



# MONO-ZAKELIJK: DISTRACTION-FREE DRIVING WORKS SO MUCH BETTER

## TOGETHER, WE'LL KEEP DUTCH EMPLOYEES SAFE AND VITAL

**Using mobile phones when driving doubles the risk of an accident, while reading or typing a text message when driving increases that risk by a factor of six. MONO means distraction-free driving, without being disturbed by apps or social media, or by having to perform complex procedures on the satnav. The MONO-zakelijk community wants to enable more people to enjoy distraction-free driving. That brings road safety benefits and much more besides. Employers, insurers, leasing companies, equipment manufacturers, and the producers of apps and in-car systems all have a vital part to play here.**

### WHAT IS MONO EXACTLY?

MONO means one, or doing just one thing at a time, so you should focus on one thing while you are driving – the traffic! You can still use a satnav, of course, or other driver assistance systems. It should also be possible for your partner or the day nursery to contact you. What you should not be doing while driving is reading or writing text messages, entering a destination into the satnav, or making conference calls. You should keep your eyes – and your full attention – on the road.

### TOGETHER WE CAN MAKE A DIFFERENCE

Drivers are well aware that they should not allow themselves to be distracted. The MONO campaign encourages them to mute incoming messages. But that alone is not enough. MONO also focuses on those involved in the things that demand a driver's attention while they are driving. It is they who frame the distractions and temptations that people encounter when driving. For instance, don't try to contact someone if you know that they are driving

In the big step that we want to take, the attitudes, cultures, customs, intentions, and technology involved must reinforce one another. Furthermore, we want the relevant players to

tailor their decision-making processes to make full allowance for the MONO concept. With this in mind, we are turning to companies and organizations.

#### IMPORTANCE AND BENEFITS

MONO is, of course, important in terms of road safety, but it also offers other benefits. Not only does distraction-free driving help to prevent stress, becoming unfit for work, and damage, but a moment of relaxation can also trigger creative ideas. It is vital that MONO be seen as not just another item on the list of priorities, but as something that actually enhances existing values within the organization:

- **Costs:** MONO's savings potential plus premium-related benefits, for example
- **Safety:** MONO plays a part in accident prevention
- **Employment practice:** MONO benefits the health of employees
- **Image:** show that you take responsibility for your employees and for society in general
- **Innovation:** reward good behaviour, use systems that have been developed along MONO lines

The above values also apply to smaller companies. However, bearing in mind that the organizational scope is limited, the MONO concept must be readily compatible.

Some examples taken from everyday practice can be found at [monozakelijk.nl](http://monozakelijk.nl). Rather than independently trying to reinvent the wheel, it is important for each of those involved to inspire the others.

### GET INVOLVED!

Join our community. You can do so easily via [www.monozakelijk.nl](http://www.monozakelijk.nl). The site also includes practical tips contributed by others and a bunch of useful tools. Anyone can get involved because small steps are just as valuable as big ones.

## STARTING WITH MONO

Wherever possible, MONO's principles must support the participants' existing values, such as health & safety, comfort, costs, and ongoing product development. You can make a contribution as an employer, insurer, leasing company or manufacturers of vehicles or in-car systems.

**Employer:** makes agreements about people's accessibility when driving, strives to develop safe standards and values, etc. For these people, being MONO could mean:

- Reaching agreements with colleagues about communication when driving
- Providing employees with communication devices that will not distract them
- Creating awareness by means of an internal campaign (which may or may not involve MONO materials), or implementing practical tips from the toolkit (details of both of these are available at [monozakelijk.nl](http://monozakelijk.nl)).
- Reaching agreements with subcontractors

- Registering with the MONO-zakelijk community by pledging to implement specific measures to make their organization more MONO

**Insurers and leasing companies:** having a business relationship with the employer and/or driver.

For these people, being MONO could mean:

- Communicating the importance of MONO
- Encouraging participation in the MONO-zakelijk community
- Designing policies that set conditions or offer benefits

**Manufacturers of vehicles, in-car systems, apps, telephones, etc:** provide the systems used by drivers (social media, in-car systems, satnavs, music systems, etc).

For these people, being MONO could mean:

- Checking the updates to see whether the product in question can be made more MONO
- Ensuring that only essential functions are available while the vehicle is moving
- Ensuring that devices can be operated with as little visual and mental distraction as possible

## MONO-ZAKELIJK COMMUNITY

We established a community to trigger a movement that will stand the test of time, together with players that can really make a difference by taking big steps – or even small ones. We encourage one another to take meaningful steps, inspire each other, and exchange knowledge and ideas. We do so in a way that is readily accessible to everyone, from large consultancies to multinational corporations, or even small local companies.

### WHAT DOES THE MONO-ZAKELIJK COMMUNITY HAVE TO OFFER?

- Inspiring examples of organizations that have already taken some steps
- A monthly award for an organization that is taking truly exceptional steps
- Answers to frequently asked questions and examples of presentations
- Toolkit of practical measures and tips
- MONO-zakelijk campaign resources and premiums
- Examples of ways in which the MONO concept can help to shape current priorities
- Events (symposia, employers' sessions, etc.) at which Tim Coronel can appear (as an ambassador of MONO-zakelijk)
- A summary of participants on the website

### REGISTER YOUR ORGANIZATION

The MONO-zakelijk community is based on the 'Safe use of smart functions in traffic' covenant. You can easily participate by pledging to implement one or more measures. You can choose one of roles.

**As a participant:** You have registered your organization via [monozakelijk.nl](http://monozakelijk.nl) and have pledged to implement at least one measure that will make your products or business operations more MONO. The name of your organization will appear on the list of participants, to show others that you are contributing. You will also be invited to attend themed sessions. In addition, you will be a contender for a monthly award.

**As an ambassador:** If your organization has helped to boost the number of participants, then you will be an ambassador. For instance:

- Umbrella organizations that encourage their members to participate
- Government agencies or companies whose tenders require subcontractors to be members of the MONO-zakelijk community.
- Insurers and leasing companies that encourage their customers to participate, by offering benefits

**YOUR ORGANIZATION, TOO, CAN MAKE A DIFFERENCE. IDENTIFY THE ROLE THAT BEST SUITS YOU AND REGISTER VIA [MONOZAKELIJK.NL](http://MONOZAKELIJK.NL)**

Secretariat: Merel van Beekum, [merel.vanbeekum@rws.nl](mailto:merel.vanbeekum@rws.nl)  
July 2020

## MANY GOOD REASONS FOR MONO:



COSTS



SAFETY



EMPLOYMENT PRACTICE



IMAGE



INNOVATION