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INTERNATIONAL SOCIAL SECURITY ASSOCIATION  
ASSOCIATION INTERNATIONALE DE LA SÉCURITÉ SOCIALE  
ASOCIACIÓN INTERNACIONAL DE LA SEGURIDAD SOCIAL  
INTERNATIONALE VEREINIGUNG FÜR SOZIALE SICHERHEIT

BG Verkehr  
Ottenser Hauptstrasse 54  
DE-22765 Hamburg  
Germany

T: +49 40 3980 2200  
F: +49 40 3980 2210  
E [secretariat@issa-transportation.org](mailto:secretariat@issa-transportation.org)

*Section on Prevention in Transportation*

[www.issa.int/prevention-transportation](http://www.issa.int/prevention-transportation)

**Best practice: Transport Safety and Culture of Prevention**

## ESB implemented a new traffic safety strategy: 58% incidents less in 10 years



*Photo: ETSC/ PRAISE project*

*International Section of the ISSA on Prevention in Transportation  
Comité international de l'AISS pour la prévention dans le secteur des transports  
Comité Internacional de la AISS para la Aplicación en la Transportación  
Internationale Sektion der IVSS für Transportwesen*

## **ESB IMPLEMENTED A NEW TRAFFIC SAFETY STRATEGY: 58% INCIDENTS LESS IN 10 YEARS**

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The Electricity Supply Board (ESB) is a multinational energy group based in Ireland. ESB's commercial fleet consists of over 2000 vehicles and approximately 2500 of its staff drive their own cars on business. The company developed and implemented a road safety strategy, which resulted in the reduction of the number of incidents by 58% over a ten-year period.

*The following is based on an interview with Grainne Coogan, Road Safety Bureau Communication Officer at ESB, which was conducted within the ETSC's PRAISE project. This project addresses the safety aspects of driving at work and driving to work. Its aim is to promote best practice in order to help employers secure high road safety standards for their employees.*

### **Organisation: Successful through involvement of all management levels**

- Set up of a Road Safety Steering Group:
  - Members are senior managers from every business unit
  - Tasks: Recommendation of strategy and policy, development of programmes, all members are responsible for the implementation of the programme in their own business line
- Road Safety Bureau:
  - Reporting, investigations and classifications of all incidents
  - Development of communication resources and guidance of implementation of initiatives
  - Conduction of research and advice on policy
  - Integration of road safety into business line safety and health improvement plans

### **Development: From an initiative based programme to a culture based programme**

- Initiative based programmes
  - Set up of a first programme: "Safe Driving - It's my responsibility" from 2004 to 2008
  - Revised programme "Achieving Road Safety Excellence" from 2009 to 2011
- Implementation of the "ESB Road Safety Strategy 2013 - 2020: Our Journey to Excellence" with a longer term version

### **Initiatives**

- Fleet management system: Analyse driver behaviour, identify high risk road users and take counter measures such as coaching and training
- Advanced driver training: On-going since 2006 approximately 3000 ESB staff have complemented training which will be mandatory by 2016
- Driving and transport risk assessment
- Post Incident Support Training: Drivers involved in a serious collision must undertake post-incident support training prior to returning to driving duties
- Addressing young drivers through specific initiatives

## Results

- Number of annually recorded number of collisions for the commercial fleets of ESB dropped by 58% from 291 in 2003 to 121 in 2013
- Reduced costs for time loss
- Lower costs for damage repair: 1 million Euro in 2003 vs. 650,000 in 2013
- Commercial fleet insurance dropped by 25% in 2013 compared to 2004

The complete interview can be found at: <http://etsc.eu/managing-road-risk-at-work-case-study-esb/>

Origin: The European Transport Safety Council (ETSC) is a member of the ISSA Section on Prevention in Transportation. ETSC is a non-profit organisation based in Brussels and committed to reducing the numbers of deaths and injuries in the transport sector in Europe.