DAY 1

Adoption of Objectives and Agenda, Introduction of meeting Participants

Gabriel Kardos, Johnson & Johnson advised participants of the planned agenda. A short introduction was given by all meeting participants. Gabriel asked each participant to write a personal expectation list from the PSRSC meeting and post these at the front of the room on a flip chart.

PSRSC meeting expectation comments by participants by category are listed below:

Best Practices, Collaboration and Networking

• Exchange/learn about/share successful best practices (11)
• Share best practice for getting work-related road risk management strategies implemented
• Networking and establishing key contacts/meet fellow safety champions/build up a road safety network (7)
• Call for benchmark.
• Building collaboration between companies
• Establish and begin to roll out an international outreach program spreading good practice
• Understand successful collision reduction techniques in multi-country – cultural organizations
• To identify opportunities to work in collaboration with other organizations

Agenda, Role and Function

• Greater understanding of the total agenda
• Progress made since first meeting (milestones)? Define role, function and objectives going forward
• Leverage own external agenda
• Produce a private sector view on its potential contribution to road safety (data, message, financial support)
• How to raise awareness of global road safety
• Convince others to deal with it (if they have not done so to date)
• To identify what the role and function of the PSRSC will be and to establish whether it is a forum worth pursuing and participating in.
• How to develop common message
• Better understanding of critical needs and how private sector can best support and address gaps.
• To learn about interests and practices in fleet safety and how this group can assist the work of the UNRSC.
• Get the private sector to organize themselves for road safety
•Produce a private sector view on its potential contribution to road safety (data, message, financial support)
•How to raise awareness of global road safety
•Convince others to deal with it (if they have not done so to date)
•To identify what the role and function of the PSRSC will be and to establish whether it is a forum worth pursuing and participating in.
•Find ways FHWA can work with private sector
•Learn what private sector is doing regarding road safety
•Generate ideas on how organizations who manage work-related road safety well can help others

Roadmap
•Outlook beyond 2020
•Establishing a common and realistic roadmap

Official Group Welcome to Hungary

Dr. Csaba Szokodi, Managing Director, Johnson & Johnson Kft., Hungary, gave the opening address for the meeting and welcomed participants to Budapest. As a former trauma surgeon, he explained that he knew first hand about the problem of road traffic injuries. He acknowledged that changing the mindset of drivers is a big challenge – given that we all like to drive fast. However, at J&J there is a culture of executive management setting an example – participating in driver training and other company safety activities, along side of other employees. He estimated that in Hungary 30-40% of registered vehicles are corporate fleet vehicles, pointing to the important role of employers in the area of road traffic safety.

Road Safety in Hungary

Professor Dr. Peter Hollo, Head of Department for Road Safety and Traffic, Institute for Transport Sciences, Hungary, gave a keynote address about road safety in Hungary. While the Government has set targets for road safety improvement, and has introduced some important measures such as zero blood alcohol limits for drivers, better speed enforcement and higher penalties, his prognosis is that the country will likely fall short of meeting its targets. The measures are working but more needs to be done. There needs to be more emphasis on improving seat belt use.

The New UN Resolution and Its Relation to the Private Sector and Follow up Actions from the First Private Sector Meeting

Matts-Ake Belin, Scientist, World Health Organisation, explained the chronology of events from the release of the World Report on Road Traffic Injury to the passing of several United Nations resolutions seeking ever greater commitment to action by member States to improve global road safety. He advised that the WHO was called upon to coordinate collaborative efforts in road safety through a United Nations Road Safety Collaboration platform, and that one of the key areas is that of fleet safety. Matts also advised that in March of this year, the UN
General Assembly adopted a resolution that “encourages organisations in both the private and public sector with vehicle fleets, including agencies of the United Nations system, to develop and implement policies and practices that will reduce crash risks for vehicle occupants and other road users.”

Lori Mooren, Senior Research Fellow, University of New South Wales and Chair of the Fleet Safety Project Group (FSPG) of the UNRSC, presented the work of the FSPG. She advised that while the initial focus of the UNRSC was to promote road safety within the United Nations system, the Group now has an expanded mandate to promote good practices in fleet safety by all public and private sector organisations. However, the field of fleet safety is a relatively new field, informed by road safety, occupational safety and risk management. While some good inputs are available from limited research and experience of organisations that are pursuing work related road safety, the Group is not yet in a position to produce a “good practice guide” similar to other manuals produced by the lead agencies of the UNRSC. She reported that while the UN Fleet Forum, assisted by the Global Road Safety Partnership has recently released a Fleet Safety Guide and tool box for use by UN agencies, other inputs such as inputs from the PSRSC will be instrumental in assisting progress towards the aim of producing the Good Practice Guide in two years time. Meanwhile, the group, supported by the Global Transport Knowledge Partnership and GRSP will pursue a strategy of collecting and testing tools and case studies and making these available to interested organisations through a web based communication portal and through other means.

The Global Road Safety Challenge – Background to the UNRSC and the PSRSC

Dr. Etienne Krug Director of the Department of Injuries and Violence Prevention, presented on the global problem of road traffic injuries and advised the approach taken by the UNRSC under his chairmanship to address this problem. Guided by the World Report on Road Traffic Injuries, compiled by the world’s road safety experts, a series of collaborative activities are being pursued by the UNRSC. These activities focus to seeking greater political and financial commitment by Governments, international agencies, the private sector and non-government organisations, as well as to develop practical solutions for addressing the main contributing factors to road traffic injuries and deaths. Etienne had mentioned one of his expectations of this meeting at the end of the meeting there is a private sector network to link into the UNRSC. All companies should stand behind the objectives of the UNRSC. He also mentioned that private sector participation on the UNRSC is limited to 25%. The PSRSC will help to keep the balance and should feed into the UNRSC. Substantial progress has been made in the past 5 years in the area of road safety with mandates, awareness, coordination and financing mechanisms in place however the problem is still huge. We need to strengthen support to country programs, we need to do a better job at monitoring performance and take a more aggressive approach to governments through a high level ministerial meeting. Private sector plays a major role, those companies that make vehicles, those that make fleets safer for others, contractor fleets. The PSRSC will have political weight as a group to
contribute to national and international efforts in the area of road safety. We need to get the private sector to take ownership of this issue and empower ourselves to link up with the UNRSC to have a louder voice for ministerial conference input. How is this group different, what is the platform to bring together multinational and smaller companies, not just for fleet safety but in a broader role of promoting fleet safety.

**The Direct and Indirect Costs of Road Traffic Accidents**

Gabriel Kardos, SAFE Fleet Manager, Johnson & Johnson EMEA, spoke on the J&J Credo which places a priority on customers first, employees second, community and environment third and shareholders last. This supports the importance of safety and wellbeing for J&J employees. He then explained the six elements of their global SAFE Fleet program that targets a reduction of road crashes by 2-3% each year, based on accidents per million miles travelled or APMM. He further went on to explain the costs to J&J of direct and indirect costs of road traffic accidents addressing bent metal damage as the more direct and measurable costs and loss of sales as the higher indirect cost. J&J presented a model they created to quantify accident costs for each of their businesses in the EMEA region.

**Zurich’s Cost Benefit Analysis**

Andy Price, Practice Leader, Motor Fleet Risk Engineering, Zurich, talked about why organisations make an effort to improve fleet safety. He said that while meeting the employer’s duty of care, avoiding prosecution and meeting their corporate social responsibilities are reasons for fleet safety commitment, money is the biggest motivator. Then he demonstrated how Zurich’s cost-benefit analysis process can be used to justify investments in safety. Andy mentioned that western morals cannot be applied to developing economies.

**Engaging the Business and Improving Performance**

Paul Gallemore, Head of HSEQ, UK and Europe, Wolseley, advised how Wolseley takes into account the indirect costs that can be between 8 and 36 times the direct costs of crashes. Talking with senior managers it is clear that they are motivated by costs, moral obligations and legal responsibilities in their decisions to invest in fleet safety. The reality is that people are 4 times more likely to be killed driving for work than from any other occupational injury. For this reason, he believes that fleet safety should be on the safety science curriculum for higher degrees in occupational safety.

**Driving for Better Business – Getting a Business Message to Business**

Adrian Walsh, Director, RoadSafe, told the group about the Driving for Better Business program supported by the Department of Transport in the UK. This program spearheaded by RoadSafe conducts campaigns addressing key fleet safety issues, such as mobile phone use, tiredness and speed and gives awards to businesses that demonstrate good fleet safety programs. Some businesses, like
Tesco, have reported that they found an incidental benefit from fleet safety was a lesser staff turnover and improved staff morale. He distributed copies of the Driving for Better Business newsletter and offered the use of the driving for better business website for postings by the PSRSC including best practices, pictures from the meeting and other PSRSC group agendas minutes and other materials. Roadsafe is a public private partnership.

**Global Fleet Safety Benchmarking In the Private Sector – The Benchmark Study Group and Network of Employers For Traffic Safety (NETS)**

Sandra Lee, WW Fleet Safety Director at J&J - There are opportunities for the private sector to engage at 3 levels globally and locally, focusing internally and externally.

Sandra explained that the US Government and industry leaders created Network of Employers for Traffic Safety, or NETS, in 1989 to help to address both the human and economic impact of traffic crashes on the nation's workforce. The Benchmark Safety Group (BSG) which operates under the auspices of NETS includes 28 member companies with a collective total of 249,000 vehicles that have a travel exposure of 6 billion miles per year. This group benchmarks their accident rates per million miles (APMM) with a range of performance levels from .48 to 16.89 APMM. Comprehensive reviews of participants' fleet safety programs and policies are also part of the benchmark survey. Some participants raised the question of different types of exposures for highly congested versus open road exposures, suggesting that this area of benchmarking needs some attention to see the real picture. Sandy made an excellent presentation on the benchmarking group and how the private sector is active in this important area to help drive down accidents within the member companies. NETS should be brought on board the PSRSC to have a voice in the UNRSC.

**Discussion on Global Road Safety Efforts and the Role of Different Partners**

Dr. Krug opened discussions about the role of the private sector and sought comments from the group about how companies can contribute to the global
road safety effort, especially beyond the internal fleet safety actions by companies.

David Wallington of British Telecom commented that providing safety programmes to employees’ family members is one way that BT extends road safety into the community.

Derek Chandler of Pfizer raised the subject in open session about the importance of trying to pressure regulatory authorities of countries to work towards having a “best practice” generic standard driver competency test. The different standards that their company sees from its many employees from various parts of the world suggest there are major differences in the standard of testing drivers. It would go a long way in saving the lives of drivers and the general public if improvements could be made in those countries that have less than satisfactory competency assessments.

Andy Pearce of GRSP (formerly from Shell) advised about how Shell engaged in community road safety – particularly promoting seat belt use in Sakalin.

Laurent Wolfsheim of Total believes that the PSRSC should not confine its activities in the large multinational club, but should extend opportunities to smaller local companies and subcontractors too. This support can be financial and technical.

Adrian Walsh advised the group of Diageo’s involvement in anti-drink drive campaigns in Scotland as an example of a company involved in community road safety.

Some companies are combining their commitment to reducing their carbon footprint through improvements to fuel economy. This has also been shown to improve road safety.

Gabriel closed day one by summarizing the key takeaways for the day which were:

- There are a number of expectations from the group members of the PSRSC
- Countries and companies can turn their negative accident trends into positive many times with little resources
- Road traffic accidents are a leading cause of death in young people and if nothing is done the situation will get worse by 2030. We as the private sector need to do our part to ensure this does not happen.
- The UNRSC is an active group that the private sector can be involved with to drive positive global change in the area of road safety
- Companies do have models and mechanisms in place to be able to quantify the direct and indirect costs of accidents to their businesses
- Benchmarking is an effective way of getting buy in from management to do more on fleet safety
• There is a lot that companies can do to support the WHO/UN, non profit organizations to reduce accidents within their communities. Many projects exist that companies can support to reduce the global accident burden.

Gabriel asked participants to post on the board what they did no like so far in the meeting. Comments noted were:

• More debate needed
• Too much western bias in the discussions
• Too few participating organizations
• Lack of attention or discussion of research and evaluation of fleet safety measures, specifically what works and what doesn’t.
DAY 2

Examples of How Companies can Contribute to Global and National Road Safety Efforts

Patrick Lepercq, Public Affairs, Michelin, spoke of the “Sustainable Mobility Project” being pursued by 12 leading members of the World Business Council on Sustainable Development including Toyota, Shell, Renault, Ford, Honda, GM, Michelin. In recognition of the fact that road transport globally accounts for 18% of total CO2 emissions the combination of road safety and environmental improvements are seen as important goals to address. Currently the world vehicle population is 900 million, but by 2030 this is predicted to rise to 1.5 billion. Michelin itself is especially targeting road safety for young people. Engaging this group is a priority as they are most at risk. Separately, Patrick advised of the Global Road Safety Initiative, financed by a group of companies to the level of $10 million for a 5-year program supporting projects in China, ASEAN countries and Brazil. We need to put internal company issues aside and look at what companies can do to contribute to global and national efforts beyond the private sector. GRSP supports major road safety projects, a global youth NGO was created, financial and political weight for more road safety efforts needs to be given. What would such a network do? The WHO should not lead this but the private sector needs to lead it. How do we get the automotive industry involved was a comment by Adrian as they are not present and an important player. IRF needs to be involved. GRSP spoke on experiences, budgets and best way to spend budgets. BT family member involvement to spread influence and impact employee efficiency and productivity. Total concern about collaboration, should not just be large corporations but we need to include small companies also with little resources. For future meetings we need to get corporate responsibility practitioners involved, maybe have a separate meeting for them? Chevron networks to keep politicians honest. BT showed link between safety and carbon footprint.

Deutsche Post AG’s “Global Road Safety Initiative”

Rainer Armbruster, Director OS, Deutsche Post World Net gave a presentation on its Global Road Safety Initiative. The innovative “Seven Heroes Campaign” has won the DuPont Safety Award for 2008. Using 7 heroes the campaign cartoon characters convey a range of road safety messages to employees and their families in 16 languages. It involves web-based training and a road safety game where people can achieve “superhero” status for demonstrating their knowledge of road safety. In the first year of the campaign accidents were reduced by 15% and lost working days were down by 16%.

Creating Sustainable Road Safety Practices

Peter Varga, SD &HSE Manager of Petrochemicals Division, MOL Group explained its integrated approach to road safety aiming to achieve a target of 2 crashes per million kilometres travelled. The “Save More than Fuel” campaign focuses on messages about driving at reasonable speeds. There is also an emphasis on
defensive driving and following a root cause analysis of a bicycle crash a number of systemic risks have been addressed. Ten takeaway messages are promoted using filling station posters as part of the company’s CSR program.

**Responsible Driving Campaign**

Lucette Bouchard, Director, HSE Business Support, Sanofi-Aventis spoke of challenges she has faced over 25 years with the company to build and rebuild support within the company which saw 8 mergers during this period. She explained how she needed to change the false perception that the employees in the factories were more at risk of injury than the field staff. So Lucette used lost time injury data to convince management that field staff, especially sales representatives, were more at risk. Appealing directly to the sales department she invested a lot in marketing and communications, using a benchmarking approach to engage with sales people who are naturally competitive. Over 200 Sales Managers were trained to engage in 2-way dialogue with staff about safety issues. The program also adopted a positive role model approach recognising “Sales Champions” with accident-free records. This has achieved a 64% accident-free population in the sales division.

**How to Promote a Standard Company Road Safety Code of Conduct (CEO & Employee Commitments)**

Gabriel advised the group to look to the “Driving for Better Business” website for many examples of codes of conduct. For purposes of the meeting, participants were asked to share in advance their documents which Gabriel copied and distributed to the group in their welcome packages.

Russell, Unilever, explained how their Life-saving Rules had its origins in India.

Rainer, Deutsche Post World Net advised that it is best to keep codes and rules simple.

Kevin, TNT, shared TNT’s codes for various segments of their operations including contractors.

It is not the intention of this Group to agree on one code of conduct, but instead to share these to assist others through a best practices website.

**Review of the PSRSC Terms of Reference as a Draft for further Input**

The first question that was addressed by the participants was “Do we want a group with a terms of reference?” The answer was a unanimous yes. The group will move forward as an official private sector group dedicated to improving global road safety. It was felt that the group didn’t want an organization with membership fees and detailed terms of reference, such as is the case for the United Nations Road Safety Collaboration. They just wanted a more informal group that has meetings hosted/sponsored by a member of the group once per year.
The group then addressed what goal emphasis and set of objectives would be best. It was suggested that there be less emphasis on “discussing” and more on sharing. There should be a role for advising governments and other bodies on safety management systems, vehicle and driver standards, and emergency services and trauma care – in short “improve road safety standards”. Also, the group could collectively seek better information from manufacturers and the scientific community about risk factors. Michelin stated that the group needs to be modest at the start and ambitious at the end to avoid fear of other companies of joining. Group should share data and practices and methodologies, be a channel to express a voice to the UNRSC and have large technical and financial resources for joining global programs.

Other comments the group should lobby for standards in vehicles. Regulation, enforcement, medical facilities and survivability of accidents in many countries and emergency services should be addressed. Also lobby for improved road safety standards nationally. The group can get information from suppliers and scientific based information on road safety could be sponsored.

Etienne mentioned that the UNRSC had similar discussions on how the group should organize themselves. Many groups come to the table with their own interests and agendas. Project groups are formed working on specific issues. PSRSC can work the same way with subgroups.

GRSP raised the question where does the private sector want to get the most for their money? With people. Group must be action oriented, must have clear actionable takeaways and must organize in a way that is smarter with a clear way forward to work more efficiently.

Objectives of the group were discussed, fleet safety is one. Need to reach the driver in the objectives. Management systems must be right first to create a safe environment was an opinion voiced by Zurich. The better managed the fleets the better the safety. We also need to address low and middle income countries.

Etienne brought up some non fleet safety issues like social responsibility, safety as a value, political weight of the group and road user safety. Health problems should also be on the agenda.

Patrick from Michelin made a proposal to the group for objectives:

- Improve business practices by sharing tools and solutions, best practices, results, ways to help further research
- Based on uniqueness what is the voice to convey to the UNRSC, global policies, regulations etc, non specific
- Because we are unique, we have the resources to be able to influence global action

Etienne was OK with Patrick’s ideas.
It was decided that three areas of focus could form the basis of actions by the group. It was thought that the key general goals of the group could be:

- A) sharing practices
- B) speaking as one voice
- C) joining global efforts to promote road safety

Turning to the nature and structure of the group, the preference was for a less formalized collaborative group without a defined structure at this stage. Small teams would be formed to guide efforts in the three key areas. The PSRSC could meet once per year, hosted and sponsored by one of its members.

It was indicated that some gTKP funds could be devoted to support some administrative aspects of the group's work, including building a web based communication facility for the group. In the meantime, the information from this meeting may be posted on the UNRSC site.

There was a diversity of goals of individual participants of the meeting that could be addressed in future meetings. These included: building greater procurement abilities with joint (vehicle) buying power; learning how to influence driver behaviour; and developing good safety management systems.

With regard to membership, it was expressed that the group shouldn’t be just for large companies. The group can provide help to smaller companies, especially on driver behaviour management. Specifically, members were urged to support (financially) the participation in the group by assisting smaller companies to participate in meetings. To expand membership it was suggested that each participant seek to encourage three additional companies to join the next meeting. Leasing companies, subcontractors and companies from low and middle income countries could be targeted. The companies who are members of Network of Employers for Traffic Safety (NETS) group would also be approached by Johnson and Johnson to encourage their participation in the PSRSC.

The community outreach role of the group was not prominent in the discussions, perhaps due to most participants’ primary interests in fleet safety. But while companies can encourage participation by corporate responsibility representatives, it was indicated that companies are likely to send only one representative to the meetings and this would likely be the health & safety manager.

It was agreed to progress actions on the three core objectives with representatives of the group leading the development of each:

1. Improve business practices – “driver and road user safety”
   (gTKP/RoadSafe, Sanofi‐Aventis and Zurich to lead)
   a. Share tools
   b. Identify best practices and results
   c. Develop management systems
   d. Identify needs for further research

2. Give a collective voice to advise the UNRSC and others (J&J Gabriel & TNT Kevin to lead)
a. Advice on global and local policies
3. Efforts for global road safety actions (Chevron & Scania will be asked to lead)

Michelin and or Sanofi-Aventis will host the next meeting of the PSRSC in Paris France – date to be advised but probably May 11-13. The agenda of the next meeting will focus on inputs and ideas for the Ministerial Conference in Moscow (to be held 19-20 November, 2009) and definitions of the areas of activity for the 3 core objectives. In the meantime, the team leads should meet via conference call in preparation for the May meeting. The 3 teams would do work over the next 6 months. Adrian agreed to sponsor the secretariat. Gabriel, Lori and Adrian to have a conference call on the website.

What Inputs Can the PSRSC Give to the Planned 2009 Russia Road Safety Ministerial Meeting

Dr. Krug gave an update of the Meeting of Ministers to take place in Moscow November 19-20 on the topic of Road Safety. The private sector road safety collaboration should have a spot on the ministerials meeting and pre and post meetings day before the Moscow meeting were discussed. There will probably be some sort of declaration to come out of the meeting and the ministerial meeting could be a good launch platform for the PSRSC as a group. What can this group offer the ministerial meeting. What can the rest of the private sector do?

Liaison Opportunities between the PSRSC and UNRSC

The group decided unanimously that it is impossible for all private sector companies to be represented on the UNRSC and that the PSRSC group will be the voice of the private sector at the UNRSC meetings. The PSRSC should establish a website for themselves and organize itself to get members to the UNRSC.
Closing of Meeting

Dr. Krug closed the PSRSC meeting calling it a historic meeting of the private sector which needs to grow and take continued action to reduce the number of injuries and fatalities on our global roads. Dr. Krug thanked Gabriel and Johnson & Johnson for their leadership in organizing this first official group meeting. The meeting was adjourned and participants departed.

Patrick Lepercq Michelin - Meeting Notes

Specific potential impact from the Private Sector

The private sector has the potential to provide a very significant contribution to Road Safety through its influence on products/services, employees and families driving habits, company and suppliers/contractors fleets, customers, and communities around their facilities. Through its various professional organizations the private sector is involved in the development of public policies, standards and regulations introduced by governments and international organizations. Finally, due its financial capacity and in line with its corporate social responsibility commitments, the private sector can join efforts to support regional & global road safety campaigns and actions to demonstrate the effectiveness of programs to reduce road death & injury key risk factors.

Private Sector Road Safety Collaboration Objectives

Three objectives to contribute to implement the World Report on Road Traffic Injury Prevention:

1. To improve private sector Road Safety current actions.
   This objective will be achieved by proposing a process of sharing data, case studies, best practices, tools, business cases, benchmarks, research, management systems and information relating to road safety training seminars & conferences.

2. To raise Private Sector Voice to influence Road Safety Policy Development
   This objective will be achieved by checking with private sector its potential messages to be conveyed to UNRSC and/or its various members: UN entities, governments and international organizations.

3. To leverage private sector funding effort for global Road Safety projects
   This objective will be achieved by seeking private sector support and partnerships to deliver significant Road Safety projects.

PSRSC liaison with UNRSC

A communication will be arranged to ensure that the above three objectives will be achieved in facilitating all potential flow of information and synergies with the UNRSC organization, actions, and members: create a private sector section on
the WHO/UNRSC web site, circulation of the UNRSC agendas, meeting minutes, actions, workgroups to the private sector network. A Private Sector representation to the UNRSC meeting will be arranged through the companies currently UNRSC members.

**Moscow Ministerial Conference**

This international ministerial conference hosted by the Russian Federation has been welcomed by the UN General Assembly on March 31, 2008. The tentative date is: 19-20 November 2009. The agenda is not yet finalized. A preparatory process is started with a committee made of WHO, some governments and global organizations. The event could include a main part with official speeches, presentation of road safety status at global and regional level, and official declaration as well. Some side events would likely be possible like exhibitions and focus workshops. This event could be an official launch of a larger and global Private Sector Road Safety Collaboration.

**Potential input from the private sector as its contribution to a Road Safety Decade of Action:**

A. Set and commit private sector specific targets as a contribution to global targets of road fatalities & injuries reduction.

B. Promote sustainable mechanisms in line with the World Report Recommendations:
   - Data, targets, evaluation
   - Road safety integrated management systems
   - Funding mechanisms and public-private partnerships
   - Periodic ministerial review and targets settings

C. Suggest global Road Safety direction for policies on issues such as:
   - Vehicle safety equipments in LMIC
   - Mobile phones
   - Synergies between safe and green driving (linkage with the post Kyoto Copenhagen Summit)
   - World wide recognition of UNECE regulations

D. Business day to present what the private sector can offer to promote road safety: technologies cases studies, access to data and benchmarks, management systems, trauma care, research, funding mechanisms...

E. Exhibitions: show room for road safety features and technologies aligned with road safety global policies.