

NEWS RELEASE

ETSC Launches a New Resource for Work Related Road Safety

25 April 2012, Brussels – The Annual PRAISE Awards for road safety at work were presented to Royal Dutch Shell and VolkerRail Ltd. “We congratulate the two prestigious winners of the awards for their inspiring efforts in tackling work related road risk. Royal Dutch Shell and VolkerRail are praised today because they demonstrate how improving road safety can be integrated into day-to-day business practices and that investing in road safety does indeed pay for itself” said Antonio Avenoso, ETSC¹ Executive Director, the awards ceremony chair.

The Award² Ceremony was preceded by the PRAISE Seminar where the PRAISE Handbook was launched. The Handbook represents the culmination of 3 years of work providing information and case studies on tackling various aspects of work related road risk providing a useful tool for businesses looking to reduce their road risk.³

The PRAISE Seminar was organised in co-operation with the European Union Agency for Safety and Health at Work who presented its Healthy Workplaces Campaign 2012-13⁴ on leadership and worker participation, giving examples from the road transport sector.

Operating globally in the energy and petrochemical sector, **Royal Dutch Shell** – the large company winner – employs around 90,000 employees and over 250,000 contractors in more than 90 countries. Shell staff and contractors drive around 1.1 billion kilometres a year on company business. Shell improves the safety of their drivers by enforcing their global road safety standards, and through awareness programmes, training and minimising journeys.

The small-medium winner company, **VolkerRail Ltd**, provides a wide range of contracting services to the railway industry in the UK and Ireland with a mixed fleet of approximately 400 vehicles. VolkerRail have implemented a holistic approach to work-related driving and are committed to continual improvement aiming to implement the new ISO 39001 Road Traffic Safety management system standard when available. Both companies take a ‘Hearts and Minds’ attitude to road safety recognising the need to engage with employees and taking the road safety message beyond the workplace.

Also, ‘highly commended’ for their efforts in addressing work related road risk were **Vauxhall Motors** and **JW Suckling Transport Ltd**. These companies demonstrate innovative approaches to introducing road safety measures and embedding this in their business practices. ETSC also recognised the efforts made by the other 16 Awards entrants that have all contributed to reducing their employees’ road risk in recent years.⁵

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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 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. Judges included ETSC, Jacqueline Lacroix DVR Germany, Roger Bibbings RoSPA UK, Deirdre Sinnott HSA, Ireland and Andrew Price, Zurich Risk Engineering. The competition was divided in two categories: large companies and small-medium sized companies.

³ <http://www.etsc.eu/PRAISE-publications.php>

⁴ <http://www.healthy-workplaces.eu/en/>

⁵ Other entrants included Colas, European Truck Safety Control Service, Iron Mountain, Suckling Transport, Allied Bakeries, Arla Foods, CYTA, Deloitte Belgium, Grupo Telepizza, PaperlinX UK & Ireland, PKS w Ostrowc