

Shareholders prefer to invest in companies that use **RiskMaster** to manage their work-related road safety. If you feel your company could benefit from attracting investors like these, contact the RiskMaster team:

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We look forward to hearing from you.

Winner of the Brake Award for Outstanding Commitment to Fleet Safety 2007, 2008

What's in it for me?

One of a series of factsheets about the benefits of managing work-related road safety for:

- fleet managers
- company directors
- drivers
- shareholders
- union members
- general public

If you would like to receive any of the others in this series, please email the RiskMaster team at: riskmaster@fsguk.com



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Please note that in the interests of customer care, all telephone calls are recorded

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**I'm a shareholder and
I'm concerned about
work-related road
safety.**

What's in it for me?



I'm interested in how companies manage work-related road safety.



I choose companies to invest in that take their social responsibilities seriously. This includes work-related road safety.

I look for a quality ethical investment

It's very important for a company to demonstrate a genuine commitment to behave ethically, which will ultimately contribute to its economic performance. Managing health and safety is one area where it can prove to me that it takes its obligations seriously.

I want to see evidence of their corporate social responsibility

It's not enough just to have a corporate social responsibility statement in the chairman's report. It must be embedded within the business to have any real effect.



I would not invest in any company that would leave itself open to the possibility of prosecution for negligence

The new Corporate Manslaughter and Corporate Homicide Act means any company that has not put safe working practices into place should be avoided. A negligent approach to the management of health and safety could result in a fine of up to 10% of turnover. A company exposed to this sort of risk is not a good place to put my money.



I want to invest knowing I am helping to make a difference

It will be the little things that have an effect. Livered vehicles: are they clean? Are they driven well? Is the company seen as a good place to work? Are employees happy and cared for?

How do I do it?

I look for companies that demonstrate best practice when it comes to managing work-related road safety. They must show that all their drivers comply with a strict company policy. It's not difficult, but it must come from the top. I will only invest if I am sure that managing work-related road safety is given top priority.

I bank ethically and buy fair trade. I see managing work-related road safety as a new discipline that is helping to build a better world. I definitely see it as the future.

