Road safety: beyond the gates
The Nestlé Story
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
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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

Henri Nestlé
1867

George H. Page
1866

Nestlé
1929

Nestlé
1947

Maggi
1970s

THOMY
1970s

S.PELLEGRINO
1990s

Wyeth Nutrition
2012

Nestlé Skin Health
2014

Nestlé Health Science
2010

nrspp.org.au

arrb.com.au
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
1.24 million road traffic deaths occur every year.

#1 cause of death among those aged 15-29 years
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
One accident is one too many

Paul Bulcke
Chief Executive Officer
of Nestlé S.A.
Spot the errors ?
Philippines - contractors

BBS Ride Along Assessment

Ride-Along BBS
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
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

Todo puede cambiar en un instante, maneja con precaución

Un buen conductor, sólo conduce.
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
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

2010
- 3 Muertes
- 134 lesionados (ocupantes)
- 1186 colisiones
- -100% Muertes
- -48% lesionados (ocupantes)
- -39% colisiones

2011
- 0 Muertes
- 69 lesionados (ocupantes)
- 718* colisiones
- 0% Muertes
- -61% lesionados (ocupantes)
- -27% colisiones

2012
- 1 Muertes
- 27 lesionados (ocupantes)
- 521* colisiones
- -100% Muertes
- 7% lesionados (ocupantes)
- -8% colisiones

2013
- 0 Muertes
- 29 lesionados (ocupantes)
- 477* colisiones

Mexican case study - key success factors

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

The Global Road Safety Partnership brings together governments, civil society and businesses to address this humanitarian crisis.
Average claims cost per vehicle and claim frequency
Questions?
THANK YOU

FOR YOUR KIND ATTENTION