“How to Improve Collective Safety on Construction Sites and Leverage Economic Resources”

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Good morning.

I'm here for the money.

Let me start frankly.

Because all of us here at this conference today—technicians, coordinators, production managers, and contracting companies—share two common missions: to optimize resources and reduce risks.

And today, we're going to demonstrate how these two missions, when well managed, become one.

For safety to advance in a real and sustainable way, we must accept a truth that may make some uncomfortable:

Safety advances when it's profitable, when it demonstrates a return on investment.

When it ceases to be perceived as a cost and becomes an economic driver.

When I talk about money, I'm not just talking about revenue; I'm talking about the profitability of everyone involved in the construction value chain.

I'm talking about margins, deviations, penalties for delays, and insurance premiums. I'm talking about the industry's image.

I'm talking about compensation, and above all, I'm talking about lives. An accident entails high direct and indirect costs.

Work stoppages lead to financial losses. Inspections require reorganization.

And improvisation increases downtime. Reputational damage, and above all, human losses.

And let's not forget:

We are all in this for the money.

The difference lies in deciding whether that money is lost to accidents, improvisation, and lack of coordination… or invested intelligently in effective systems.

In construction, every technical decision directly impacts the bottom line.

Collective safety is no exception. How many times have we heard the phrase, “I don’t have the money for safety”?

We have to eliminate that phrase from the construction sector. It is our obligation to make people understand that the correct phrase is, “I don’t have the money to not install professional safety equipment.”

We must make the entire value chain understand that safety is not an expense; poor safety is.

A construction project with poorly planned safety can cost between three and six times more than one that is well-planned.

But beyond the statistics, there is a practical reality:

A lack of professionalization in safety is not profitable.

Tell me: Were you more productive the first time you did your job, or when you do it now?

Today, we all know that one of the biggest problems in our sector is the lack of skilled labor. Tradespeople are a “luxury commodity.”

Can we afford to sacrifice the skills of a formwork carpenter or painter in their trade and have them install safety equipment?

Let the plumber paint the ceilings while he's here, or let the carpenter do the electrical work "to save costs."

Let's get the work done and then we'll figure out where to put the windows... Absurd, right?

Well, this is what happens when we leave the installation of collective protection systems to tradespeople who aren't specialists.

And this is how it goes: poor installation, late, dismantling, reassembly, interference, delays.

Does this seem efficient to you? That's time.

And time on a construction site is money.

Una obra que “se siente” segura funciona mejor.

That's why I'm here for the money, because we are a resource, we are the specialists in collective protection systems, and we provide added value that can't be achieved through improvisation.

A specialized collective protection system installer contributes much more than just "installing equipment." Their contribution impacts costs, deadlines, legal responsibilities, project continuity, and a real reduction in risks.

A good installer:

Coordinates with all the different teams (structure, carpentry, installations, scaffolding, etc.).

Plans what to install, when, and how, avoiding conflicts.

Adapts solutions to the specific characteristics of the project because they are likely working on more than 200 projects a year, which gives them the necessary experience.

A specialized installer provides:

Systems tailored to the project.
Technical review if the project phases change.
The ability to improvise professionally without compromising safety.

They resolve situations that don't appear "on paper."

Thanks to their intervention, the following are reduced:

Risk of accidents.

Risk of penalties.

Loss of production time.

Damage to materials or construction phases.

Safety costs money; poor installation costs much more.

A collective protection installer can:

Propose improvements as the work progresses.

Remove or relocate systems without stopping work.

Periodically inspect the protective measures.

A construction site is not a static environment. Safety evolves with the project, and someone must ensure this continuity.

The presence of a professional installer:

Gives peace of mind to the site manager.

Facilitates the coordinator's work.

Prevents friction with subcontractors.

Generates real safety for workers.

A construction site that "feels" safe operates more efficiently.

Collective protection installers contribute real safety, legality, productivity, efficiency, and professional reputation to a construction project.

They are a key player in ensuring that the project is safe, profitable, and meets regulatory requirements without surprises. Becoming more professional gives us reasons to evolve: the more we know, the more we want to improve. This internal drive is what motivates us to systematize our work, especially in the installation of systems, so that our work becomes increasingly efficient, agile, and predictable.

Systematization isn't just a technical matter; it's a path to profitability. Because if we work better, faster, and with fewer errors, we all win. And let's not kid ourselves:

We are here for the money.

Efficiency means safety, quality, and ultimately, business.

A lack of preventative planning increases downtime.
Improvised systems generate risk and additional costs.

The only way to reverse this cycle is by professionalizing and standardizing collective protection, and doing so based on technical, regulatory, and economic criteria.
We must make the installation of collective protection systems a profession.

The Origin of the RSA System: When Safety is Born on the Construction Site
Now, let me share something personal, because I believe it explains what I'm trying to convey better than any graphic.

As I've already told you, I'm Yolanda Resa, and my company is the developer, owner, implementer, and official distributor of the RSA System (which we call RESA).

We've been implementing the RESA System for over 15 years, completed more than 800 projects, and received several safety and innovation awards.

I want to make something clear: the RSA System wasn't created in an office.

It was born on the construction site, from real-world experience, from the mud, from the formwork carpenter, and from decades of facing risks, solutions, and improvements every day that only those on the ground truly understand. RSA is a system created from practice, observation, and necessity, not from theory.

My father is a formwork carpenter by trade. And those of us who know

construction work understand the long-standing problem between formwork carpenters and crane operation. Cranes are a highly valued resource.

The formwork carpenter wants to produce square meters of concrete slab, which is what he gets paid for at the end of the month, and anyone who touches "his crane" automatically becomes his enemy and therefore an activity to be avoided.

For over 60 years, this has been one of the biggest problems facing safety in construction practice.

My father, despite being the most interested in a safe work environment for himself and his colleagues, was already fed up by 2006 with having his crane taken away to install forks, because for him, having the crane taken away meant a loss of money: if the work stopped, he couldn't pour concrete, and the square meters he was paid for at the end of the month were less: Money (I repeat, we're here for money).

Without a crane, the construction stops.

And a construction project that is stopped loses money every hour, and as we have discussed, up to that point the usual system used in construction, which I am not going to explain anything about because you already know it and have surely suffered from it, was the "Horca" system, which paralyzes the production of the work.

And allow me to insist: Safety processes when it is profitable

That's where the familiar conflict arises:

Safety versus production. And the question was very simple:

Remember, he was just a foreman of formwork carpenters. How can we protect ourselves without losing the crane?

Because on a construction site, if something slows down production, it's simply not used. In other words, we stop installing safety measures to produce more.

Don't think he hadn't quantified it. Every 10 days we pour columns, and before that, they have to raise the safety nets. It takes them a day to install the nets, so 10% of the crane's time is taken up by safety.

An analysis perhaps a bit crude and probably not the most accurate, however, it was his and it was his motivation. In any case, with more than 10 years of implementation and more than a thousand projects completed with the RSA system, we have verified that not only was it true, but he may even have underestimated it.

And so the RSA system was born:

We were obsessed with preventing risk rather than minimizing the effects of an accident. My father couldn't understand why he had to fall to be caught by the safety net.

Therefore, our system makes falls from different heights impossible (let's not forget

forget that this is the leading cause of death in the industry).

No interference. Of course, considering that a formwork carpenter developed the system, there was no question of taking away his crane. It's installed without a crane.

Another of his obsessions was that the removal and installation of collective fall protection systems generated risks. These had to be avoided. That's why our system protects the installer. It progresses with the construction work, minimizing reinstallations.

Very short assembly and disassembly times, providing greater profitability and greater safety.

Reduced labor requirements (Profitability).

Standardization of processes (Efficiency).

The RSA System works because it is designed to serve two simultaneous objectives:

Protection and production. RSA is not just a preventative solution; it's a mechanism for economic optimization, where resources are used to their fullest potential.

First, we tested it on-site. Then we adjusted it, tested it, installed it, and optimized it every day.

And what happened next was something no one expected:

We became influencers, a model everyone aspires to.

What began as an economic necessity became the biggest turning point of the last 50 years regarding the most critical risk in construction: falls from heights.

An advance born from the pressures of daily practice…
and transformed into a historic leap forward in collective protection.

Here, I want to introduce an idea that I believe is fundamental for the future of the sector.

We are witnessing the industrialization of the sector, which is simply a systematization of processes.

When safety is improvised → it costs money. When safety is systematized → it generates a market.

It becomes a replicable model. It becomes a standard.

It becomes a business opportunity.

And when something becomes a business, it starts attracting investment. Large manufacturers don't invest where there's no market.

But when collective protection ceases to be an occasional occurrence and becomes a

standardized, measurable, and repeatable system, it becomes an economic opportunity.

And then something very powerful happens:

When collective protection becomes an industry standard:

investment is made in testing,
investment is made in design,
technical expertise is developed,
the number of manufacturers increases,
innovation accelerates,
implementation improves.

And something happens that almost no one says out loud:

When safety is profitable… more safety is installed.

When the major players in the sector see a business opportunity in safety, a multiplier effect occurs.

It's a virtuous circle.

Systematization generates business. Business generates investment.
Investment expands the systems.
Systems facilitate implementation. And we all improve.
Companies improve. Margins improve.
Real safety on construction sites improves. Not out of obligation.

But because the market itself drives it. And that's much more sustainable.

When collective protection is integrated from the start:

Improvisation is eliminated. Deviations are reduced.
Coordination is improved.
Productivity is optimized, and safety becomes cheaper.

Planned safety is always cheaper than reactive safety. Always.

And when that planning is also supported by industrialized and standardized systems, efficiency multiplies.

Before disagreement appears, let's make one thing absolutely clear: a life is **priceless**. No economic calculation can compensate for a human loss. That said, it's worth taking an honest look at the enormous structure of regulations, documents, and procedures that underpins construction safety; a framework that, in practice, only works when it's integrated into the operational reality of the project.

If we look at history with a bit of perspective, we'll see that two forces have transformed the world: economics and religion.

And since we can all agree that we can't leave safety in God's hands, the only realistic path left is to rely on economics.

Because, although regulations set the course, the real decisions on the construction site are made—as we all know—based on: in addition to what the law requires.

Costs,

Deadlines,

Performance,

Reputation,

And this is where systematized and professionalized collective protection demonstrates its full value:

when it is seamlessly integrated into the construction process and allows for better use of resources, it ceases to be an obligation and becomes an intelligent tool that facilitates the work.

The result?

That we achieve our true objective:

reducing accidents.

Not through imposition.

Not out of fear of penalties.

But through pure **technical intelligence.**

Conclusion

I start and finish the same way. **I'm here for money.**

But not for the money that safety costs.

I'm here for the money a construction project loses when safety isn't properly integrated.

The RSA System was born, among other reasons, because a formwork carpenter had his crane taken away so that the collective protection system could be installed.

And that forced him to ask a very simple question:

Does it make sense to choose between production and protection? His answer was no. The solution was to design something that would allow them to do both. That's where true professionalization begins.

When safety stops being a hindrance and starts to be integrated. When it becomes systematized.

When it generates a market. When it attracts investment. Then something interesting happens:

Safety doesn't advance out of **obligatio**n. It advances because it's **viable**.

It advances because it's **profitable**.

It advances because it makes **technical sense.**

And when that happens, everyone involved in the construction process improves.

Safety coordinators improve because they can plan with reliable systems, not improvisations.

Prevention technicians improve because the construction site ceases to be a hostile environment and becomes a controlled and predictable one.

Site managers and supervisors improve because interference is reduced, stoppages are avoided, and real productivity and, above all, peace of mind are gained.

Construction companies improve because deviations, downtime, and hidden costs decrease.

Manufacturers and suppliers benefit because a professionalized market fosters innovation, standardization, and technical expertise.

Developers benefit because they achieve more efficient, faster projects with less reputational risk.

And above all—and this is the most important point—the people who climb structures, assemble formwork, unload materials, or work at heights every day benefit.

Because when safety is properly integrated, the environment improves for everyone: greater efficiency, greater reliability, greater stability… and fewer accidents.

My invitation is very simple: let's stop improvising.

Let's stop treating safety as a formality and start treating it as an industrial process. Plan collective protection measures from the very beginning, not from the thirtieth

minute. Choose systems that don't halt construction.

Professionalize the installation. Standardize the procedures.

Make safety a workflow, not a stopgap measure. If you want to reduce accidents, reduce costs, reduce deviations, and increase productivity, the change starts today:

Stop implementing safety measures "as usual" and start implementing them as if you care about your profit margin, your time, and your reputation.

Because the future of the industry won't be determined by **regulations**: it will be determined by **profitability**.

We're all in this for the money.

The difference lies in deciding whether we use it to pay for mistakes… or to drive solutions that advance the sector. Thank you very much.

Signed: Yolanda Resa 617489748