

MOL GROUP SUSTAINABILITY CASE STUDY



PROJECT NAME: Safe Driving Program at INA

LOCATION: Across the INA Group (INA is a member of MOL Group)

DURATION: Ongoing, since 2011

TOTAL COST: USD 130,000 (2011-2014)

OUTCOME: The number of road accidents at INA Group has decreased by 38% and the road accident rate by 44%.



PROJECT DESCRIPTION

1, PROJECT BACKGROUND

Traffic accidents have serious consequences across the world and INA is aware that its employees are not exempt from injury.

Below are some statistics about global road accidents:

- › 1.2 million lives are lost and 20-50 million people are injured every year
- › Traffic accidents account for 6 of 10 work-related fatalities

Regarding INA,

- › ~40 INA employees are injured in traffic each year (85% whilst going to/from work)
- › ~400-500 vehicles are damaged per year

2, PROJECT HISTORY

An education and training campaign called the 'Safe Driving Program' has been introduced in order to reduce the number of traffic accidents. The program focuses on the most vulnerable groups of drivers such as professional drivers, frequent travellers and young drivers. The training consists of both theoretical education and practical training. Beside the training events, INA is implementing an intensive communication campaign through:

- › placing window stickers that promote safe driving on company cars
- › distributing posters and leaflets with safe driving messages

Additionally, a communication campaign called "Drive Safely" was also launched. This campaign:

- › details policies, principles, training and near misses
- › is published on the INA Intranet



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PROJECT RESULTS

1, MAIN RESULTS AND OUTCOME OF THE PROJECT

As a result of the program, the targets that have been set were met in a short period of time. In 2011, a higher-than-expected number of employees participated in the tests and training events.

Activity 2011	Target	Achieved
Ambassador qualification	15	21
Theory tests	300	336
Commentary Drive	150	269

Please refer to the table on the right to see the achievements of Y2011.

Theory test results

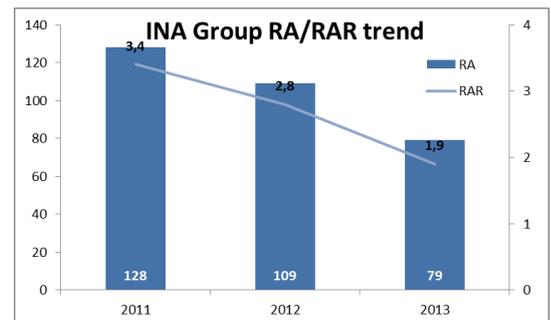
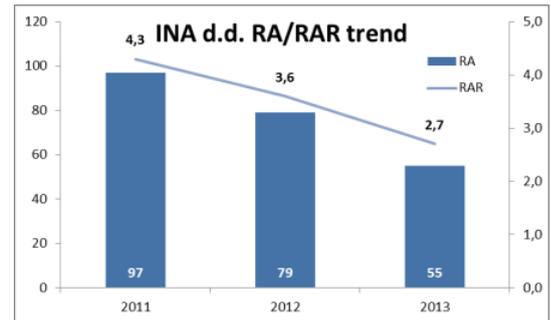


The program was continued successfully during the following years; in 2013 509 INA employees finished safe driving training at the Oryx Safe Driving Centre which is one of INA's contracted partners. The value of the contract with the driving school was USD 65,700 and the price per unit (trainee/day) equalled USD 91 (based on a minimum of 500 employees).

The most significant results of the program can be seen in the decrease in the number of road accidents (RA) and the decrease in the road accident rate (RAR; the number of road accidents per 1 million kilometres driven). Since launching the program in 2011:

- › in INA d.d.: the number of RAs decreased by 43% (55 in 2013 compared to 97 in 2011) and the RAR decreased by 37% (2.7 in 2013 compared to 4.3 in 2011)
- › in INA Group: the number of RAs decreased by 38% (79 in 2013 compared to 128 in 2011) and the RAR decreased by 44% (1.9 in 2013 compared to 3.4 in 2011).

Please refer to the graphs on the right to see the decrease in RA/RAR.



2, FURTHER STEPS

As the program has proved to be successful, there are several opportunities for its further expansion in the following years:

- › Continue offering safe driving training in the next few years and start an e-learning Safe Driving pilot for young drivers (members of the Growww program), which has already been used at MOL
- › Provide safe driving and eco-driving training for road tanker drivers from Logistics
- › Extend safe driving training to all INA subsidiaries (the program has already been extended to cover STSI, CROSCO and Maziva)
- › Improve the monitoring of the driving habits of drivers in all Business Units and implement consequence management