

NEWS RELEASE
6 May 2010

British Telecom (BT) Wins
Competition for Road Safety at Work in the EU

Brussels, 6th May 2010

The European Transport Safety Council (ETSC)⁽¹⁾ has awarded BT in a competition on work related road safety. This is part of ETSC's project called "Preventing Road Accidents and Injuries for the Safety of Employees" (PRAISE)⁽²⁾. PRAISE aims to increase road safety in the work context and "praise" best practices in order to help employers secure high road safety standards for their employees. It is estimated that in Europe six out of ten work accidents resulting in death are road crashes, including both crashes while driving for work and commuting crashes⁽³⁾.

The annual PRAISE Award competition⁽⁴⁾ aims to spur on companies throughout the EU to tackle road safety at work. Entrants were asked to show what they have achieved through their efforts to reduce road collisions at work. ETSC's panel of judges evaluated entrants based on a number of criteria including evidence of progress, road safety target setting and sustainability of their work. The 'PRAISE Award' was presented at today's PRAISE Brunch seminar⁽⁵⁾ to BT identified for taking on the road safety challenge responsibly. ETSC also recognised the efforts made by other employers to improve work related road safety. Entrants included 16 companies, both SMEs and bigger employers, that have all contributed to reducing their employees' road risk in recent years⁽⁶⁾.

Since BT's Health and Safety Group identified driving as its biggest and most expensive risk in 2003 the company has developed a strategic program leading to a range of ground-breaking initiatives to manage driver safety. As BT's Safety Advisor for travel and transport, Tony Holt said: "Key to BT's road safety management is the lesson learnt that there are no silver bullets in fleet safety". For this reason BT has taken a holistic approach based on a clear application of well researched policies, procedures and processes. BT's road safety initiatives include for example: extensive driver assessment and training, collision investigations, safe vehicle selection, and the trialing of technological interventions such as telematics.

Today BT exchanged best practice with other companies committed to road safety and creating new business opportunities at ETSC's PRAISE Brunch Seminar. The Seminar also discussed findings of ETSC's first three PRAISE Reports covering workplace health promotion, risk assessment and driver training and the benefit of using in-vehicle technologies in fleet vehicles. ETSC invited representatives from the European

Commission, Brian Simpson, MEP and Chair of the Transport Committee of the European Parliament, a representative of the EU Presidency holder Spain, and a representative from EU-OSHA⁽⁷⁾ to discuss measures to improve work related road safety. ETSC's Executive Director Antonio Avenoso said "I congratulate BT on their great efforts to make a difference in road safety. We hope this award will spur other employers on in the next years to integrate road safety in their working practice. Introducing road safety measures also makes good business sense."

For more information please contact ETSC Communications Officer Evgueni Pogorelov at evgueni.pogorelov@etsc.eu or ETSC Policy Director Ellen Townsend at ellen.townsend@etsc.eu, tel. +32 (0)2 230.41.06, fax +32 (0)2 230.42.15



PRAISE project is co-funded by the European Commission, the German Road Safety Council, the Swiss Council for Accident Prevention (bfu) and the MAPFRE Foundation.

Notes to Editors:

(1) The European Transport Safety Council (ETSC) is a Brussels-based independent non-profit making organisation dedicated to the reduction of the number and severity of transport crashes in Europe. The ETSC seeks to identify and promote research-based measures with a high safety potential. It brings together 42 national and international organisations concerned with transport safety from across Europe. www.etsc.eu

(2) <http://www.etsc.eu/PRAISE.php>

(3) Eurogip <http://www.eurogip.fr/>

(4) <http://www.etsc.eu/PRAISE-award.php>

(5)

<http://www.etsc.eu/documents/PRAISE%20Brunch%20May%202010%20Invitation%20Final.pdf>

(6) Entrants to PRAISE Award 2010 included:

Autostrade per l'Italia S.p.A. www.autostrade.it

Babcock <http://www.babcock.co.uk/pages/contact-us/>

British Telecom www.bt.com

Cemex www.cemex.com

Electricity Supply Board, Ireland www.esb.ie

FedEx Express www.fedex.com

M&G Vehicle Hire www.mandgvehiclehire.co.uk

Nestlé www.nestle.com

Reynolds Logistics Ltd. www.reynoldslogistics.com

Sanofi-Aventis <http://www.sanofi-aventis.com/>

Spedition Bode GmbH & Co. KG www.spedition-bode.de

Suckling Transport Ltd. www.sucklingtransport.co.uk

TNT Express <http://group.tnt.com/>

WABCO & ROYAL MAIL www.wabco-auto.com and www.royalmail.com

(7) EU OSHA: European Agency for Safety and Health at Work www.osha.europa.eu/en