



Workshop June 27, 2023 at the Vision Zero conference in Stockholm:
Traffic safety footprint – a new tool for corporate responsibility driving radical change in traffic safety

Dialogue question #1:

In your work with traffic safety footprint so far, what obstacles have you encountered along the way and which success factors have you found to gain momentum within your organisation?

OBSTACLES AND HINDERS

- **Scope of work:** Boundaries included in scope of reporting and responsibility: Understand and map your complete supply chain /value chain is difficult. Also, to change mindset from product responsibility (which organisations are very used to) to responsibility for your traffic safety impact created by your products and transports in your organization.
- **Data & methods:** Lack of trustworthy data (e.g. data for fatalities are not available worldwide), understanding what kind of data that are relevant in order to get sufficiently established methods to follow up and analyse the data to something useful to report and take actions from.
- **Management:** Get the management attention to the potential to include traffic safety in the sustainability agenda. Get the politicians attention to traffic safety issues.
- **Involvement of relevant actors in the supply chain:** How to successfully include third party involvement is difficult, but also to connect to your daily operations
- **Upstreams countermeasures:** Lack of suitable education.
- **Behaviour:** Understanding the technology available (e.g. drivers to understand vehicle tech) and how to use it, and also changing behaviour, e.g. driving patterns, to contribute to traffic safety.
- **Positioning of the tool and its opportunities:** “Reporting does not ring a very positive bell” and we also see that traffic safety seldom is included in sustainability agendas and their reporting (yet).

SUCCESS FACTORS

- **High potential:** The tool can higher the pace to improve traffic safety improvement.



- **Connect to other domains:** Use the momentum and learn from other sustainability areas, e.g. climate, legacy, and occupational health, but also link traffic safety to efficiency and disruption of transport. Synergies will help!
- **Reach out:** Use a common language / nomenclature.
- **Building competence:** Education and knowledge sharing and lift.
- **Storytelling** to create interest for this way of addressing road safety.
- **Engagement:** Reach management and get the political community onboard in this work.

Dialogue question #2:

Which actions do we need to take to implement the tool for corporate responsibility on a broader basis?

- Use the industry to create a norm under the sustainability umbrella to push the boundaries for a wider commitment within both private and public sector.
- Reach out to other internal functions; i.e. HR, procurement, logistics and purchasing.
- Storytelling
- Integrate and have a broader perspective
- Create curiosity
- Don't make it too complicated
- Increase visibility of safety
- Talk about the footprint, exchange/share knowledge & progress & best practices to accelerate the process.

/ Malin Levin