

## EU OSHA E-TOOLS SEMINAR 2018

### Occupational safety and health in relation to driving/road transport

Bilbao, 18 & 19 September 2018

### E-tools seminar: conclusions DAY 1

#### Q1 What are the key Occupational Safety and Health issues in the road transport sector that could/should be covered by e-tools?

- Overlap between work-related accidents and road accidents is large: e.g. up to 40% of road deaths could be work-related, and also 6 of 10 of work accidents resulting in death are road related. In the road sector a majority of the accidents happens when the truck is stationary.
- Accidents relate to fatigue, stress, collisions, diesel fumes, musculoskeletal disorders, noise (road safety issues as well as occupational health issues), related to taxi drivers, van drivers, platform drivers (e.g. Uber drivers), truck drivers, bus drivers and commercial cars, etcetera: the variety of situations is huge. It is important to include distraction as a risk factor in assessments and ensure ways of recognizing the variety of risk factors.

#### Q2 What are the drivers and barriers to the use or otherwise of e-tools in the sector?

- Drivers: people make the difference: fuel usage is important but in the end it is about having good drivers of vehicles.
- The tools need to support, not monitor, and be user friendly to be effective. There needs to be trust, especially when an enforcement body is one of the involved partners.
- Direct feedback to drivers is essential for behavioural change (and motivation).
- More and more data will become available, that can lead to valuable OSH information, provided the highest guarantees regarding privacy and well defined concepts are respected.
- Complexity of the problem caused by the different pieces of legislation that are related: therefore focus on the operational process, e.g. journey risks
- Data management: Garbage in equals garbage out. Without good of definition on the concepts e-tools will not have added value.
- Regulators need to be prepared and informed of the technological changes that are coming (automated vehicles, new vehicles, better navigation and monitoring, live traffic data).
- Work related road safety strategies demand specific approaches per member state, depending on different statistics and policies. E.g. commuting can be in or out of the definition of work related safety.
- Effective approaches: partnership approach, e.g. based on training, regional approaches, marketing approaches: show that health and safety is necessary for surviving in the future. (For example in France it is difficult to recruit new drivers).

#### Q3 Are all the main target audiences addressed by the tools available?

- Planners, Managers, OSH Experts, Insurance companies, Enforcement bodies, Drivers (bus drivers, commercial drivers, consultants, truck drivers, forklift drivers, etc.)
- SME's and self-employed are hard to reach.

- Difficult to reach all affected sectors (agriculture, construction, waste, services, etcetera), and substantial diversity between subsectors (public transport, freight, pizza delivery): find a common language to use in all sectors. To be effective we have to prioritise of the targeted sectors/groups.

## E-tools seminar: conclusions DAY 2

### Q1 How can we ensure the uptake of e-tools in the road transport sector?

- Uptake can be boosted by making use of the funds and organisations that are available already, sectoral magazines (semi-scientific or not), also involve inspectorates, sectoral institutes responsible for campaigning, and relate to existing training material.
- Design the implementation/dissemination approach using the latest information (statistics, available data) on sector prevalence. Start with the known priority sectors (e.g. construction, wood, mining and/or the delivery work because of its high risk and high impact) and the SME's/Micro Businesses because of their lower levels of compliance in general.
- Target specific groups for your communication strategies, e.g. elderly, young, type of work (forklift workers, the self-employed delivery workers, etcetera). Media strategies' effectiveness will depend on the fit to the target audience: young (self-employed) delivery workers may be best targeted through an app or Social media (Facebook), businesses may be more approachable through a webinar, a set tool like the OIRA tool, or LinkedIn.
- Think about 'gains and pains': for example use of a tool could be motivated by less inspection.
- If supporting tools are good, they will be accepted: especially SME's/Micro Businesses, who have no money and no time, tend to avoid additional formal procedures. It is important that new approaches are 'approved'.
- Digital promotion is fine, but especially within SME's/Micro Businesses: they tend to prefer to have something "in their hands".
- Story telling is seen as a very effective approach to spread the message.
- Combine self-assessment with compulsory approaches.  
Key intermediaries: the licencing enforcing authorities, including labour inspectorates, local authorities, traffic police; OSH consultants, OSH training providers, schools (integration in the education system of sectors, including vocational schools, trainee ships), Chambers of Commerce, Insurers who provide consultancy and advice, insurance brokers, labour and trade unions (a tripartite collaboration is preferred).
- Specifically for SME's/Micro Businesses, key intermediaries can be accountants who have regular contact with them, tax officials, finance officers (engagement with financial bodies).
- For larger organisations business cases for managing risks is a very powerful motivator for engagement with e-tools. For example see the report of the ETSC <https://etsc.eu/the-business-case-for-managing-road-risk-at-work/>
- Using the supply chain could be an effective approach: clients include OSH Risk management as a requirement in their contract management.
- Last but not least stimulation of cooperation *between* the stakeholders.

### Q2 How can we promote the continued use of e-tools in the road transport sector?

- Develop multiple measures, for example a phone app in parallel with computer based access for e-tool.
- Tools must be as simple as possible, sufficiently well-designed, and kept up-to-date to bring the user back to the tool
- Awareness campaign to remind employers of (1) the legal duty to regularly update risk assessments on an ongoing basis and (2) business benefits of using the e-tool.

- Always emphasize the benefits to the organization rather than OSH obligations only (not a very attractive topic for most companies).
- Create e-tools to incorporate reminders into the system to update risk assessments (e.g. email notifications can help).
- Explore the possibility of labour inspectorate reminding employers of the duty to update risk assessment at regular intervals.
- “Gamification“ of tool may stimulate (re)use.
- Organize OSH compliance in the same way as tax and financial compliance requirements, so that companies prioritise the ongoing activities to support compliance including interaction with the e-tool. Tax and financial compliance is generally much higher in EU as enforcement is much better resourced.
- Periodically alerting to statistics (high accident rates and economic repercussions for companies).
- Plan and budget for technical and content upgrades: know how long you want the tool to be current, plan to update on ongoing (sectoral) risks for that time period, and also provide response to technical queries. Updating on risks and worker risk profiles, should be (cross) sectoral, preferably based on statistics, ongoing surveys, insurance data, and including emerging risks and related control measures. It could be useful to contract out the updating of specific information. Or to have a community of users that update on the risks. A balance is needed between collecting data, monitor the successfulness of an e-tool while at the same time managing the privacy of the end user.

### **Q3 How can we evaluate the use of e-tools in the road transport sector?**

- Evaluation criteria should be decided at the start of the project, and the evaluation process budgeted for.
- It is important to define what success is and by whom (by the policy-maker, the app developer, or the end-user). This becomes very important as it is an EU recommendation that e-tools (especially for risk assessment) become linked to the policy and legislative framework .
- There is a difference between measuring outputs (use) and outcome (impact): output can be measurable by the amount of “return visits”, Google analytics in built statistics, etc. More challenging is to measure the Outcomes. They can be measured by questionnaires, focus group interviews (feedback of users, stakeholders perception), benchmarking, validated research, legislation adjusted, inspection reports or via social media.
- A mix of qualitative (e.g. interview based) and quantitative (e.g. number of users) indicators may be the best approach.
- At last we conclude there is a lack of evaluation with e-tools (and also with OSH interventions in general). This is an important issue for achieving effective measures, and therefore evaluation activities need to be supported and encouraged.

## **E-tools seminar: general conclusions**

There is a wide variety of situations at work that can lead to OSH risks related to professional transport and driving (work related vehicle risks): type of cars, type of OSH risks, type of sectors, type of company, type of activity, type of infrastructure, type of workers/drivers, driving context (e.g. the weather), etcetera. Also many stakeholders are involved from different sectors, as well as many potential solutions available for prevention.

E-tools are helpful to signal the risks and to support effective prevention strategies, and also to create awareness (and use) among the wide variety of potential users. Especially they can enhance their use among more difficult to reach target groups like SME's and micro business because of their (potential) simplicity, flexible implementation (autonomous or integrated), and often free use. Moreover they can give fast feedback, which is good for learning and motivation.



To improve the effectiveness and impact of e-tools, cooperation between stakeholders, and partnerships with intermediaries, like training/education firms, accountants firms, chambers of commerce, safety consultants is needed. Moreover, in the light of the digital revolution, opportunities will arise to share and combine 'smart' data amongst stakeholders, without compromising privacy and trust. At the same time the need for enhanced data-driven safety approaches, e.g. training, is expected to grow, as per also Volvo's statement "smart vehicles need smart drivers".

Finally, participants concluded that there is a lack of evaluation of the impact of e-tools (and also with OSH interventions in general). This is an important issue for achieving effective measures, and therefore evaluation activities need to be supported and encouraged.