

Corporate social responsibility (CSR) actually embraces corporate issues such as occupational safety and health. Road safety is nowadays one of the key issues in CSR. In Europe, six over ten fatal work accidents are road accidents, including both accidents while driving for work and commuting accidents.¹

Employers' responsibility

Employers are responsible for the health and safety of all employees while at work. They also have a responsibility to ensure that others are not put at risk by your work-related driving activities

The costs for the companies

Motor vehicle crashes cost employers in medical care, legal expenses, property damage, and lost productivity. They drive up the cost of benefits such as workers' compensation, Social Security, and private health and disability insurance. Recent estimates of the cost of road traffic crashes in the European Union indicate that health care costs are in the range of 7000 euros per fatality and 12 000 euros per serious injury and the cost of road traffic injuries is an estimated 2% of a country's gross domestic product.²

The benefits of a road safety action plan

A very highly improved benefit/cost ratio will be the result of a road safety plan for a company itself. Reducing the number of accidents will enrich organizational and procedure tasks of the companies and improve employees' effectiveness, while reducing the negative aspects of moral, sanitarian and economic costs.

Action plans

Road safety corporate initiatives could be classified into the following categories:

- ★ fleet safety guidelines developed by road safety organisations
- ★ driver training and education
- ★ driver selection and induction procedures
- ★ incentives and disincentives
- ★ vehicle selection
- ★ company safety programs
- ★ driver management

Contact us for more information regarding on how to join the European Road Safety Charter

Corporate Social Responsibility and the European Road safety Charter

The European Road safety Charter is clearly viewed by many of the signatories as part of their Corporate Social Responsibility plans.

These are some of the commitments of the Charter's signatories:



Price Waterhouse

Their goal is primarily to reduce the number of dangerous work-related situations in traffic by informing the employees about how to ensure better traffic safety. And secondly, to create awareness of safety on the road among all employees in PwC Denmark and their families.



Johnson & Johnson

By 2005, there will be close to 13,000 field sales, service and management vehicles in the Europe, Middle East and Africa (EMEA) regional fleet. The combined elements of a fairly high EMEA regional employee turnover rate, further growth in the number of fleet vehicles and the high potential for serious accidents, all significantly reinforce the importance of the SAFE Fleet program and the need for additional focus over the course of 2005-2009.



Colas Group

The Colas Group will implement a program called "responsible driving", an information program called "responsible driving", and to create 12 common rules for the entire workforce in order to achieve a 25% reduction of accidents involving third parties by 2008.



Henkel Hungary

In 2006 and 2007, Henkel Hungary will increase internal information on the prevention of road accidents and organise education for Henkel employees by organising road safety seminars for all employees who drive a company car. Besides, it will cooperate with the Hungarian Committee for Prevention of Road Accidents and the Hungarian Red Cross concerning participation in the road safety lectures.



DHL Express Austria

DHL employees ("Lead Couriers") will participate in safe driving and eco-driving courses offered by the ÖAMTC (Austrian Automobile, Motorcycle and Touring Club) in order to improve road safety among the 590 couriers that mobilize through Europe.

¹ The work-related road risk in Europe: which extent? which prevention? February 2004 – Eurogip (<http://www.eurogip.fr/en/publications/index.htm>)

² "Preventing road traffic injury: a Public Health Perspective for Europe", WHO, 2004 (http://www.mobilityweek-europe.org/IMG/pdf/who_mobility_2.pdf)