

“PRAISE”: Preventing Road Accidents and Injuries for the Safety of Employees

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FACT SHEET

9



CASE STUDY of Deutsche Post AG

ETSC’s PRAISE project, “Preventing Road Accidents and Injuries for the Safety of Employees”, aims at mobilising knowledge needed to create work-related road safety leadership. This Fact Sheet complements the PRAISE Report “Work Related Road Safety Management Programmes” and looks specifically at the approach of Deutsche Post AG to managing road safety within their company.

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Introduction

1. What are the functions of the company and its current role?

Deutsche Post, Germany's only universal provider of postal services, is part of the world's largest logistics group, Deutsche Post DHL.

Deutsche Post delivers mail and parcels in Germany and the world. It is an expert provider of dialogue marketing and press distribution services as well as corporate communications solutions.

With its electronic letter called E-Postbrief individuals, businesses and government agencies can communicate with each other confidentially and reliably in the electronic world.

Deutsche Post operates a nationwide drop-off, transport and delivery network in Germany. The division mail generated revenue of nearly 14 billion Euros in 2011. With some 180,000 employees, Deutsche Post employs a major share of the group's workforce of about 470,000 people and helps make Deutsche Post DHL one of the biggest employers worldwide.

2. Approximately how many drivers do you employ and what types of vehicles do they drive?

In Germany we employ around 98,000 mail and parcel deliverers. As of 31 December 2010, our fleet included over 70,000 vehicles, trailers and swap bodies. The majority of our fleet of more than 40,000 vehicles is used for delivering letters and parcels. In addition there are 17,300 bicycles and 6,000 e-bikes. Furthermore we have around 3,600 districts where we deliver mail on foot.

3. What is your role in the company? Your main responsibilities in relation to safety?

As head of the Department for Occupational Safety/Social Affairs at Deutsche Post DHL's headquarters, I am responsible for the strategic orientation of occupational safety across the world in the Group. In Germany, we have our own nationwide occupational safety and social affairs organisation which we manage operationally and functionally from the headquarters. Our team of specialists supports our business units in all topics of occupational safety, including road safety.

General Road Safety

1. How are safety decisions taken at Deutsche Post?

At Deutsche Post, occupational safety and health protection in the workplace are of utmost importance. To support the divisions in all occupational safety matters, we have a company-internal team comprised of about 170 skilled occupational safety staff and safety engineers. Under the technical leadership of the executive safety engineer based in Deutsche Post's headquarters in the Occupational Safety/Social Affairs specialist department, this group ensures comprehensive and qualified support for occupational safety in our operating facilities across all of Germany.

The Occupational Safety/Social Affairs department, which I head, is part of the personnel board department. We are primarily responsible for strategic issues on occupational safety and social affairs.

Through close co-operation with the divisions and the personnel representatives, we are directly involved in all important processes and measures in the company. In addition, we are represented directly by our skilled occupational safety specialists in all occupational health and safety committees in the branches. We consider this nationwide network to be a very significant advantage for the orientation of our prevention work since it not only provides us with very close contact to management and the social partners but also naturally to our employees on site.

In close co-operation with the business units, central activities and campaigns to increase road safety are implemented and put into place on site.

2. Can you provide any figures tracking the improvements in your safety performance over the years? What are the trends or changes you can identify?

Over the past five years, we have been able to stabilise the number of road collisions resulting in injured employees, so the trend shows that figures dropped slightly.

3. Do you consider that there is a solid Business Case to invest in road safety? Why?

Yes, definitely. Suitable and targeted safety investments are always beneficial. However, active road safety activities are also much more than somehow trying to not let road collisions happen. Work on road safety is pure prevention.

We want to offer our employees much more than support for operational aspects alone. Our holistic approach on comprehensive occupational safety goes much further. We would like our employees and their families and relatives to live safely. As a world-wide logistics company, we are a true people business. Therefore, health and safety of our employees are of major importance. With this, we also contribute to one of the goals of our Strategy 2015, i.e. to become Employer of Choice.

We believe it is logical and necessary to create extensive and sustainable safety awareness amongst our employees. This type of conduct/preventative approach naturally does not lead to comprehensive results from one day to the next since people cannot be programmed for safety at the click of a button. It is a medium to long-term process requiring strict procedures as well as staying power. In view of today's already high technical standards, we are focusing on the human factor however, since there is still a high safety potential there. For us, road safety is a topic which allows us to take our holistic view of occupational safety much further in an efficient way.

4. Do you think that companies who have employees on the roads have a duty to go beyond the legislation regarding traffic safety of the country in which they operate? Please explain.

Germany already has a very detailed set of rules regarding road safety which is also subject to official monitoring. It goes without saying that these rules must be complied with.

Our prevention work is not generally based much on regulations and 'finger wagging'. We wish to convince and motivate people to consistently behave with an awareness of safety. For us, exercising a sense of responsibility in road traffic does not only mean strict compliance with all legal requirements, it also means driving in a cautious and anticipatory way whilst adapting to the situation. Those who behave

in this way in road traffic drive more safely, more economically and more eco-friendly. We oblige our employees to comply with the traffic rules via our road safety code.

5. What would you say are the main drivers/reasons for your company's efforts in road safety?

Responsible thinking and acting are the main drivers of our commitment. By this, we mean responsibility towards our employees, customers and stakeholders, society and the environment.

Safety and the protection of the health of our employees has the highest priority, this is the only way in which we, as a company, can provide the services that our customers and also our investors expect of us. For us, more safety also involves considerate handling of resources, e.g., by looking ahead and energy-efficient driving.

One of our strategic aims covers the topic of 'respect and results'. Both must be pursued in harmony with each other.

6. Is responsibility for developing and implementing road safety programme clearly defined within your company? Please provide details in relation to who is responsible, including how top management (including CEO) is involved as appropriate.

At Deutsche Post, the Occupational Safety department is assigned to the personnel board department. The head of the personnel board department is a member of the Group's Board of Management which is headed by our CEO Dr. Frank Appel.

Our Occupational Safety team develops programmes and measures which we incorporate in the branches across Germany via our own regional organisation and implement there in close co-operation and agreement with the managers and works councils.

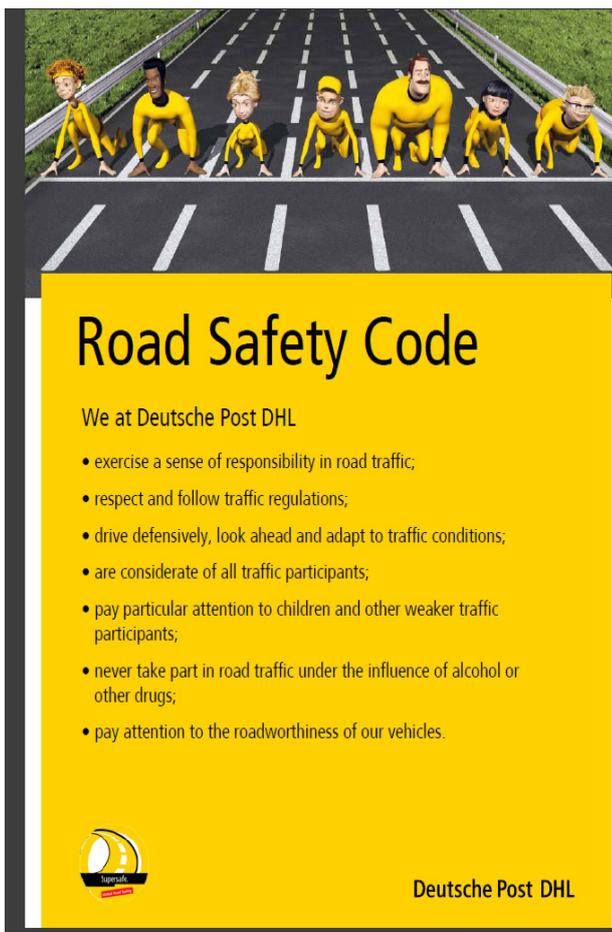
We thereby supplement the activities of the MAIL division responsible for transporting and delivering letters and parcels in particular. The Occupational Safety department supports the MAIL division as an in-house advisor and, together with this division, develops media and technical solutions with the objective of combining productivity and safety in an optimal way.

This general co-operation enables us to deal with identified areas of work efficiently and to develop practical solutions together.

7. Do you have a company work related road safety policy? If so, what does this entail?

In 2007, we rolled out a mandatory 'road safety code' for Deutsche Post DHL. It contains seven applicable, clear statements formulated in a positive way for safe driving on the road and lays the foundations for the further definition of rules in accordance with national requirements and legal regulations.

The Deutsche Post DHL Road Safety Program and its centerpiece, the Road Safety Code, see themselves as active parts of the Group's globally binding Code of Conduct. At Deutsche Post we inform our employees about safe behaviour at the workplace and beyond.



It's our opinion that convincing and motivating our staff is far more purposive in the long term than just compelling them to some statical policies and regulations.

Road Safety Code

1. Do you collect data for monitoring and evaluating the organisation's work-related road safety and if so, what does this involve?

As the Occupational Safety department, we follow the number of collisions at Deutsche Post very closely in order to identify trends early on and define the needs for action.

We differentiate working and commuting collisions, objects and conduct causing collisions, collision sites, times, particular weather conditions, but also the age and gender of the employees who had collisions. Detailed analyses of the individual collision black spots are also possible at any time.

Whilst our statistics and assessments are limited to collisions involving injured employees, the company's Claims Management department has very detailed information on incidents with damage to property only, for example. The specialist skills of the individual areas complement each other here in an effective way.

Deutsche Post maintains a fleet of more than 70,000 motor vehicles, trailers and electric tractors. Vehicle liability losses with third-party material damage and bodily injury and own damage claims (damages without third-party involvement) are registered and processed using relevant software.

For the purpose of fleet management, the impact points on the vehicles are also recorded using a stylised vehicle outline and can thus be assessed so that information on obvious weaknesses (e.g., discovered blind spots, poor visibility areas etc.) can be provided for the planning of future delivery vehicles.

Using the expected costs (reserves) estimated by the operator for each claim, the software also determines, for example, the expected costs for part, all or a defined part of the damage. Since the causes of collisions are also taken from a software-based list, the company can detect and respond to collision and danger factors.

The vehicle user receives information regarding the damage when reporting it and conclusive information in which it is specified, for example the extent to which external claims had to be satisfied.

This information is used for cost management/ planning and might also be used to confront an employee involved with the consequences of the damages in case they have been caused by gross negligence.

2. How do you communicate the road safety message to your employees? How do you maintain their interest and review progress? Which tools do you use?

A key focus of our work lies in direct, i.e. personal communication between our occupational safety specialists and safety engineers with the branch employees. We use service training, briefings, road safety days, safety inspections and employee events to have direct discussions and pass on information. Special discussion sessions for trainees and young employees, for which we provide trained moderators, are a further way in which to reach this target group in particular.

The size and diversity of our company requires us to utilise a broad range of media, which include of course conventional printed staff newspapers. We regularly publish text on the topics of occupational safety and road safety at the regional and national level. On the Group’s intranet, we present a broad information offering which is as extensive as the one in the newly introduced extranet which our employees can access from their home computers, a new medium which we are actively using in order to reach our employees as well as their families in an even more up-to-date and appealing way. In the course of 2012, we shall develop a short movie which should be used on the ‘digital wall newspaper’ already installed in many branches.

As part of the commercial driver qualification, the topic of driving safety and safety technology is on the agenda for 2012. For this purpose, the MAIL division has drafted company-specific training material along with the Occupational Safety department and a publishing house. We supplement these documents with clear and concise flyers with important safety tips and a more thorough information which we shall provide in the Group’s extranet.

Practical measures such as bicycle, car, small van and lorry driving safety lessons top up our road safety activities.

3. Do you provide specific training for employees in relation to driving for work? If so, what does training involve?

At Deutsche Post, we offer suitable driving safety training for each type of vehicle, from bicycles to cars and small vans all the way to lorries. We address our ‘step by step’ programme to our deliverers on foot which is intended to sustainably improve the prevention of falls and stumbling.

With our driving safety trainings which are based on the recommendations of the German Road Safety Council and with our Global Road Safety programme, we address all employees, without an exception, including those who are not on the move on public roads for us full-time. Commuting collisions, i.e., collisions on the way to or from work are insured in Germany through statutory accident insurance and form an important topic block for our prevention work. The statutory accident insurance also supports driver training for our employees.

Journey Management

1. Do you consider road risk when scheduling work / journey planning and how is this managed?

The working hours at our production sites, in transport and delivery are based on the operational requirements and there is little room for flexibility. Where possible, for example at the headquarters in Bonn, we use flexible working time arrangements to give employees the option of coming or leaving outside rush hour. We also support alternative means of transport for travelling to and from work, such as bicycling with the ‘bike to work’ campaign or using public transport through the introduction of cost-effective ‘job tickets’ for employees.

In addition, basic principles of sustainability and of environmental protection are anchored in the globally binding travel policy as significant basic parameters: firstly, it should be stated that telephone or video conferences are in many cases environmentally-friendly alternatives to business trips. Our employees are also required by binding regulations to plan and carry out business trips in an environmentally friendly and cost-optimised way. Therefore, for example, environmentally friendly modes of transport must be given priority (e.g., use of public transport or rail, car pooling or a reduction in the number of flights taken). The selection of the

mode of transport is also to be made on the basis of a reasonable cost-benefit ratio. Here, the costs of the most economical mode of transport, taking account of the travel time and overall costs, are decisive. As a result of this, a large number of our employees prefer travelling by rail today as a quick, convenient and safe alternative to vehicles.

Vehicles

1. What procedures do you have in place within the company to ensure that your vehicles are safe and offer minimal risk?

We have a modern fleet which is maintained according to manufacturer specifications. Our fleet management and the branches manage and monitor compliance with maintenance intervals and the carrying out of repairs. For example our delivery drivers have to do a daily check of all safety relevant systems and equipment before they leave the depot. In addition most of our new parcel vans are equipped with a board computer system, assisting the drivers by having a detailed check done automatically before the engines are started.

There is also a maintenance and repair system for our bicycle and e-bike fleet which ensures that the equipment which is of utmost importance to our company is always ready for use.

2. How do you manage speed and how do you check that your drivers comply with speed limits?

All of the lorries over 7.5t admissible total weight that are added to our fleet at present are of course equipped with a speed limiter. However, the vast majority of our vehicle fleet is used for house-to-house deliveries, an area where exceeding permitted speed limits does not play a major role.

Generally, the driver is responsible for complying with all the traffic rules and therefore with the permitted speed limits. We demand that all traffic rules be complied with and encourage drivers to look ahead and drive safely. It is the role of the police and other public authorities

to carry out controls and impose monetary fines for speeding.

3. Is there particular safety equipment that you have fitted your vehicles with or wish to fit them with?

Many of the vehicles we use on public roads are fitted with ABS and ESP. Since we use numerous different brands and types, the equipment available can vary accordingly and the respective conditions of use are very different, it is not possible to make a general statement regarding the driver assistance systems available in our fleet.

The IVECO Daily 3,5 t light trucks we use – beside others – for parcel delivery are all equipped with ABS, ESP, a tiptronic transmission and a backing camera system which are highly appreciated by our drivers as they are valuable safety add ons.

Lessons

1. What have been the lessons learnt and what would you advise to other companies to do in terms of setting up a work-related road safety programme?

You must be open to new, alternative methods if you want to keep employees interested in road safety over the long term and get internal discussions about it going. However, tried and tested practices and experiences do not need to be abandoned.

Furthermore, an alignment with the overall corporate Strategy 2015 has proven to be important for the success of our occupational safety activities.

2. Would you like to see further steps from the government and the EU to assist organisations in reducing road risk? If yes, please outline your ideas.

Deutsche Post and several DHL subsidiaries are signatories of the European Road Safety Charter. We could envisage more activities from the EU in this area. Co-operation at the national level, for example between the signatories of the charter in Germany could be better promoted or supported.

3. Will you consider being accredited to the upcoming ISO 39001 certificate on road safety management?

Deutsche Post's Occupational Safety department has a quality management system in accordance with DIN EN ISO 9001:2008. We cannot currently estimate whether introducing a standard for road safety management would help us to progress. It is important for this accreditation to not lead to measures being restricted or co-ordinated at the national or even international level. We shall watch this development carefully and then make our decision.

4. Are there any other areas that you would like to mention?

Further information on our company can be found online:

Homepage: <http://www.dp-dhl.com/en.html>

Annual Report: <http://www.dp-dhl.com/reports/2011/annualreport/index.html>

Corporate Responsibility Report: <http://www.dp-dhl.com/en/responsibility.html>

Profile



Personal data: Rainer Armbruster; born on 3 October 1962.

Position: Head of the Occupational Safety/Social Affairs department at the headquarter of Deutsche Post DHL in Bonn.

Tasks: Responsible for the strategic orientation of the Occupational Safety/ Social Affairs department at Deutsche Post DHL.

Responsible for the functional control of operational occupational safety and social affairs in Germany.

Deutsche Post's Occupational Safety/Social Affairs department also covers dangerous goods management and operational fire protection.

Member of the Board of Management of Deutscher Verkehrssicherheitsrat e. V. (DVR German road safety council), Bonn.

Members

Accident Research Unit, Medical University Hannover (D)
 Association Prévention Routière (F)
 Austrian Road Safety Board (KFV) (A)
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 Confederation of Organisations in Road Transport
 Enforcement (CORTE) (Int)
 Czech Transport Research Centre (CDV) (CZ)
 Danish Road Safety Council (DK)
 Dutch Safety Board (NL)
 European Federation of Road Traffic Victims (FEVR) (Int)
 Fédération Internationale de Motocyclisme (FIM) (Int)
 Finnish Motor Insurers' Centre, Traffic Safety
 Committee of Insurance Companies VALT (FIN)
 Finnish Traffic Safety Agency (Trafi) (FIN)
 Flemish Foundation for Traffic Knowledge (VSV) (BE)
 Folksam Research (S)
 Fondazione ANIA (I)
 German Road Safety Council (Deutscher Verkehrssicherheitsrat) (DVR) (D)
 Global Road Safety Partnership (Int)
 Hellenic Institute of Transport (HIT) (GR)
 Institute for Transport Studies, University of Leeds (UK)
 INTRAS - Institute of Traffic and Road Safety, University of Valencia (ES)
 Liikenneturva (FIN)
 Lithuanian National Association Helping Traffic Victims (NPNAAL) (LT)
 Motor Transport Institute (ITS) (PL)
 MOVING International Road Safety Association e.V. (Int)
 Norwegian Abstaining Motorists' Association (NO)
 OR YAROK (IL)
 Parliamentary Advisory Council for Transport Safety (PACTS) (UK)
 Road and Safety (PL)
 Road Safety Authority (IE)
 Road Safety Institute Panos Mylonas (GR)
 Road Traffic Safety Agency, Republic of Serbia (SRB)
 Safer Roads Foundation (UK)
 Slovenian Traffic Safety Agency (SI)
 Swedish National Society for Road Safety (S)
 Swiss Council for Accident Prevention (bfu) (CH)
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