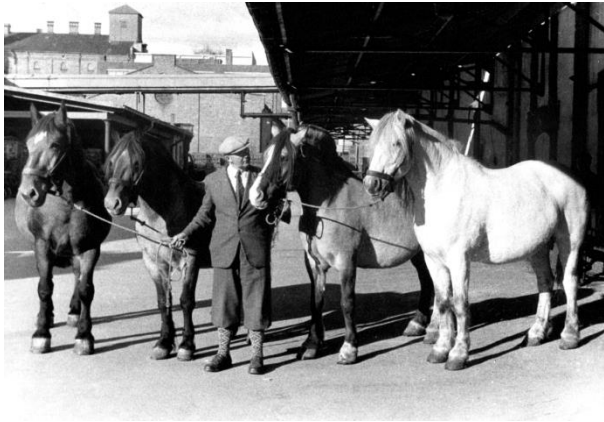


# SMART Conference Oslo, November 2016



**Gudbrand Rustaden**  
Fleet manager, Ringnes

November 2016

- **Ringnes: The number 1 brewer in Norway**
- A producer and distributor of approximately 350 million liters of beer, soft drinks and water annually.
- 1100 employees / 200 drivers / 185 trucks /vans , all with alcohol interlock installed.



- **Alcohol Interlocks in all Company Vehicles**
- The alcohol interlock is one among several actions in the road safety strategy. The intention behind making the use of alcohol interlocks compulsory is to prevent alcohol abuse among Ringnes employees and to contribute to traffic safety.
- In the implementation process, the company went through several steps of involvement and information in order to assure a common understanding of the need of alcohol interlocks:
  - Written consensus between company and union(s)
  - Routines to be followed in all alcohol related issues
  - Involve the drivers during implementation
  - Introduction programs for drivers
- The use of alcohol interlock in all company vehicles is a key instrument in preventing alcohol and drug problems at work.
- As a market leader, Ringnes should be in front when it comes to social responsibility. It's reason to assume that the use of alcohol interlocks save society for significant amount of money and resources spent on alcohol related accidents and matters every year.

# Company objectives : Zero Traffic Accidents

## A Company guideline for drivers in Ringnes contains:

- Drivers handbook placed in all company vehicles covering the work and activities
- Written agreement between company and union(s) defining mutual responsibilities
- Routines to be followed in all alcohol related issues
- ECO drive modules obligatory for all drivers
- Telematics navigation and communication system installed in all company vehicles
- Lean standard implemented in all company vehicles
- Bluetooth in all vehicles
- Alcohol interlocks installed in all company vehicles

There is a common understanding between the union and the management team that these actions are not implemented in order to monitor employees, but to contribute to traffic safety and transport quality. Ringnes ambition is to be recognized as a responsible and trustworthy business partner, vendor of services and contributor to society. This is an effective way to prove responsibility towards our employees and society.

- The use of alcohol interlocks, combined with a proactive and reactive alcohol policy, has proved to be a strong tool to achieve the goals and fulfill the Company Declared Safety Strategy.

# Proactive Alcohol Policy Pays Off

- **The platform of the Ringnes Proactive Alcohol Policy is based on the assumption that it is far more cost efficient to use proactive methods to prevent accidents than to repair damages afterwards. However, economy is not why we take this seriously – it is simply the role of a responsible market leader.**

The Strategy addresses several issues, which are all interdependent and related, when it comes to reducing risks:

- Common understanding of safety
- No drunk & drive accidents
- Reduction of accidents in general
- ECO-driving
- Reduction of fuel spending
- Monitoring driving behavior



# How to get started?

- Unions to be involved from day one. It's in everybody's interest to fight alcohol misuse and drunk driving
- Use alcohol interlock as a preventive tool, not as a threat.
- Apply written consensus with union.
- The ambition is not to fire people, but to prevent drunk driving.



# Summary

Our alcohol interlocks contribute to transport and traffic safety. Our internal routines secure our employees in their everyday work.

Ringnes is not the only company in Norway that address the issue, but we are one of few companies that has implemented full-scale alcohol interlocks in all company vehicles. We believe this is a highly valuable contribution to fight against drunk driving.

Expensive? Alcohol interlock cost you less than 1 Euro pr.vehicle a day.

It's worth it, it save lives.



**One for the road:**

**Drive carefully, safe and sober**

