



La Prévention Routière
Internationale



International Conference on "Road safety: a company's responsibility?"

June 20th - 21st, 2018
Paris – France

Le Salon des Miroirs
13, Passage Jouffroy
75009 – Paris



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Welcome to the International Conference on
Road safety: a responsibility of the company?

June 20th-21st, 2018 in Paris - France

Annual Conference of PRI

Message from the Co-Presidents of the Conference



La Prévention Routière Internationale – PRI and French Association “La Prévention Routière Française” are organizing an international conference on «Road Safety: a responsibility of the company? ». It will take place in Paris at SALON DES MIROIRS on June 20th -21st, 2018.

It is generally accepted that most road traffic is generated by travel for professional reasons. Still, these trips are not without risk of accident. The road accident remains by far the first fatal risk of an accident at work.

By choosing this theme, and through this conference, the organizers wish to strengthen the debate on the role of the company in improving road safety. Investing in road safety in the company can have a very positive impact not only on reducing the number of deaths but also on its notoriety, its competitiveness and the creation of wealth. About 150 participants are expected at this conference, experts, academics, institutional actors, professionals and NGO's will exchange knowledges and best practices.

We look forward to your participation and your contribution to this conference. Looking forward to seeing you so many «Breathe Paris, it retains the soul» said Victor Hugo.

PRI
Benacer BOULAAJOU

aPR
Anne LAVAUD



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The professional world is often the missing part of road safety campaigns. However, statistics bring us back to the reality that can't be ignored: traffic crashes at work environment remains by far the first fatal risk of accident at work. Employees are becoming more and more mobile, both in terms of their professional activity and to get to work. It's very known also, everywhere in the world, the growth of urbanism is lengthening the distance between home and work place. However, there are many devices and methods to combat this scourge, starting from the organization of travel to the use of equipment and new technologies predicting the risk, through awareness and training of drivers to good practices.

In the professional activity itself, the control of the road risk is very different according to the type of vehicle. The «heavy trucks» and related sector has already taken measures to reduce the road accident rate (limitation of maximum speeds according to tonnage, strict definition of driving time, special training of drivers at the driving in safety). On the other hand, concerning the small trucks or vehicles of less than 3.5 tones, the rules are less well defined, while the loss ratio remains worrying. But, beyond the professional transport, other categories of employees are very exposed to the crash risks. These are all employees for whom driving, without being their main activity, takes a significant part of their time. We can call them professionals of the road.

It should also be noted that high-mobility sectors are currently experiencing higher growth than conventional industrial sectors. As a result, the exposure of employees to road risks is set to increase further in the coming years. Hence the importance of putting in place an offensive policy on prevention.

Many companies manage this risk as if it were only part of the private sphere, the sphere of «accidents of life». Also, the question of prevention of this risk is often reduced to the recommendation of a better «behavior» of the driver, this term being also rather poorly defined. In practice, this amounts to making the effort of prevention on the only employee, which is at the same time too narrow and inefficient.

It is then up to the company to properly identify the driving in the work activity and organize the prevention of the risk related to shifting as it organizes the prevention of other professional risks. The evaluation of professional risks is an essential step to put in place an efficient prevention approach within the company. Indeed, this approach allows the head of the company to better understand the necessary elements for decision-making and thus better control the risks incurred by employees.

This conference has many goals and can be summarized as follows:

- Precise the shifting organization principles, management of the vehicle fleet, the real conditions for establishing communications between the traveling employee and the company or its customers;

- Establish a diagnosis of prevention systems in companies;
- Propose the action tools for the better control by the traffic accidents company.

Conference axes:

Axis 1: Regulations and developments favorable to the control of road risk in companies (sharing of experience, hearing of jurists and experts in comparative law, role of labor law and economic impact).

Axis 2: How to act within the company: Road Safety audit; adaptation of the work organization; awareness-raising actions; return on investment at the economic level.

Axis 3: What «rebound» effects can be expected from corporate actions on overall driving behavior?

The conference venue (20 and 21 June 2018)

Salon des Miroirs
13, Passage Jouffroy – 75009 Paris

Professional visit (22 June 2018)

Examination Driver licenses Center.
Boulevard Dequevauvilliers – ZAC des louvresses – 92 230 GENNEVILLIERS

Organization

Co-chairs	Steering committee	Scientific Committee
Anne LAVAUD General Delegate of the aPR	Fatime zahra Guerrab CNPAC Estelle EMERY aPR	Dominique Mignot IFSTAR Ward Vanlaar TIRF
Benacer BOULAAJOU	Marie SCHMIDT aPR	Christophe Ramond aPR
Chairman of the PRI	Habib CHAOUCH ATPR	Alain Areal PRP
	Hicham DIOURI CNPAC	Habib Chaouch ATPR
	Noureddine AHRA CNPAC	Hicham DIOURI CNPAC
	Abdessadek MAAFA CNPAC	



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Program

Wednesday, June 20, 2018

08h30 - 09h30 : Welcome of participants and registration

09h30 - 10h00 : Opening Ceremony

- **Stéphane DAESCHNER**, President of the French Road Safety Association (aPR);
- **Benacer BOULAAJOU**, President of PRI;
- **Nhan TRAN**, Representative of the World Health Organization (WHO);
- Presentation of a film about the 13th PRI World Congress held in Tunis - 2017.

10h00-10h30: Coffee Break and Exhibition Visit

10h30 - 12h30: Session 1

**Regulations and developments favorable
to the control of road risk in companies**

Moderator: Pr Maria SEGUI, FIA

1. **Ward VANLAAR**, Chief Operating Officer at the Traffic Injury Research Foundation (TIRF), Canada: A Business analysis for employers to support the implementation of careless driving policies in the workplace;
2. **Robert LEBLANC**, Chief Executive Officer of AON, France: Company's awareness about road risks;
3. **Alain AREAL**, Manager of Portuguese Road Safety Association (PRP), Portugal: How organizations can contribute to and benefit from road safety?
4. **Stéphane CHOISEZ**, Lawyer at Cabinet CHOISEZ and Associates, France: The necessary legal framework for companies at road risk;
5. **Koovy M. YETE**, Head of Traffic Behavior Regulation Service - National Road Safety Center, Benin: The road risk at the test of the traditional regime of civil and criminal liability of the company.
6. **Eric BALCAEN**, Standardization Project Manager, Transport, Energy and Communication Department, AFNOR Normalisation, France : Future Draft Standard on «Guidance and Training in Road Risk Prevention».

- **Debate** (30 minutes)

12h30-13h30: Lunch and Exhibition Visit

13h30 - 15h15: Session 2
Risk management inside company's

Moderator: Nhan TRAN, World Health Organization (WHO)

7. **José Miguel TRIGOSO**, President of Portuguese Road Safety Association (PRP), Portugal: Eco and defensive driving training for companies;
8. **Gilbert CANAMERAS**, President of FrancoRisk Club, France: The role of risk managers in the prevention of road risks;
9. **Laurence ATCHISON**, Project Manager at the European Transport Safety Council (ETSC), England: Project on work-related road safety, called PRAISE;
10. **Emily COENEGRACHTS**, Commercial Director, VIAS Institute, Belgium: VIAS Institute Activities to Improve Road Safety for Workers;
11. **Khaled DRIDI**, Head of the Cabinet of the Ministry of Equipment, Housing and Territorial Development, Tunisia: Road safety at the company «Tunisie Autoroutes»: A business of life and death!
12. **Yves PAIN SAR**, General Manager of EDISER/ENPC, France: Importance of simulation for the control and anticipation of risk in professional background.

- **Debate** (30 minutes)

15.15 - 15.45: Coffee Break and Exhibitions Visit

15.45 - 17.45: Session 3
Risk management inside company's (continued)

Moderator: Dominique MIGNOT, IFSTTAR

13. **Christophe RAMOND**, Director of Studies, French Road Prevention Association (aPR), France: Professional journeys on motorways: drowsiness, speed and telephone always sources of risky behavior;
14. **Frédéric TEZE**, Deputy Director of Working Conditions, Health and Safety at Work, Directorate General of Labor, France: Prevention of professional road risk in companies;
15. **Heather WOODS-FRY**, Traffic Injury Research Foundation (TIRF) Research Associate, Canada: The Drug-Impaired Driving Learning Centre: A Resource to Inform Workplace Policies;
16. **Libor KREJCI**, Project Manager at the Transport Research Center, Czech Republic: The role of companies in securing the transport of dangerous goods by road
17. **ADNOC**, Abu Dhabi National Oil Company ETSS, UAE: ADNOC Group Sustainability Report: Taking innovation into Heights;
18. **Tassilo Korab**, Manager of the Technisch Hydraulik Company, Austria: Drivers Training for more road safety.

- **Debate** (30 minutes)

Thursday, June 21st, 2018

09h00 - 09h30: Exhibitions Visit

09:30 - 10:30: VIP session

Moderator: Benacer BOULAAJOUL, President of PRI

- **Mr. Emmanuel BARBE**, Interministerial Delegate for Road Safety, France;
- **Mr. Jean TODT**, President of the International Automobile Federation;
- **Mr. Mohamed Najib BOULIF**, Secretary of State for Transport, Morocco;
- **Mr. Young TAE KIM**, Kim Secretary-General of the International Transport Forum;
- **Mr. Khaled DRIDI**, Head of the Cabinet of the Ministry of Equipment, Housing and Territorial Development, Tunisia.

10:30 - 11:00: Coffee Break and Press Conference

11:00 - 13:00: Session 4

What «rebound» effects can be expected from corporate actions on overall driving behavior?

Moderator: Anne LAVAUD, General Delegate of aPR

- 19. Manuelle SALATHE**, Chief Engineer at the National Interministerial Road Safety Observatory (ONISR), France: State of play of work-related accidents in France;
- 20. Emmanuel RENARD**, Director of Education and Training, French Road Prevention Association (aPR), France : Concrete actions in companies;
- 21. Salma EL MAJATY**, Director of Safety and Prevention - LYDEC, Morocco: The control of road risk in LYDEC;
- 22. Noureddine AHRA**, Ph.D. in Sociology, Head of the Education Division, Relations with professionals and civil society at the National Committee for Prevention from Traffic Accidents (CNPAC), Morocco: Perception of road risk in Morocco: Elements of explanation;
- 23. Cécile LECHErdE and Benoit DUTARTRE**, Representatives of MMA Insurance, France: Results of the 3 Barometer, «Professionals and Road».

- **Debate (30 minutes)**

13:00 – 13:15: Plenary Session: General Summary of the Conference and Closing

Reading: **Benacer BOULAAJOUL / Anne LAVAUD.**

13:15 to 14:30: Lunch