

# Driving improvements forward

At the 17th annual ECTA meeting, held in Dusseldorf, Bulk Distributor spoke to the association's president Andreas Zink

*For those who are not so aware of ECTA, please tell us a bit about the association.* The European Chemical Transport Association (ECTA) was founded 17 years ago due to demand from the European Petrochemical Association (EPCA) to have a singular, united voice for the chemical logistics service providers (LSPs). Since then ECTA has separated from EPCA and become an independent entity, but still maintains links and interaction with EPCA and a great deal of involvement with the European Chemical Industry Council (CEFIC). The purpose of ECTA is to provide a voice for the chemical transport industry, development of best practice guidelines and support a sustainable future for their members and the industry.

ECTA comprises a managing director and administration manager as the only paid positions. The rest of the board work voluntarily. I became a member of the ECTA board initially in 2002 following the retirement of one of my colleagues from LKW Walter and have now been president for four years. LKW Walter was one of the founding members and there's always been a strong encouragement from the company to support ECTA.

*Tell us about the transition from EPCA to the independent ECTA, was that a difficult journey?*

Well of course, there were difficulties at the start; there always are when a child first leaves its

parents! The issue was that EPCA is primarily a networking forum and ECTA developed out of that remit into more of a European voice for logistics as it is now today and so we had to make the separation.

However, from what started as a handful of founding members we can now say that 80 percent of chemicals transported in Europe today are done so by one of the 102 members of ECTA. Our 17th annual meeting saw attendance growing again from the previous year to more than 120 participants including non-member service companies and representatives from the chemical manufacturers.

While we have been financially independent from EPCA since 2008 with the transition starting in 2006, we still share an office with EPCA and maintain open lines of communication. The relationship we have with CEFIC is very productive in that there is an open exchange of information both ways with any queries we may have. We have a very open minded collaboration, always involving them in discussions and working groups that ECTA host as we feel that there is no point in having these conversations without involving the industry which it concerns.

With these working groups we have what we consider a great contribution from our members with 35 percent actively becoming involved to shape the decisions and direction which ECTA takes. This is key to ensuring that we are truly representing the industry.



Zink: Due to the RC programme the transport industry can be more transparent and react better to questions from the chemical industry and public

*Bulk Distributor last interviewed you not long after you became president, nearly three years ago now. What have you achieved in that time?*

The main development since 2009 has been the Responsible Care (RC) programme with guidance from CEFIC. This was the first Europe-wide implementation of the scheme for the transport industry, with all previous iterations taking place on a national level. This wouldn't have worked for ECTA, however, due to our members having offices all over Europe so we needed a standard which all of their sites strive to.

We initially had nine companies involved with this and with CEFIC's assistance we were able to implement the programme and influence national chemical bodies. After 2011 we really started to see the effects of the programme due to the number of members involved reaching a critical mass and becoming statistically significant. Now with 59 companies involved with RC, we can see from the key performance indicators provided by all of our members that the number of unloading incidents has steadily decreased with both chemical manufacturers and their customers over the past three years. The KPIs we use measure incidents, accidents and driver training across different aspects of the logistics process.

*Can you tell us more about the purpose of the responsible care programme?*

The RC initiative is owned by CEFIC and its purpose is to provide a rigorous assessment of companies aimed at continuously improving the environmental, health and safety performance of members. The KPIs form a key part of this as you can't manage what you don't measure. Another integral part of the programme is the improvement plan which all members sign up to,

meaning a commitment from all members to strive to be better.

The initial stage of an RC application by ECTA would be to go through the applicant's SQAS assessment in detail to confirm compliance with 59 RC questions, all of which must be answered positively in order to be RC approved. They then sign an agreement to commit to the terms set out by the programme and begin providing the KPIs we require an annual RC improvement plan.

ECTA consolidates all of the KPI figures and improvement plans to ensure anonymity of members and publishes the results publicly.

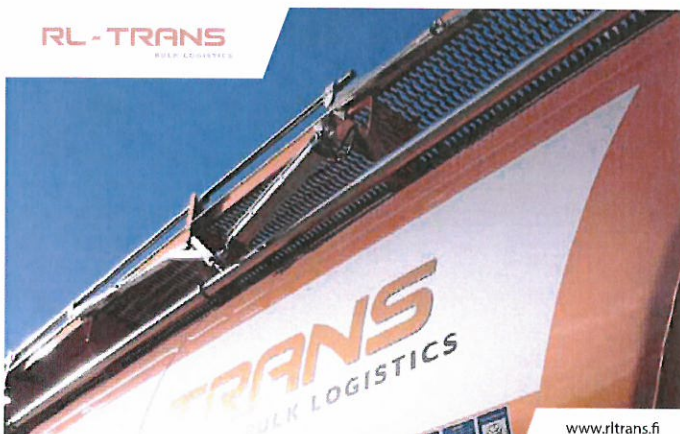
*What if someone doesn't pass the initial qualifying questionnaire? Is that it for them as far as involvement in RC goes?*

No, we don't aim to exclude companies! If an applicant doesn't qualify, ECTA will help and guide them to become better performing in HSSEQ. This is the benefit of joining ECTA – access to our collective best practice guidelines and support.

*What has been the most difficult challenge for ECTA in implementing this programme?*

Besides the initial issue of getting enough companies involved so that our statistics became significant and meaningful, the biggest challenge is that there is currently no recognition of RC with the chemical manufacturers and they aren't really aware of what RC is all about. Most companies ask if a service provider has ISO and SQAS accreditation and then tick the yes box but don't really look into the assessments, and I think this is the same for RC currently. Only one manufacturer in Europe currently requests to see the RC assessment in order to approve service providers.

In order to get the buy-in from chemical companies I believe they need further information



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on what RC is and what we at ECTA are striving for. We hope that once the industry comes on board they will start making RC a requirement from their service providers and the wider industry will see the results that ECTA has witnessed.

Another potential issue is that a lot of the players in the European market are also dealing all over the world. One big victory for us is that the Gulf Petrochemical & Chemicals association (GPCA) has announced that it is to use SQAS assessments with establishment of an SQAS committee and qualified auditors. This will ultimately lead them to RC, although it is not an instant progression, and will help members have standardisation across both Europe and the Gulf region.

#### How does the future of ECTA look?

The future is positive, before RC we only had a clue as to what was needed to develop best practice, but now we have statistics that show there is still room for improvement and a need for, I don't like the word regulation, standardisation. As I said, you can't manage what you don't measure, and we all talk about needing to improve CO2 reductions, now we can measure and influence this. We can further influence this by using more intermodal transport, and the progressive improvement of engine efficiency is an inevitability which will lower emissions.

Due to the RC programme the transport industry can be more transparent and can therefore react better to questions from the chemical industry and public. The chemical industry has a bad public image due to the impression of it being dirty and dangerous. For example, if a truck transporting nappies (diapers) unfortunately has an accident it will be unlikely to receive publicity. However, if the truck is transporting an absorber, which is 80 percent of a nappy, it will be treated as "another danger from the chemical industry" by the media. By publishing these statistics we can help negate this public image, increase public awareness and show that we are constantly improving.

#### We will finish the interview where we started – you have now been president for four years. With the developments and challenges they will bring, do you see yourself wanting to remain president for the next four?

Well, they haven't found anyone else willing to volunteer yet, so...

I am very happy to carry on for another four years and excited about what the future will bring. Everything is decided with the board who are all volunteers and do this out of their own time, so I don't have too much individual responsibility.

From the perspective of a member, LKW Walter definitely sees the value of ECTA, if we didn't we wouldn't invest our time and money in membership. I am glad to be contributing to such a positive future, and hope that ECTA continues to grow and develop.

## Measure, monitor, improve

The transport industry continuously strives to improve the safety of operations by undertaking HSSE initiatives, such as SQAS and BBS Best Practice Guidelines, for example, safe driving and safe loading/unloading, working at height, etc.

Over the years this has led to a decrease in the number of road transport accidents. However, this trend has halted in the past few years, with the annual accident statistics of individual transport companies showing signs of flat lining.

There are a number of external issues that have contributed to this, being, increased traffic and congestion across Europe, transport volume requirements in general, work pressure and also because of general behaviour and demographic changes, the demands on drivers of large goods vehicles are now much more complex and pressing than in the past.

In order to provide a new stimulus for reducing further the number of road transport accidents during chemical transport, ECTA took the initiative to put together a working group to update and revamp the wider implementation of behaviour based safety (BBS) in the safe driving of road freight vehicles.

This has at the same time been aligned to the EU Driver Training Directive 2003/59/EC to assist trainers in meeting these requirements.

The above was finalised and published by ECTA.

### BBS Safe Driving of Vehicles guidelines

The previous guideline was in circulation for some 10 years and ECTA wished to:

- update the guideline to reflect present day thinking
- incorporate the latest on training techniques available
- look at ways of reducing the risks associated with driving – (a risk reduction model is in the guideline with a description)
- look at defining roles and responsibilities within the driving and associated areas of driving activities, eg, operations personnel and management
- incorporate training programmes for five levels which are now clearly defined for all roles required under BBS
- incorporate an implementation and gap analysis which is now contained within guideline

All of the above are clearly described in the new guideline which is a distinct improvement over the previous one which lacked detail to some degree.

This would in effect allow LSPs to train against the guideline while at the same time complying with the European Directive requirements, eg, a one stop shop training exercise means an

efficiency gain as the driver is not away from his job of driving on two occasions. The guidelines contain cross referencing for the two areas.

A further copy of this has been sent to the EU asking for consideration to be given to the BBS Safe Driving guidelines to be considered as meeting the European Directive.

### Un/Loading Guidelines incorporating BBS

It was decided at the outset to change the references from BBS un/loading to un/loading followed by BBS requirements as it was felt that the two elements were separate and should be described as such.

With this guideline it was decided that a completely new approach was needed that would focus on:

- Roles and responsibilities for all in the supply chain coupled with a schedule detailing BBS requirements and checks to be performed
- Risk management of the un/loading process for liquid, bulk and packed goods with the major emphasis being on bulk DG liquids for obvious reasons
- Use of the SULID document (Safe Unloading Information Document)
- Better and more descriptive information on hoses and connections and the use of different hoses for different products for DGs
- Application of BBS for all activities associated with the above process

The above was finalised in the third quarter 2014 and published on the ECTA website in November. As can be seen from the above two guidelines, greater emphasis has been placed on risk management, and roles and responsibilities associated with, and combining, BBS in all areas of the operations profile.

### ECTA Database on Accident/Incident recording

This particular area has been developed to assist those smaller to medium sized companies that do not have the expertise or infrastructure to develop or support such activities.

The rationale behind this was to have in place a method that

- Assisted companies to record/analyse and put into action improvement plans to reduce all areas associated with accidents and incidents
- Companies would be able to measure themselves against the industry norms
- Be in a position to report/discuss with their customers their KPI accident and incident performance
- This would then assist companies to complete annual returns to ECTA as required under the ECTA Responsible Care scheme that records and measures over 22 KPIs.

The whole objective being To measure, To monitor, To improve  
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The guidelines place greater emphasis on risk management and roles and responsibilities in all areas of operation. Pic: Den Hartogh Logistics

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