



Road Safety in Shell – Journey to Goal Zero



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Who is Shell

Upstream International

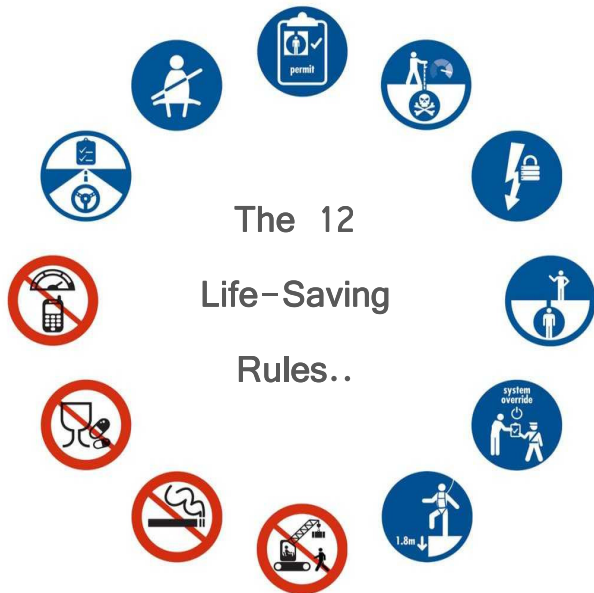
Upstream Americas

Projects & Technology

Downstream



Safety in Shell




.. focus on the activities that carry the **greatest potential threat** of serious injury or death to people

.. support the three HSSE Golden Rules *Comply, Intervene, and Respect*

.. support the **Goal Zero** journey by driving a more compliant safety culture



Comply, Intervene, Respect. Working together to achieve Goal Zero.



“Poor safety is nothing more than a lack of leadership.”

“Safety is not only our number one priority and value, it is a fundamental reflection of our performance”

Peter Vossler – CEO Royal Dutch Shell

Why is Road Safety Important for Shell?

1.3 billion kilometers per year

3.6 million kilometers per day

100 times round the world

Each day....



Why is Road Safety Important for Shell?



Delivering Products



Building projects



Our people



Local Communities

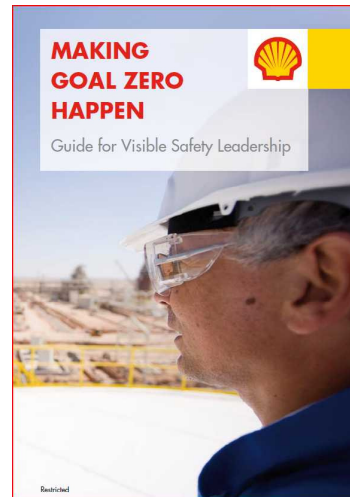
What to Measure and benchmark?

Lagging Indicators	Leading Indicators (examples)
Motor Vehicle Incidents	Behaviour risk profiles
- Fatal	Tool box talk participation
- Major (LTI or rollover)	Weekly Driver Recognition and feedback
- Serious (TRC)	Near miss & PI reporting
- Minor (no injuries)	IVMS Speeding violation reduction
Kilometres driven	Defensive Driver Training
SMVIFR (Severe Motor Vehicle Incident Frequency Rate)	
Incident Investigator (barriers broken)	
Trend analysis	

SMVIFR used on business scorecards just like fatalities, LTIF and TRCF
 Use OGP definitions on MVI's
 Benchmark against UK performance
 Benchmark with GBG, OGP, & NETS

Holistic Approach to Road Safety

- Leadership and Commitment
- Management Controls
- Vehicle specifications
- Journey Management
- Driver behaviour



While driving, do not use your phone and do not exceed speed limits



Wear your seat belt



Follow prescribed Journey Management Plan

- Hierarchy of controls
 - 1) Eliminate the journey
 - 2) Change to a lower risk transportation mode
 - 3) Apply vehicle controls
 - 4) Apply administrative and procedural controls that guide driver and passenger behaviour including driver competence requirements and journey management

What is being done in Contractor HSSE SP Management?

- Road Safety control framework requirements part of contracts
- In larger projects key contractors expected to have Road Safety cases / management systems in place
- Contractor banding (7 pillar assessment tool)
- Road Safety Contractor and driver awards (competitions and driver leagues)
- Effective use of In vehicle monitoring systems (IVMS) and performance improvement targets
- Centralised journey management centres (all contractors use for materials/equipment and people movements)
- Duty and care for employees (company provided busing)
- Road Safety monitoring teams
- Contractor Management Road Safety Forums



Risk Reduction Efforts that are providing results

- Simplified set of road safety requirements (use OGP 365 for JV's)
- Driver Behaviour risk profiles and driver hearts and minds programme
- Defensive driver training
- Fatigue awareness training, journey management training, rollover awareness training
- Contract Holder road safety training (e-learning module)
- Effective use of IVMS (feedback and recognition loop)
- Life Saving Rules
- Driver recognition (family days, spouse involvement, driver leagues)
- Performance monitoring (data transparency and benchmarking)
- Vehicle standards and vehicle inspection/maintenance
- *Management commitment*
- Assurance and sustainability

Data that supports risk reduction measures

- 86% reduction in Road related fatalities (employee and contractors) in 2011 (7 to 1)
- 41% reduction in overall MVI's – 2011
- Improved reputation in the communities we operate
- Drivers like to work for us and feel appreciated
- Become a favoured partner with governments because on safety focus in communities
- Data supports our improvements efforts: people are wearing their seatbelts, 80% reduction in speeding, large reductions in distracted driving events.



Community and Partnerships

- Road Safety Social Investment programme
 - Work with local communities, NGOs and government agencies
 - Education of school children
 - Improve road lay-out and design
 - Road safety campaigns
- Actively Supporting Global Initiatives:
 - Decade of Action
 - International Association of Oil and Gas Producers
 - Global Road Safety Partnership



Road Safety initiative - Shell Indonesia



Fasten Seatbelt campaign in Sakhalin

Best Practices – Qatar road safety business case

- Management commitment to achieve goal zero
- Safe busing of employees to work sites
- Strict enforcement of Life Saving Rules
- Driver and Contractor forums
- Use of IVMS
- Road Safety Compliance Monitoring Team
- Driver recognition (Driver of the Month award)
- Community road safety programmes
- Awareness Campaigns



Driver forums



Safe busing of employees to worksite

- Reduction of 40 M km potential travel in passenger cars
- Less vehicles on the road moving through villages
- 300 M km without serious injury
- Reduction of vehicle emissions