



**International  
Standard**

**ISO 39004**

**Road traffic safety — Good practice  
for service providers using digital  
platform**

*Sécurité routière — Bonnes pratiques pour les prestataires de  
services qui utilisent une plateforme numérique*

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## Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO document should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see [www.iso.org/directives](http://www.iso.org/directives)).

ISO draws attention to the possibility that the implementation of this document may involve the use of (a) patent(s). ISO takes no position concerning the evidence, validity or applicability of any claimed patent rights in respect thereof. As of the date of publication of this document, ISO had not received notice of (a) patent(s) which may be required to implement this document. However, implementers are cautioned that this may not represent the latest information, which may be obtained from the patent database available at [www.iso.org/patents](http://www.iso.org/patents). ISO shall not be held responsible for identifying any or all such patent rights.

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT), see [www.iso.org/iso/foreword.html](http://www.iso.org/iso/foreword.html).

This document was prepared by Technical Committee ISO/TC 241, *Road traffic safety management systems*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at [www.iso.org/members.html](http://www.iso.org/members.html).

# Introduction

## 0.1 General

The emergence of the digital platform economy has transformed the traditional way of working. Participation in the digital platform economy has grown drastically over the past few years and expanded exponentially since the onset of the coronavirus pandemic. Job flexibilities, internet reliance and "fast money" makes this sector attractive to those job seekers. This economic platform is one of the most important new transformations in the world of work. An important component of the platform economy is digital labour platforms which includes both web-based platforms, where work is outsourced through an open call to a geographically dispersed crowd ("crowd work"), and location-based applications (apps) which allocate work to individuals in a specific geographical area, typically to perform local, service-oriented tasks such as food or parcel delivery services. These changes have potentially increased exposure to road traffic crashes and incidents among drivers for digital platform providers.

The service provider is the party responsible for connecting customer requests with the merchant or vendor through the provision of systems and commercial network interfaces. The service provider determines service system setting offered to interested suppliers, customers and drivers (work resources). Service providers can influence and inculcate road traffic safety (RTS) culture among their drivers for digital platform providers. They can also help to minimize work-related crashes through the provision of adequate and relevant policies, processes and training on RTS, vehicles, and planning of safe journeys. Service providers must be fully committed in building a "safety first" culture, which will consequently promote the prevention of work-related crashes. It is recognized that implementation of good practices can deliver societal, environmental and economic benefits to the service providers in addition to the safety deliverables addressed therein.

This document provides guidelines for good practices that can be adopted by service providers to manage their work-related RTS management with a systematic and flexible approach while at the same time ensuring continual improvement to their practices and systems. It highlights measures and initiatives that can be taken to mitigate work-related RTS risks. Service providers are encouraged to adopt as many good practices as possible in this document.

This document is a guidance standard, one of the documents on RTS management systems developed by ISO/TC 241. This document cannot be used for certification purposes but does provide guidance for internal or external audit programmes. Service provider organizations using it can compare their RTS management practices with an internationally recognized benchmark, providing sound principles for effective management and corporate governance.

However, it is recognized that certain markets can require service providers to demonstrate that they have embraced the guidance of this document. For those organizations, the following approach can be taken.

- Address the requirements of ISO 39001.
- Address all recommendations given in this document.
- Ensure the scope of the ISO 39001 management system contains reference to this document.
- Obtain certification to ISO 39001.

## 0.2 Concept of implementing good practices for road safety management

This document recognizes the use of an iterative plan-do-check-act (PDCA) approach to guide organizations toward achieving maximum commuting safety management results (see [Figure 1](#)).

- a) Plan: Establish objectives and targets on commuting safety management in accordance with the organization's policy under top management's leadership and commitment and plan the processes necessary to achieve them.
- b) Do: Ensure that sufficient capacity and resources are provided and implement the processes for commuting safety management as planned.

- c) Check: Monitor and measure the process performance against objectives and targets and identify the opportunities for continual improvement.
- d) Act: Take actions to continually improve process performance with the aim of reducing the incidence and risk of death and serious injuries in road traffic crashes.

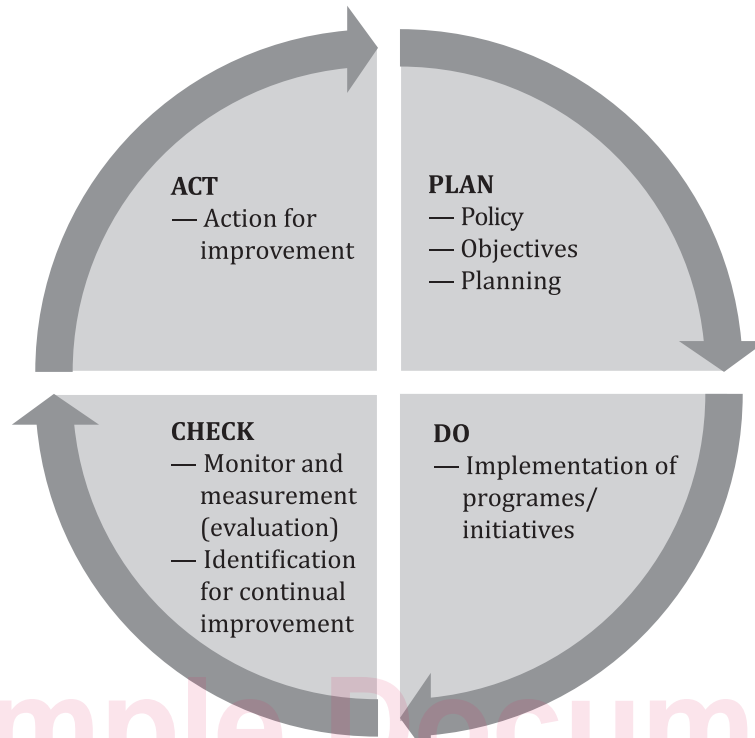


Figure 1 — Plan-do-check-act (PDCA) approach to RTS management

### 0.3 Implementation of good practices

The implementation of good practices for work-related RTS management can be categorized into different levels. They can be used to educate, to increase awareness and to consistently remind about the importance of always inculcating a "safety first" culture (see [Figure 2](#)). Service providers can consider engineering approaches (for example, standardization of box design, placement, materials, and safety application features) to improve RTS performance.

The implementation of continual and sustainable RTS programmes and initiatives will positively affect the mindset and behaviours. These programmes and initiatives are conducted periodically, scheduled, and assessed to examine their adequacy and effectiveness, while opportunities for continual improvement are also identified.

The service providers establish process(es) for the recognition, planning, implementation, evaluation, reporting and control of new technological solutions that can impact work-related RTS.

The evaluation gives due consideration to the potential benefits of such technology in respect of crash avoidance, and injury or damage minimization. It must also ensure that potential risks such as driver or rider distraction or complacency are fully assessed.

The service providers communicate to the management team and their drivers for digital platform providers the outcomes of assessments of the technological advancements on work-related RTS management and provide appropriate influence regarding the adoption of such technologies. The service providers take proactive measures to make adoption possible.

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The management team and drivers for digital platform providers are encouraged to be continually exposed to the technological advancements of work-related RTS management, especially those proven scientifically, and the service providers can influence the adoption of such in work-related road activities.



**Figure 2 — Steps towards the safety-first culture**

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# Road traffic safety — Good practice for service providers using digital platform

## 1 Scope

This document provides good practice that can be adopted by any service provider, not limited to e-hailing and p-hailing operators, for the implementation of work-related road traffic safety (RTS) management.

This document is applicable to any service provider to offer further protection to the drivers for digital platform providers as well as other road users through the adoption of a proactive approach to manage work-related road risks.

## 2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 39001, *Road traffic safety (RTS) management systems — Requirements with guidance for use*

## 3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 39001 and the following apply.

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <https://www.iso.org/obp>
- IEC Electropedia: available at <https://www.electropedia.org/>

### 3.1

#### **customer**

party who buys or receives goods or services through a digital platform

### 3.2

#### **digital platform**

end-to-end business incorporating any online platform process involving customers, vendors or merchants, senders or drivers for digital platform providers

#### 3.2.1

##### **e-hailing**

service provided to book public transport services through electronic applications

#### 3.2.2

##### **p-hailing**

service provided for ordering the collection or delivery of goods

### 3.3

#### **merchant**

business or person that offers or sells a particular type of product or services that uses a digital platform or application registered with a service provider

Note 1 to entry: In the context of digital platform, a merchant is also known as a vendor or seller.