

Zero compromise: MILWAUKEE® launches 'Project Zero' drive for on-site safety

4 months ago



MILWAUKEE® is confirming its commitment to uncompromising construction site safety with the launch of [Project Zero](#), an industry-focused H&S initiative aimed at promoting best-in-class safety practices and reducing on-site accidents.

The initiative, inspired by the construction industry's admirable yet elusive aim of eliminating on site accidents coincides with the World Day for Safety & Health at Work (28th April 2025).

On the day itself, and over the following fortnight, the company will directly engage with on-site personnel, offering expert guidance on safer working practices and effective strategies to cultivate a zero-accident workplace culture.

Addressing a Persistent Problem

Led by MILWAUKEE®'s Job Site Solutions (JSS) teams, the campaign directly responds to the alarmingly high rates of workplace accidents that persist throughout Europe. The latest official statistics show that in 2022 alone, nearly 3 million injuries and 3,000 fatalities were reported, with [construction accounting for almost a quarter of EU-work related deaths](#), making it one the continent's most hazardous industries.

MILWAUKEE®'s own 2025 research study into EU construction site safety supports these worrying statistics. Polling over 3,000 construction workers across 14 countries, it found that only a third of workers felt completely safe on site, whilst over half of all EU construction workers (52%) have had up to five major incidents throughout their career.

It's an issue that MILWAUKEE®, which has always prided itself on being one of the safest professional

power tool brands on the market, knew needed to address directly to effect positive change.

Never Compromising on Safety

In-person site visits by the JSS teams will be central to the campaign, where they will provide hands-on demonstrations and training to showcase operational best-practice, as well as expert guidance on the latest safety features of tool and workwear equipment on the market today.

Creating Construction's Health & Safety-first Culture

By bridging the gap between awareness and action, Project Zero will help teams better understand correct safety practices and implement iron-clad processes and controls whilst reinforcing the importance of continuous improvement in risk prevention.

Construction professionals, site managers, and health and safety officers are invited to join the movement toward a zero-incident future. Companies interested in booking a JSS site visit to participate in Project Zero can contact MILWAUKEE's team directly or [book online](#).

Philip Welsh, MILWAUKEE®'s Trade Marketing Director, says: "The goal of zero workplace injuries is universal, but it's far from a reality. Project Zero is about driving a radical shift in safety awareness, pushing construction teams to look at all aspects of their sites to see how they can operate safer, and more productively. A key area that we want to focus on within Project Zero is slips, trips and falls, the most common and preventable types of accidents. By raising awareness of these safety hazards, and ways to mitigate them, we will take the entire industry one important step closer to achieving its crucial target of zero accidents on the jobsite."

To find out more or register your team for a Safety training from our jobsite team, click here: <https://uk.milwaukeeetool.eu/range/ppe/project-zero/>