



ROAD SAFETY
SHELL IN UKRAINE
2011

23 June 2011
ACC Meeting

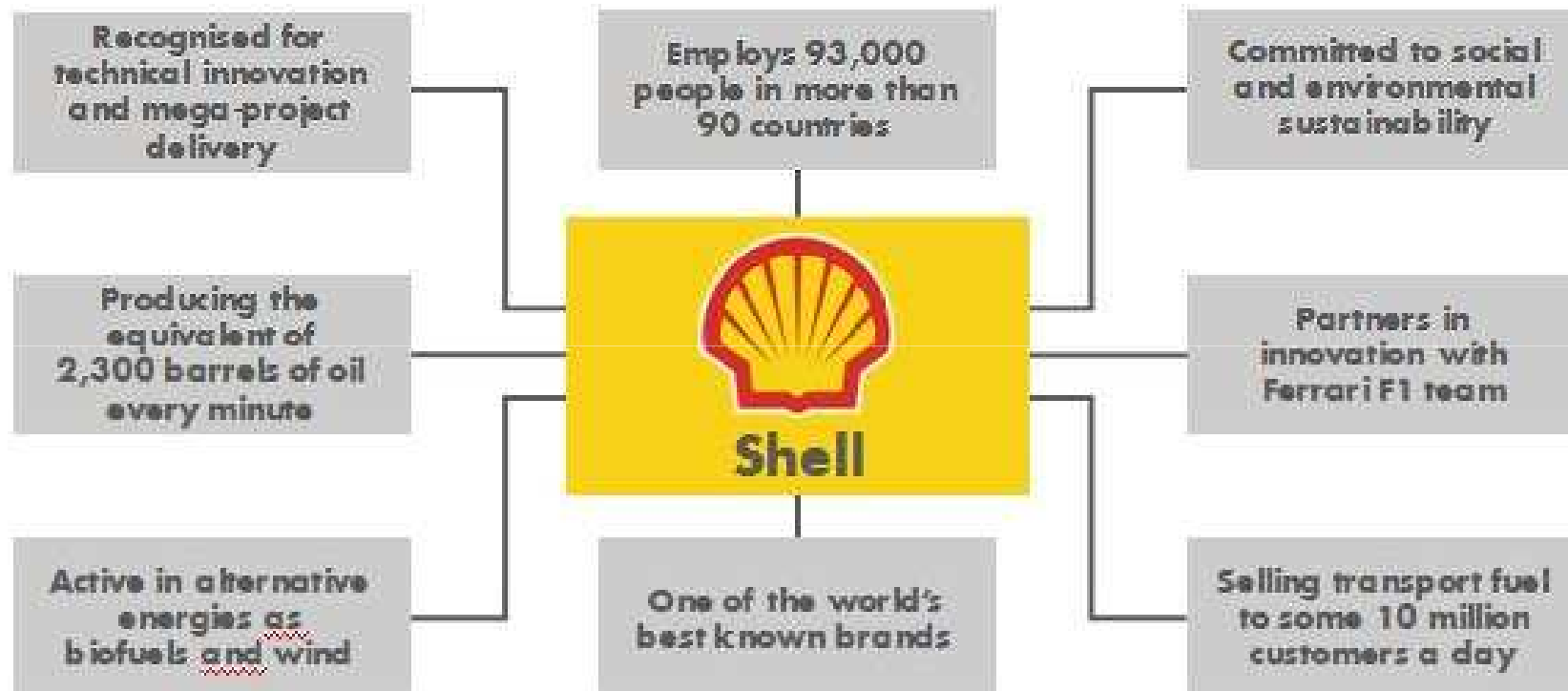


Anna Dumanska, Communications Coordinator

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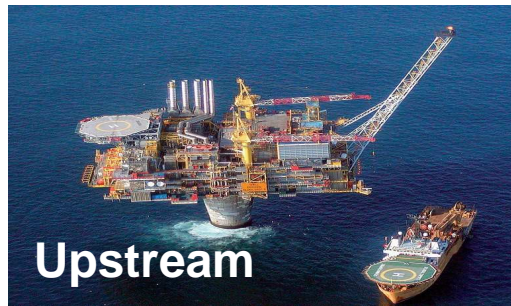
- Shell in the world and in Ukraine
- Why is road safety important for Shell
- Road Safety as a global issue
- Shell internal policies on road safety
- Road safety in Ukraine
- Previous road safety projects in Ukraine
- What's next?

About Shell



Shell in Ukraine

- Growing presence since 1992
- Circa 2000 staff in four Shell businesses
- Sustainable development projects



Over 160 retail sites



Why is Road Safety Important for Shell

1.3 billion kilometers per year

3.6 million kilometers per day

100 times round the world

Each day....



Why is Road Safety Important for Shell



Delivering Products



Building projects



Our people



Local Communities

Road Safety as a global issue

By 2030: 2.4 million fatalities
every year

If we don't do
anything...

At present: 1.3
million fatalities
every year

Road Safety as a global issue

- Every six seconds, someone is killed or maimed on the world's roads.
- Every three minutes, a child is killed in a road accident.
- Over 90% of these injuries occur in low and middle income countries.
- Over the next 15 years, road deaths and injuries will be the greatest cause of healthy life years lost for children between ages 5 and 14.

Source: World Health Organisation (WHO)

What does Shell do to minimise road safety risks

Internal Control Framework Requirements

- Leadership Commitment
- Vehicle Specifications
- Journey Management
- Driver Competence

Road Safety social investment initiatives

International and Regional Partnerships

- Global Road Safety Partnership
- Global Road Safety Initiative
- UN Road Safety Collaboration

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



Originally published in March 1997 and updated by the Executive Committee December 2009.

General Disclaimer: The companies in which Royal Dutch Shell plc directly and indirectly owns investments are separate entities. In this Policy the expression "Shell" is sometimes used for convenience where reference is made to companies within the Shell Group or to the group in general. Likewise, the words "we", "our" and "us" are also used to refer to Shell companies in general or those who work for them. These expressions are also used where no such purpose is served by identifying specific companies.



What does Shell do to minimise road safety risks

- Four of Shell's mandatory Life Saving Rules are related to road safety



Do not operate a mobile phone while driving and drive at a safe speed



No alcohol or drugs



Follow the JMP, adhere to the driving hours and rest-break regulations



Wear your seat belt

Road Safety in Ukraine

- 5th highest mortality rate from road crashes in the WHO's European region.
- 140 thous people died and 950 thous people injured on the Ukrainian roads since 1991
- 70 traffic accidents with 11 people dead and 90 injured every day
- Every third dead person is younger than 29 years old
- Ukraine's economy is loosing 5 bln USD/annually from road safety issues

Source: Press release from the launch of the Decade of Action in Ukraine, 11 may 2011

Shell Ukraine – what was done in the past

■ Innovative road safety program for schoolchildren

- Learning materials for 13000 schoolchildren and tailored training for teachers in 160 Kyiv schools
- Results showed a 50% decrease in children's trauma

■ Seatbelt sticker

- Car sticker with focus on the need to wear a seatbelt for kids
- Distributed through retail network and Komsomolka magazine
- Roundtable discussions

■ Child restraining seats

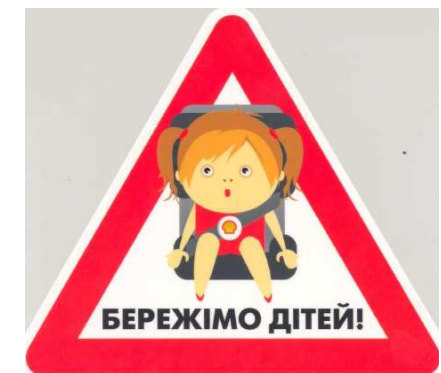
- Offered Autopapa company to use retail sites for its products

■ Timetable for first graders

- Developed road safety timetable for first graders

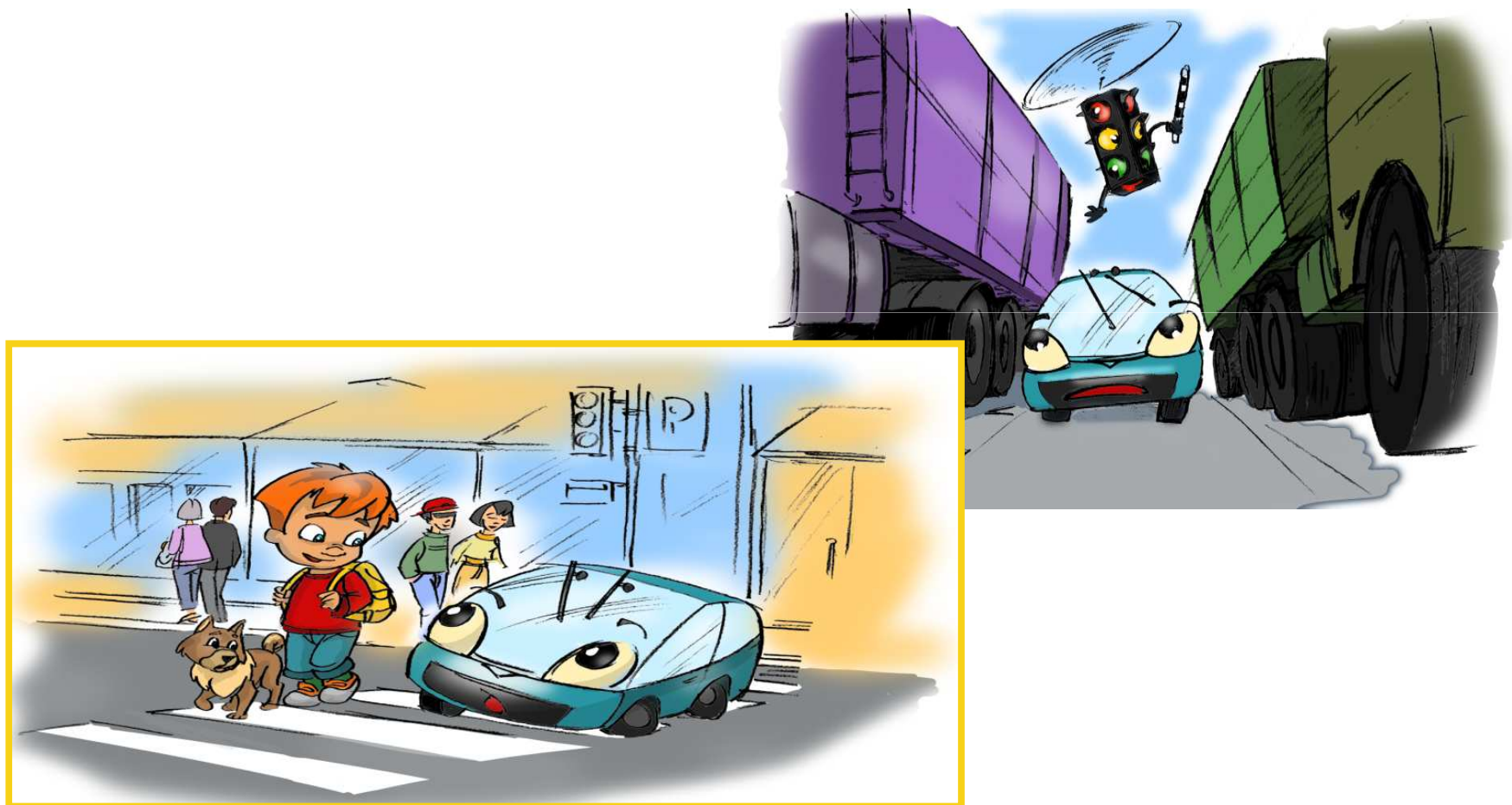
■ Campaign with motor bikers

- Supported an all-Ukrainian awareness campaign of motor bikers



Shell Ukraine Road Safety: what's next?

- Road Safety Cartoon: production and distribution of a Shell-branded road safety cartoon for children



Other road safety activities in 2011

■ Inter-parliamentary meeting on road safety

- November 2011
- Member of the organization committee

■ Road Safety Week

- November 2011

■ Internal communications

- Road safety quiz
- Shell World Ukraine E-newsletter
- Decade of Action pin





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