



GLOBAL
ROAD SAFETY
PARTNERSHIP

ISO-39001 Development

Background

- 2004 OECD haulage company study
 - Recognised organisations with better safety culture did better on road safety outcomes
 - Noted that there was no systematic approach for organisations to improve road safety culture
- Significant knowledge on how to improve road safety existed in fragmented form
- Hence – use ISO process to create structured knowledge transfer and management system implementation

ISO-39001 Contents



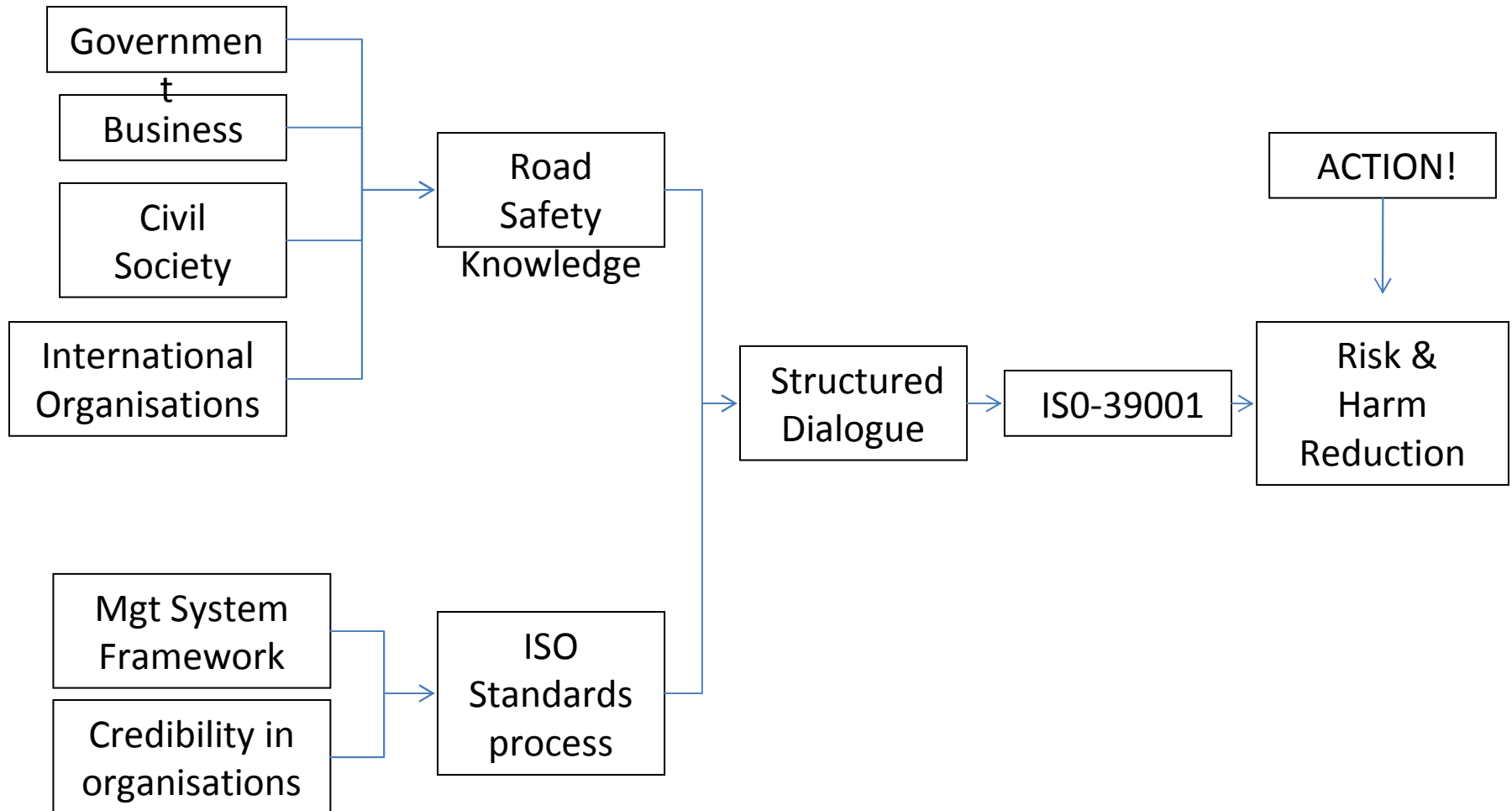
- The requirements needed to reach a zero death and injury target
 - Management commitment to zero goal
 - Technical requirements
- The guidance on how these can be implemented
- A structured management system to assist continuous improvement



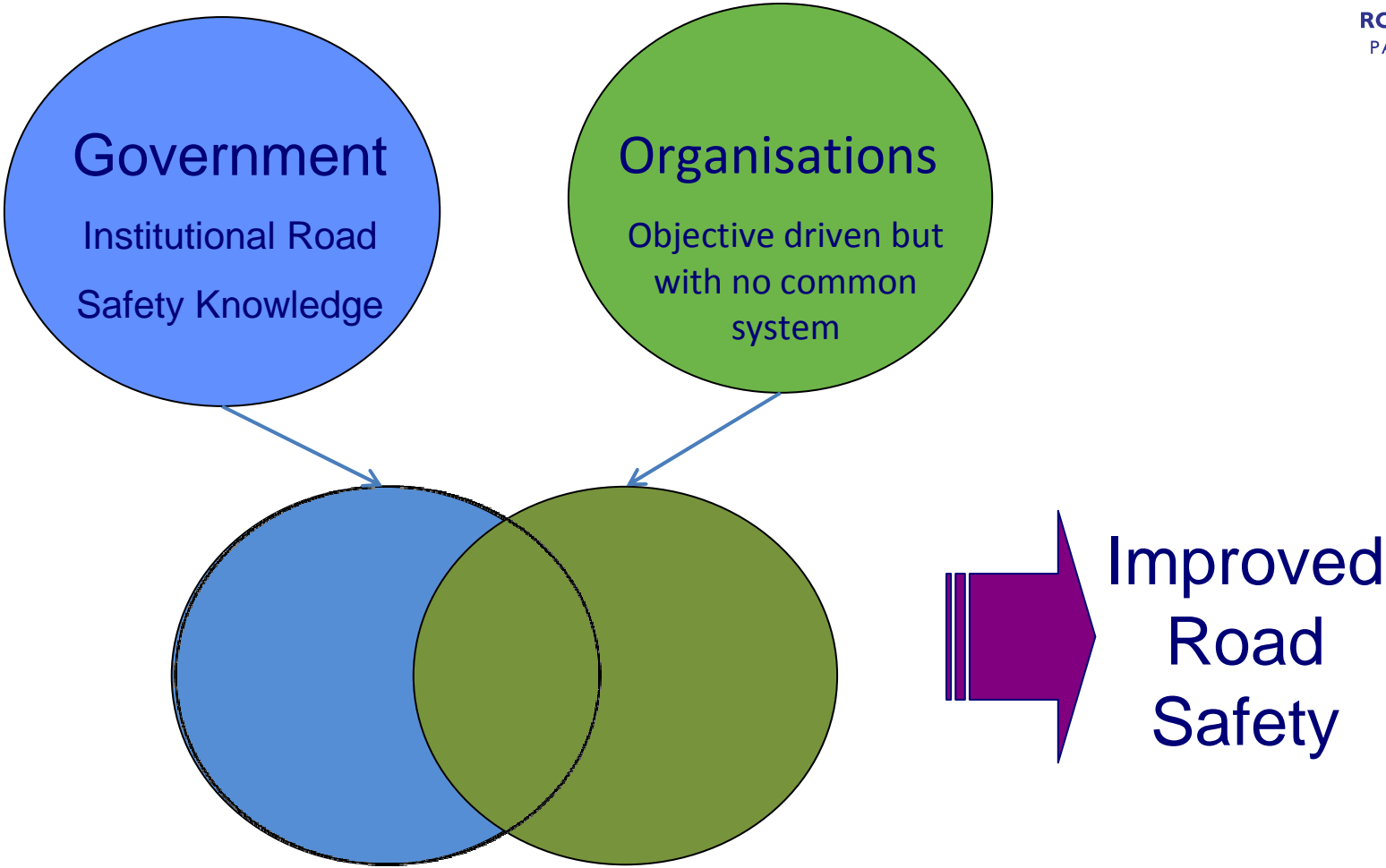
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ISO Project Plan

Getting into Action



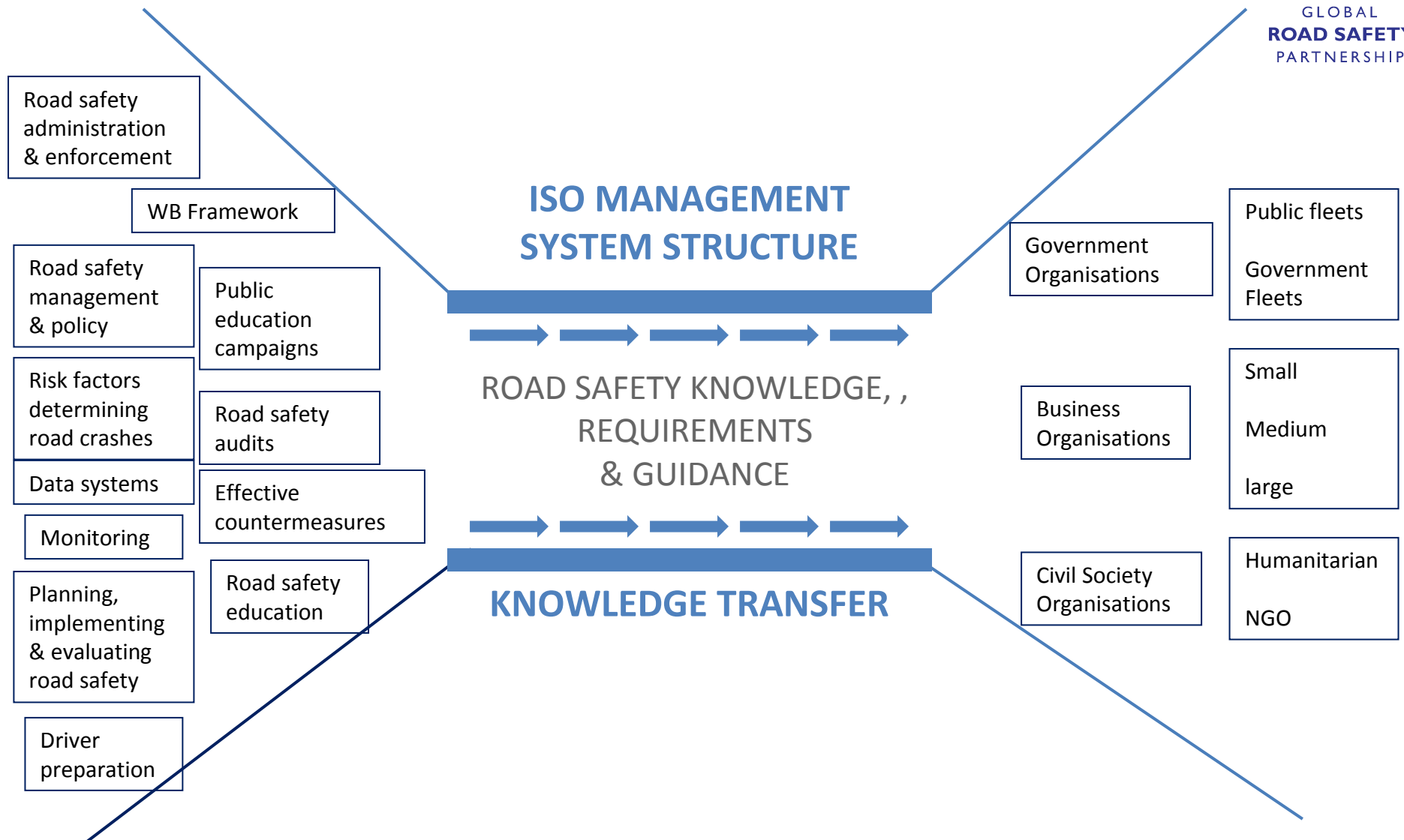
ISO-39001- Creating Common Language





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ISO – 39001 DEVELOPMENT & USE



Safe System – The barriers for success



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DANGER!

This energy cannot be seen, heard, smelt, tasted or touched by humans. Worse, it is a relative energy.

It means we learn it by experience, and it is an abstract concept that a child cannot understand till around 8-10 years old.



**movement
energy**

RS MANAGEMENT

ROADS

VEHICLES

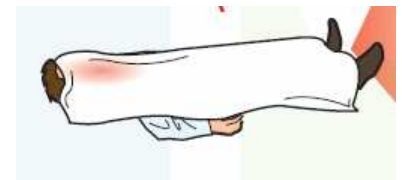
PEOPLE

**Immediate
Death or injury**



**TRAUMA
CARE**

**delayed
Death or injury**



Institutional capacity
Systems approach
Funding

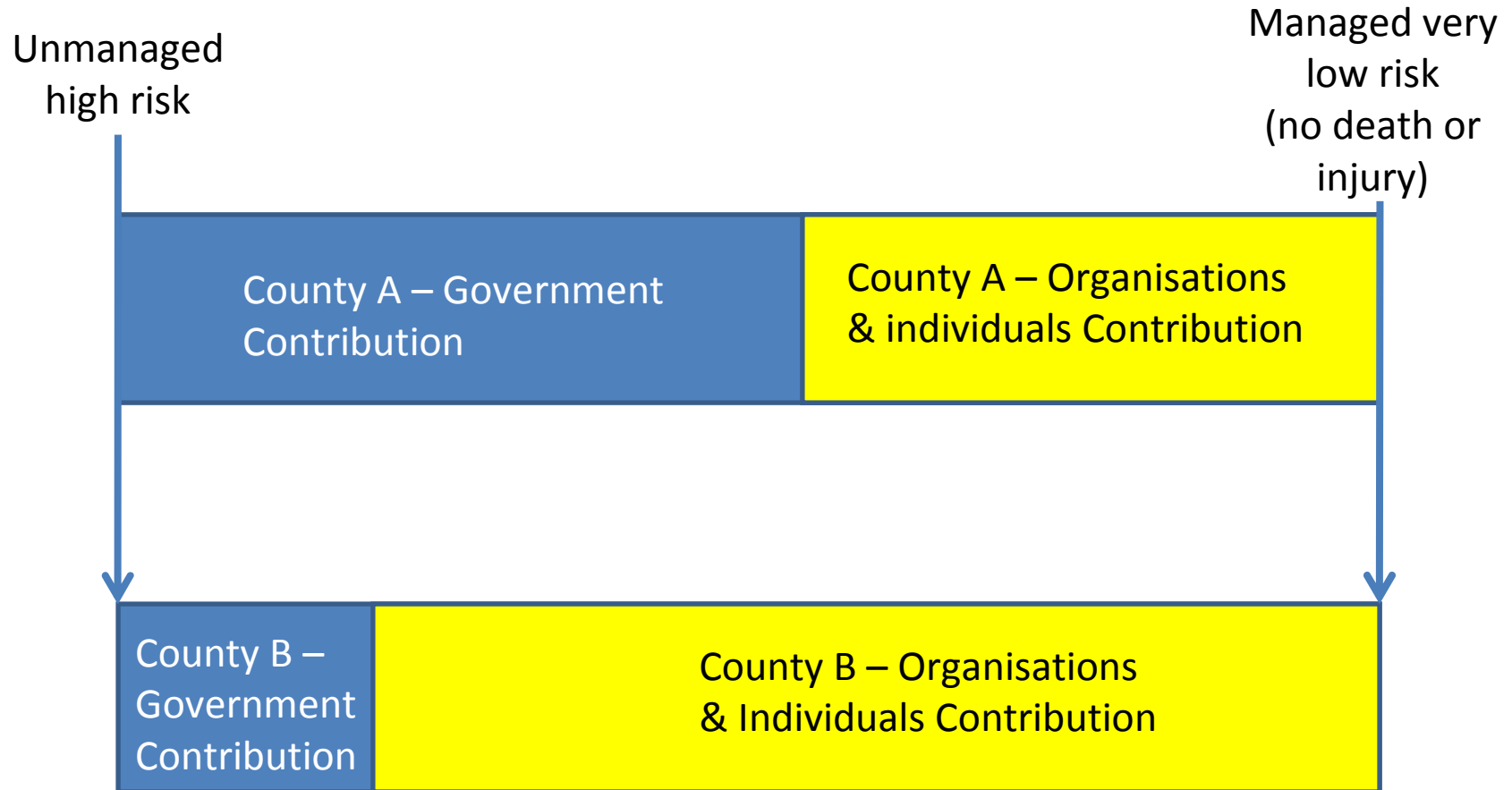
Poor design
Poor construction
Poor maintenance

Low Country standards
Individual poor choices
Poor maintenance

Helmets, Seat belts
Speed, Drink Drive
Vulnerable people

Low country standards
Poor individual choices

Governments will not achieve zero alone



....some countries are harder than others

Richer countries

Strong Systems
Informed citizens
Stronger Culture

New infrastructure works

Poorer countries

Weak Systems
Un-informed
citizens
Weaker Culture

New infrastructure
increases mobility and
risk

How organisations win from ISO-39001



Risk Reduction

- Less exposure to own risk
- Less exposure to risk from others

Harm Reduction

- Fewer staff casualties

Loss Reduction

- Staff replacement costs
- Insurance costs
- Legal

Reputation Increase

- Good community citizens
- Good global citizens