

# Achieving Zero Harm On The Road

Yvonne Leung, Manager, Cement Sustainability Initiative (CSI), outlines the CSI's efforts to improve road safety.



**E**very day, more than 3000 people around the world lose their lives due to road crashes. It's the equivalent of ten jumbo jets crashing daily — and yet this figure goes relatively unnoticed, leaving road users exposed to high levels of risk.

## Linking the UN resolution on road safety to business commitments

On 11 May 2011, the United Nations (UN) General Assembly proclaimed 2011 – 2020<sup>1</sup> as the UN Decade of Action for Road Safety in a landmark resolution co-sponsored by 100 countries. Acknowledging that global road death and injury is a “major public health problem with a broad range of social and economic consequences which, if unaddressed, may affect the sustainable development of countries and hinder progress towards the Millennium Development

Goals”, the Decade of Action has the official goal of ‘stabilising and then reducing’ global road traffic fatalities by 2020.

Despite global efforts to address the problem, road crashes continue to represent a major public health crisis in both social and economic terms. Close to 1.3 million people are killed each year, taking an immeasurable toll on families and communities. Up to 50 million people suffer serious, life-altering injuries that, in many low and middle-income countries, directly contribute to the poverty cycle. Estimates indicate that around 30% of all road crashes are work related, and businesses are becoming more aware of the associated social and economic impacts.

As responsible corporate citizens, businesses are making continuous efforts on different fronts to achieve a zero harm work environment with a

### Did you know<sup>2</sup>:

- About 1.24 million people die each year on the world's roads and between 20 and 50 million sustain non-fatal injuries.
- Young adults aged between 15 and 44 years account for 59% of global road traffic deaths.
- 92% of road traffic deaths occur in low and middle-income countries. These countries have only 53% of the world's registered vehicles.
- Only 28 countries around the world, covering 7% of the world's population, have comprehensive road safety laws on five key risk factors: drinking and driving, speeding, and failing to use motorcycle helmets, seat-belts, and child restraints.

culture based on teamwork and safety. All workers have the right to work in environments where risks to their health and safety are properly controlled and managed. While companies pay great attention to respecting this right, these alarming statistics about road incidents highlight a component of safety with huge potential for improvement, which would bring significant benefits to workers and society.

### Road safety for cement companies

Driving-related incidents have always been a major cause of fatalities for cement companies. Ever since its first Agenda for Action in 2002<sup>3</sup>, the Cement Sustainability Initiative (CSI) has been working tirelessly with its members to eliminate driving-related fatalities and injuries within and beyond the cement industry.

In 2014, almost 60% of fatalities recorded by CSI members involved moving vehicles (Figure 1), of which only 26% of the accidents occur onsite (manufacturer or customer), with the remaining 74% occurring off-site on the road during transportation. In the cement sector, as with many other sectors (e.g. forestry, oil and gas, chemicals), logistics are a massive and essential part of company operations, involving direct employees, contractors and other road users (third parties). In most countries, cement operators rely heavily on road transport for conveying raw materials, fuels and products from quarries to operations and customer sites.

The statistics are shocking, the challenge is global and the case for action is compelling. While solutions do exist, multiple coordinated measures are required to reduce road injuries and fatalities; just as many factors contribute to the problem. Mr Philippe Fonta, Managing Director of the World Business Council for Sustainable Development (WBCSD)'s CSI shared: "Whilst CSI members are committed to achieve zero harm for their workforce, contractors and communities, eliminating risk on the roads requires a united, concerted effort on the part of businesses, civil societies and governments."

### Working on its own and as a group

All companies already have their own safety management programme in place. With a headline objective to ensure the cement industry can work together to achieve the highest standard of industrial safety globally in all operations under the control of companies, the CSI has a long-standing task force dedicated to addressing safety and health issues in the sector. The journey started with an initial focus on setting up common performance indicators and measurement methodologies so that companies could have a common guidance for monitoring accidents, including fatalities evolution over time. As a result, CSI members track and report common metrics on employee safety. Companies have gradually reduced the number of accidents and injuries among employees, but have had less success

in reducing overall fatalities, particularly among drivers and contractors. Following a root cause analysis of fatalities, the CSI developed detailed recommendations reflecting good practices in these two critical areas. Available online<sup>4</sup>, these guidelines are accessible to any cement company, being a member of the CSI or not.

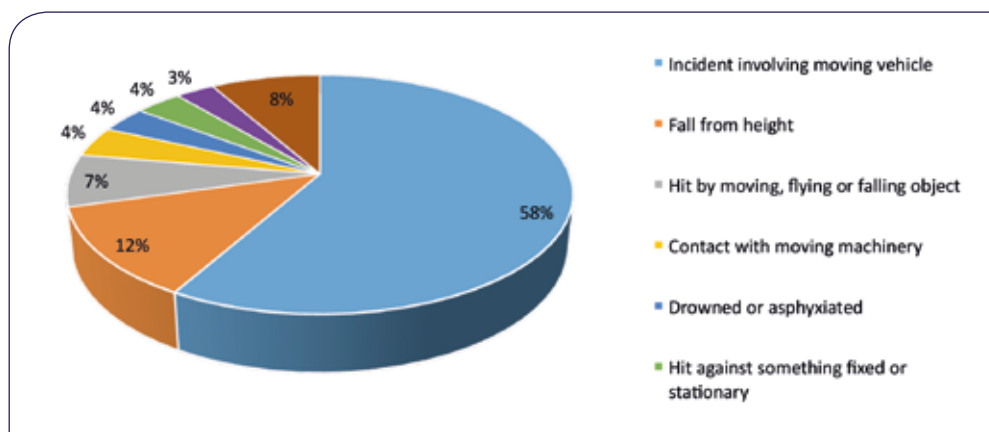


Figure 1. Types of events causing fatalities in 2014.

The CSI provides an ideal platform for a shared understanding of sustainability issues, with safety being one topic of utmost importance. Members can share openly within a trusted, antitrust-compliant structure, not only about good practices, but also about near-missed cases and even failures, where sometimes the more crucial lesson lies. Knowledge sharing is not limited to experts in the task forces, CEOs of CSI member companies are leading by example by having a discussion entitled 'CEO Safety Moment', dedicated to safety management issues, at each of their annual meetings. This is clear and repeated testimony of safety by leadership and companies' determination to drive change from within the top levels of management.



**Figure 2. CSI publications offering guidance on safety for drivers and contractors.**

**Joining hands with partners to scale up impact**

All cement companies (CSI member or not) are interested in ensuring the safety of their employees, contractors and the third parties with whom they interact. All CSI materials comply with applicable laws and are made freely available to the rest of the cement industry to support global improvements. With the goal to engage more than just CSI members and potentially to extend beyond the cement industry, the CSI has created eight local initiatives in Brazil, China, Colombia, Egypt, India, Indonesia, Mexico and Thailand, addressing safety management in a local context, focusing primarily on road safety.

**GRSP – working for a world free of road crash death and injury**

The Global Road Safety Partnership (GRSP)<sup>5</sup> was established in 1999 as an initiative of the World Bank, the Department For International Development (DFID) and the International Federation of Red Cross and Red Crescent Societies (IFRC). The primary goal of GRSP is to establish partnerships between government, private sector and civil society organisations to address the road safety problem in a proactive way.

Work through this tri-sector partnership model has centred on building capacity of road safety stakeholders, developing and promoting good practice interventions, and aligning efforts with the UN Decade of Action for Road Safety 2011 – 2020, with an overarching mission 'to improve the quality of life for all in the communities, cities and countries in which the participating organisations operate, work and live'.

The CSI, as a GRSP corporate member, has teamed up with GRSP in its different local projects, one of which was the roundtable meeting in Delhi in May 2014 gathering companies committed to progressing towards improved road safety in India.

Through this forum, CSI member companies in India engaged in multi-sectoral discussions to build a trusted platform designed to make a difference in road safety and bring together actors from the private sector, civil society and government with a singular focus.

The meeting saw GRSP provide an overview of the status of the road safety situation both globally and in India, and give examples of the solutions adopted around the world to address the issue, including GRSP's experience working together with corporates in developing and emerging economies.

Apart from representatives of CSI in Indian member companies, other participants included Ashok Leyland, Coca Cola, Castrol, Nestle, Renault, Shell and Total. SaveLife Foundation<sup>6</sup>, a highly regarded NGO working in partnership with GRSP in India on a range of road safety legislation issues, also participated in the meeting.

Speaking on the subject of private sector involvement in road safety, GSRP CEO Dr Barry Watson noted: "Private sector organisations have the opportunity to make a major contribution to road safety by adopting world's best practice policies for managing the safe road use of all their employees. Besides enhancing the safety of their workforce, this can produce much wider benefits for the communities in which organisations operate. To achieve this goal, however, more must be done to



## Showcase: Partnership in action in India

Transporter and road safety remained high on the agenda in India. CSI members tailored customised programmes to tackle these issues in the local context:

- Journey Route Management (JRM): Design specific trip card and setup standard operating procedures (SOPs) for use by members.
- Defensive Driving Training (DDT) module: Common defensive driving training module developed for use by all member companies.
- Common driver training: Exploring a cluster-based approach to conduct driver training with a common training module. The pilot will engage a local driving school run by Ambuja Cement Foundation (ACF) in Chattisgarh beginning to train drivers in that geographical cluster. The idea is to motivate and encourage transporters to be actively involved in the process.
- Cross-sectoral workshop co-organised with the GRSP: Engaging roundtable discussion aiming to set up dialogue with companies in multiple sectors who are committed to progress towards improved road safety in India. More details elaborated in the section 'GRSP – Working for a world free of road crash death and injury'.



stem and reduce the numbers of deaths and injuries that occur each year on our roads, with particular focus needed on low and middle-income countries where growing economies are experiencing rapid increases in the numbers of deaths and serious injuries.

“Many from the private sector have come to recognise that the business case for road safety is compelling, yet there exists a broader, moral obligation. Organisations that have developed and implemented successful internal road safety

policies must look beyond organisational boundaries and share good practice with the cities and countries in which they operate. Those that have capacity and skills must act, and that action can bring about true social change, and the economic benefits for all that come with it.”

### Connecting with stakeholders

Every year, the CSI celebrates its annual forum in different locations on various sustainability themes close to the heart of the cement sector. The 2015 CSI Forum<sup>7</sup> will take place in Cappadocia, Turkey on 13 – 14 October.

Approximately 10 000 lives are lost every year in Turkey due to road traffic crashes; the country has a road traffic fatality rate of 13 deaths per 100 000 population. According to the WHO Global Status Report on Road Safety<sup>8</sup>, though there are laws on speed, blood alcohol concentration for the general population, seat-belt wearing and helmet wearing, they are inadequately enforced.

The event will cover challenges faced by the cement industry both globally and in specific localities. Road safety will be one of the core topics prominently featured. Other health and safety issues to be covered include: leadership and culture, contractor safety, health impact management, internal and external engagement, innovation and safety by design, etc. The programme will engage the audience to interact with expert speakers

presenting in plenary sessions, breakout dialogues and with operations at the plant visit. Attendees will explore together how a safety mindset can be embedded into the DNA of corporate culture to deliver change in employee behaviour, adjustments in the management system, and improved ways of interacting with external stakeholders.

A wide range of participants from all around the world is expected, including senior executives from cement companies, representation from trade associations, academia and experts from research



Figure 3. Nevra Ozhatay, Philippe Fonta and Barry Watson.

institutions, leading H&S advocates, key government officials engaged in employee health and safety and other relevant areas. Alongside the forum meeting, the CSI will also hold its annual Communication Partner meeting. Gathering 15 national and regional cement associations, a good exchange amongst global peers is expected to advance understanding and progress of sustainability topics of common interest.

Mrs Nevra Özhatay, CEO of Çimsa Cement, the hosting company of CSI Forum 2015, said: "As Çimsa, we are honoured to host this forum. This year's CSI Forum aims to discuss health and safety issues essential to the cement sector. CSI published a report entitled 'Safety in the cement industry: Guidelines for measuring and reporting'<sup>9</sup> that will allow a common benchmarking platform for industry-wide figures on health and safety. In my opinion, this is a big step in the right direction. We are aware of the fact that quality standards and benchmarking that go beyond regulatory compliance are crucial. At Çimsa, we take the necessary measures in the work environment by working on widely accepted infrastructure, documentation and best practices to achieve the target of zero accident. I believe that the success in management of occupational health and safety plays a very important role for the sustainability of the cement industry and this forum in Cappadocia, Turkey, will have a great input on this issue."

The CSI Forum this year aims to look into possible solutions to help companies jump the gap between where they are now and where they want to be in terms of safety performance, i.e. zero harm to all. Through sharing of good practices, identifying

root causes and fundamental issues, distinguishing what can be done by companies (individually or collectively at the CSI level) and clarifying what would require collaboration with stakeholders, companies can build a safer and healthier workforce together. 🌍

#### About the CSI

The Cement Sustainability Initiative (CSI) is a global effort by 24 leading cement producers, with operations in more than 100 countries. Collectively these companies account for around 30% of the world's cement production and range in size from very large multinationals to smaller local producers. All CSI members have integrated sustainable development into their business strategies and operations, as they seek strong financial performance with an equally strong commitment to social and environmental responsibility. The CSI is an initiative of the World Business Council for Sustainable Development (WBCSD). Find out more at [www.wbcscement.org](http://www.wbcscement.org).

#### References

1. [www.un.org/en/roadsafety/](http://www.un.org/en/roadsafety/)
2. World Health Organization (WHO) Global Health Observatory (GHO) data ([www.who.int/gho/road\\_safety](http://www.who.int/gho/road_safety))
3. [www.wbcscement.org/index.php/about-csi/agenda-for-action](http://www.wbcscement.org/index.php/about-csi/agenda-for-action)
4. [www.wbcscement.org/index.php/en/key-issues/health-safety/driver-contractor-safety](http://www.wbcscement.org/index.php/en/key-issues/health-safety/driver-contractor-safety)
5. [www.grsproadsafety.org](http://www.grsproadsafety.org)
6. [savelifefoundation.org](http://savelifefoundation.org)
7. [www.wbcscement.org/forum-2015](http://www.wbcscement.org/forum-2015)
8. [www.who.int/violence\\_injury\\_prevention/road\\_safety\\_status/2013/](http://www.who.int/violence_injury_prevention/road_safety_status/2013/)
9. [www.wbcscement.org/index.php/en/key-issues/health-safety/guidelines](http://www.wbcscement.org/index.php/en/key-issues/health-safety/guidelines)