

DUPONT
SAFETY
AWARDS



10th Edition – Winner Innovative Approach

Istanbul, 12th September 2011





Company Profile

- Activities: **Global Building Materials Supplier**
- Products: **Cement, ready-mixed concrete and aggregates**
- # of employees: **UK - 3500**
- # of operating sites: **UK – over 400**
- Turnover: **£1 Billion**





Context

- In excess of 100 cyclists killed on UK roads per annum
- Cyclist fatalities increased by 11% in 2010
- 20% of those killed involved a collision with a Large Goods Vehicle (LGV)
- 2000 – 2004 CEMEX LGVs involved in collisions with cyclists resulting in 2 fatalities and 3 seriously injured
- All incidents involved left turning manoeuvres
- Common occurrence within the transport industry due to blind spots around LGVs

Solution Designed

Be aware, be safe

- Every year 15,000 cyclists are killed or injured in the UK
- Most incidents occur at road junctions and roundabouts
- Incidents with large vehicles often result in serious injury or fatality for the cyclist
- The most dangerous situation is when cyclists are on the nearside of vehicles turning left





Results and Impact

- No further incidents since 2004
- During 2010, over 3000 cyclists were educated in a CEMEX vehicle
- Influenced industry trade associations to adopt the initiative as best practice
- Support MEP and Brake (the Road Safety Charity) in lobbying to change European legislation to specify additional blind spot solutions to vehicles as mandatory