

On the road to safety

Finger on the pulse

So what has been happening in the year since ISO 39001 was introduced? *ISOfocus* asked members of ISO/TC 241, the ISO technical committee that developed the standard, for a progress update. Here's what early responders said.



Nearly 3 500¹⁾ people die in road accidents around the world each day. That's nearly 1.3 million personal tragedies a year and numbers are on the rise. But hope is on the horizon for ISO is playing an important role in reversing the trend.

Road traffic accidents are the eighth leading cause of death globally. Perhaps even more shocking, they are the greatest cause of death among young people aged 15 to 29 years. The grim reality is that the death toll is on the increase, particularly in low- and middle-income countries. Without action to reverse this trend, experts project that fatalities from road crashes will reach 1.9 million per year by 2020, and millions more will suffer non-fatal injuries. Fortunately, we can now look forward to a major breakthrough in the realm of traffic safety with the new ISO 39001 for road safety.

1) Statistics taken from the Global status report on road safety 2013 published by the World Health Organization.

United efforts for safer roads

Considerable effort is being made to save lives on the roads, spearheaded by the United Nations' Decade of Action for Road Safety 2011–2020. Launched in over 100 countries on 11 May 2011, the resolution has a clear goal in sight: to prevent five million road traffic deaths by 2020.

With ISO 39001, the new management system standard on road traffic safety published in 2012, ISO is making a significant contribution to that ambitious UN goal. The new International Standard is expected to have a considerable impact on the future of traffic safety by providing state-of-the-art requirements for such safety aspects as speed, vehicle condition and driver awareness.

Considerable effort
is being made to save
lives on the roads.

Sweden: Committed to standards

Numerous initiatives bear testament to how seriously Sweden's road and transport authorities are taking ISO 39001 and its requirements. Peter Hartzell of the Swedish Standards Institute, and Secretary of ISO/TC 241, reports that 41 organizations affiliated to the Swedish Association of Road Transport Companies had been certified to ISO 39001 by August 2013 – a figure expected to rise to 100 by 2014.

Swedish transport company Närkefrakt is believed to be the first in the world to be certified. Now the Swedish Transport Association has decided to apply the road traffic safety (RTS) standard and will carry out a pilot implementation in Gothenburg to see how it can be extended to other cities.

But that's not all – traffic and transportation services company Trivektor also plans to integrate ISO 39001 in its RTS auditing process in the future.

France: Encouraging active participation

AFNOR, the French national standardization body, has adopted ISO 39001, reports Standardization Project Manager, Guilhem Cuny, adding that the organization held an information session last year to encourage French stakeholders to participate actively in its implementation. Future plans include creating an accreditation scheme through the national standardization body and local certification organizations.

United Kingdom : Making the road a safer place

BSI Group, the national standards body for the United Kingdom, has adopted the road traffic safety standard as BS ISO 39001 and is now offering guidance, implementation training and certification services, says Sara Walton, Sector Content Manager at BSI.

Visitors to BSI's road traffic safety Web page will find clear links to "getting started" with BS ISO 39001, implementing and maintaining the road traffic safety management system, and getting certified.

New Zealand : Standard on trial

The NZ Transport Agency (NZTA) is currently investigating opportunities to trial ISO 39001 in the New Zealand context, reports Lisa Rossiter, NZTA Chief Advisor, Safety Directions. "As part of NZ's 'Safer Journeys' road safety strategy, we are looking to develop Signature Projects that showcase the safe system approach and deal with really difficult road safety problems," she explained. She added that the agency is looking into whether it can apply the standard with large-scale employers in the Eastern Bay of Plenty region, and learn from that process.

Spain : A flurry of excitement

ISO 39001 garnered much attention in Spain when it was adopted as national standard UNE-ISO 39001 in April this year, says Aitor Aragón Basabe, Technical Officer in the Standardization Division at AENOR, the country's standardization and certification body.

The organization recently hosted a workshop in Madrid to present the new standard during which ALSA, Spain's first public transport company to be certified to ISO 39001, gave a review of its implementation experiences.

And as proof of the excitement generated by the standard, ISO 39001 information on the AENOR Website received over 2000 visits the following day.

With ISO 39001,
ISO is making
a significant contribution.

A rollover accident on a rural road in Malawi.



Photo : Paul Nordengen

South Africa : Winning business

News from South Africa is equally positive. Paul Nordengen, Research Group Leader at the Council for Scientific and Industrial Research, has announced the imminent launch of ISO 39001 as South African National Standard SANS 39001. Audits and certifications will begin in 2014.

The national committee of the South African Road Transport Management System (RTMS) is hosting a series of workshops to communicate the standard's scope and objectives to the road transport sector. It is anticipated that as many as 72 transport fleets representing some 4 600 trucks and buses certified to the RTMS standard will also adopt ISO 39001.

Making a case for standards in the industry, Adrian van Tonder, Chairman of the RTMS Steering Committee, pointed out that the value of adopting high-quality standards inside a company cannot be understated. "Our RTMS accreditation is winning us business due to our standards and sustainable image," he concluded.

Norway : Just launched!

The Norwegian standardization body, NSF, recently launched its national version of ISO 39001, and hopes to get local organizations certified to ISO 39001, with the first expected this year.

In addition, Governments, road authorities, safety groups and private companies with an interest in road traffic safety work will be invited to join a Norwegian mirror committee to ISO/TC 241.

Malaysia : Forging ahead

Asked for an update on ISO 39001 implementation in his country, Rabihah Ilyas, Research Officer for MIROS and member of the Malaysian ISO 39001 Steering Committee, is pleased to report that the Malaysian standard MS ISO 39001 was approved in October 2013 by the Ministry of Science, Technology and Innovation, and launched via a public awareness seminar the following month.

Meanwhile, four organizations – The Royal Malaysia Police, vehicle inspection body Puspakom, Century Total Logistics, and Shell Malaysia Trading – are already piloting the implementation of ISO 39001. Feedback has been very positive so far, and one company has reported that they have become more aware of employees' risks on the road as a result of implementing ISO 39001 requirements. ^{GL}



Photo : Paul Nordengen

Overspeeding and/or brake failure are suspected to have caused the crash of this truck.

Fast facts

Full title

ISO 39001:2012, *Road traffic safety (RTS) management systems – Requirements with guidance for use*

Objective

Providing a structured, holistic approach to road traffic safety to help governments, vehicle fleet operators and organizations worldwide overcome death and serious injury due to road accidents.

Publication date

2012