



RÅDET FOR
SIKKER TRAFIK



Road Safety
Management in private
and public companies
in Denmark

The Danish Road
Safety Council in
partnership with The
Danish Insurance
Association

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Objectives:

- **Improve Road Safety at work (and from home, commuting): spill-over effect**
- **Companies as communication platforms for road safety messages**



Target group

- **Large Danish companies and companies with large fleets**



Background

- **Traffic collisions account for almost 30% of incidents at work resulting in death across the EU**
- **1.400 work related road incidents in Denmark**
- **ETSC – 3 years of experience with work related road safety**
- **Massive positive results from foreign companies related both to the economic and the CSR perspective (B.T., Shell, ESB)**
- **Danish network of experienced companies**



Strategy

- **Reach the large companies with large fleets and many employees**
- **Reach the employees as private persons as well (knock on effect)**
- **Combine the business (economic) and the CSR perspective**
- **Move the ownership of Road Safety Management to Top Management**



Benefits

- **A reduction in fatalities and injured and in material damages**
- **Reduction in costs of damages**
- **Reduction in fuel consumption and in CO2 emissions**
- **Reduction in maintenance costs**
- **Reduction in days lost through sickness and stress**
- **Lower turnover of employees**
- **Improving image of the company**



Dealing with Road Safety

- **Establishing a Road Safety Policy for the company**
- **Drunk Driving**
- **Speed**
- **Use of seatbelts**
- **Distractors, e.g. use of smartphones etc.**
- **Fatigue**
- **Interventions**



Research among larger Danish companies

- **Generally positive approach regarding Road Safety Management**
- **Primarily focus on damages, insurance costs and fuel consumption**
- **Logistic manager is the road safety champion in the company**
- **Basis for collaboration with the companies**



A strategic approach

- **Define benefits regarding business and CSR**
- **Help to define Key Performance Indicators**
- **Development of Road Safety Policy**
- **Development of key elements in action plan**



- **Risk Assessment of employees online and/or in cars**
- **Driver training activities**
- **Safe Technologies**
- **Communication activities**
- **Participation in network of companies working with Road Safety Management (online/Help Desk)**



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Thank you for your attention!