



PRAISE

Work-Related Road Safety

PRAISE

Preventing Road Accidents and Injuries for the Safety of Employees

Identify, Evaluate and Prevent Occupational Road Risks

Brussels – 25th June 2014, 09:00-14:00

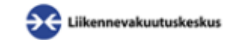
Antonio Avenoso
Executive Director

European Transport Safety Council

European Transport Safety Council

- Independent NGO promoting a science-based approach to road safety
- **47 members** across Europe
- Funded by members, the EC and private sponsors
- More than **200 experts** contributing to ETSC's Reviews, Policy Papers, Positions.
- Aiming to identify and promote research-based measures with high safety potential
- Aiming to provide impartial advice on transport safety to policymakers across the EU

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ETSC Activities



Monitoring EU transport safety policy

*Promoting best practices
Developing recommendations*

Preventing Drink Driving



Preventing Speeding



Road Safety Performance Index (PIN)

Ranking EU countries' performances

Developing projects on priority areas

Preventing Cyclists' deaths

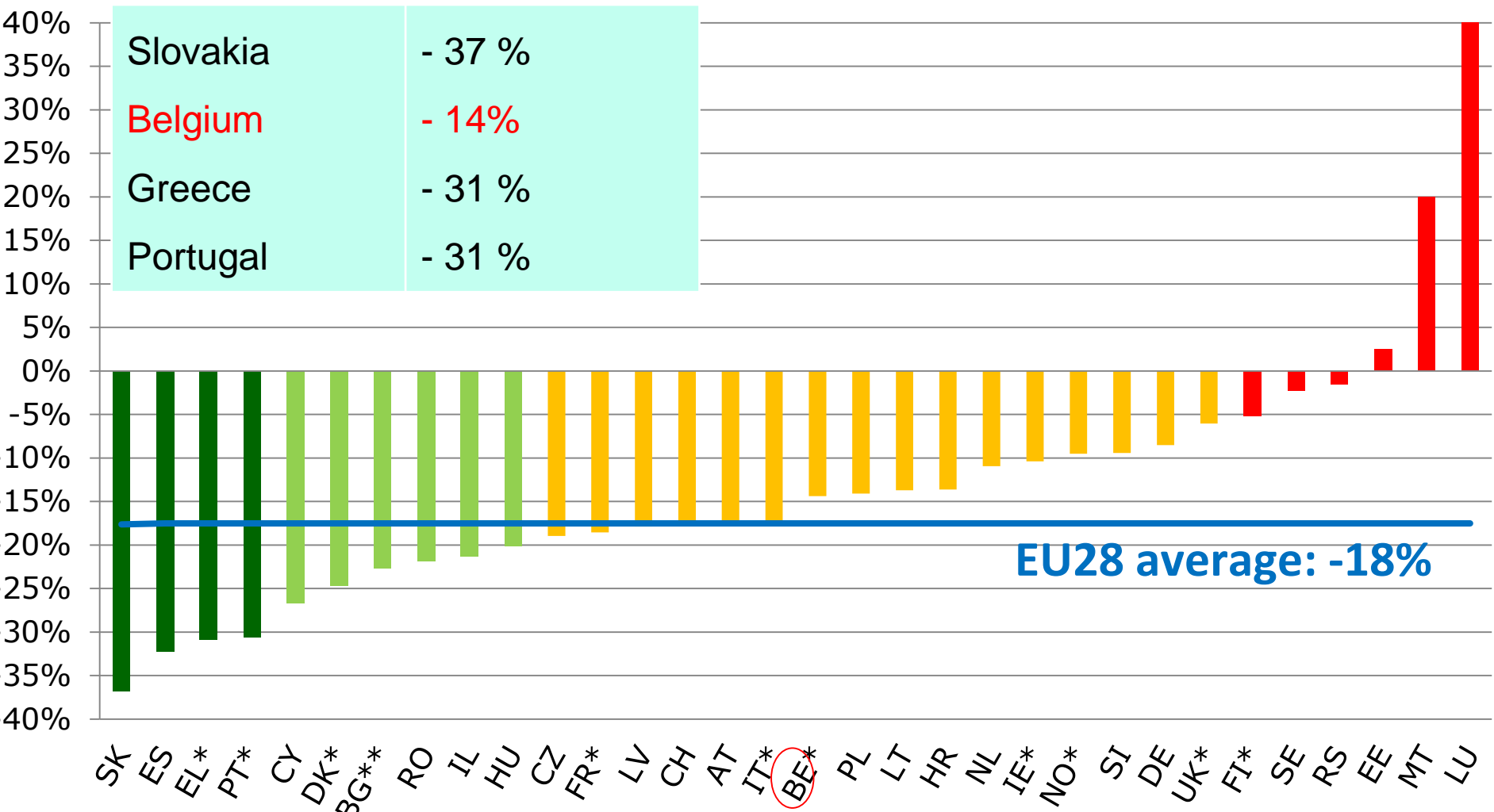


PRAISE

Work-Related Road Safety

Praising Best Practice in **Road Safety 'At' Work and 'To' Work**

Percentage change in road deaths 2010-2013

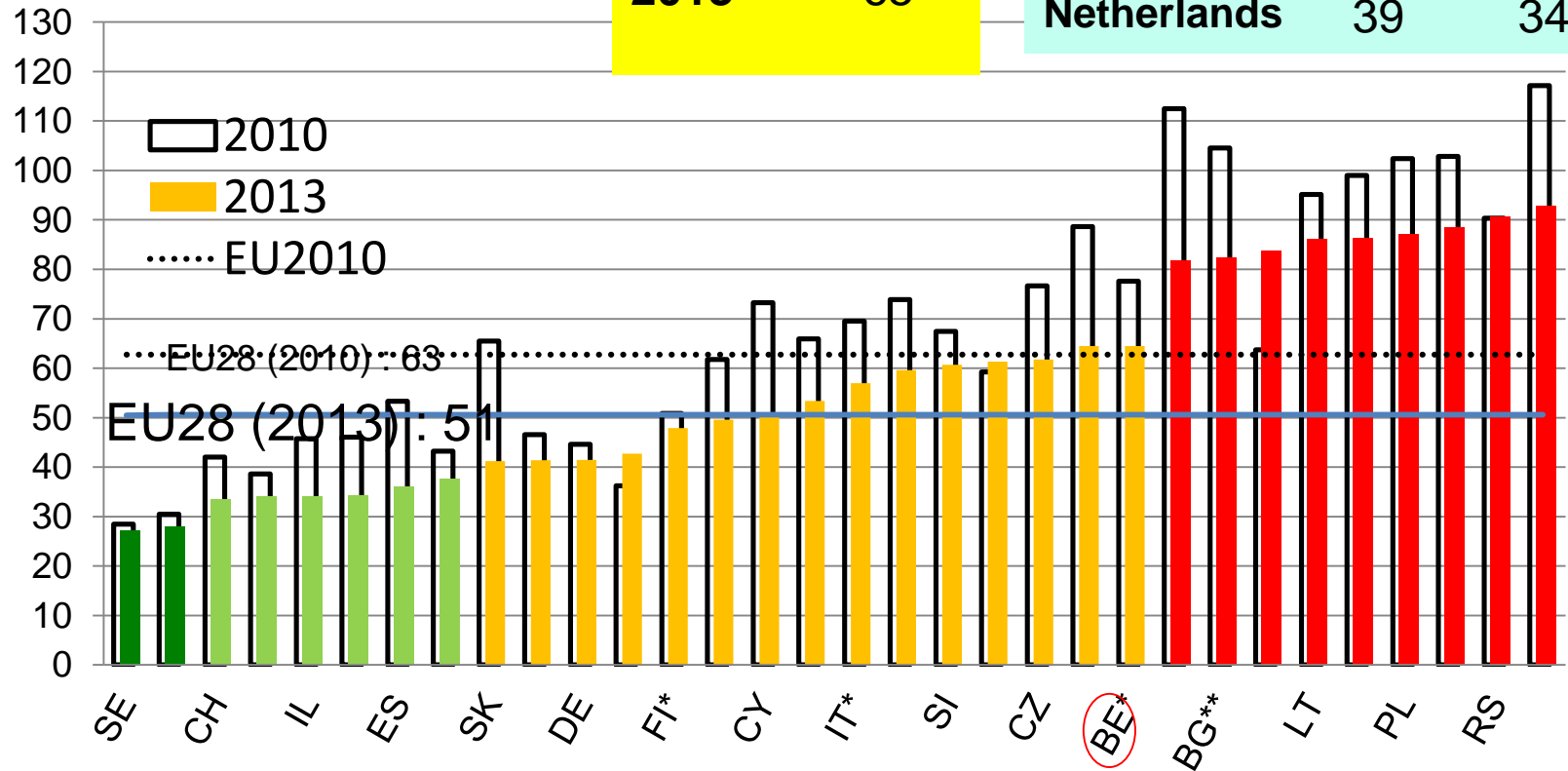


Road mortality

Road Deaths per million inhabitants in 2013 (comparison between 2010-2013).

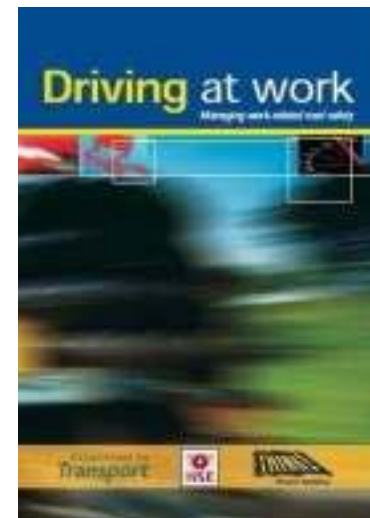
BELGIUM	
2010	78
2013	65

	2010	2013
Sweden	28	27
UK	30	28
Netherlands	39	34



Road Safety at work in the EU

- *It is estimated that in Europe **six out of ten work accidents resulting in death are road crashes, including both crashes while driving for work and commuting crashes.** (Eurogip)*
- *It is estimated that **40% of all road crashes involve people ‘on duty’ and people driving to work or returning from work.** (ORSA)*



Driving for work includes:

- Professional transport
- Driving whilst at work, for example sales people
- Workers on the roads, for example carrying out repairs
- Commuting to work

Recommendation:

- Data collection should be improved including collecting and monitoring “**purpose of journey**”.
- What is monitored is more likely to be improved

Why?: The Business Case

Ethical case (CSR)
Legal compliance
Economic case

Collision costs (£\$€)	Additional sales required if ROS is 1% (£\$€)	Additional sales required if ROS is 5% (£\$€)	Additional sales required if ROS is 10% (£\$€)
50,000	5,000,000	1,000,000	500,000
80,000	8,000,000	1,600,000	800,000
100,000	10,000,000	2,000,000	1,000,000
130,000	13,000,000	2,600,000	1,300,000

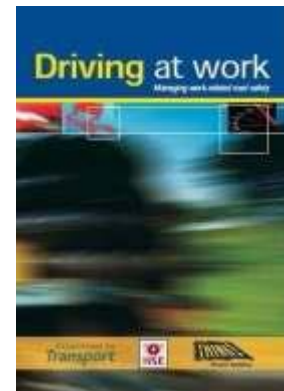
Investment-based business case

- What's it going to take to do it?
- How will it help improve safety and business performance?



Council Directive 89/391/EEC

- Encourage improvements in the safety & health of workers
- Protection of workers through preventive measures, information, consultation, balanced participation and training
- Evaluate the occupational risks and make provision for adequate protection and prevention
- Ensure that all workers receive adequate on-going training
- Applies to all sectors of activity, both public and private
- Assumption that vehicles & roads are part of the workplace

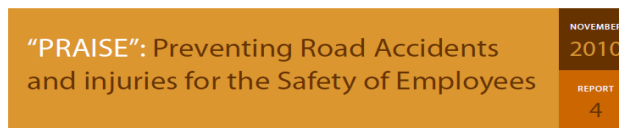


Business Case for Road Safety

- Reduced running costs through better driving standards (fuel consumption/vehicle maintenance costs);
- Fewer working days lost due to injury;
- Reduced risk of work-related ill health;
- Reduced stress and improved moral/job satisfaction;
- Less need for investigation and paperwork;
- Less lost time due to work rescheduling;
- Fewer vehicles off the road for repair;
- Fewer missed orders and business opportunities, reduced risk of losing the goodwill of customers;
- Less chance of key employees being banned from driving.

ETSC's PRAISE Project

- Thematic Reports →
 - Overview & definitions
 - Modal risks
 - Employer travel plans & commuting
 - Good practice examples & case studies
 - EU, national and company level responses
- Handbook
- Fact Sheets
- Awards
- Brunches
- Country Seminars
- Advocacy



Safer Commuting to Work

PRAISE is a project co-funded by the European Commission and implemented by ETSC on Preventing Road Accidents and Injuries for the Safety of Employees (PRAISE). The project aims to advance work-related Road Safety Management and provide the know-how to employers who have to take on that challenge. It also aims to present the work-related road safety standards of EU Member States and carry out advocacy work at the EU level: work-related road safety is an area of road safety policy that clearly needs renewed political commitment.

PRAISE Handbook – Aims

- ‘to help employers secure high road safety standards for their employees’
- ‘improving the safety of European Roads as a whole’
- ‘to encourage the exchange of information and promote best practice’
- ‘identifying and tackling the key risk areas for work-related road transport’

Foreword by Siim Kallas
Vice-President for Transport, European Commission



Each year, European roads are the scene of an unacceptable number of fatalities. Within that overall number, a large percentage of people lose their lives while driving as a part of their work, or while commuting to and from their workplace – by car, bicycle or motorcycle.

Although the number of road fatalities has fallen by more than 40% over the last decade, there were still nearly 31,000 people killed on EU roads in 2010: the equivalent of the population of a medium-sized town.

While I remain hopeful that we can fulfil our aim of moving close to zero fatalities in road transport by 2050 and of halving road casualties by 2020, there is clearly a long way to go.

These ambitious targets will only be achieved through the active commitment of all parties involved. That is why I welcome projects such as PRAISE as a way to help employers secure high road safety standards for their employees – because improving work-related road safety also means improving the safety of European roads as a whole. PRAISE sets out to encourage the exchange of information, and to identify and promote best practices to cut down the tragic loss of life occurring every year on Europe’s roads. These are worthy actions which the European Commission wholeheartedly supports, in particular its thematic reports which tackle specific problem areas in work-related road transport.

The Commission is already carrying out a great deal of work in this regard, with initiatives on training, education and safety awareness - ways to promote more use of safety equipment such as seatbelts and protective clothes, for example.

In addition, the Commission will soon subject the EU’s existing rules on vehicle roadworthiness to an in-depth revision, including an extension of scope as well as measures to improve the efficiency of inspections. This will aim to reduce significantly the number of road accidents which are caused by technical defects. After all, if Europe’s roads are to be made safer, then the vehicles which travel on them must also be made safer.

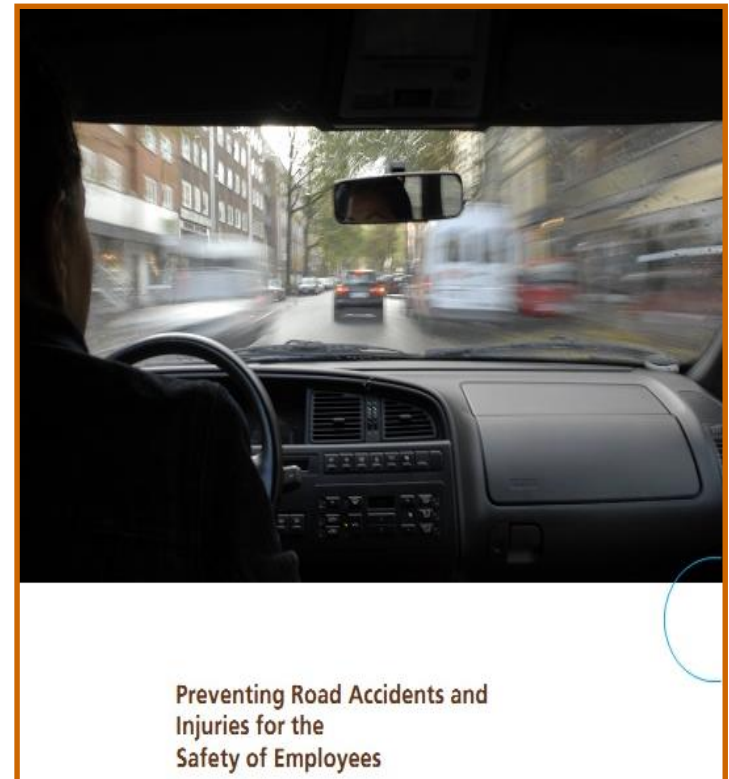
I am also convinced of the importance of making more and better use of intelligent transport systems and new technologies, the need for safer infrastructure and of improvements to the quality of the educational system, especially regarding young drivers.

PRAISE has achieved a great deal by raising awareness, sharing research and knowledge, and identifying and tackling the key risk areas for work-related road transport. I applaud the project’s commitment to help us in our shared desire to make Europe’s roads a safer place to travel, for everyone.

A handwritten signature in blue ink, which appears to be 'Siim Kallas'.

9 Thematic Reports

- Work Related Road Safety Management Programmes
- In-vehicle Safety Equipment
- From Risk Assessment to Training
- Fitness to Drive
- Safer Commuting to Work
- Minimising In-Vehicle Distraction
- Road Safety at Work Zones
- Fatigue: EU Social Rules and HGV Drivers
- Driving for Work; Managing Speed



Fact Sheets: Success Stories

- Case Study of a company/ organisation
- Interviews
- Lessons and illustrations of the thematic reports



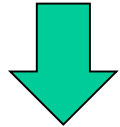
9 Fact Sheets:

- Large/Int companies
- SMEs



European PRAISE Competition

- Annual Award to employers (SME and larger) for outstanding contribution in the field of work related road safety.
- 70 applicants and 5 Winners



- Recognition of efforts
- Press coverage
- Exchange of best practice with other companies at an event in Brussels
- New business opportunities
- Employee satisfaction



3 PRAISE Conferences, Brussels

- Roundtable Debate
- Press Work
- Launch of the thematic reports and handbook
- Presenting the awards to the PRAISE competition winners.
- Reached 300 participants

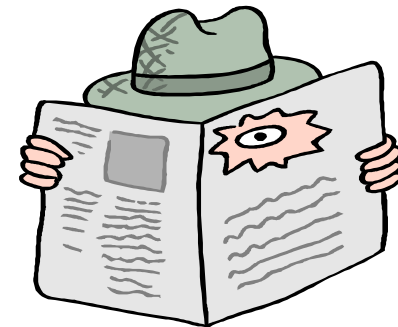


10 PRAISE Country Seminars

- Discuss work related road safety with experts in MS
 - Promote co-operation between actors.
 - Large and well attended audiences reaching a total of 1000 participants.
- Poland (2009)
 - Spain (4 in 2010-2012)
 - Greece (March 2011)
 - Germany (June 2011)
 - UK (November 2011)
 - France (March 2012)
 - Portugal (Oct 2012)

Press and Communications

- Press Release Launch for every Seminar
- Press Release Launch for Award Winners
- Coverage in different specialist and general press
- Dissemination of PRAISE thematic reports, case studies, invitations to seminars to a new network of 3000 work related road safety contacts in the ETSC database.



Next Steps..

PRAISE has helped put work related road safety on the EU policy map.



Things are changing!!

- Integration of road safety measures into next Community Strategy for Health and Safety Strategy at Work

- Council of Transport Ministers included Work related Road Safety in their Conclusions of 2nd December 2010

- Work related Road Safety included in the EP Report on Road Safety 2011-2020 (the “Koch” Report).

- The EC will start developing non-binding guidelines on Work Related Road Safety. PRAISE documents will likely be used as a reference base

PRAISE: 2014-2016

Preventing Road Accidents and Injuries for the Safety of Employees

Aims:

- To advance the knowledge of the need for work-related Road Safety Management.
- Examine the work-related road safety standards of EU Member States and carry out advocacy work at the EU level.

4 committed partners



Dräger Foundation



PRAISE written deliverables

- 2 Thematic Reports each year from a short list:
 - -SMEs
 - -Public Procurement
 - -Role of the insurers
 - -Business cases/risk-financing models
 - -Management Engagement
 - -Post Collision Investigation – employee’s responsibility post crash
 - -Monitoring Data and Collection and Analysis - Risk Data Warehouse
 - -Bus safety - Taxi drivers
 - -Mobility planning
- 2 Fact Sheets per year illustrating the new thematic reports
- Updated Handbook of good practices and recommendations at all levels (corporate, national, EU)

First Thematic Report

The Business Case
for Managing Road Risk at Work
ETSC Praise Report, May 2014



**THE BUSINESS
CASE FOR
MANAGING
ROAD RISK AT
WORK**

May 2014

AIMS

- Help organisations understand the level of road safety risk they are exposed to
- Step-by-step guide to making the business case for a road safety risk management programme
- Case studies from companies across Europe



www.etsc.eu/praise

PRAISE events and follow-up

- 3 European events
 - Publication of the thematic reports
 - Award ceremony for SMEs and large companies
- 6 Country Seminars
 - Spain
 - Germany
 - Belgium
- Advocacy at National and EU level



Nestlé

The uninsured losses associated with their European fleet's annual (2006) collisions could be covered by increased sales



235 million KitKats

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