

Together we are road safety

European Road Safety Charter

Call for Good Practices - to enter the selection for the:

Excellence in Road Safety Awards 2016

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions
Name of the organization	SEAT, S. A.	
Type of organization	Multinational company (automotive sector)	NGO, company, local authority, school etc.
Organization main activity	Production of passenger cars	Activity field
Country	Spain	Of the organization
Website	www.seat.com	Organization website
Contact person	Rudolf Müller, Prevención Laboral, Seguridad y Salud en el Trabajo (SST)	For the follow-up of the application
Contact person's position	Head of Prevention in the Occupational Safety Department	
Contact person's email address	rudolf.mueller@seat.es	
Contact person's phone	Telephone: +34-93-773-2546	
Partners in the initiative	FastParc Motor driving school, local authorities: Ayuntamiento de Martorell (town council of Martorell), Mossos d'Esquadra (competent police authority)	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
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Date of start and end of the initiative	01/2014 – approx. 2020 (continuous activities)	The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process
Departments/persons implicated internally	Occupational Safety Departement, Human Resources, Communication	In the case of persons, indicate their positions
Geographical scope of the activities	Factory premises and regarding accesses in the Baix Llobregat and the Metropolitan Area of Barcelona (Catalonia, Spain).	Indicate where the activities were implemented
Summary of the initiative	<p>SEAT incorporates a package of measures for road safety into its occupational safety policies to foster road safety and safe driving. Main objectives are guaranteeing the highest degree of security possible to its employees, avoiding sick leave and loss of social benefits and contributing to road safety in the society.</p> <p>The package includes trainings and information campaigns to make employees conscient about safe driving as well as improvement of road safety within factory premises and cooperation with local authorities regarding road safety at accesses to the factory, among others.</p>	<p>Describe the initiative indicating the subject, its aim and the main activities it involves.</p> <p>Max: 100 words</p>
Innovative character	Through continuous activities, the initiative is to implement road safety and safe driving as regular part of occupational safety policies in the company. The best possible degree of road safety is to be achieved through cooperation with local/regional authorities as well as interacting with/targeting the whole workforce or certain groups of employees.	<p>If applies, describe to what extend the proposed initiative will lead to new approaches and practices</p> <p>Max: 100 words</p>
Issues that are addressed with the initiative	<ul style="list-style-type: none"> - High accident risk during commuting (“in itinere”): accident risks on the road and at accesses to the factory premises - Accident risks inside/outside factory premises for employees driving cars as part of their work (“in mission”). - General road safety and safe driving (during commuting or private trajectories) 	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>
Activities developed	<p>Analysis of traffic accidents during commuting/work : Incorporation of regarding analysis into occupational accidents statistics to investigate/analyse possible risks, take measures and monitor evaluation.</p> <p>Improvement of road safety at accesses to the factory: Investigation of places with risks of traffic accidents at accesses to the factory premises (access roads etc.) So far, changes in traffic routing at two factory accesses have been suggested to the local authorities and operated by the latter.</p> <p>Employee trainings on safe driving: Practical and theoretical trainings for certain groups of employees (quality control drivers, frequent users of the SEAT car pool), operated by a specialised driving school. Average participation so far was 71 % of invited persons. Evaluation reveals that participants valued the training very positive as they felt well-educated by it. It is planned to continue the trainings in the coming years to reach the best possible coverage in employee groups with an elevated risk of suffering traffic accidents during work.</p>	<p>Describe all the activities involved in the initiative and where appropriate indicate the participation arrangement for each partner</p> <p>Max: 600 words</p>

	<p>Guide for safe driving: A guide for safe driving has been created and is to be made accessible to the whole workforce. The guide can be applied on work-related and private trajectories.</p> <p>Campaigns/measures regarding road safety within factory premises: Continuous identification of employee groups with certain risk of traffic accidents and taking of appropriate measures (briefings or other kinds of measures). So far, the following campaigns are planned for 2016:</p> <ul style="list-style-type: none"> - Campaign on respecting traffic rules during trajectories within factory premises (fastening the seat belt, not using mobile devices etc.). Target group: employees driving cars within factory premises; media: briefings, other kind of measures. - Campaign on risks of distraction during work-related journeys for employees driving cars outside the factory premises as part of their work ("in mission") (media: briefing, internal media; possibly introducing a policy/agreement regarding the use of mobile devices during work-related journeys). <p>General campaigns on road safety: regular campaigning via internal media, posters etc. on road safety and safe driving, targeting the whole workforce or certain employee groups.</p> <ul style="list-style-type: none"> - 2014: An article with recommendations for safe driving has been published in internal media (MundoSEAT, available on the intranet and as magazine, coverage: whole workforce). - Planned for 2016: Information campaign to make employees conscient about fastening the seat belt in coaches of the collective employee transport (spread through internal media; target group: users of collective transport, also rest of workforce) 	
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Genesis	The package of measures has been created in order to actively pursue the increase of road safety and awareness on safe driving for SEAT employees. A continuous and sustainable pursuance of road safety is to foster through monitoring and developing appropriate (further) measures.	Reasons why you chose this initiative Max: 100 words
Transferability and multiplier effect	<ul style="list-style-type: none"> - Skills and knowledge regarding road safety and safe driving obtained through information campaigns or employee trainings is generally applicable for private use, too. - Pursued measures can be described as good practice for SEAT sites in Spain as well as for other brands within the Volkswagen group's occupational health departments and possibly inspire similar initiatives within the group or other external industrial actors. - Knowledge, experience and results deriving from regarding measures can serve as examples of good practice and lead to road safety-related cooperations with local/regional/transregional authorities, associations or other actors. 	Describe to what extent the proposed initiative will allow the transfer, general spread, dissemination or application of the results, experience, knowledge and good practice on a large scale Max: 200 words
Promotion and dissemination	<p>External spread: The package of measures as a whole will be described as good practice in the Volkswagen group's internal database. Single measures will also be described in articles on the ERSC website.</p> <p>Internal spread: The single activities' contents will be spread/publicised through internal media (intranet, company magazines SEAT hoy and</p>	Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM,

	MundoSEAT, posters, leaflets, teampanels in the workshops, internal briefings and/or in practical/theoretical trainings).	etc.). Max: 100 words
Continuity	The plan already includes activities which are either continuous itself (e. g. analysis of traffic accidents during commuting/work) or which will be continued in a different form/targeting further groups of employees (e. g., the employee training on safe driving can be adapted to employees commuting by motorbike).	Indicate if there is a plan to continue some activities in the coming years Max: 100 words
Evaluation of the activities	<ul style="list-style-type: none"> - Evolution of work-related traffic accidents (number and frequency of accidents) indicate risks and suitability/effect of measures taken - Measures regarding traffic accident (risks) within the factory premises are documented and traced in the occupational safety department's risk assessments. - Number of safety inspections regarding road safety realised by our occupational safety experts indicates continuous pursuance - Percentage of targeted employees attending trainings indicate coverage of measure; evaluation of questionnaire filled in by participants indicate appropriateness, quality and sustainability of trainings - Coverage of each internal media indicates the potential no. of employees reached by campaigns and directives 	If relevant, describe the proposed evaluation method and the quality of the result indicators in relation to the expected objectives Max: 100 words
Other important aspect that you want to underline		Any information that could help the jury to pick up your initiative Max: 100 words