

Nomination: 9641

Elevating Training with VR

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

PAN AMERICAN ENERGY

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Elevating Training with VR

Category

F01 - F80 Solutions, Implementations, and Training Programs or Media > F52 - F74 Training Programs or Media > F67 - Safety Training

Training Programs or Media Submission Format

Written Answers

a. If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released. Required

In 2022, PAE's HSE team and AXION energy's Commercial Training team launched large-scale VR-based training for fire emergency response at service stations.

By June 2024, the program included modules for Under-the-Hood work and CPR. There is also a new VR-based training course at the Campana Refinery.

For 2025, the implementation of VR is planned for two additional service station training modules: Pump Area Hazards and Tanker Truck Unloading.

b. Describe the features, functions, and benefits of the nominated program or media (up to 350 words). Required

The virtual reality (VR) training program at AXION energy service stations in Argentina transforms fire emergency response preparation by providing an immersive and interactive learning experience.

This pioneering program, led by PAE, the country's premier private integrated energy business, addresses the urgent need for comprehensive fire safety training in a high-risk setting where live scenario recreation is not practical.

The program's main features are realistic 3D reconstructions of service stations and hazardous scenarios, immersive learning on fire behavior, and hands-on training with different fire extinguishers based on fire type.

Trainees interact continuously with the virtual environment, obtaining step-by-step instructions for initial fire reaction, auditory stimulation via alarm signals, and practice in emergency procedures such as customer evacuation and setting up safety perimeters.

The training includes how to correctly turn off electricity during a fire emergency, as well as fire control methods under the hood. This user-centered experience is simple and accessible, even for first-time VR users, with ergonomic headgear and 30-minute sessions to reduce motion sickness.

The fundamental goal is to encourage active involvement, elicit genuine emotional connection, and provide hands-on experience in a fully controlled, real-world situation, hence improving fire emergency response training for service station attendants. Originally created for fire situations, the program has grown to include "Under-the-Hood Work" and CPR modules, and it has been adopted by other business units, including the Campana Refinery, for training on unusual and high-risk circumstances.

The advantages are significant: it reduces the inherent hazards and logistical constraints of live fire training while overcoming the shortcomings of traditional one-way, slide-based instruction, which lacked real-world applicability, limited involvement, and emotional engagement.

The VR training has had a direct influence on physical safety and life protection across PAE's operations, as proven by a real-world occurrence in which an attendant who had just been taught two weeks earlier successfully managed a fire, saving lives. The program has received 98% satisfaction and an 85% average knowledge transfer score from over 7,600 trained employees, supporting PAE's commitment to safety and employee well-being while establishing the company as a leader in large-scale VR-based training in the industry.

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c. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. (up to 350 words). Required

The VR training program has had a substantial commercial impact and critical acceptance, establishing PAE as a pioneer in innovative safety training in the energy industry. Following AXION energy's VR deployment, PAE became the first company in the sector to implement large-scale VR-based training. This innovative approach and its statewide application gained the brand widespread acclaim, with PAE being the only firm in the sector selected to tell a success story at the Virtuality Festival Latam 2023. This event is the Latin America's largest metaverse event, demonstrating the program's excellent international critical reaction.

In terms of monetary and unit investment, USD 18,600 was spent on training development and rollout. The program's initial goal was to recruit 1,200 attendants across 54 company-owned service stations within nine months. This goal was achieved, with 1,200 service station attendants trained across all 54 company-owned stations within the specified time frame. The training was also expanded to include third-party stations, resulting in an additional 100 attendees. As of June 2024, over 7,600 AXION energy attendants have been taught using VR experiences, which included both Fire Emergency Response and Under-the-Hood Work modules. This vast reach included over 450 service stations in 22 provinces, with 2024 training coverage reaching 104% due to multiple sessions at some sites. A total of 2,700 training hours were delivered.

Trainees' satisfaction with the product is extremely high, far beyond expectations. The initiative had a 98% satisfaction score, which above the minimum projected rate of 90%. Furthermore, the average knowledge transfer score was 85%, which exceeded the 80% target.

A dramatic customer testimonial demonstrates the training's direct impact: in 2023, a fire broke out at an AXION energy service station. A service station attendant who had only completed the VR-based Fire event Response training two weeks before handled the event quickly and successfully, saving lives. This real-world achievement proves the program's effectiveness in encouraging decisive action and staying calm under pressure.

Here's a video of the incident and attendant testimony:
<https://www.youtube.com/watch?v=4jmh8tulD1M>

Video: <https://www.youtube.com/watch?v=WReLksFg9qw> how VR training works at service stations.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

The video "How did it happen? What was expected to occur: The training is a potent example of the program's practical effects. In this video, an attendant shares his personal story of successfully managing a fire emergency at a service station and saving lives just two weeks after finishing the VR-based Fire Emergency Response training. This demonstrates how immersive learning transfers into observable safety results and directly supports the program's efficacy.

The movie "working under the hood" depicts a training module for staff to properly do mechanical repair on cars, such as changing the engine oil.

The video "Evento LATAM" depicts the company's participation in the region's leading technology innovation event.

The "VR simulation" movie shows the fast response training for a fire at a gas station.

The PDF "250618_Axion_Elevating_Trianing.pdf," provides a comprehensive overview of the health and safety training program's strategic components. It describes the inspiration for the VR initiative, the objectives established, the thorough strategy used for its creation and implementation, and the rigorous implementation procedure. It also offers quantitative results. This document provides solid, data-driven evidence to support all statements regarding the program's success, scope, and strategic design.

The document "Magazzine Zona de Seguridad" contains an article published by one of Argentina's most prestigious industrial safety magazines.

The document "AXION energy Expands Training Strategy with Virtual Reality Headsets_Nota Surtidores ENG.pdf" contains an article released on the implementation of a new VR training program at AXION energy's refinery.

Webpage Link

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[REDACTED] (REDACTED FOR PUBLICATION)

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Would you like to add an additional webpage link?

Yes

Web Page Link 4

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Would you like to add an additional webpage link?

Supporting Document

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Would you like to add an additional supporting document?

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Terms and Conditions

I Agree