Brand Identity + Messaging



# Refreshed Branding

**SAFEBUILD**  
**ALLIANCE**

New Logo

***ELEVATE***

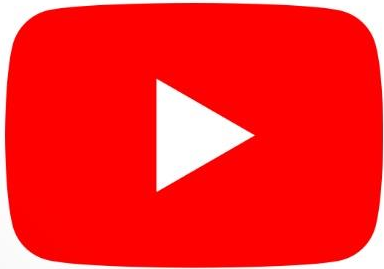
Mission Statement Tagline



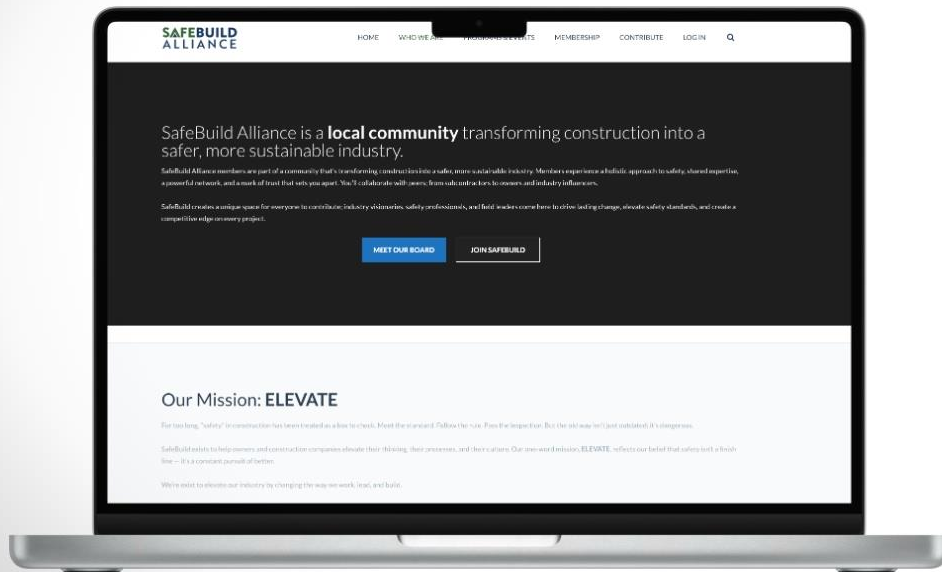
Brand Icon

# Messaging Social Connections

Improved and increased content across our social channels.



# All New Website & App



## Simple, clean navigation

Find what you're looking for fast and easy, no matter what device you're on



## Events at-a-glance

See what's coming up, invite friends to attend



## Member login

Access your account, communicate with other members, register for events



**Promote  
your  
commitment**  
on your website, in  
proposals, on the  
job site with our  
**Mark of Trust.**



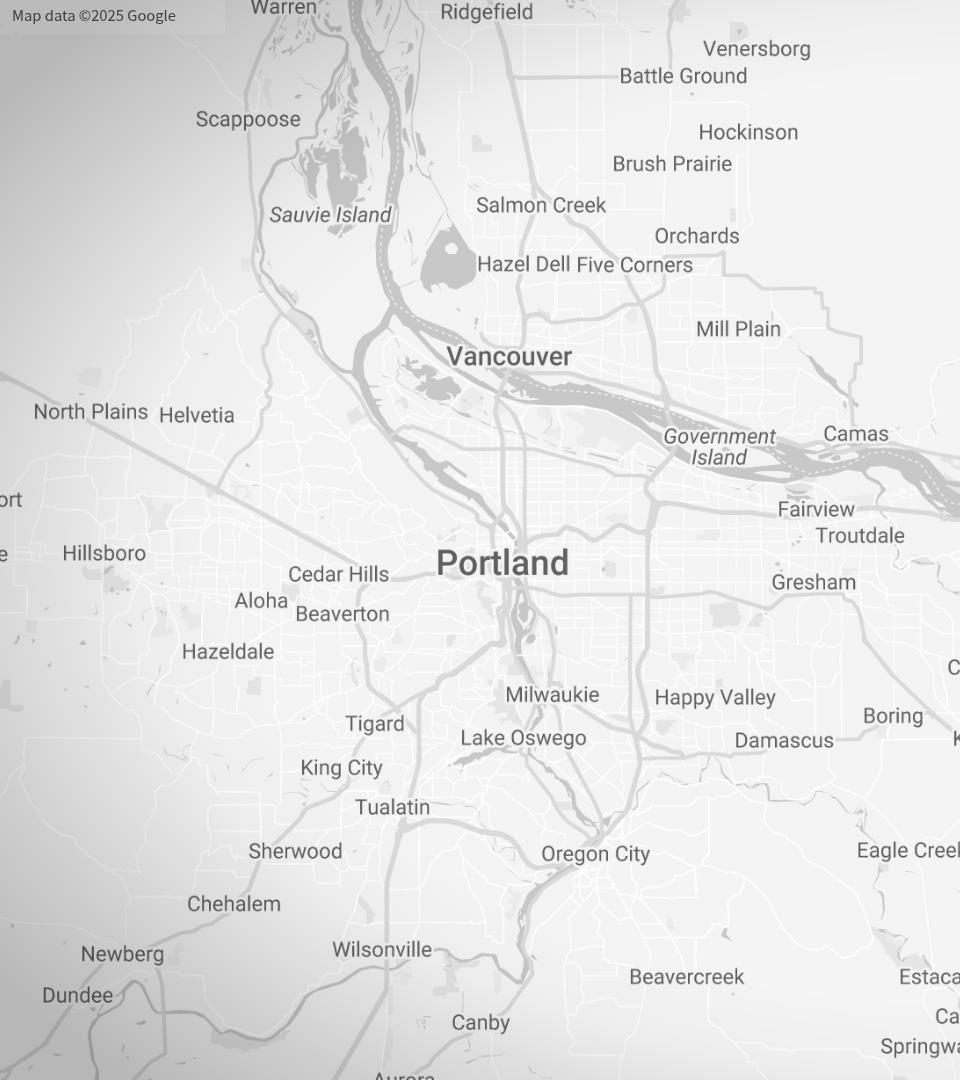
SafeBuild Alliance Relaunch:

# What's next?

- 1 Renewals begin December 1
- 2 New website launches January 1
- 3 Member events begin in February
- 4 Questions? Comments? Feedback!!



**Volunteer request &  
event feedback**



# Let's connect

Portland, Oregon



503-567-9722



[linkedin.com/company/safebuild-alliance](https://www.linkedin.com/company/safebuild-alliance)



[youtube.com/@safebuildalliance](https://www.youtube.com/@safebuildalliance)



[facebook.com/SafebuildAlliance](https://www.facebook.com/SafebuildAlliance)



[instagram.com/safebuild](https://www.instagram.com/safebuild)



[x.com/safe\\_build](https://x.com/safe_build)



[safebuildalliance.com](https://www.safebuildalliance.com)