



# Road Safety Leadership

The Importance of Road Safety and the Shell Experience



Skylar Sherman

Qatar Shell – Head of Land Transport

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# Who is Shell

Upstream International

Upstream Americas

Projects & Technology

Downstream



**1.1 Billion** kilometers per year

**75 times** round the world

each day....



# Qatar Shell – Transport Operations

## Dimensions

	Shell	Contractor
Nos.vehicles (Operating February 2013)	34 Buses-touring coach 22 Shuttles-city bus 115 Pool vehicles-mix 15 Mini bus-Coaster	181
KM's Travelled (2012)	7,890,138	N/A
Drivers (Operating February 2013)	53 Touring Buses 66 Site Shuttles 152 Professional 330 Pool (w.IVMS keys)	203
IVMS Provider(s)	Mix Telematics	Mix Telematics and other



Points of Interest	Daily	Weekly
Total Passengers transported in the plant onsite shuttles – city buses	3700+	30,000+/-
Total Passengers moved in RLIC (ad hoc requests)	55	400+
Total Passengers transported between accommodation and Pearl GTL site	1700+	13000+
Total Passengers Transported in Doha (ad hoc requests)	100+	800+
Total Passengers Transported in Shuttles between Al Mirqab and satellite parking, hotels, transit	165	1200+

# Shell Qatar Road Safety Leadership

- Start of Pearl GTL Project
- Risk assessments indicated there could be 8 road related fatalities on the project
- Management commitment to achieve goal zero
- Contractor road safety made a key priority
- Policies and controls put in place to drive compliance.
- Strict enforcement of Life Saving Rules
- Use of IVMS
- Defensive Driver Training
- Seat belt convincer
- Roll over vehicle
- Road Safety Compliance Monitoring Team



Driver forums



Review of Life Saving Rules

# Shell Qatar Road Safety Leadership

At the end of the project

- 300 M km driven without serious injury
- Reduction of 40 M km potential travel in passenger cars by bussing up to 52.000 workers
- Less vehicles on the road moving through local communities
- Reduction of vehicle emissions



Wael Sawan, Managing Director of Qatar Shell  
congratulates driver of the month

How did we get there?

- Driver recognition (Driver of the Month award)
- Road Safety Contractor of the year
- Awareness Campaigns
- Management commitment programmes
- Leadership were well known to Drivers



Safe busing of employees to worksite

# Shell's Safety Journey: Goal Zero

- Safety is always our top priority
- We aim for **Goal Zero** = zero fatalities and no incidents that harm people, or put our neighbours or facilities at risk.
- Supporting our Goal Zero journey and drive for a compliant safety culture:
  - Leadership at all levels
  - HSSE & SP Control Framework
  - 12 Life-Saving Rules



## *Golden Rules*

**COMPLY, INTERVENE, RESPECT**

**Working together to achieve Goal Zero**



The 12  
Life-Saving  
Rules

## SHELL COMMITMENT AND POLICY ON HEALTH, SECURITY, SAFETY, THE ENVIRONMENT AND SOCIAL PERFORMANCE

### COMMITMENT

#### In Shell we are all committed to:

- Pursue the goal of no harm to people;
- Protect the environment;
- Use material and energy efficiently to provide our products and services;
- Respect our neighbours and contribute to the societies in which we operate;
- Develop energy resources, products and services consistent with these aims;
- Publicly report on our performance;
- Play a leading role in promoting best practice in our industries;
- Manage HSSE & SP matters as any other critical business activity; and
- Promote a culture in which all Shell employees share this commitment.

In this way we aim to have an HSSE & SP performance we can be proud of, to earn the confidence of customers, shareholders and society at large, to be a good neighbour and to contribute to sustainable development.

### POLICY

#### Every Shell Company:

- Has a systematic approach to HSSE & SP management designed to ensure compliance with the law and to achieve continuous performance improvement;
- Sets targets for improvement and measures, appraises and reports performance;
- Requires contractors to manage HSSE & SP in line with this policy;
- Requires joint ventures under its operational control to apply this policy, and uses its influence to promote it in its other ventures;
- Engages effectively with neighbours and impacted communities; and
- Includes HSSE & SP performance in the appraisal of staff and rewards accordingly.

**Peter Voser**  
Chief Executive Officer



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# Holistic Approach to Road Safety

- Leadership and Commitment
- Management Controls
- Driver Behaviour
- Vehicle specifications
- Journey Management
  
- Hierarchy of Controls:
  - 1) Eliminate the journey
  - 2) Change to a lower risk transportation mode
  - 3) Apply driver, vehicle & journey controls



# Road Safety – a global issue

- Road traffic crashes take the lives of nearly 1.3 million people and injure up to 50 million more every year
- Shell is an active member of the United Nations Road Safety Collaboration Committee
- Shell are proud members of the Decade of Action
- Shell works with several NGO's, governments and private sector companies around the world to tackle road safety issues.
  - Education of school children
  - Improve road lay-out and design
  - Road safety campaigns
  - Active participation in seminars and workshops



2050

**2 billion  
vehicles**

**(1 billion at the  
moment)**



# Why is Road Safety Important for Shell?



Delivering Products



Building Projects



Our People



Local Communities

