



Tackling Professional Road Risk, The Danish Experience – so far



Jesper Sølund
Head of Documentation
Danish Road Safety Council

Background



- Traffic accidents accounts for almost 30 percent of incidents at work resulting in death (EU)
- Praise - ETSC – 3 years of experience with Work Related Road Safety
- Positive results from companies related both to the economic and the CSR perspective(B.T., Shell, ESB)
- Danish network of companies working with RSM
- Economic basis for a Danish project in cooperation with *The Danish Assurance Association*



Objectives:

- Improve Work related Road Safety
- Companies as communication platforms for road safety
- Documentation of economic benefits
 - Injuries and damages to equipment
 - reduced fuel consumption
 - maintenance, costs of repairs
- CSR benefits
 - Occupational Health: less sickness absence, less stress
 - Positive influence on image



Target group

Larger Danish companies and companies with large fleets

With the potential:

- Traffic exposure
- Accidents volume
- Data available
- Economic and manpower resources to solve the task



Research among 100 larger Danish companies

- Generally positive approach regarding Road Safety Management
- Primarily focus on damages, insurance costs and fuel consumption
- Logistic management is the focus
- Positive attitude to collaboration with The Danish Road Safety Council



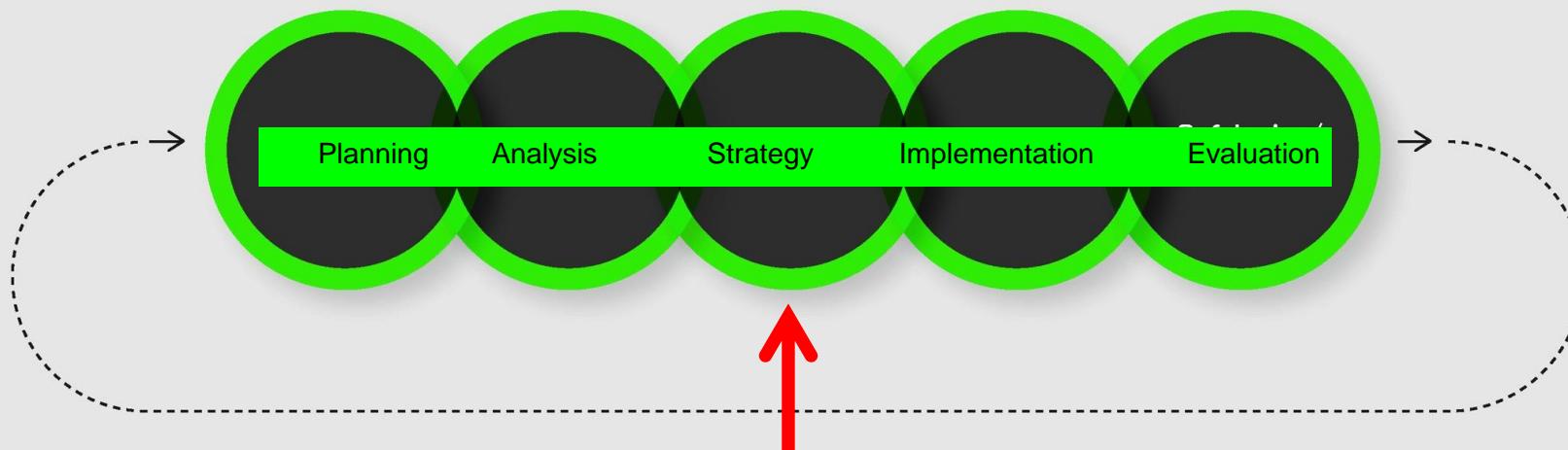


4 Pilot Projects

- Carlsberg – goods transportation
- Arriva – passenger transportation
- TDC – Service transportation
- DONG Energy – Service transportation



The Proces



We are here now



4 Pilot Projects - Analyses

360 degrees survey

- Mapping Road Safety culture and potential

Communication workshops

- Generating a communication plan

0 – point survey

- Measuring employees road safety attitudes and behavior



The strategic fase

- Define benefits in regards to business and CSR
- Help to define KPIs
- Development of a Road Safety Policy
- Development of key elements in action plan



Elements

- Risk Assessment of employees
- Driver training activities
- Safety Technologies
- Communication activities
- Participation in network with companies working with Road Safety Management



Challenges – and opportunities

- Historical Accident and economic data difficult to generate
- Future data analysis – point zero
- Fleet management systems have the solutions – if using the full potential





Conclusions

- Danish experiences are few – so far
- Work Related Road Safety is one of the important contributions to continue the positive trend in Denmark
- We look forward to sharing the Danish results



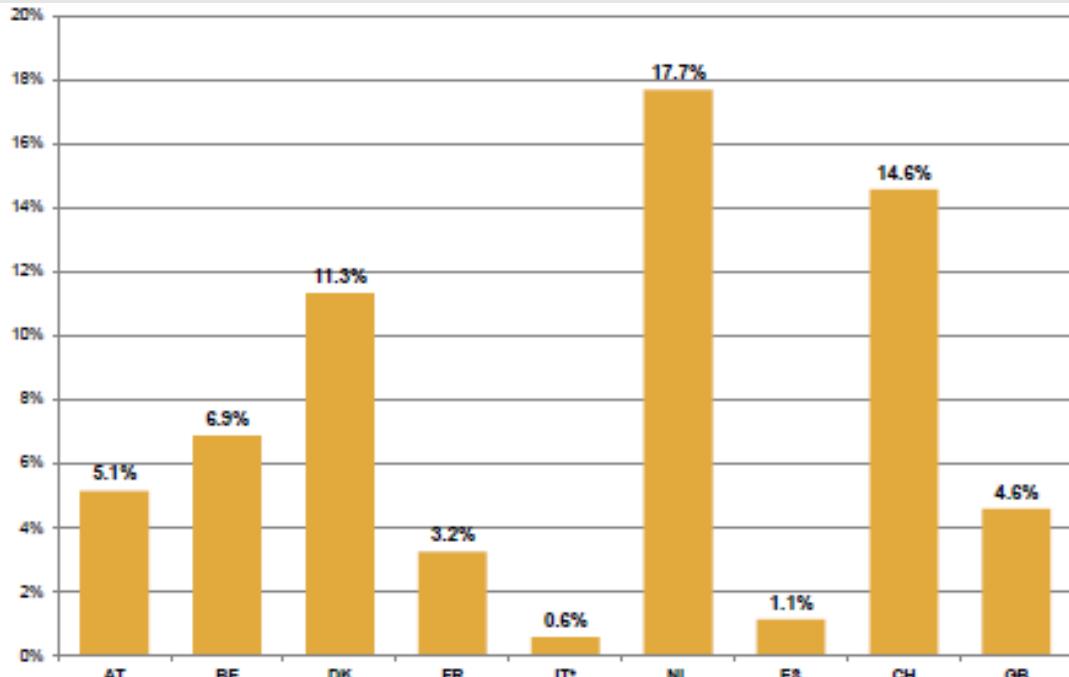


Fig. 14 Percentage of road deaths in collisions involving a goods vehicle over 3.5 t for which the HGV was performing a near-side turn (left turn in the UK, Malta and Ireland, right turn in the rest of Europe). Average for the last three years available.

*IT average for 2009 and 2010.

ETSC Recommendations, Passengers and goods

- Communication of special national Road safety risks
- Procurement rules can make a difference

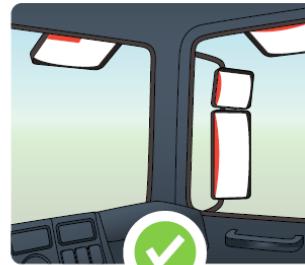


Watch out
for cyclists!
Achtung - Radfahrer!



Incorrect mirrors

- mainly reflect the truck
 - limit your field of vision
- Falsch eingestellte Spiegel**
- im Spiegel ist vor allem der LKW zu sehen
 - das Sichtfeld ist eingeschränkt



Correct mirrors

- reflect about 1 cm of the truck in each mirror
 - ensure a full field of vision
- Korrekt eingestellte Spiegel**
- in jedem Spiegel ist 1 cm des LKW zu sehen
 - das Sichtfeld ist so groß wie möglich

Communication of special national Road Safety risk factors

Procurement rules in
Copenhagen Municipality have
created new safe HGV





If LEGO can adopt new Road Safety technologies in childrens' toys - we all can!



**[http://www.sikkertrafik.dk/Erhverv/Erhverv/
Om-erhverv.aspx](http://www.sikkertrafik.dk/Erhverv/Erhverv/Om-erhverv.aspx)**

Thank you for your attention!