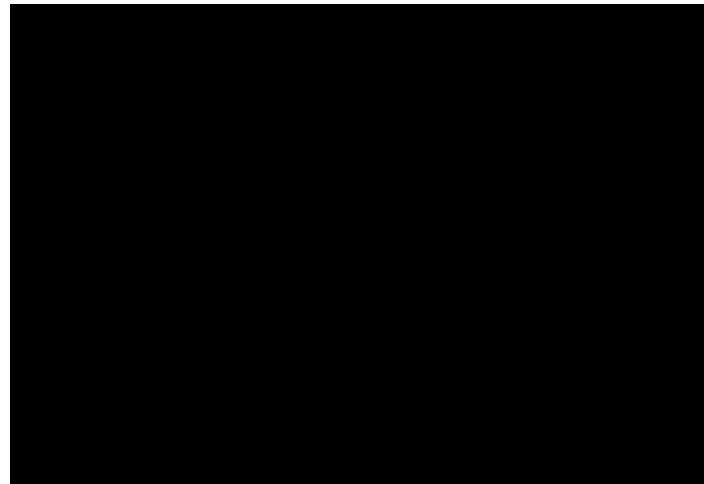


**NIOSH Conference  
Washington – February 2009**



**Group Risk Services  
A.R. Bradley**





# Nestlé: Good Food, Good Life

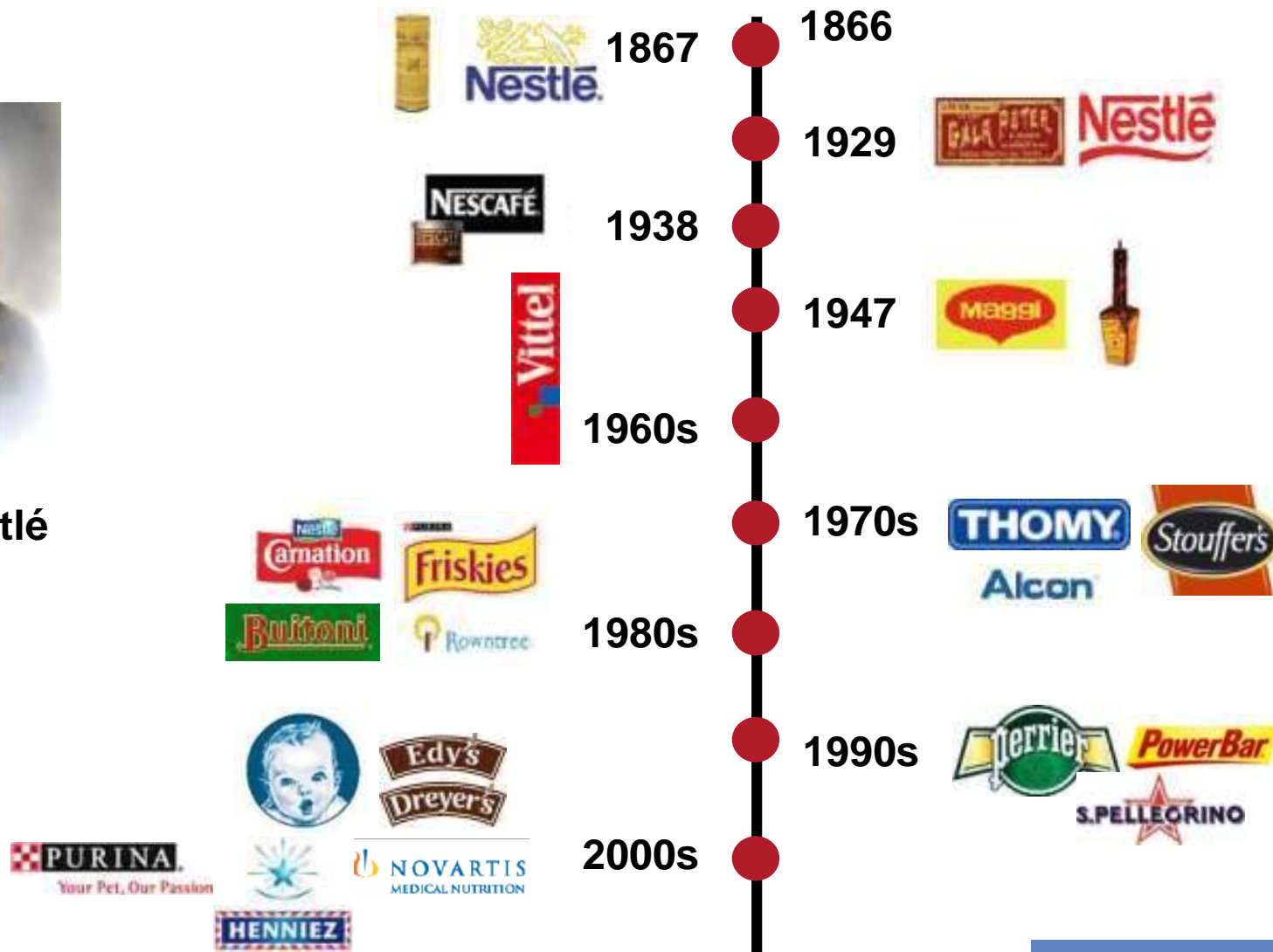
The world's leading nutrition, health  
and wellness company



# The Nestlé story – how it all began

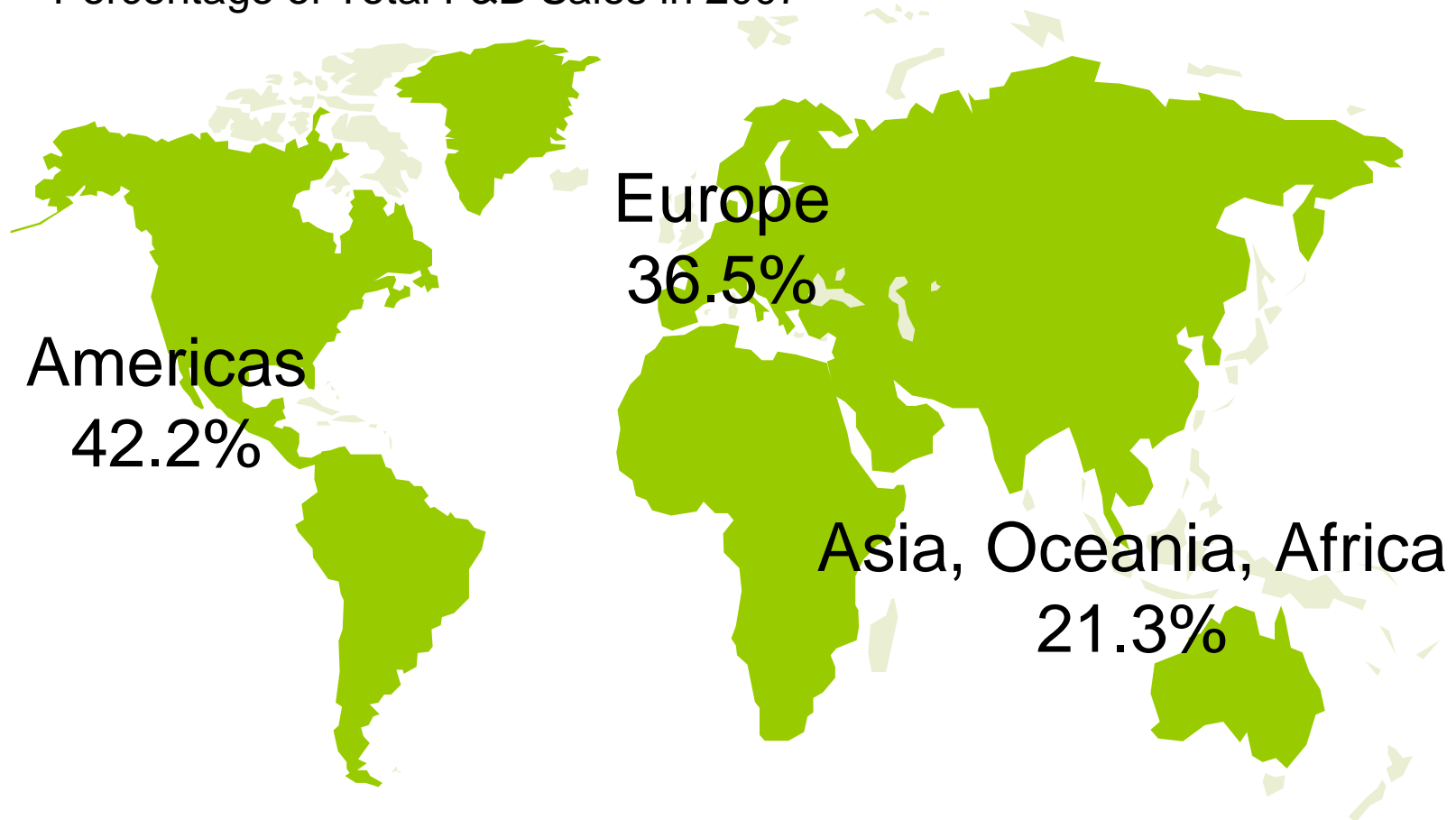


Henri Nestlé  
1866



# Sales by Region

Percentage of Total F&B Sales in 2007



CHF 107.6bn sales in 2007  
CHF 10.6bn net profit in 2007  
276,000 employees  
480 factories in 86 countries

Excluding globally managed businesses  
(Pharmaceutical, Nestlé Waters, Nestlé  
Nutrition)



## Road Safety / Motor Vehicles - Some Facts



- Numerous accidents related to motor accidents in last 3 years
- Motor Vehicle Fleet +45'000
- Fleet increasing due to Water and Ice Cream acquisitions
- Largest single insurance cost
- Opportunity to reduce accidents and cost



# Diverse Fleet



# Costs

known  
costs



- Insurance premiums
- Deductible costs
- Own damage

hidden  
costs



- Medical costs / Lost time for injuries
- Corporate manslaughter (UK)/Chain of responsibility (Australia)
- Poor vehicle residuals
- Damaged goods
- Poor Company image/Staff morale
- Legal action / Claims admin
- Late deliveries / Lost time
- Missed appointments
- Environment
- **Corporate Social Responsibility**



## Creating shared value



- Family : Community : Helping contractors
- Cultural Issues
  - "Our sales force are not professional drivers, they are salesmen"
  - "Data on drivers – why would we want that ?"
  - "He is a bad driver but a great salesman"
  - "Driver training, why ?"
  - "We are Latin and cannot accept being told how to drive"
  - "Accidents are God's will"



## Goal 1 - Safe Driving Committee's



- Road safety happens through the planned efforts of individuals, systems and total management commitment in the organisation.
- Safe Driving Committee focusing on implementing the infrastructure for the Safe Driving commitment.

## Goal 2 – Tool Kit



- Ten Point Checklist
- Safe Driving Tool Kit
- Internal Help / Training



## Goal 2 – 10 point checklist



1. Policies, Objectives and Targets (KPI)
2. Risk Assessment
3. Legal Compliance (and Other Requirements) including NSAT
4. Communication
5. Mobility and Journey Management
6. Driver Recruitment, Selection, Induction and Training
7. Driver Management, Driver Work Instructions & Contract Driver Procedures
8. Driver Health and Wellness
9. Vehicle Selection, Management and Use and Eco Driving
10. Specific Risks



## Other aspects for considerations



- Vehicle – specific design
- Seatbelts
- Heated Side mirrors
- Convex mirrors
- One valve parking brake system
- Daytime running lights
- High back air suspension seat
- Automatic Back-up Warning Alarm
- Cameras
- Clothing
- Maintenance
- Yards and warehouses
- To and from work
- Vehicle checks
- Contractor drivers
- Third party contractors
- Wages/conditions
- Driver wellness/security
- First aid/medical care



# Example of communication



3 Tor  
(Thai language)  
Prepare yourself  
before start

Check your  
vehicle

Follow safe  
driving  
regulation

## Vehicle check list



# Brazil

## Improving contractor risk for milk collection

### From

- Over 116 carriers
- Low service level
- High driver turnover
- High risk of accidents
- Agriculture service highly involved in logistics
- No Telematics
- Little Commitment



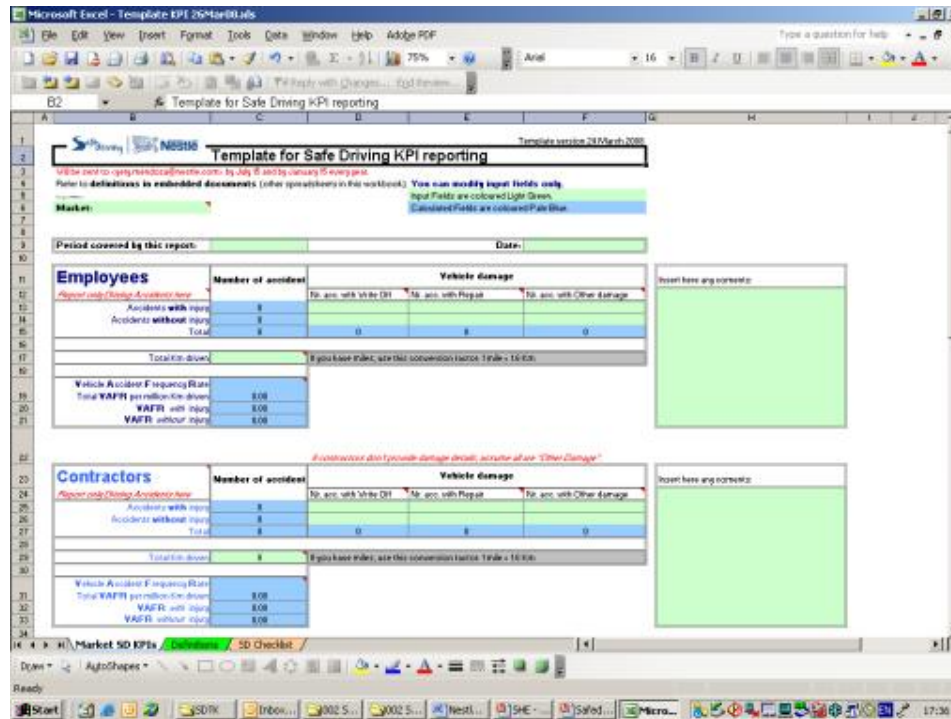
### To

- 4 transport companies
- High service level
- Lower driver turnover
- Lower accident rate
- Agriculture service focus on milk purchases
- Telematics to be rolled out throughout fleet
- Committed Partners





# Goal 3 - KPI



- Measure and Manage
- Driving KPI data reported internally in Jan 2009
- Set objectives and targets

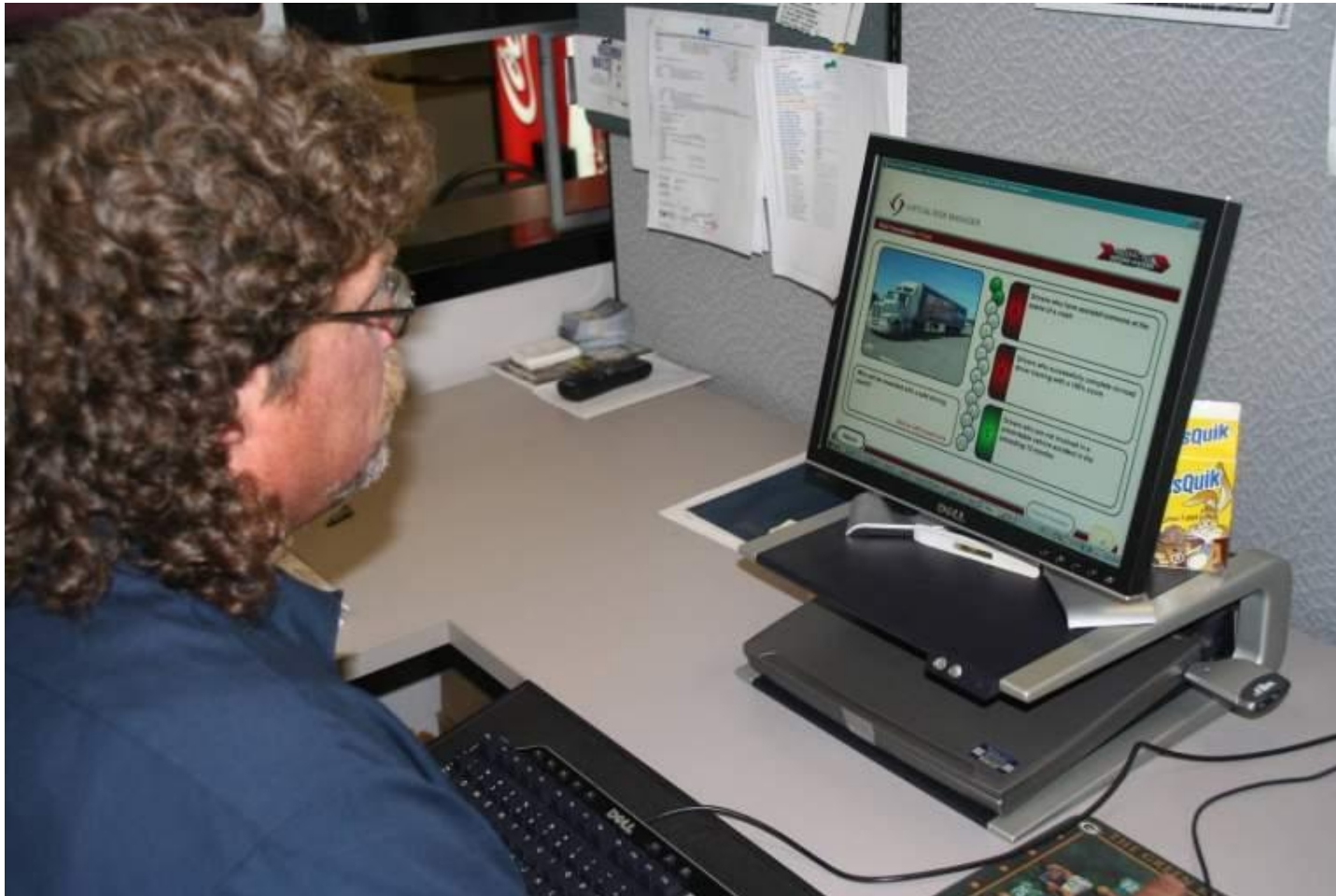


## Goal 4 – New solutions

- Web based risk assessment
- Web based training
- Use of innovative solutions to improve the safe and fuel efficient driving / operations
- Telematics
- Linking Eco driving with Safe driving = business care



## Targeted – Safety Training (VFRM) - Multilingual



# Poland Telematic - some key results

## FUEL ECONOMY L/100KM



May 08: 21.8 l per 100 KM

Sept 08: 18.8l per 100 KM

**- 14%**



## HARSH BRAKING



May 08: Average 5

Sept 08: Average 2

**- 60%**



## Goal 5 - Identity



# Local Champions are essential



## Conclusion



- Road Safety is often a difficult "sell"
- Need quality data - encourage benchmarking
- Link to safe and eco driving to operations = reinforce business case
- Use technology to change behaviour
- Need to "create shared value" with contractors/community
- Better dialogue/co-ordination between Industry/  
Government/NGO's



C'est jaune, c'est moche, ça ne va avec rien,  
mais ça peut vous sauver la vie.



Safe driving | Nestlé

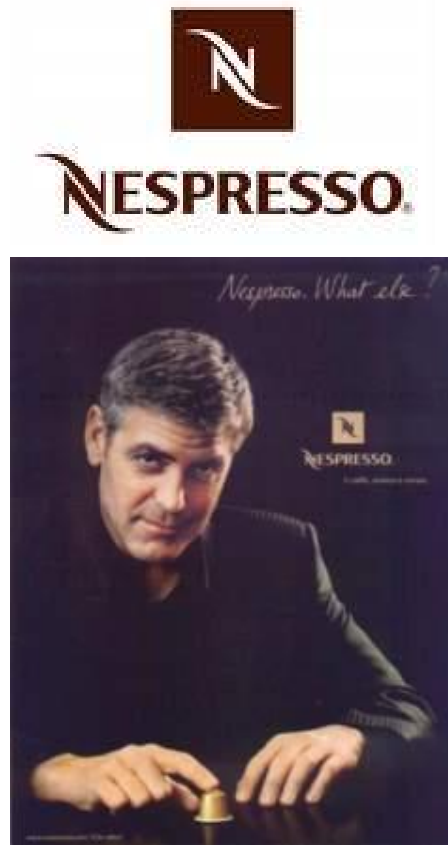
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Levesque, Proulx, 2008-08-27, 04-11





**What else ?**





Nestlé

Good Food, Good Life

