

# 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	CTT Correios de Portugal SA	
Type of organization	Company	NGO, company, local authority, school etc.
Organization main activity	Postal Operator	Activity field
Country	Portugal	Of the organization
Website	www.ctt.pt	Organization website
Contact person	Jose Fernando Guilherme	For the follow-up of the application
Contact person's position	Transport Manager	
Contact person's email address	Jose.guilherme@ctt.pt	
Contact person's phone	+351 961704973	
Partners in the initiative	Prevenção Rodoviária Portuguesa (private association promoting Road Safety) and Autoridade para as Condições de Trabalho (Portuguese government department for safety at work). Training companies in Defensive and Eco-efficient Driving	

## SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	CTT has long adhered to the European Charter for Road Safety; In June 2015 began a new phase in this area of Road Safety	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	Operations (Transport, Safety), Human Resources (Training, Health and Safety, Selection and Recruitment and Human Capital Development), Fleet Management, Communication, Operational Areas, CTT Expresso	In the case of persons, indicate their positions
Geographical scope of the activities	The entire Portuguese territory (mainland and islands of the Azores and Madeira)	Indicate where the activities were implemented
Summary of the initiative	With a large fleet and thousands of workers driving on the roads CTT has implemented a new Road Safety Programme which covers a number of subjects from safety in vehicles, recruitment of drivers, training, control of accidents and recognition the safer drivers and teams and constant communication on road safety. The goal of the program is to reduce by 20% of accidents on the two-wheeled vehicles and 10% for light vehicles	Describe the initiative indicating the subject, its aim and the main activities it involves.  Max: 100 words
Innovative character	The Actions defined to take the particular cases (accidents, level of accidents), segmentation (general awareness, primary drivers, repeat drivers, teams with more accidents) and recognition at various levels	If applies, describe to what extent the proposed initiative will lead to new approaches and practices  Max: 100 words
Issues that are addressed with the initiative	The dimension of the project	Describe which issues were identified that lead to implement the activities  Max: 100 words

<p>Activities developed</p>	<p>The following main actions were considered:</p> <ol style="list-style-type: none"> <li>1 - Diagnosis Road accidents - evaluated about 2000 accidents, made its characterization and made the diagnosis of accidents that identifies the most common situations and the teams and drivers with the highest accident rate;</li> <li>2 - Accident Control - Implemented permanent monitoring model of drivers and teams with a high rate of accidents. Introduced significant improvements in the information.</li> <li>3 - Vehicles - Having analyzed the additional equipment possible and chosen new equipment taking into account the most frequent accidents</li> <li>4 - New Drivers - Set psychological evaluation model and training. It was also evaluated the need of Risk Assessment (including Psychosocial Risk)</li> <li>5 - Recognition - inclusion of accidents in the management and performance assessment and promoted the recognition of safe teams and safe drivers; development of competition Drivers Challenge for choosing safer teams to compete in the international competition of the IPC - Drivers Challenge</li> <li>6 - Development of a set of road safety awareness and dissemination actions including information on the safe teams and safe drivers and distinguished celebration of the European Day for Prevention and Safety and Road Safety Day.</li> </ol>	<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>
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<p>Genesis</p>	<p>The high number of road accidents, the need to reduce their impact (direct and indirect) and its many consequences especially personal level</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
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Transferability and multiplier effect	<p>We think that a Road Prevention Program with the program's features being implemented in the CTT will be a good example for other companies with large fleets and for similar services.</p> <p>Particularly targeted training for different public placing the focus on drivers over accidents.</p>	<p>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</p> <p>Max: 200 words</p>
Promotion and dissemination	<p>The dissemination of the program will be primarily internal. However, some media have external purposes in particular customers. There may be other opportunities for dissemination.</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>The program should be continued in the coming years. By experience we have the existence of a prevention program is essential for controlling the road accidents.</p>	<p>Indicate if there is a plan to continue some activities in the coming years</p> <p>Max: 100 words</p>
Evaluation of the activities	<p>This program in particular is beginning. The main indicator of its success will be to reduce the number of accidents. The realization of the stock plan is monitored in regular meetings.</p>	<p>If relevant, describe the proposed evaluation method and the quality of the result indicators in relation to the expected objectives</p> <p>Max: 100 words</p>
Other important aspect that you want to underline	<p>The road accident is not a fatality for which nothing can be done. The experience of CTT is that periodically must be in development a Prevention Plan.</p>	<p>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>