



## Invitation

'Safe and Sober' Transport – Alcohol Interlock Seminar  
Thursday 24 May 2012, 10:00am–1:00pm

Canadian Embassy, 7–8 Wilton Terrace, Dublin 2

In 2007, the European Transport Safety Council (ETSC) started a campaign on drink driving called 'Safe and Sober'. In light of the European Union's road safety target to halve road deaths by 2020, the objective of the campaign is to raise awareness among policy makers, the private sector and key opinion leaders of the need to reduce alcohol misuse in road transport, particularly commercial road transport. The campaign, which is supported by Volvo and ACS, includes a series of roundtable events (the 'Safe and Sober' talks) in selected European countries which bring together road safety stakeholders, experts and organisations.

More and more countries in Europe are adopting legislation for the use of alcohol interlocks in rehabilitation programmes as an alternative penalty. In many EU countries, the technology has found its way, on a voluntary basis, into vehicles that are used for the transport of goods or passengers. The alcohol interlock is used as a quality assurance tool to comply with a company's alcohol and drugs policy. With the alcohol interlock, a company can guarantee that they only use sober drivers for their transport services. Many companies have already had alcohol interlocks fitted in their vehicles to guarantee safe and sober transport services. More and more municipalities, county councils, public agencies and companies that source passenger and goods transport services are making alcohol interlocks a requirement in negotiating contracts.

The 22<sup>nd</sup> of these 'Safe and Sober' talks will be held in Dublin and has been jointly organised by the European Transport Safety Council (ETSC), the Road Safety Authority (RSA), the Health and Safety Authority (HSA) and An Garda Síochána. It will take place on **Thursday 24 May, from 10am to 1pm in the Canadian Embassy, 7-8 Wilton Terrace, Dublin 2.**

**For security reasons, registration is mandatory.**

To register, please email Gillian Gallanagh at [rsvp@rsa.ie](mailto:rsvp@rsa.ie). Places are limited so please register early to avoid disappointment. Registrations will close on Friday 18 May 2012. Please note that parking in the area is limited. However, there are a number of public transport options, including the Luas, Dart and Bus.

Following the seminar, lunch will be provided in the Burlington Hotel on Leeson Street. During lunch, delegates will be able to attend an alcohol interlock demonstration by ACS and Volvo which will take place in the hotel car park. If you wish to attend the lunch and demonstration, please let us know when you are registering.

We look forward to seeing you there.

## Agenda

Moderator: Mr Michael Rowland, Director of Road Safety Research and Driver Education, Road Safety Authority

**9:30am**      **Welcome and registration**

**10:00am**      **Alcohol interlocks – a life saving technology**

- **Alcohol Interlocks in the EU**  
Antonio Avenoso, Executive Director, European Transport Safety Council
- **Drink Driving in Ireland**  
Prof. Denis Cusack, Director, Medical Bureau of Road Safety
- **Managing Intoxicants at Work:**  
Kieran Sludds, Senior Inspector, Health and Safety Authority
- **Development in alcohol interlock technologies**  
Carl Johan Almqvist, Traffic and Product Safety Director, Volvo Trucks
- **The contribution of alcohol interlock producers**  
Bill Burger, Business Manager, Alcohol Countermeasures System

**11:30am**      ***Coffee Break***

**11:45am**      **Alcohol Interlock, a road safety investment for better business: practices and experiments**

- **Keynote speech: Good practice in developing organisational policy and process for alcohol and drugs**  
Will Murray, Research Director, Interactive Driving Systems, UK
- **Implementation programme in SMEs: processes, costs, involvement of employees**  
Matthews Coaches, Ireland
- **Implementation programme in large companies: processes, costs, involvement of employees**  
Bjarke Roost, Vice President for Logistics, Carlsberg, Denmark
- **Introducing alcohol interlocks in public transport**  
Lars Holmkvist, CEO, Böras Public Transport, Sweden

**12:45pm**      **Debate**

**1:00pm**      **Conclusions followed by a buffet lunch and alcohol interlock demonstration in the Burlington Hotel, Leeson Street, Dublin 2**