

CASE STUDY

# Driving for work

## Reducing incident frequency and severity



Driving for work is recognised by ABB as a high-risk, high cost but fundamentally necessary business activity.

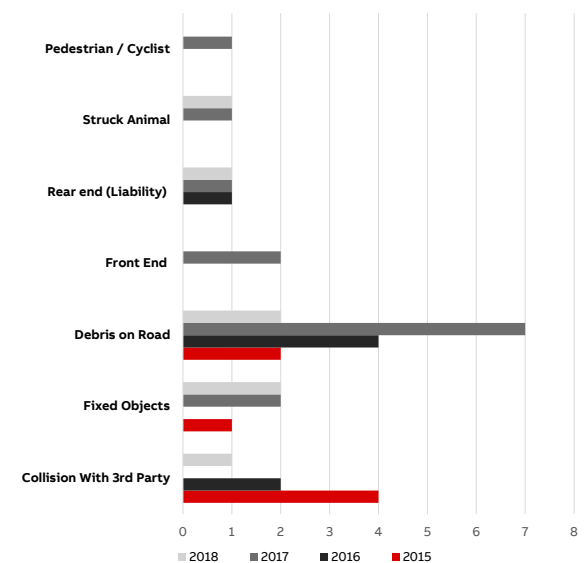
### Challenge

Since its inception in 2009, ABB's Safe Driving for Work Programme - in partnership with a Dublin-based, driver-focussed risk management service provider - has seen the company sustain a reduction in road incidents and motor claims costs and frequency of over 50%. This performance is viewed as evidence that the majority of work-related collisions in ABB Ireland are preventable when everyone - drivers and management - play their part. The decline in the cost of collisions is also a compelling return on the time and resources invested in proactively improving the company's driving environment.

The primary aim of the ABB Safe Driving for Work Programme - or 'Roadmap' - is to provide all ABB road users with the necessary support to proactively reduce the frequency and severity of collisions, that ABB employees may be involved in and to do so at an affordable cost. All road-related incidents are recorded and reviewed by the ABB management team, this information is then used to develop locational and seasonal driving guides and tips.

The graph opposite highlights incidents and trends for ABB road users. An example of data taken out, highlights the number of debris strikes. Our proactive reporting highlights an incident rate of 1 road traffic incident per 200,000km, this is a year on year improvement over the last ten years. ABB vehicle recorded incidents stats show all reported road incidents, none of these incidents have resulted in injury to employees or 3rd parties, all reported incidents have been low speed low impact or 3rd party causes.

ABB vehicle recorded incidents.



We believe that the driver safety awareness program running over the last ten years has helped change all our drivers' attitudes to safer practice on the roads.

With many dynamic risk factors to consider, driving for work is a complex and costly activity for many businesses. However, by taking a systematic, risk-based approach coupled with the continuous development of knowledge-based applications, on-board car-tech and aftermarket driver-focussed support solutions, ABB we believe that over time, we can cultivate a culture of safe driving that minimises the probability of loss and harm. In so doing, the company is also meeting its duties as an employer and can show clear evidence of compliance with Health and Safety and other legislation.

## Results

In June 2013, ABB Ireland's Safe Driving for Work Programme was voted best-in-class at Brake's Fleet Safety Awards. While winning the "Company Driver Safety Award (smaller fleets category)" was an important, independent validation of the Programme, ABB Ireland recognises the need for everyone involved to remain focussed on our Roadmap and where possible, contributing to a safer driving environment for all road users.

## Current and future developments

While satisfied with our fleet safety performance achievements to date, ABB know there is still much to do to continue seeing collision reduction. To support all ABB road users we have continued to develop and improve our training and information services.

ABB's Roadmap shows planned activities for 2016 - 2020 that include:

- Using and developing online training
  - Health and Safety Authority Learning - i.e. staff completed the online 'Managing Driving for Work' course available on <https://hsalearning.ie>
  - Motor mind (an advanced behaviour-based program that uses interactive lessons to deliver memorable and engaging driver training)
- Hosting road safety days for employees, customer and industrial neighbours
  - At multiple location around Ireland
- Managing driver behaviour by trailing a driver-friendly, behaviour support app. This provides staff with instant feedback on their actual driving performance and how it can be improved
- Regular feedback on the programme to (and from) drivers and managers
- Demonstrating leadership, managers have been involved in the development of new initiatives and have volunteered themselves for trials with new products
- Capturing and validating additional "grey fleet" data, using proactive reporting and employee engagement
- Review and updating driving for work climate survey annually
- Making available guidance on hazards such as speeding, distraction and fatigue
- Reviewing performance KPIs and identifying improvement plans
- Promoting driver safety with ABB poster campaign
- Looking ahead to E-cars and charging and merging tech knowledge

ABB's commitment over the last ten years and looking forward into the next 4 years and beyond is proof and recognition of the benefits of being proactive in managing driving for work. We see this like other safety critical programmes as "a long journey shared".

## ABB time line for change

Year	ABB Safe Driving for Work Programme
2016	<ul style="list-style-type: none"><li>- Drivers licence declaration programme supported with a Dublin based driver risk management service provider. On-line manager's portal information and support guides. This allows managers to review employee risk and performance data</li><li>- Fleet driving instructor-led workshops for line managers</li><li>- Awareness-raising briefings for senior management teams</li></ul>
2017	<p>Pilot of a driver behaviour support app (from DriverFocus), This offers the driver real-time information on driving habits and improvement tips.</p> <p>ABB hosted a number of interactive workshops including:</p> <ul style="list-style-type: none"><li>- Garda road safety talks (attended by members of An Garda)</li><li>- Tyre safety expert information days. (Delivered by advanced pit stop)</li><li>- Vehicle inspection program. (Delivered by Merrion fleet)</li><li>- RSA road show and shuttle bus (this was extended to our suppliers, business partners and industrial neighbours. Over 200 people attended)</li><li>- <a href="#">ABB road safety news article</a></li></ul>
2018	<ul style="list-style-type: none"><li>- Extending the driver app program to high-risk road users (e.g. those driving over 40,000 Km)</li><li>- Introduced Motor Mind to the ABB management team (an advanced behaviour-based program that uses interactive lessons to deliver memorable and engaging driver training)</li><li>- Attending the ESB cross-industry forum on managing fleet safety</li><li>- Extending the H.S.A - Welcome to Managing Driving for Work training to all new ABB staff members who are road users. This highlight to all new staff the importance of road safety</li><li>- Continued with 1 to 1 driver programs involving in-vehicle sessions and reporting. This offers expert roadcraft advice to ABB road users.</li><li>- ABB Poster campaign on road safety</li></ul>
2019	<ul style="list-style-type: none"><li>- Rolling out the H.S.A - Welcome to Managing Driving for Work to all drivers</li><li>- Reissuing new and updated ABB Ireland driver handbook (supported by our Dublin-based, driver-behaviour support partner)</li><li>- Extending driver-behaviour support app program to medium-risk road users</li></ul>
2020	<ul style="list-style-type: none"><li>- Embracing E-cars and charging to ABB fleet and the further development of online technology and support to reduce unnecessary driving for work.</li><li>- Reviewing the 2016-2020 programme and planning for the future</li></ul>