

NEWS RELEASE

Irish Companies Sweep the Board in European Road Safety Competition

18 May 2011, Brussels – The Annual PRAISE Awards for road safety at work were presented to the Electricity Supply Board (ESB) and KTL, both Ireland-based companies, during the Annual PRAISE Seminar. “We congratulate the two prestigious winners of the awards for their hard work. These awards represent more than recognition of good company-level road safety policies. The ESB and KTL are also praised today because they show how a successful company must include road safety at the heart of its business activities, be it a large company or a small-medium sized one [respectively],” said Antonio Avenoso, ETSC¹ Executive Director, the awards ceremony chair.

To enter into the competition, employers had to show evidence of measures taken to reduce the number of road collisions at their work place. A panel of judges put together by ETSC evaluated entries based on criteria including setting road safety targets, evidence of progress and sustainability of achievements. The competition was divided in two categories: large companies and small-medium sized companies.²

ESB – the large company winner – a leading Irish energy utility with international operations, employs 7,150 people. Established in 1927, ESB has always had a strong safety culture. It has been promoting work related road safety since the 1960’s, through in-house safe driving awards. In 2004, the ESB Safe Driving Bureau was set up and the first of the safe driving programmes was introduced. The programmes aim to reduce the risk to staff drivers, and to all road users, through ongoing safe driving initiatives.

The small-medium winner company, **KTL**, operates in the telecom, renewable, transmission and power sectors within Ireland (with offices in England, Belgium and South Africa) and it employs 170 staff. KTL has shown constant commitment to providing a safe work place for its employees, by setting out and implementing a number of safety initiatives, processes and measures to tackle work related road safety issues and to create awareness of the dangers associated with driving.

The Award Ceremony was preceded by the PRAISE Seminar where road safety experts presented ETSC’s most recent thematic reports.

Thematic Report: Safer Commuting to Work examines each different transport mode, the associated risk and measures that can be undertaken mostly by employers themselves as well as local and central government.

Thematic Report: Minimising In-Vehicle Distraction aims at offering employers insight on how to minimise distractions. The report analyses the effects of ‘nomadic devices’, including mobile phones and portable navigation devices (PNDs).

Thematic Report: Workzone Safety focuses on improving safety for both employees and road users in relation to work zone areas on and adjacent to roads.

The PRAISE Seminar was organised in co-operation with the European Union Agency for Safety and Health at Work who presented its recent findings and resources. These included a newly-launched web feature on preventing risks to road transport drivers.³

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Background

[“Preventing Road Accidents and Injuries for the Safety of Employees”](#) (PRAISE) aims to increase road safety in the work context. It aims to “praise” good practices in order to help employers secure high road safety standards for their employees. The project is co-funded by the European Commission, the German Road Safety Council, the Swiss Council for Accident Prevention (bfu) and the MAPFRE Foundation.

¹ ETSC is a Brussels-based independent non-profit making organisation dedicated to reducing the numbers of deaths and injuries in transport in Europe. The ETSC seeks to identify and promote research-based measures with a high safety potential. It brings together 45 national and international organisations concerned with transport safety from across Europe. www.etsc.eu

²

PRAISE Competition Entrants	
Large Companies	Small and Medium Enterprises
Tesco Dotcom	Volker Rail Ltd
TELEPIZZA S.A.U.	Sanofi-Aventis
Shell International Petroleum Company	RWE Transgas
Shell Bulgaria	NKL Automotive Ltd
Posgrunn Kommune	KLT (WINNER)
ESTEVE	Kelpo Kuljetus Fi Oy - a DHL Freight
The Norwegian Armed Forces	Bethell Construction
Cummins	Suckling Transport Ltd
CEMEX Europe	
Unilever Polska	
IRON MOUNTAIN EUROPE	
Sociedad de Gestión Pública de Extremadura (Grupo Gpex)	

ESB (WINNER)	
Vauxhall - Long term sustained improvements in fleet safety	
Siemens Mobility	

³ The web feature can be found here: http://osha.europa.eu/en/sector/road_transport