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4th IRF Regional Conference on
“Accident Prevention: Road Safety Measures”
23–24 October 2009 at IHC, New Delhi

Fleet Safety

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23rd October 2009



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global Transport
Knowledge Partnership

2009

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GRSP is a hosted programme of the International Federation of the Red Cross and Red Crescent Societies



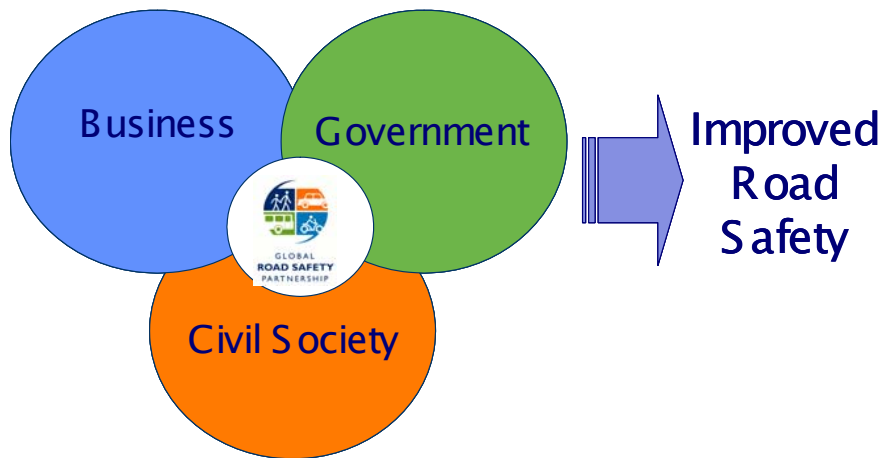
Agenda



- Who are GRSP?
- Why target fleet safety?
- What is fleet safety management?
- Does fleet safety reduce road death and injury?
- India Road Safety Partnership



- Mission: the sustainable reduction of road death and injury in low and middle income countries.



- A decade of contribution 1999 – 2009
- Helping to get good practice behavioural interventions made



GRSP Programmes

South Africa
Ghana
Namibia

China (GRSI)
India (Bangalore)
Thailand
Malaysia
Indonesia

Hungary
Poland
Romania
Sakhalin

Brazil (19 GRSP/GRSI towns)



Why target fleet safety?

- Commercial vehicles are estimated to account for 14 percent of all motor vehicles in use globally and in low and middle income countries upwards of 32 percent of vehicles in use.
- Between one quarter and one third of all fatal crashes involve a driver who is at work





- Trucks and Buses represent **6 percent of all vehicles** and are involved in more than **40 percent of fatal road crashes**

India Road Crash Facts

- 1,14,590 road deaths in 2007 (6.1% more than 2006)
- More than 2 million road injuries treated in hospital
- Estimated cost Rs 55,000 crores a year (3% of GDP)

Myths about fleet safety



- *“It’s all about driver training....”*
- *“Government authorities are responsible for road safety.....”*
- *“We’re not responsible for road safety, its managed by our transport contractor”*

It's more than driver training

Fleet safety culture model (Shaw, Roberts: 2001)

Management

- Proactive leadership
 - Vision & strategy
 - Influences external environment
 - Consistent messages & justice
 - Wins hearts & minds
-
- Comprehensive policies & procedures
 - Preventative action focus
 - Monitors performance data
 - Re-active to events
 - Minimum standards in place
 - Legal compliance
-
- Some policies & procedures
 - Re-active to events
 - Accepts the inevitable
 - Tolerates rule breaking
 - Inconsistent messaging

		Outstanding fleet safety record
Poor fleet safety record		

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> • Accepts the inevitable • Breaks rules • Unsafe driver | <ul style="list-style-type: none"> • Trained • Obeys the rules • Safe driver | <ul style="list-style-type: none"> • Self motivated • Coaches others |
|---|---|--|

Driver Behaviours

- Management Engaged
 - Leadership (pro-active)
 - Listening, and
 - responding

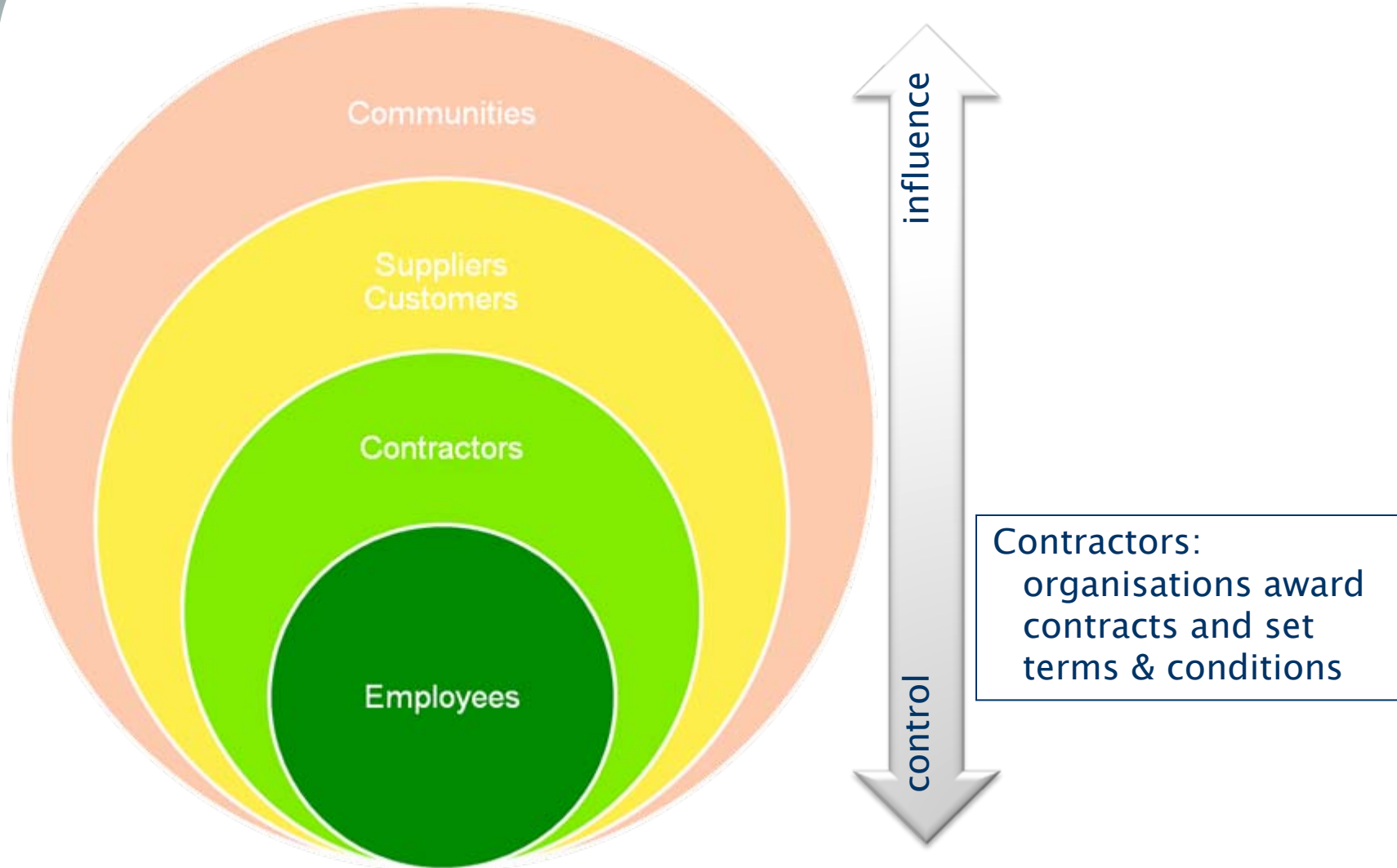
- Drivers Engaged
 - Open communications
 - Respected
 - Listened to

"It's all about driver training..."

Sphere of influence



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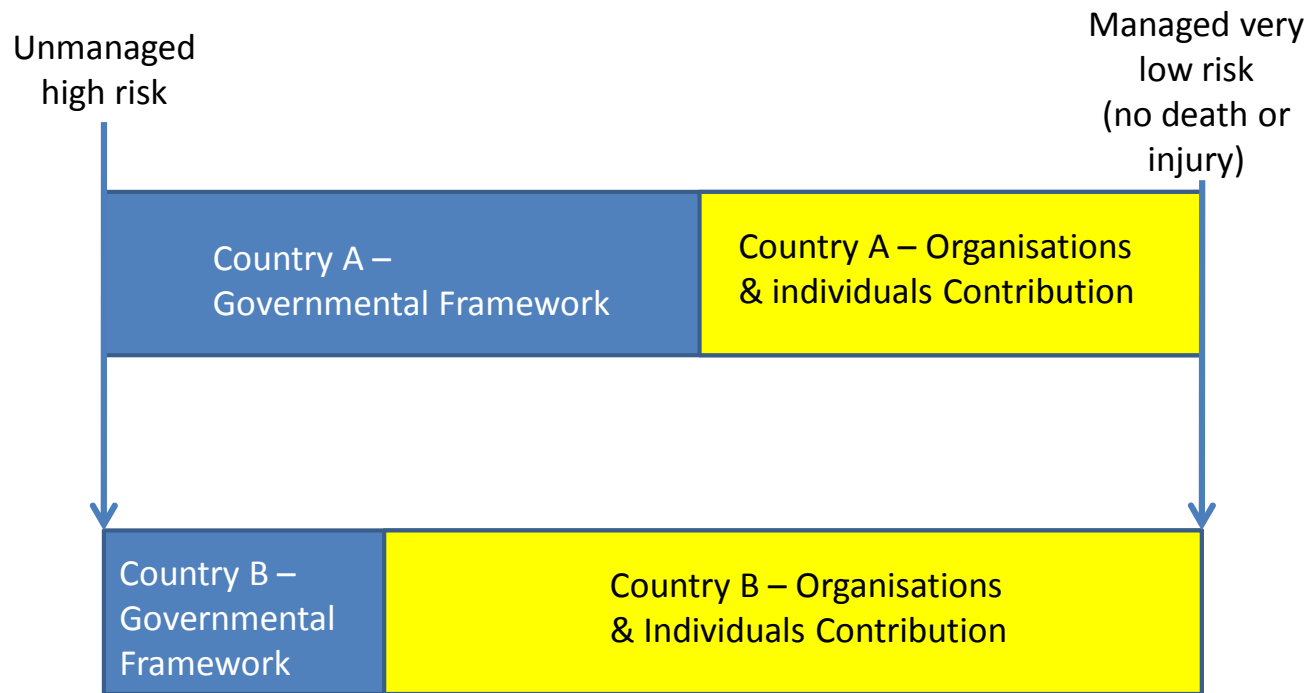
2009

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"We're not responsible for road safety, its managed by our transport contractor"

All stakeholders have a role play

Governments will not achieve zero alone



Some countries have better developed governmental frameworks than others

“Government authorities are responsible for road safety....”

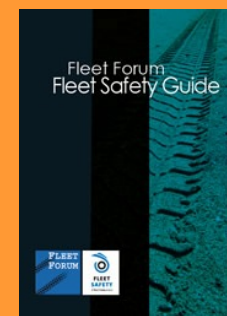
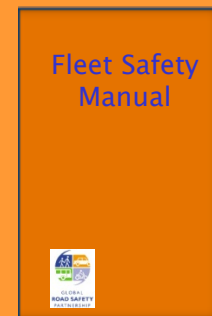
Fleet safety – a systems approach



Contents

Why do it?
What to do?
How to do it?

Toolkits



FleetSAFE

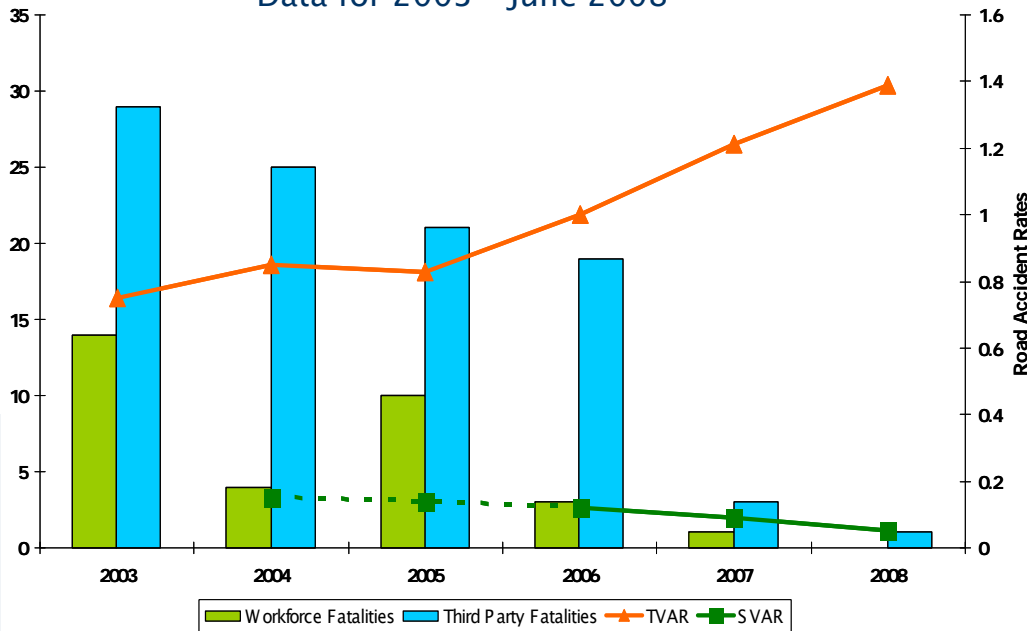


Improving fleet road safety...global



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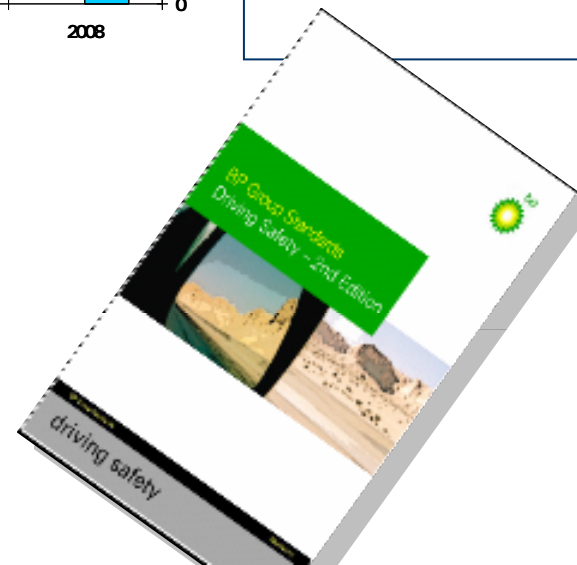
Data for 2003 - June 2008



- Implementation of a Driving Safety Standard completed at end 2007 (launched Jan 2004)
- It is having a positive impact on performance
- Improved level of Vehicle Accident reporting, reflected in TVAR, leading to better understanding of where attention is required to avoid more serious incidents
- Serious (SVAR) incidents reducing
- Workforce and third party driving fatalities are reducing

Definitions:

- TVAR = total vehicle accidents per 1 million Kms
- SVAR = severe vehicle accidents per 1 million Kms

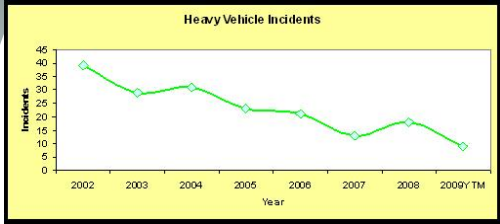




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Improving fleet road safety...local

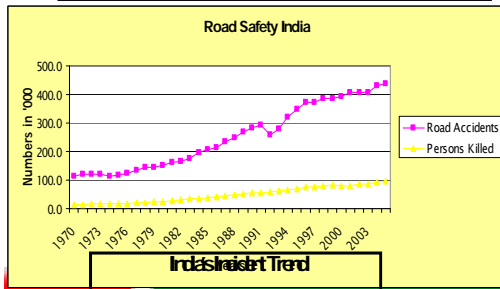
Castrol India Changing Behavior.. Saving Lives



Castrol's Impact Trend in Incidents



All Fleet Operations managed with GPS Thebury of TDD (GPS)



India's Road Safety Trend

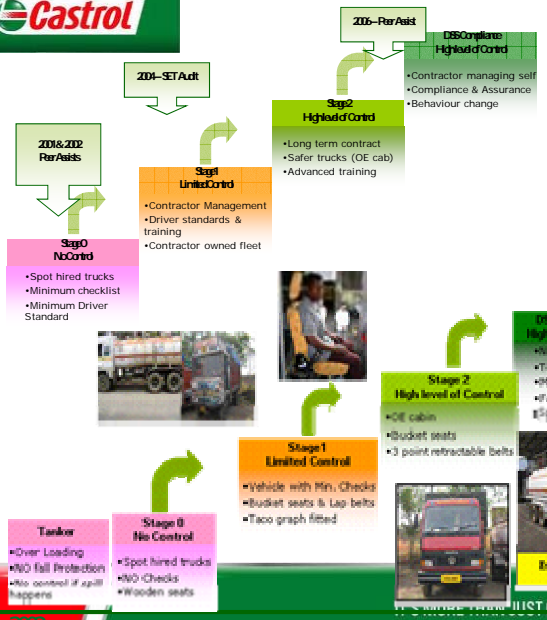
It all began in 2002 ...

IT'S MORE THAN JUST OIL... IT'S LIQUID ENGINEERING.

global standard, localised plan



CONTROL INFLUENCE



Driving Safely - The Journey



Fully DSS compliant

IT'S MORE THAN JUST OIL... IT'S LIQUID ENGINEERING.

India Road Safety Partnership

Our Vision: The IRSP will be a sustainable private/public/civil society partnership dedicated to reducing the unacceptable toll of deaths and injuries from road crashes in India using internationally recognised good practice.

Our Focus: Will focus on programmes that address key road safety challenges for India using good practice



Improve Road Safety



Implement Projects



Share and Learn from Best Practice

IRSP – next steps

1. Implementing fleet safety demonstration projects (already in action)

- People Moving People – Bengaluru
- People Moving Goods – Delhi and Mumbai

2. Expansion to pan-India

- Stakeholder dialogue to develop strategy to meet their needs (1Q2010 seminar)
- Establish organisation to lead and coordinate activity
- Attract more partners from all sectors – private, public and civil society

3. And, beyond

- Encourage wider uptake of programmes
- Establish community programmes – e.g. seatbelts, helmets, alcohol, speed, trauma care
- Run regional seminars using good practice
- Build professional capacity



Thank you



Further information is available at the following websites:



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www.grsproadsafety.org



www.fleetsafe.org

FleetSAFE

“I would like to express satisfaction that the UN Road Safety Collaboration is ‘walking the talk’ by improving the fleet safety within the organisations that are participants in this Collaboration, including the United Nations. This is an innovative approach that could perhaps be extended to other large corporations.”

*Extract from statement by **Mr. Nirupam Sen, India Permanent Representative**, on agenda item 46: Global Road Safety Crisis at the 62nd session of the United Nations General Assembly on March 31, 2008.*

The Manual is designed to.....



1. Motivate readers to get into action to manage fleet safety.
2. Be usable by all types of fleet – private, public, large, medium, small.
3. Be simple to follow and at the same time provide the user with a “one-stop” for what they need (or links to resources).
4. Provide (or lead to) evidence to under-pin the case for fleet safety management.

- **Part One – Fleet Safety Management System**
 - Introduction – Context – Using the Guide
 - 1. Business Case
 - 2. Fleet Safety Management System
 - 3. Implementation

- **Part Two – Tool Kit (Tools and Resources)**
 - 1. Controls
 - Drivers
 - Vehicles
 - Journeys
 - 2. Contractors