

Road safety: beyond the gates

The Nestlé Story



Trusted advisor on roads and transport



Nestlé

Good Food, Good Life

NRSP
NATIONAL ROAD SAFETY

PARTNERSHIP
PROGRAM

Technical support

Angela Juhasz

Webinar Program Coordinator
Knowledge Transfer - ARRB Group

P: +61 3 9881 1694

E: training@arrb.com.au



Today's moderator:

Jerome Carslake

NRSPP Manager
ARRB Group

Ph: +61 3 9881 1670
jerome.carslake@arrb.com.au



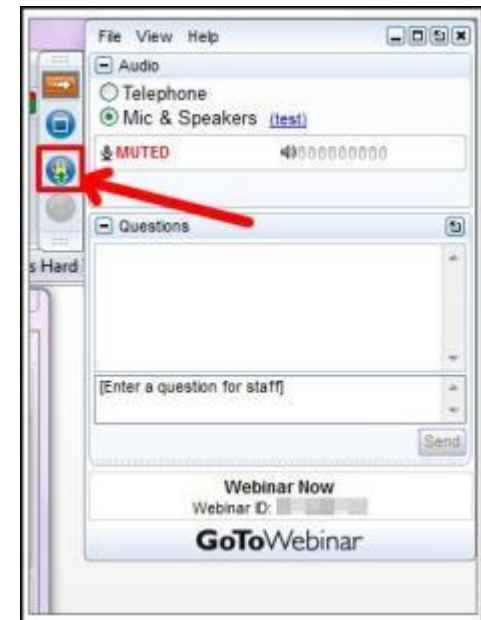
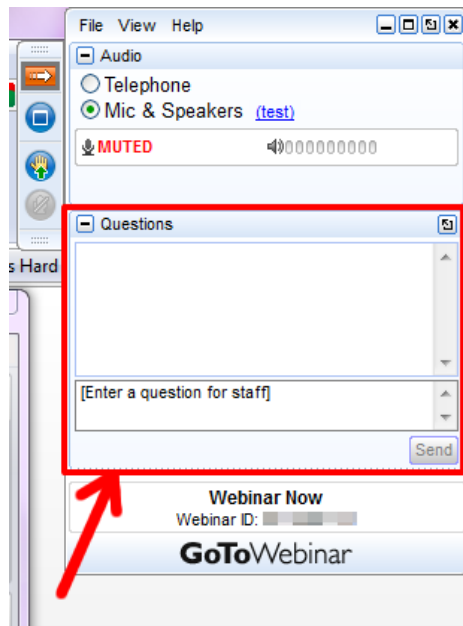
Housekeeping



Up to 60 minutes
duration



GoTo Webinar functions



Please type your questions here

Today's presenter:

Andrew Bradley

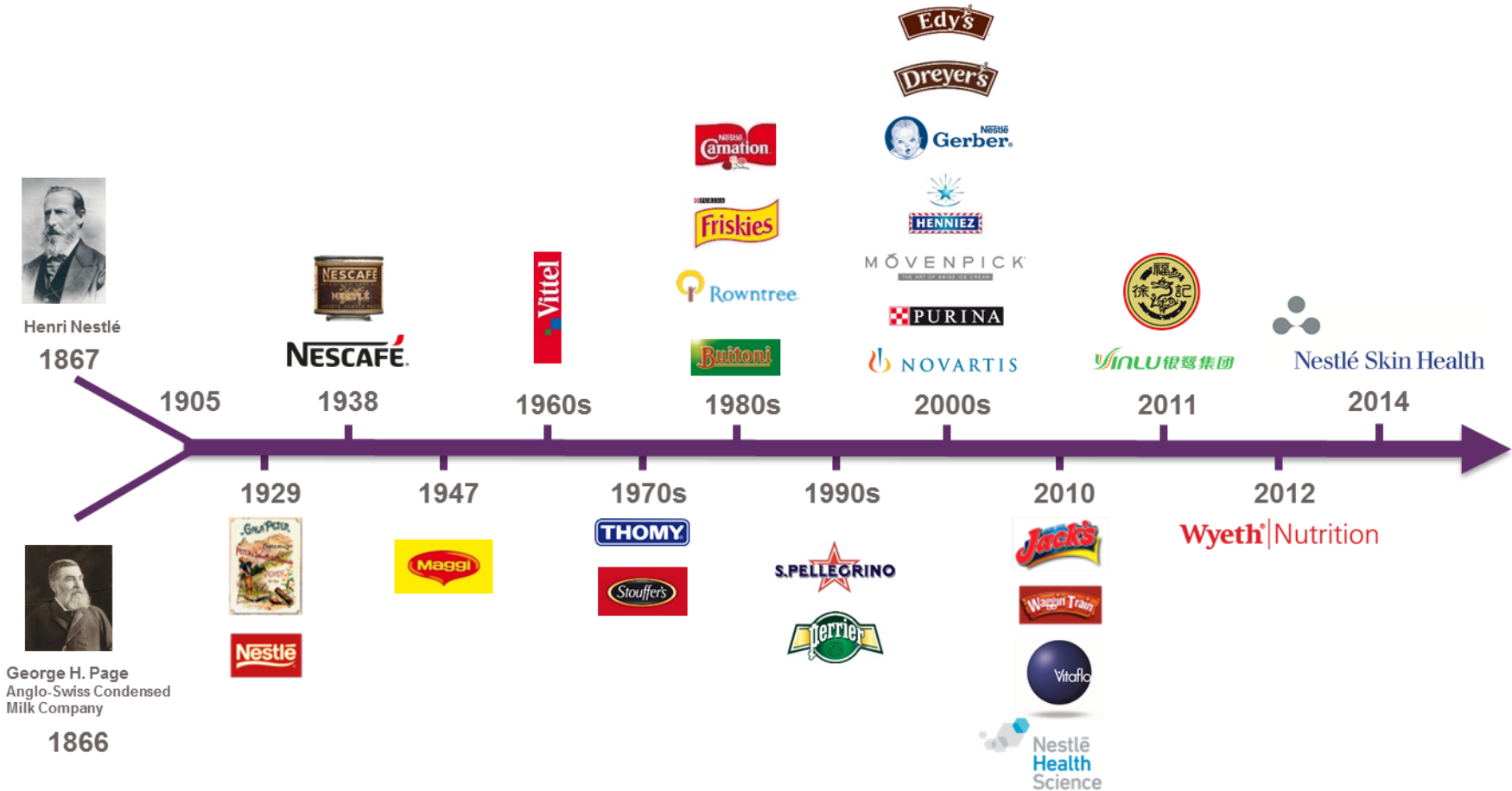
Head of Group Risk Services
Nestlé Group

Ph: +41 (0)21 924 33 34

E: Andrew-Richard.Bradley@nestle.com



The Nestlé story

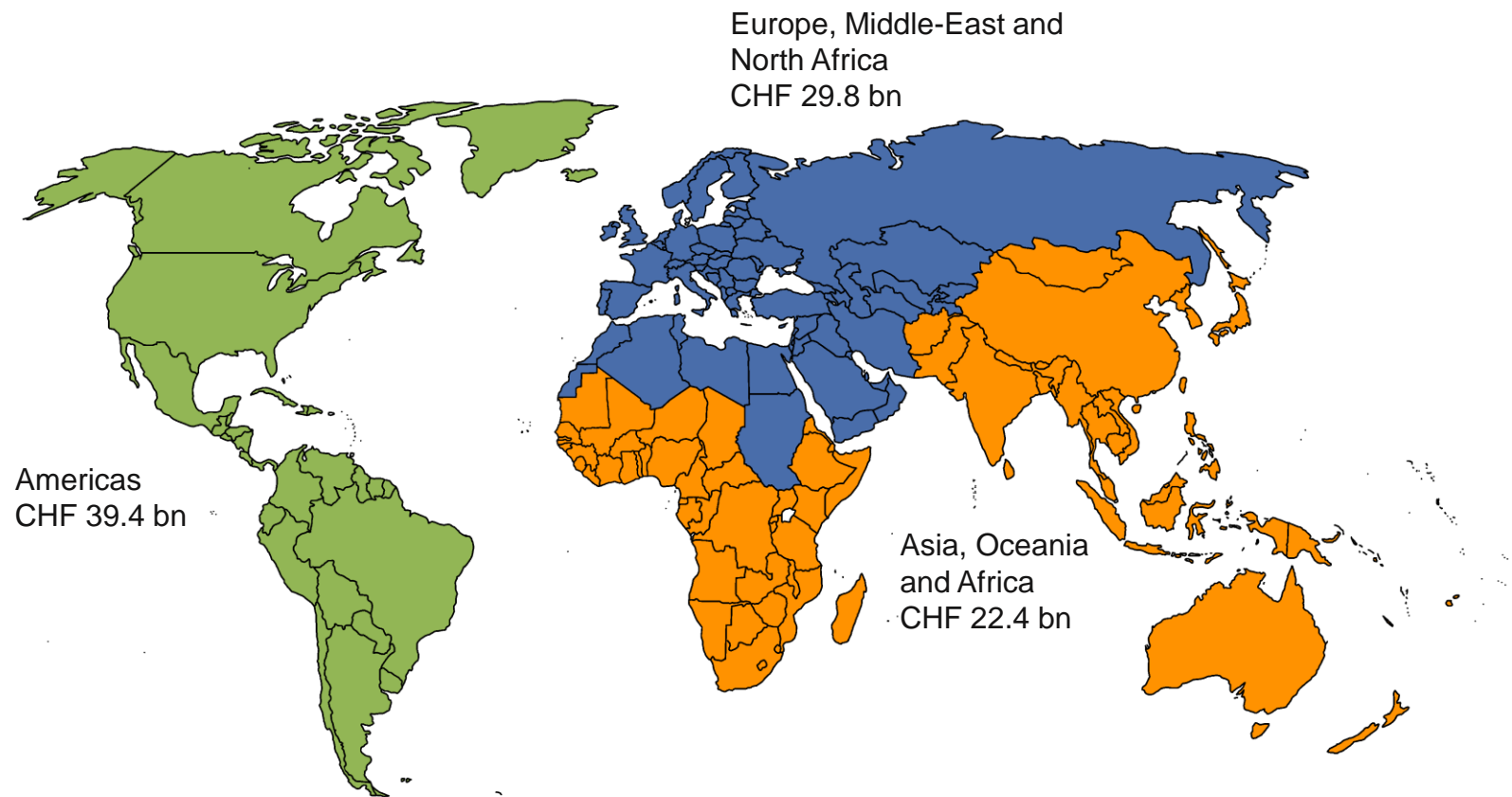


Nestlé at a glance



- CHF 91.6 billion in sales in 2014
- 339,000 employees in over 150 countries
- 442 factories in 86 countries
- Over 2,000 brands
- 1 billion Nestlé products sold every day

Sales by regions



* Each region includes Zones, Nestlé Waters, Nestlé Nutrition, Nestlé Professional, Nespresso, NHS and NSH



World Health Organisation predicts that road transport injuries and fatalities are rising throughout the World and are forecast to be the third highest cause of death by 2020

Road traffic injuries: the facts

1.24 million

road traffic deaths occur every year.

#1

cause of death among
those aged **15-29 years**



Road traffic injuries: the facts



Every day, more than 3,000 people lose their lives due to road crashes. It's equivalent of **ten jumbo jets crashing.**

Nestlé's fleet



Safe driving - challenges

Decentralized

Safety... a difficult 'sell'

Cultural

Data Quality / Measurement

Legal (Data Privacy)

Leadership

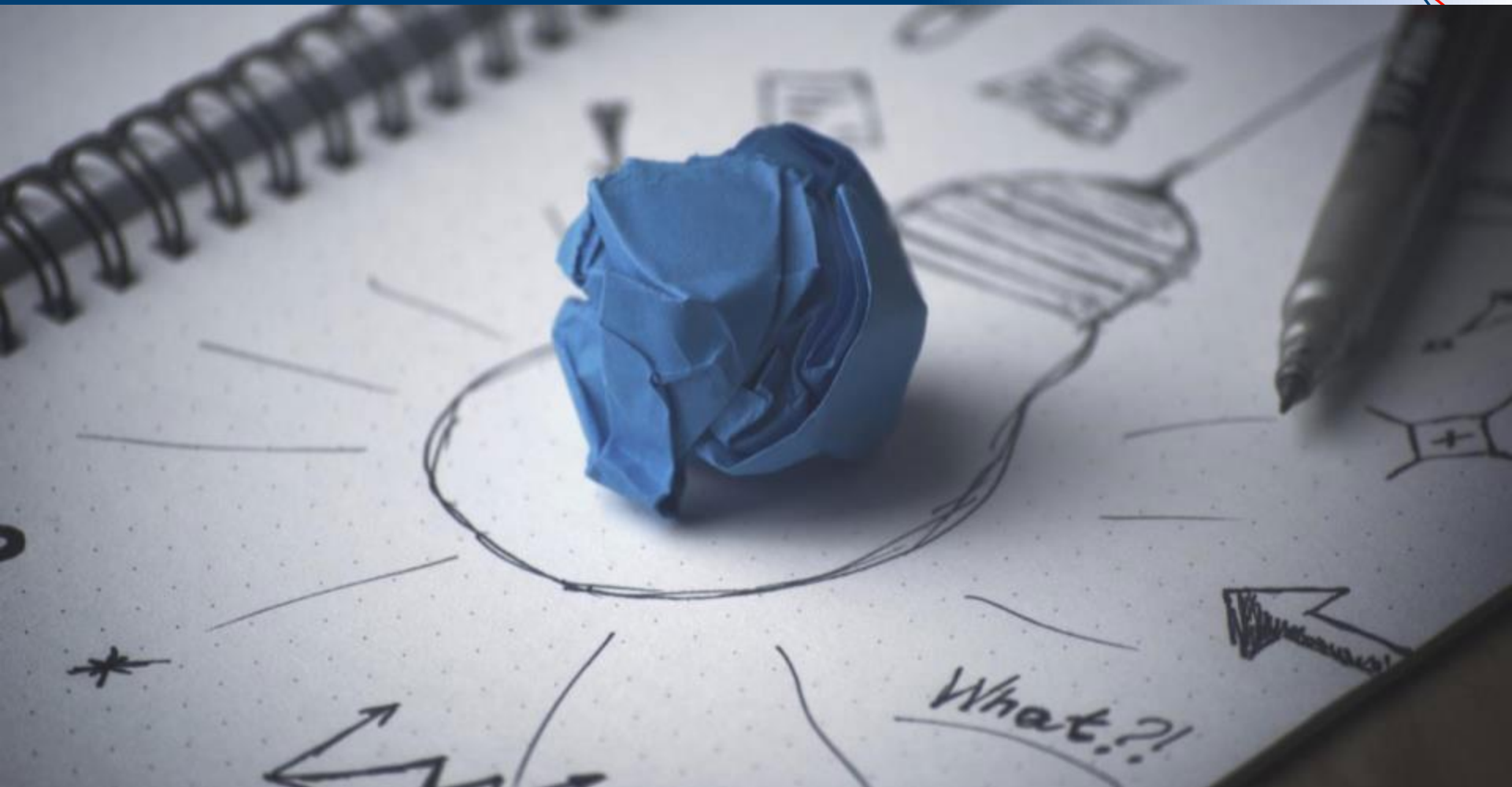
Resources / Expenses

Engage stakeholders

One size done not fit all



Questions?



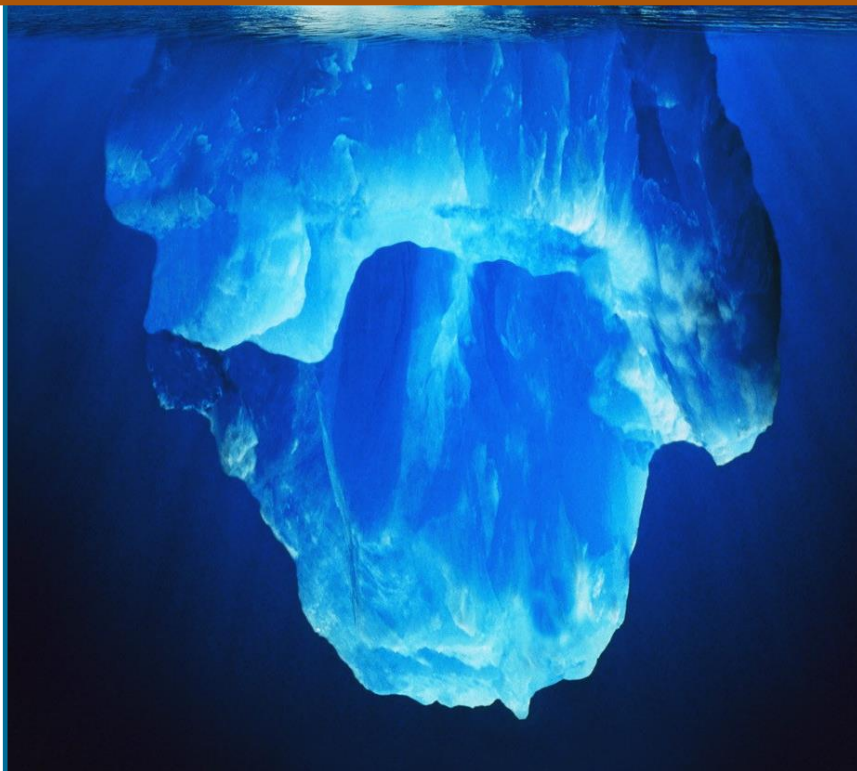
Costs

known costs

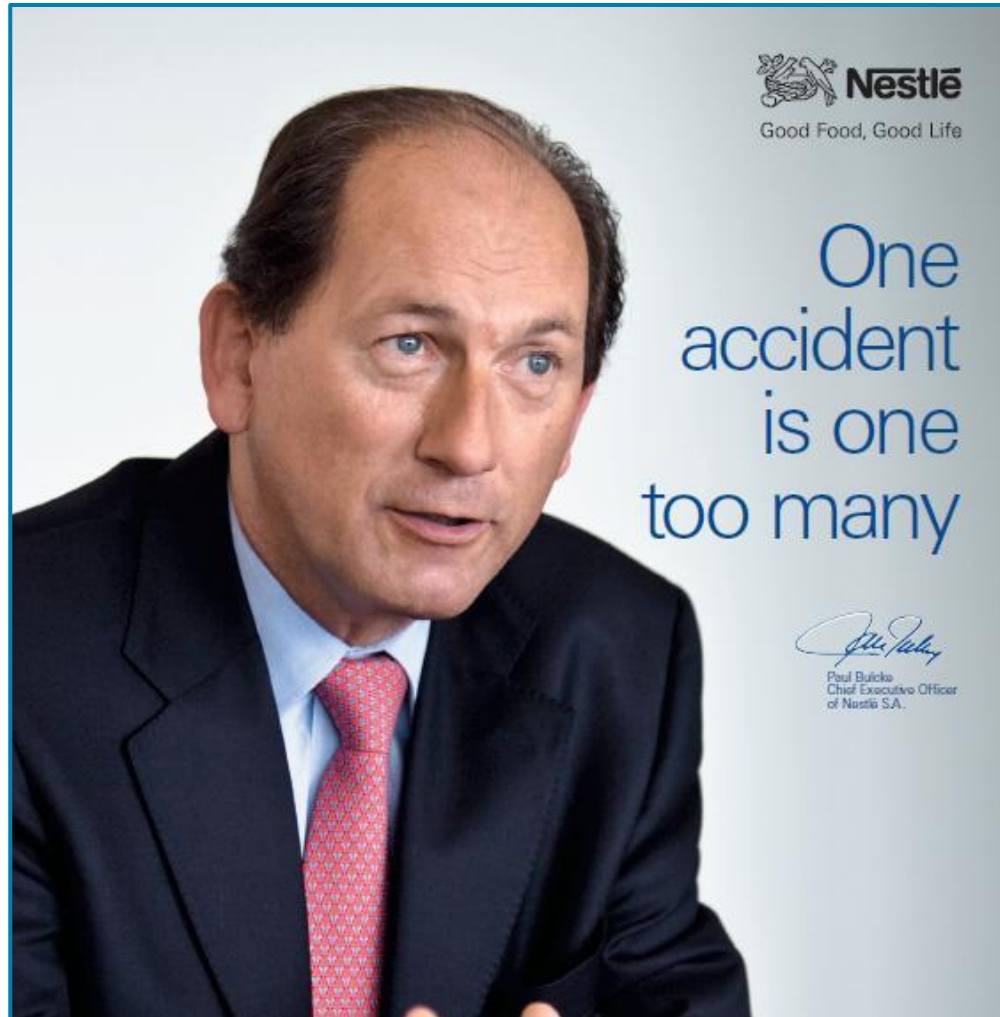


Insurance premiums
Deductible costs
Own damage

hidden costs



Medical costs / Lost time for injuries
Corporate manslaughter (UK) /
Chain of responsibility (Australia)
Poor vehicle residuals
Damaged goods
Poor Company image/Staff morale
Legal action / Claims admin
Late deliveries / Lost time
Missed appointments
Environment
Corporate Social Responsibility



Spot the errors ?



Philippines - contractors



BBS Ride Along Assessment



Cameroon - Safe Way Right Way Foundation



La Vie Vietnam - helmets for employees



Helmets for safe driving habits at La Vie in Vietnam

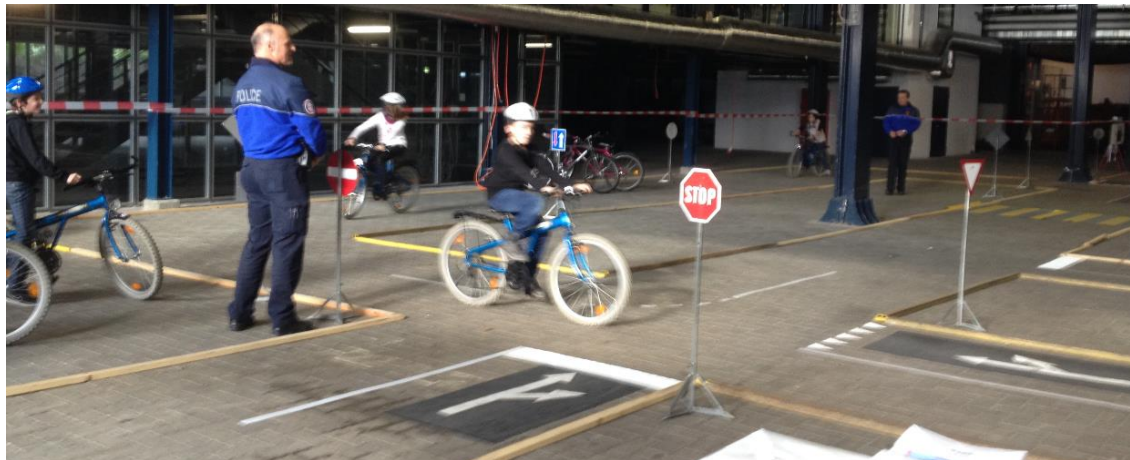
Let's have a safe driving year! That's the 2015 resolution shared by management and employees at La Vie in Vietnam.

As an immediate measure to enhance safety driving awareness on the road, La Vie has distributed over 1,000 safety helmets to all employees of the La Vie company.

"In Vietnam, we've registered an increase in accidents resulting from unsafe driving," says Factory Manager Nicolas Boustany. "In Vietnam almost all our employees use motorcycles to travel to and from work, but also to deliver finished products. In our country an average of 20 people die every day, and more than 100 are injured, in road accidents. Last year two of our employees were involved in minor accidents on their way home. Increasing our employees' safety awareness and behavior is crucial, not only for business during their working hours, but also for their personal safety outside business hours."

La Vie is also organizing training sessions with local police to help employees drive more safely. Nicolas Boustany reports that employees are very happy about the initiative and are proud to wear the helmets, which carry the Nestlé Waters and La Vie logos in order to remind everyone of the importance of road safety.

Road Safety Week at the centre - 2014



Central / West Africa - distributors



Safe Driving Programme - 10 point checklist

- Policy, objectives and Targets (KPI)
- Risk assessment
- Legal compliance and other requirements
- Communication
- Mobility and journey management
- Driver recruitment, selection, induction and training
- Driver management, driver work instructions and contract driver procedures
- Driver health and wellness
- Vehicle and wellness
- Vehicle selection, management, use and Eco Driving
- Specific risk



How can we help ?

- Gap Analysis
- Virtual Risk Manager
- Telematics
- Communication / Training material
- Benchmarking
- Country Profile
- Arrive Alive Game



FC-GR2.mel - 19.04.2013

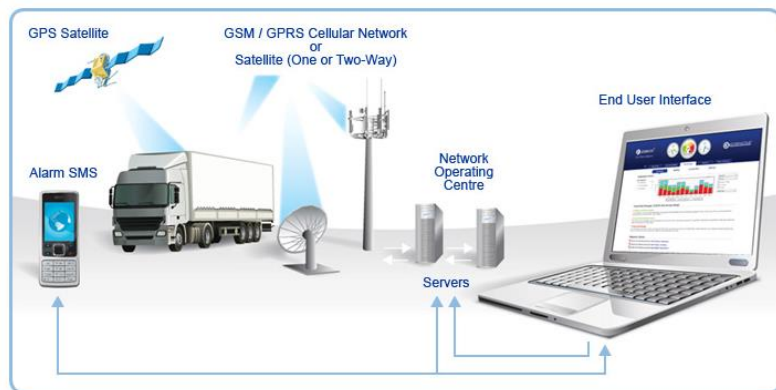
Safe Driving Programme

Road Traffic Accident Loss Prevention Material/Resources

This document outlines the various solutions available to reduce road traffic accidents.

Solution	Description	Cost
1. Gap Analysis	Group Risk Services in collaboration with Zurich Risk Engineering (ZRE) can provide support to undertake a fleet safety gap analysis which covers all aspects of work-related road safety, including the Nestlé 10 point checklist. Please contact Michel Siegenthaler for further information.	Paid by Intercona (Nestlé's reinsurance captive)
2. Virtual Risk Manager	Group Risk Services in conjunction with Interactive Driving Systems provides complimentary access to Virtual Risk Manager , a web-based training/assessment tool for trucks, passenger cars, two/three-wheelers and forklifts. Please contact Michel Siegenthaler for a demonstration of the tool.	Paid by Intercona (Nestlé's reinsurance captive)
3. Telematics	Supply Chain - Physical Logistics issued a guideline on Telematics for vehicles. This paper explains how telematics functions, gives guidance on the requirements to be covered depending on business problems, scope and needs, and shows the benefits for the business. Please contact Giuseppe Santisi for further information	Paid by the market
4. Communication material	Best practices guide to help fleet/safety managers to increase awareness on specific topics such as distracted driving, journey planning, lane changing, speeding, etc... Good practices Libraries - SH&E - Physical Logistics Safety in transportation - Physical Logistics	Free access
5. Benchmarking	The Road between Us is a forum focused on work-related road safety in Africa where participants share good practice processes and outcomes. Nestlé is member of the "Network of Employer for Traffic Safety" (NETS) benchmarking group which publishes an annual report on collision rate and best practice. Reports available on request. Please contact Michel Siegenthaler for further information	N/A
6. Country profile	This is a website designed to act as guide to driving in foreign countries. It will provide information essential for employees to drive safely in a chosen destination. Also recommended for expat community. Please contact Michel Siegenthaler for further information	Paid by Intercona (Nestlé's reinsurance captive)
7. Arrive Alive Game	Road Safety Game beyond business use targeting employees and family members which can be used for specific campaigns. Please contact Michel Siegenthaler for further information	Paid by Intercona (Nestlé's reinsurance captive)

New technology - telematics



SAFETY:

- Harsh braking
- Harsh acceleration
- Harsh turning
- Speeding
- Seatbelt usage (vehicle dependent)

ECO:

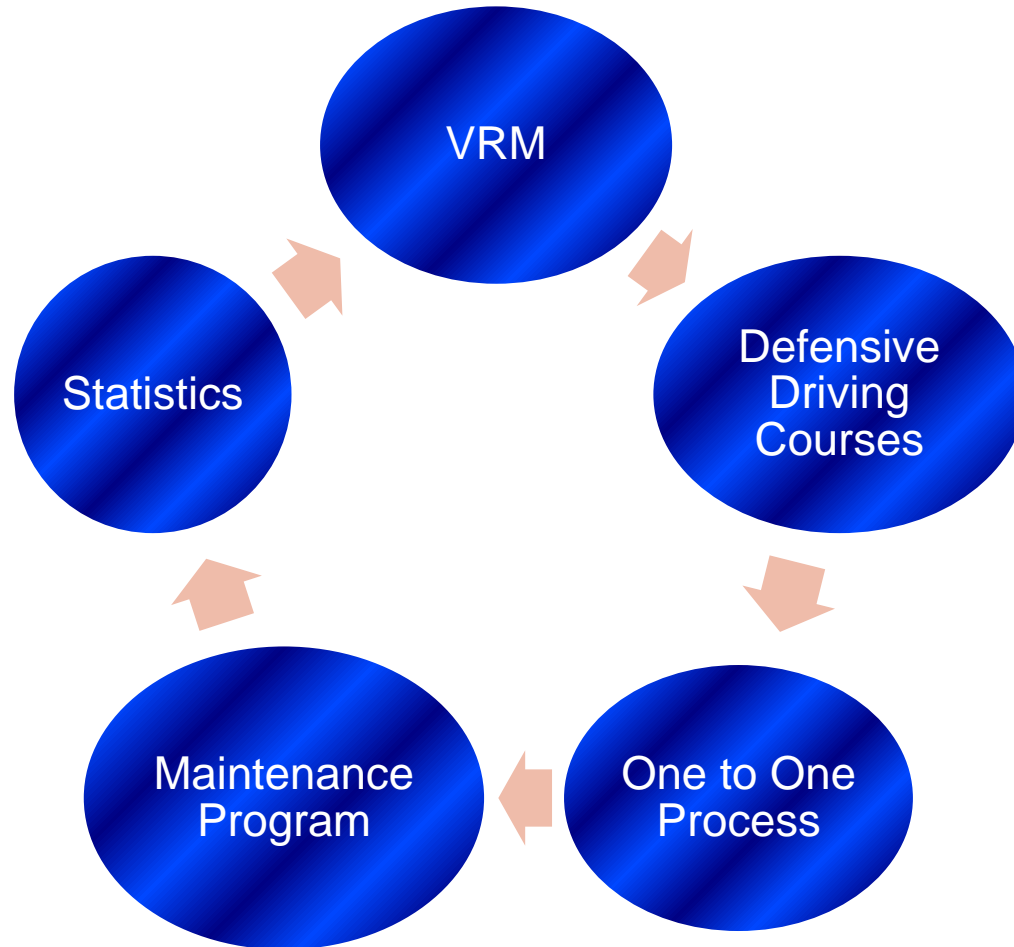
- % of time idling
- Over revving (> 3,500 rpm)

COMBINED:

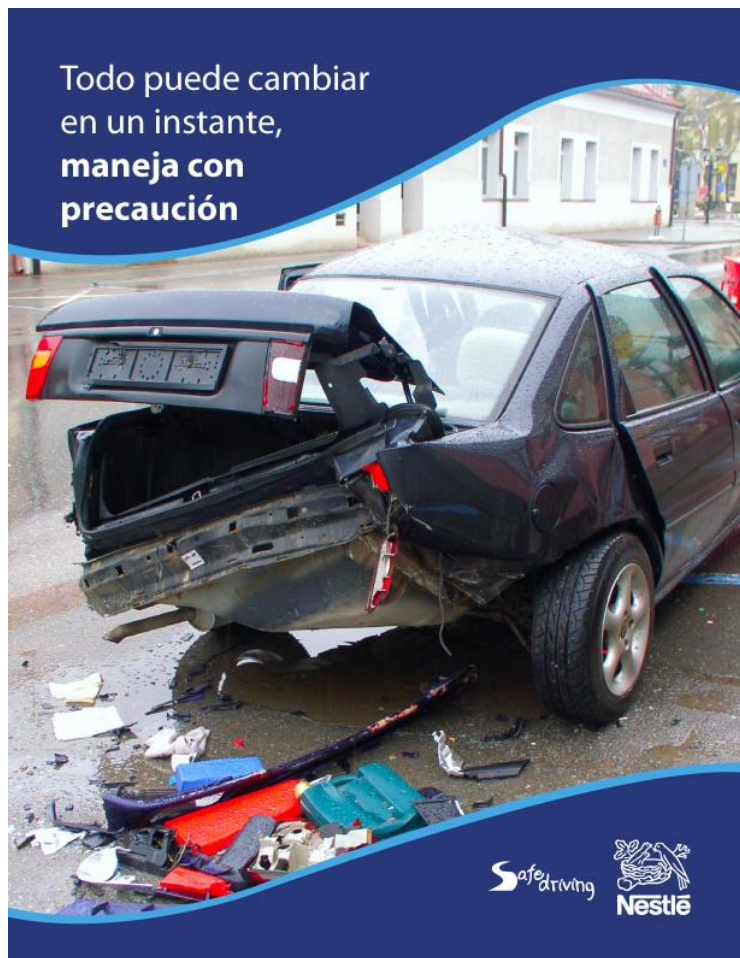
- Aggressive driving per mile / kilometer driven



Mexican case study: creating a crash free culture





Mexican case study



Mexican case study – golden rules

We are about to implement these 7 golden rules

1. Use of the seat belt
2. Do not drive while UDI of alcohol or drugs
3. Don't use your cell phone while driving
4. Report all accidents and incidents that happen to you
5. Check regularly your vehicles condition and avoid using it in case it is not in good conditions
6. Do not go over the speed limits indicated in the roads
7. Be aware when driving, always with both hands in the steering wheel and do not drive tired




Reglas del Conductor

1. Usar del Cinturón de Seguridad
2. No manejar bajo la influencia de alcohol ó droga
3. No usar el teléfono móvil mientras conduces
4. Reporta los accidentes e incidentes que te sucedan
5. Revisa periódicamente las condiciones de tu vehículo y abstente a usarlo en caso de no estar en condiciones óptimas
6. No excedas los límites de velocidad marcados en el tránsito
7. Mantente atento al conducir, siempre con las 2 manos al volante y evita manejar cansado

Autoriza: Comité Safe Driving



Firma del Conductor



Mexican case study - vehicle selection




Nissan (Tsuru)

- Security: N/A
- 4 Cilinders
- 105 HP
- **Co2 emissions: 140 g/km**
- Air bags
- ABS 
- Made in Mexico 



GM (Aveo)

- Security
- 4 Cilinders 
- 103 hp
- **Co2 emissions: 140 g/km**
- Air bags
- ABS 
- Made in Mexico 



Safe driving in Mexico - virtual risk manager



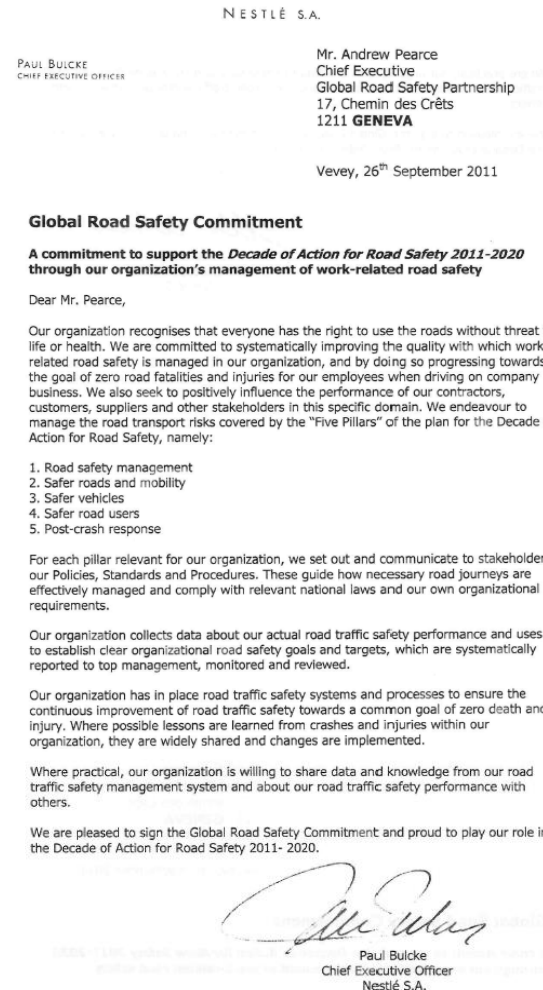
Mexican case study - key success factors

- Strong Management Commitment
- Web-based training tool
- Communication plan
- Drivers buy-in
- Proactive follow-up

Nestlé has signed the Global Road Safety Commitment

A public commitment to...

- Continuously improve our management of occupational road safety...towards a common goal of zero injury
- Positively influence performance of contractors, customers, suppliers and other stakeholders
- Collect data about road traffic safety performance and use this to set goals and targets
- Identify and share lessons from crashes and injuries and implement changes
- Share information about our road traffic safety management system and our road traffic safety performance



GRSP & Nestlé

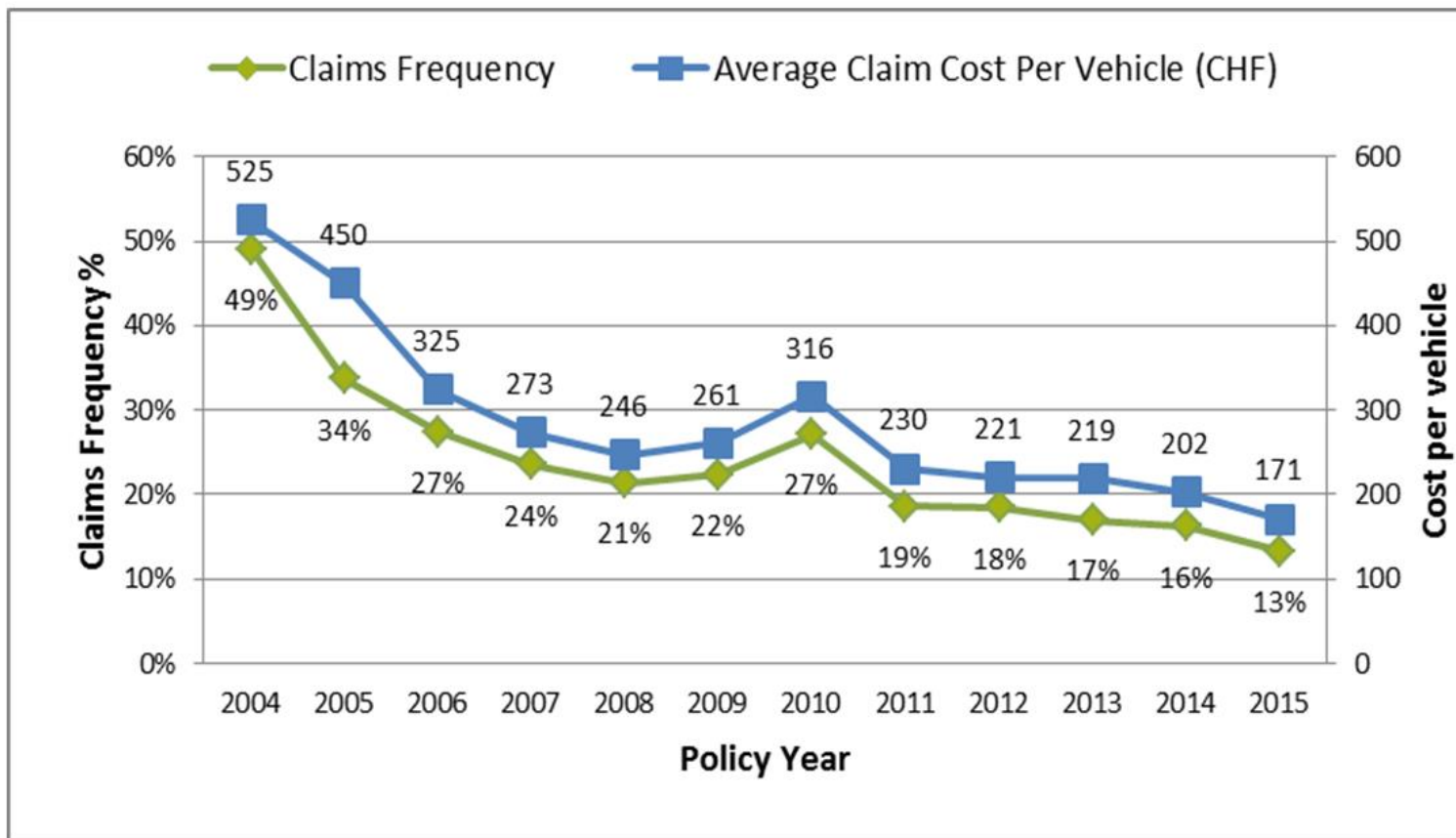


The **Global Road Safety Partnership** brings together governments, civil society and businesses to address this humanitarian crisis.

In 2011, Mr. Paul Bulcke publicly committed Nestlé to do more, both internally, and in partnership with other organisations, by joining the “Global Road Safety Partnership” and supporting the United Nations “Decade of Action on Road Safety”.



Average claims cost per vehicle and claim frequency



Questions?





FOR YOUR **KIND ATTENTION**