The responsibility model being developed under the leadership of the Finnish Transport Safety Agency (Trafi) is a voluntary participation management and procedure model for road transport, for promoting responsibility in the road transport sector. The responsibility model is used to provide an incentive and support for transportation companies to adopt a proactive and knowledge-based management culture. The responsibility model covers various aspects of responsible road transport by taking into account the key security, quality and environmental issues of transportation companies and linking them with the companies’ finances. While the responsibility model has primarily been developed with transportation companies in mind, it also provides tools and operating models for communications and cooperation between the companies and transport clients.

Trafi has been developing the responsibility model for several years now. The first responsibility model development project carried out in cooperation with companies engaged in road-traffic goods transport was launched in 2013, as the result of which the core content and structure on which the responsibility model is built were created. In 2014, the development of the responsibility model continued in cooperation with goods transport companies. The actual tool for tracking responsibility and the sample forms for the responsibility model, as well as detailed instructions for transportation companies on how to use the responsibility model in their own operations, were created as the result of the first follow-up project.

The responsibility model development project for road-traffic passenger transport companies, during which the model was also expanded to cover road-traffic passenger transport, was launched in the autumn of 2015. The first series of actual expert interviews with transport clients were also conducted in conjunction with the project on the responsibility model for passenger transport. Road-traffic transport clients play such a central role in the development and promotion of responsibility that, in the autumn of 2016, Trafi launched a responsibility model instructions for clients project, for which this is the final report. The purpose of the project was to identify the most effective way for transport clients to use the responsibility model and to draw up the necessary instructions for them. A steering group was formed for the purposes of quality assurance and monitoring the project’s progress.

The steering group’s members are Sanna Ström, chairman (Trafi), Marke Lahtinen, secretary (Trafi), Mikko Västilä (Trafi), Arttu Laukonen (Trafi), Marko Rajamäki (Trafi), Ann-Mari Mäntylä (Trafi) and Lasse Nykänen (Tampere University of Technology/Verne Traffic Research Centre).

This report, which has five chapters, also includes a summary, at the end of the report, and an annex with the responsibility model user instructions for organisations which place orders for transports by road. Presented in the first two chapters of the report is background information on the development of the responsibility model and a description of the implementation of the study discussed in this final report. Chapters 3-5 discuss the perceptions of how transport clients are able to comply with the responsibility model and utilise it in their own operations, which were formed during the responsibility model projects and the literature review. The chapters also discuss the client organisations’ level of interest and commitment to enhancing responsibility within the road transport industry, and particularly on how to use the responsibility model for this.
Vastuullisuusmallin kokeiluprojekti henkilöliikenneyrityksissä
The Finnish Transport Safety Agency Trafi is developing a management and procedure model for road transport companies with the purpose of reinforcing the safety culture of commercial traffic and promoting environmentally sustainable practices.

The two previous trial studies concerning the responsibility model focused on goods traffic. This third stage moved the focus on passenger traffic.

The trial was participated in by nine public transport and taxi companies of different sizes from around the country. Nine parties, both public and private, that order transports were interviewed to get an understanding of the views held by those who order such transports.

The study was commissioned by Trafi and implemented by the Verne Traffic Research Centre of the Tampere University of Technology. The project manager in charge was researcher Lasse Nykänen. In addition to Mr Nykänen, the research group consisted of his assistant Arttu Lauhkonen.

The steering group for the study met twice in the course of the project. The steering group was led by Sanna Ström. The other members were Juhani Intosalmi, Marke Lahtinen and Mikko Västilä from Trafi, and Lasse Nykänen and Arttu Lauhkonen from Traffic Research Centre Verne.

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