

VOLUNTARY CODE OF CONDUCT, GHANA



Date started: 2004 **Date finished:** Ongoing

Partners: Shell Ghana, corporate, civil and public society

Cost/time/resources: \$20,000 to date



Personal commitment to road safety through company network offers a powerful tool for behavioural change. More than 80 companies attended events just in 2008. Roughly 95% of road collisions are attributed to road-user error. Many road-safety campaigns target behavioural change as a way to reduce those errors. However, many campaigns rely only on advertising and it is difficult to associate campaigns with casualty reduction.

The idea of changing behaviour by engaging the public at a personal level has led to the development of the driver Voluntary Code of Conduct (VCoC). In the absence of legislation and enforcement, the

voluntary code of conduct asks drivers to personally commit themselves to comply with good safety practices. This project is the result of a partnership between Shell Ghana and GRSP Ghana

Summary project sheet.

Objectives and scope

It is believed that personal commitment offers a powerful tool for behavioural change. It uses the simple idea that people will act in a way that is consistent with their expressed beliefs and that they will hold to commitments made publicly. The VCoC scheme identified 10 road-safety issues and drafted them into a personal commitment document. The scheme is rolled out through companies and organisations in order to create a network of members who actively agree to engage in good safety behaviour on the 10 key issues:

- Seat-belt wearing
- Not using mobile phones while driving
- Obeying traffic lights
- Proper vehicle lighting
- Drinking and driving
- Careless overtaking
- Courtesy
- Excessive speed
- Safe following distance
- Road worthy vehicle
- Visibility at night

Activities

In 2008, GRSP Ghana continued work to further the VCoC by organizing a series of forums for Ghanaian corporations. The most recent forum was organized by GRSP Ghana, the NRSC, and Toptech Consult for senior managers of private sector companies in Ghana. More than 80 companies attended the event, which concluded with a commitment to implement the VCoC.

Conclusion and main lesson learnt

Since 2004 GRSP in Ghana has expanded its VCoC network with many companies and employees participating in the scheme. On the company level, Shell has adopted it as part of their operational strategy in other parts of Africa. The behavioural change process is being followed but at this stage of development the most appropriate tools are still being investigated. Maintaining company sensitivity to the issues by regular supply of current information on safe practice is part of the change process.

Quote: R. K. Debrah, HSEQ Manager, Total Petroleum Ghana

"Total Petroleum Ghana Limited joined the VCoC scheme in 2005. The subsequent signing up to the scheme by our staff has helped to rationalise for them, our stringent road safety rules."