

Traffic Safety Culture

Thoughts on drivers'
attitudes and behaviors and
why we need to change them.



Work Related Road Safety Policy orientations on road safety 2011-2020

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Policy orientations on road safety 2011-2020

● 3 Pillars:

- » A common European road safety area
- » Shared responsibility (EU, national, local...)
- » An integrated approach with other policies (health, environment, employment, etc.)



“A shared responsibility”

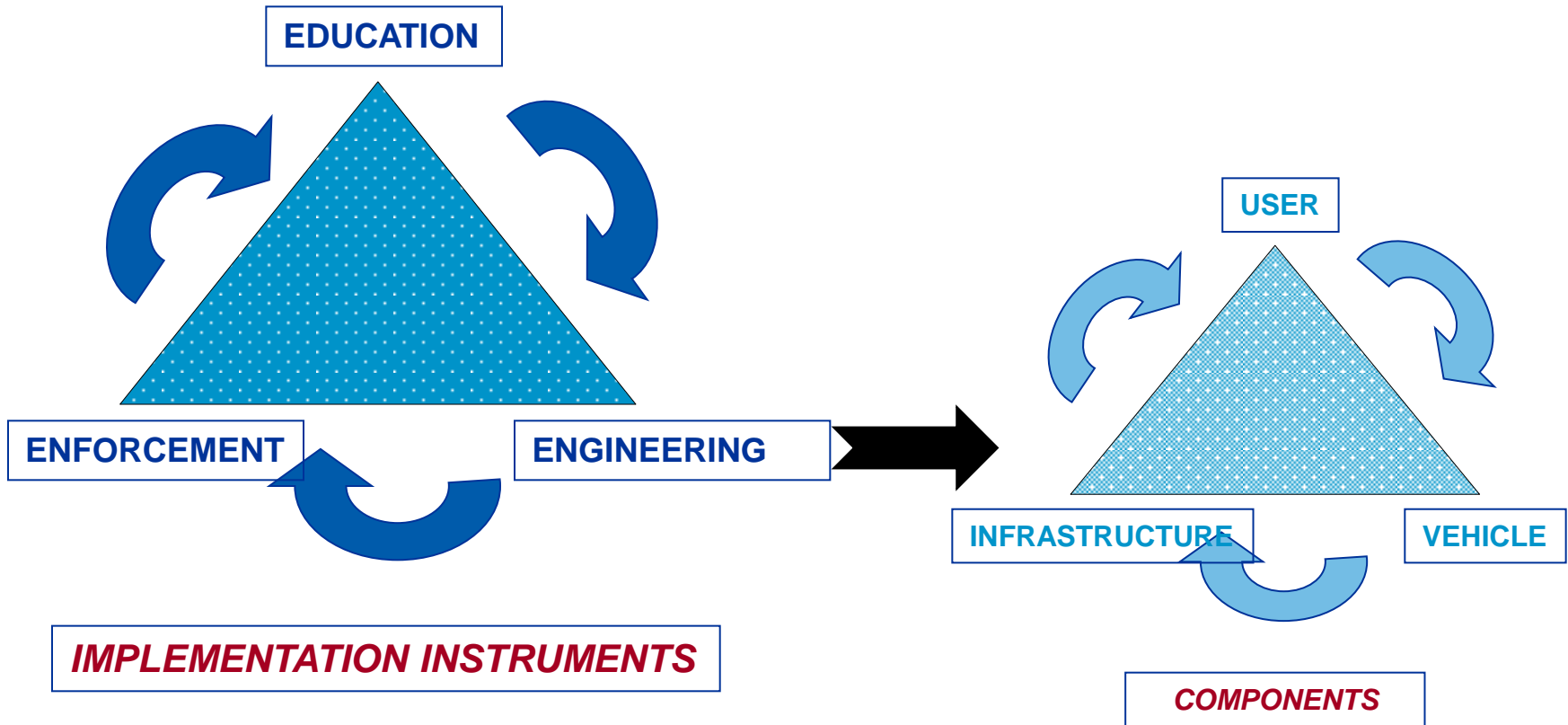
Action by ALL stakeholders is needed

- **Public Authorities: EU + Central Governments + Local Authorities...**
- **Private Companies: Car industry + Transport companies + Road operators
« Corporate responsibility »**
- **Users: everybody !**



The EU acts wherever it provides an added value

INTEGRATED APPROACH

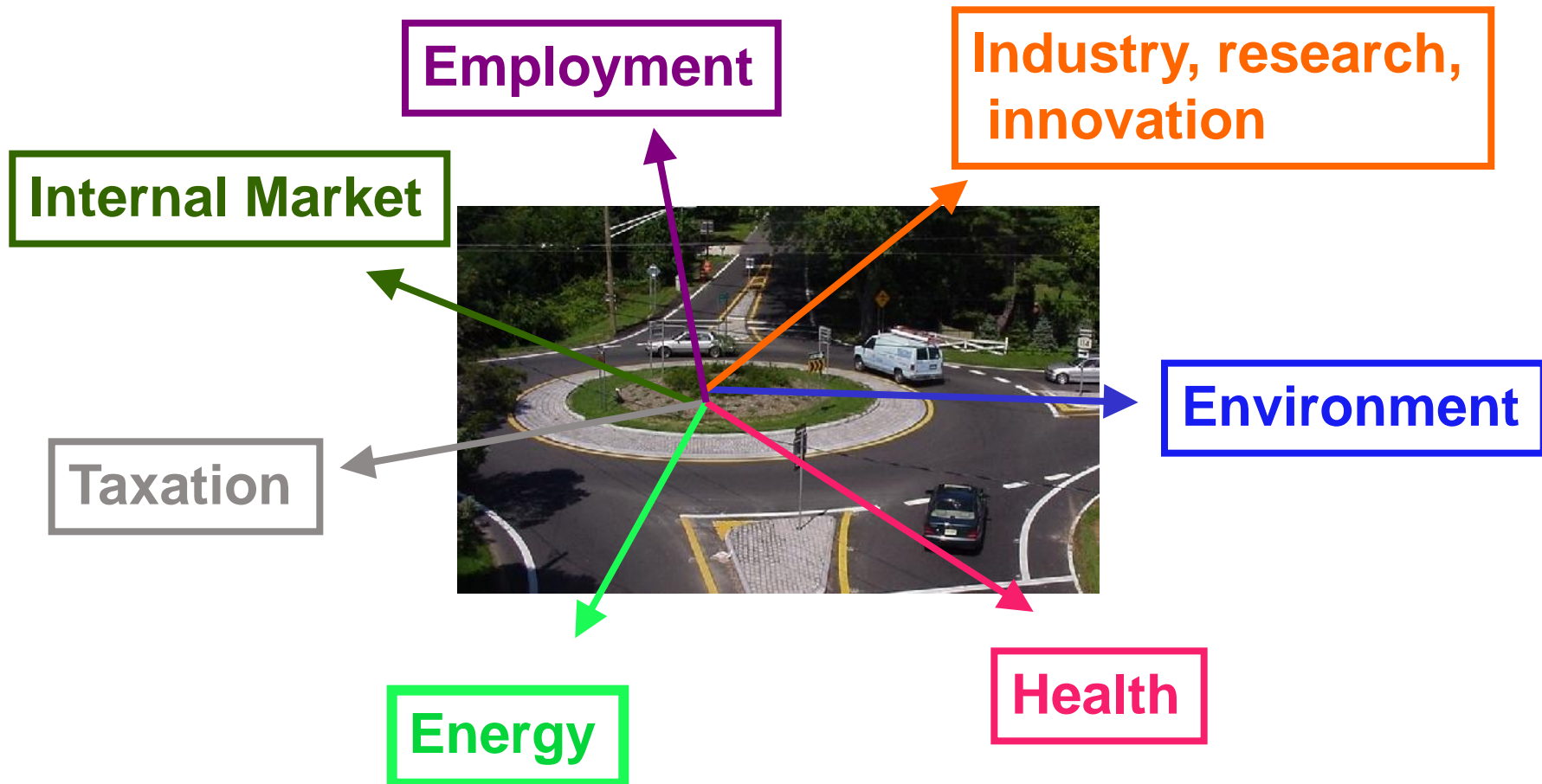


7 strategic objectives:

1. Improve education and training of road users
2. Increase compliance with road traffic rules
3. Safer road infrastructure
4. Safer vehicles
5. Promote the use of modern technology to improve road safety
6. Improve emergency and post-care services
7. Improve safety of vulnerable road users.



Road Safety at the cross road of policies and social needs



Work-related Road Safety concerns as well

Employment : work related accidents
health and safety at work

Taxation: find appropriate incentives
for employers

Health: involve the competence of
occupational physicians

Environment: train employees to defensive
driving is also including eco-driving

Energy: better planned travel routes help in
reducing energy consumption

Work-related Road Safety should also take into account

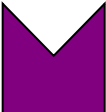
DEMOGRAPHIC CHANGES:

Ageing population:

Increasing elder workers – more fragility,
more health/ergonomic/medical problems
 but... **more experience**

Employers to seek for **differentiated working patterns/alternative roles**

Gender shift:

Increasing employment of women – different health and safety concerns
different conciliation of private/professional life
different facilities requests
 but... **much lower risk of accidents**

Need to find **specific gender oriented solutions** in work organization

Measures to be implemented in the short term at European level



Integration of road safety measures into the current **Community Strategy for Health and Safety at Work 2007-2012**



Political support to employers to adopt the new ISO 39001 standard on work related road safety

ISO 39001 Road Traffic Safety (RTS) Management System to be published end of 2011

An ISO standard is a voluntary tools for organizations which does not specify technical solutions nor minimum requirements -> flexible and adaptable.

Main clauses in ISO 39001:

- Ⓜ Top management responsibilities and committment
- Ⓜ Organization context related to RTS
- Ⓜ RTS performance factors
- Ⓜ Incident investigation



NEED FOR APPROPRIATE COMMUNICATION

- ❖ **Make the society at large aware of the problem**
- ❖ **Convince companies of effectiveness of investment**
- ❖ **Reduce accidents = reduce costs (for Companies and society at large)**
- ❖ **Education to participative responsibility from early age**



The project PRAISE: Preventing Road Accidents and Injuries for the Safety of Employees

- ❖ To increase the knowledge about work-related Road Safety Management.
- ❖ Identify and award best practices
- ❖ Carry out advocacy work
- ❖ Bring related issues to the public at large



The project PRAISE: Results so far

- ❖ **5 Technical reports on specific issues for consideration in preparing a safety plan.**
- ❖ **Identified a number of best practices**
- ❖ **Recommendations to EC, Governments, private companies.....**
- ❖ **Awards for best safety plan**
- ❖ **Attention to SMEs**





Another little effort!



http://ec.europa.eu/transport/road_safety