

ΠΑΡΑΡΤΗΜΑ ΙΙ

Εθνικός Διαγωνισμός Βραβείων Καλής Πρακτικής
Πρότυπο Παρουσίασης Υποψηφιότητας Παραδείγματος Καλής Πρακτικής

ΠΑΡΑΔΕΙΓΜΑ ΚΑΛΗΣ ΠΡΑΚΤΙΚΗΣ	
ΘΕΜΑ	Road Safety Campaign
ΤΙΤΛΟΣ ΤΗΣ ΛΥΣΗΣ	Improve Road Safety by promoting Safe Behavior
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Attached	
ΛΥΣΗ (πρόληψη κινδύνου)	
Attached	
ΑΠΟΔΟΤΙΚΟΤΗΤΑ ΤΩΝ ΑΠΟΤΕΛΕΣΜΑΤΩΝ	
Attached	
ΚΟΣΤΟΣ/ΟΦΕΛΟΣ (συμπεριλαμβανομένου του κοινωνικού και οικονομικού κόστους και οφέλους, καθώς και του κόστους και οφέλους για το ανθρώπινο δυναμικό)	Attached
ΕΑΝ ΕΙΝΑΙ ΕΦΙΚΤΟ: ΠΑΡΑΚΑΛΕΙΣΘΕ ΝΑ ΕΠΙΣΥΝΑΨΕΤΕ ΦΩΤΟΓΡΑΦΙΕΣ και/ή ΕΙΚΟΝΕΣ του ΠΑΡΑΔΕΙΓΜΑΤΟΣ ΚΑΛΗΣ ΠΡΑΚΤΙΚΗΣ, π.χ. φωτογραφία ενός ανασχεδιασμένου εργασιακού περιβάλλοντος, εικονογραφημένο υλικό από τις εφαρμοζόμενες μεθόδους ή από το υλικό της κατάρτισης.	
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**Good Practice Awards 2013 National
Competition
Company: TNT Express Cyprus
Subject: Road Safety Campaign**

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Road Safety Campaign



The TNT Express Road Safety management system identifies minimum global standards for Road Safety. It contains supporting policies and guidance that enable operating units to effectively manage the risks associated with driving for work.

1. Problem

1.1 Road Safety Hazardous Situations

Hazardous driving situations can happen at any time. We have to always be aware of what is in front of us, behind us and beside us, so that we are ready for unexpected hazardous situations and have the time to take necessary actions.

1.2 Road Safety Factors

1.2.1 Speeding

The severity of a crash increases with speed. If you speed you might not be able to stop.

1.2.2 Alcohol drinking and driving

Impairment by alcohol is an important factor influencing both the risk of a road crash as well as the severity of the injuries that result from crashes.

1.2.3 Wearing Seat belts

The use of seat-belts has been one of the most effective road safety measures ever implemented, saving more lives than any other intervention.

1.2.4 Safe driving

Know yourself, know your vehicle, know what's around you, and know your condition

- Distracted Driver (mobile phone, eating, smoking etc)
- Rear end Collision
- Weather Conditions
- Chain Reaction
- Backing Collision
- Parked Car

1.2.5 Visibility

Seeing and being seen are fundamental pre requisites for the safety of all road users.

1.2.6 Driver Fatigue

Tiredness is a major factor in road accidents. Rest properly before you start work. Medications can cause drowsiness.

1.2.7 Driver distraction – Mobile Phones

Avoid taking calls even on a hands-free phone while driving. They can be just as distracting. If you must answer, say you are driving and end the conversation. Otherwise you will put yourself and other road users at risk.

1.3 *Cost Associated*

- Loss of Life
- Physical Damage
- Loss of Job
- Loss of License
- Increased Maintenance
- Traffic Tickets

1.4 *Safe Driver – Safe Vehicle – Safe Journey*

Our 12 GOLDEN RULES

1. Wear a seat belt whilst driving.
2. Never exceed the designated speed limit.
3. Never use any hand held communication device whilst driving.
4. Never drive whilst impaired by alcohol, illegal drugs or medication.
5. Ensure you are fit and healthy to drive safely.
6. Take adequate rest breaks before and during driving to prevent tiredness and fatigue.
7. Keep a safe following distance from the vehicle in front.
8. Take extra care whilst reversing, manoeuvring or parking the vehicle.
9. Pay particular attention to vulnerable road users such as cyclists, motorcyclists and pedestrians.
10. Perform vehicle safety checks before commencing driving to ensure the vehicle is maintained in a roadworthy condition.
11. Keep loads safe and secure and within the legal limits for the vehicle.
12. Plan your journey, stay alert and focused, anticipate the actions of other road users, and adapt to traffic and weather conditions.

2. Solution

Good communication of Road Safety will help create and maintain a safe working environment. As part of our global Road Safety programme started during Q4 2011, we have developed a formal Road Safety Communications Plan, which will be used to communicate selected road safety issues via monthly Road Safety presentations and videos (both presentation and videos attached). The Road Safety communication focuses on different subjects attached below:

- Road Safety - Accident Prevention
- Road Safety - Alcohol - Drinking & Driving
- Road Safety - Arrive Alive Pedestrians
- Road Safety - Arrive Alive Speed Kills
- Road Safety - Driver Distraction Mobile Phones
- Road Safety - Driver Fatigue
- Road Safety - Safe Driving
- Road Safety - Seat Belts
- Road Safety - Visibility

2.1 Example of a training material

What is Defensive Driver Training?

Defensive driving promotes a pro-active attitude, to encourage drivers to anticipate hazards rather than just react to them. Not only does it teach driving techniques, but it also teaches a systematic approach to driving and hazard perception.

If all drivers adopted defensive driver techniques the most common causes of road traffic collisions and incidents could be avoided. The main purpose of defensive driving is to therefore reduce the potential for any road traffic accidents, regardless of other road users or driving conditions.

Defensive driving will also help with fuel efficiency and CO2 reduction by driving smoothly and steadily.

Planned System of Driving

A planned system of driving involves getting information, giving information and Acting appropriately.

In order to obtain Information, the driver is required to look all around. It is better to scan the area (look ahead, what is immediately in front, to the side and rear of the vehicle) rather than focusing on one specific area. The driver should also be asking themselves the following.

What can I see?

What cannot be seen?

What may reasonably be expected to happen?

Whilst driving it is important that the driver should always be trying to predict what may go wrong so they can deal with the unexpected. Defensive Driver training will help drivers assess what is happening and identify hazardous situations.

Once the driver has gathered all the necessary information, he can then decide what he should do and provide other road users with information e.g. use the indicator and then act appropriately such as manoeuvre into the correct position, at the correct speed in the correct gear etc.

Top Tips given

Below are some key defensive driver rules which should be communicated during any defensive driver training session

- Look 15 seconds ahead, not just at the vehicle in front of you. Aiming further down the road allows you to anticipate risks, make fewer and smaller steering corrections and to better predict events to which you may need to react.
- Scanning or keep your eyes moving allow you to combine what you see ahead, around you and to effectively identify hazards.
- Monitor and maintain the 'safety space' around you to give yourself time and options.
- Ensure other road users see you - giving early, clear and effective signals.

3. Road Safety Campaign (Results, Benefits and Cost)

3.1 Results

Attached you can find Road Traffic Accidents comparison (Blameworthy and Non Blameworthy for 2010, 2011 and 2012).

3.2 Benefits

- Raised awareness on Road Safety and Safe Driving.
- Reduced running costs through better driving standards.
- Reduced Risk & Liability.
- Fewer missed orders and business opportunities.
- Safer environment for pedestrians and drivers.
- Fewer days lost due to injury.

3.3 Cost

The total cost of man hours for 9 sessions of 45 minutes is €1886.69 yearly. Road Safety campaign covers Operations and Sales and Marketing departments and the total number of employees attended the sessions is 38.

The total cost of man hours for preparing the material is €722.88