Safety Live

Concept for a transport safety road show

Organised by

The European Transport Safety Council (ETSC)

Vision and Storyboard

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Introduction

> *„It is never clear whether the risks have increased or our perception of them has become clearer. Both factors are intertwined, condition each other, strengthen each other, and are, because risks are risks in knowledge, not two but one and the same thing.“* (Beck, 1986, p. 73)

The concept presented below is an exhibition on the topic of transport safety, developed for various target groups and designed to enable access to the relevant fields of activity of transport safety policy at a European level.

The concept is part of ETSC's "SEC Belt Project" focusing on improving road safety work in the less well-performing EU member states.

This exhibition is intended to initiate a discussion and to present the approaches, thinking and policies judged proper in the work of the ETSC to a wide public.

At the heart of the exhibition lies the encounter with these subjects as experience. Simultaneously, an equally repeated emphasis on the presentation of the scientific approach constitutes a further potential, that not only lay persons but also experts can mine as a seam for means of mediation.

The awareness should be heightened that there are both scientific and layman's views of the subject. Road safety is part of a social construction of safety, security and certainty that can also be observed in other social spheres.

For the proposed exhibition it follows that:

- The work of the ETSC is knowledge-based. Hence the exhibition will present the science of road safety to a wider audience.
- Transport safety work is shown as a scientific and technical challenge – the procedural nature is emphasised and the future potentials are illustrated.
- The working methods of transport safety are contained in the triad vision, target and strategy, that is also clarified in the exhibition.
- The exhibition is intended to make the work of the ETSC known, to act as a multiplier for transport safety, to inform about the social effects of transport safety work, to mediate new points of view and to present unusual exhibits.
- The primary aims conveyed in the exhibition are :
  transport safety is a common EU responsibility
  transport safety is knowledge-based
  transport safety requires the political will of decision makers
  transport safety requires the insight of the transport user. The exhibition is not intended as an 'educational measure', but rather should excite and fascinate the visitor for transport safety work.
- Fun and action are intended to enable a feeling for the topic that goes above and beyond the exhibition itself and is possible to experience independently of a visit to the exhibition: an internet presentation makes online access possible.
- In order to be intelligible the exhibition should be presented in a number of European languages. However, in the process the texts should not dominate but rather should

integrate themselves into the presentation. The use of audio guides is a point to consider.

- Materials developed specifically for the exhibition such as games, puzzles and computer games heighten familiarity and enable a playful posterior assessment and reflection.
  Caps and jackets are additionally helpful for the accompanying guides, but in terms of costs could be recouped through sales.
- The visitors are transport users, decision makers and experts: in this sense the target groups are widely spread. This poses particular challenges to the didactics of such an exhibition, because the range of interests for all three groups has to be constructed differently.

This is developed in the following table:

Target group	Possible reasons for visit	What do they want to see?	What can they take away with them?
Experts	Invitation to an event at the exhibition	New forms of presentation and mediation of familiar contents New lines of argument and new approaches for transport safety policy	New impulses for work Ideas for new projects! Clarity about future potential
Civil, industrial and economic decision makers	Invitation to events	Discussion stimuli and helpful arguments for the policies represented by the ETSC	New arguments for fresh contents and stimuli for new developments Economic potentials of transport safety
Transport users	Inquisitiveness Media echo	Confirmation/examination of own behaviour Pointed presentation of the most important ideas and future projects	Enthusiasm for EU road safety policies (“and why it applies to all of us”) Incentives to changes in behaviour
Media representatives / multipliers	Invitation to a press or multiplier event	Clearly presented ideas and succinctly formulated messages New access to familiar topics or new topics	Incentives for reports and articles – sound bites in a press folder with further research suggestions Potential and future of transport safety
Children and youth	Inquisitiveness School or educational project	Orientation: why road safety is important and what can I do?	Comprehension of transport safety work Behavioural standards Fun

Table 1: Expectations and target groups

The storyboard

In what follows we will develop the basic idea for an exhibition in eight stations. The connections within the exhibition will be demonstrated. Equally, the technology and other infrastructure relevant to the exhibition will be established.

1. Introduction
2. Risky mobility
3. Fatal statistics - from data to policy
4. “Who is responsible”
5. Safer cars
6. After the accident
7. On the road
8. My own fault?

The following storyboard shows stations that illuminate the topics addressed, including an idea for the use of the external skin of the container. The topics will be illustrated with a pointed use of media. Central to this is not a reprimanding tone but the effects of recognition and realisation through unconventional informative possibilities. In the process it is not merely the unusual information that counts, rather above all the unusual forms of mediation. An overview is laid out for each station that allows an allocation within the context and describes the medias used. It is not yet intended to provide detailed texts at this stage of the work, but an empty box allows notes at this point by the reader.

The information will be complemented by an estimation of the space needed for a station and, when necessary, by a photomontage from which a first impression of the realisation of the station can be gained.

Station	1	
Topic	Introduction	
Target group	All visitors	
Contents	Description	Realisation/media
Introduction	Welcoming the visitor. Introduction by a famous European. Use a figurehead, such as a Prime Minister of Transport Minister	Table
Ideas and aims of the exhibition	Information about the science of road safety, introduction to the thinking behind policies and their aims	Table/monitor
What is the ETSC?	Diagram of the organisation, examples of work, introduction of key members, overview of current and future projects (in "speech bubbles)	Organisational chart as a table
Those responsible for the exhibition	Names of the participating members, experts, sponsors	Table
Reception, supervisors, Help-Desk	Questions answered, supervision, handing-out of media, appointments office for inquiries and organisational questions	Table, shelves, computer work-station, telephone
Overview plan of the exhibition	Floor plan	Table
Links/references		
Necessary floor space	10m²	
Possible sponsors		

Station	2	
Topic	Risky mobility	
Target group	Road users, multipliers	
Contents	Description	Realisation/media
Introduction	Philosophy of motion, movement, transport, etc. (Virilio); modern risk and safety (see Beck and (Bonß)	Poster
The highly mobilised society	Examples of different travel patterns and mobility styles – who travels where, how often and how far in terms of age, sex, means of transport and national trends – not necessarily figures but rather presenting specific people and their mobilities	Media terminals with visitor-selected choices or an enlarged record file
Road accident risks	Fatalities and injuries according to mode, age, sex, etc. National trends. The typical European accident...	Table/monitor and installation of a "typical accident"
Installation	Europe's death: annual road fatalities presented with stones, tears of a sand-glass (daily/annual fatalities)	Installation, perhaps by an artist
Comparison	Examples of good and bad practice from other parts of the globe or other nations: Australia, the USA, Russia, South Africa?	Table
Guessing-game	Risk perception as seen by the layman and the expert?	Multiple-choice test on the computer!
Knowledge-based work	Information, knowledge, knowledge management	Table, film clips
Priority-based road safety work	Where are the greatest potentials for improvements to be found?	A film interview with an expert
Social costs of road safety	What has it cost to date, what will improvements cost, what are the alternatives?	Table, presentation as a set of scales
Environmental and other consequences	The repercussions of transport and accidents for the quality of the environment, health, the economy...	Pictures of accidents with repercussions for the environment.
Links/references		
Necessary floor space	10m²	
Possible sponsors		

Station	3	
Topic	Fatal Statistics – from data to policy	
Target group	All visitors	
Contents	Description	Realisation/media
Introduction	Road safety work is all about data. Statistics are the basis of information. The path from insight to policy… Road Safety Policy (EU and/or national) needs visions, targets, strategies	Table
Vision	Vision Zero in Sweden, but also elsewhere, with the aim of zero fatalities in (road) transport	Table
Target	The most important number in road safety work. In order to act, a target has been agreed that would mean the halving of fatalities in 10 years	Table
Strategy	Road-safety strategy describes the way to realisation. The participating nations are now in the process of realisation	Table or wall with text, texts on rostrums or on computers for private study
Means of adjustment	Where does one begin: vehicle, occupants, infrastructure or medical care?	Cybernetic game (after Vester – various adjusting screws to achieve a result)
Statistical marginalia	When does one statistically become an accident victim, and what has medicine got to do with it?	Terminal or poster
Links/references	With the user	
Necessary floor space	10m²	
Possible sponsors		

Station	4	
Topic	“Who is responsible”	
Target group	Multipliers, visitor groups	
Contents	Description	Realisation/media
Introduction	Mapping the institutions, organisations, regulations, things, policy-makers, experts, texts, sounds, etc that make up the system of road safety.	Table
Institutions	EU, national and local levels, employers, manufacturers	Table
Safety regulation	The laws the regulate road safety	Table or a board-game with the actors as pieces
Road safety things	Signs, vehicles, airbags, road markings, helmets – all sorts of products creating safety	
Questionnaire	What number of victims is tolerable? (other question formulations) What does your employer do to make your work-related trip more safe?	Polling terminal with delayed count/analysis at the end of the day
Potential	What can be achieved? What are the aims of the ETSC?	
Links/references		
Necessary floor space	8m²	
Possible sponsors		

Station	5	
Topic	After the accident	
Target groups	All visitors	
Contents	Description	Realisation/media
Introductions	What happens after the accident? Post-impact care, the hospital, accident reconstruction, disablities	DVD animation
Police-reporting	Police-report (and reconstruction) is essential for understanding who or what caused the accident.	Display police-reporting schemes. Let visitors fill in report form for the typical accident displayed above and show differences
Injuries and disabilities	Injuries and disabilities are just as “significant” as deaths. Display suffering, pain, costs	Table/monitor
Post-impact care	The role of medical doctors and hospitals (also in education)	A film showing rehabilitation, the family of a victim
Injuries of elderly and children	Restricted physical and mental abilities become comprehensible	Attempts with the help of aids to simulate the restrictions
The role of insurances	How people are covered and how premiums are calculated	Table/monitor
Links/references		
Necessary floor space	8m²	
Possible sponsors		

Station	6	
Topic	Safer cars	
Target group	All visitors	
Contents	Description	Realisation/media
Introduction	How the vehicle has changed over time due to safety concerns	Table
Passive Safety	Preventing injuries is a crucial aspect of road safety – because will continue to happen	
Active Safety	Accident avoidance as an important aspect of road safety	Technical visions
ISA, Alcolock, seatbelt reminders	What can be done top tackle the three most important causes for accidents…	Display good examples in all three areas.
EuroNCAP	Vehicle safety improves as the demand for safer vehicles increases	List of cars tested and their performance
Potential: the vehicle of the future	Description of an ideal vehicle as envisioned by the ETSC and presented as a sketch or model	Model/poster
Experimentation	The effects of acceleration and the use of seatbelts, crumple zones or airbags are made tangible with simple experiments	Experiment constructions (exploding airbags)
Links/references		
Necessary floor space	9m²	
Possible sponsors		

Station	7	
Topic	On the road	
Target group	All visitors	
Content	Description	Realisation/media
Introduction	Good roads – bad roads. Statistics: road types and accident risks	Table
What makes a road safe road?	Elements of effective road design	Table / monitor with film clips
Road construction	Safety aspects play a part during all stages of road construction and maintenance	Road Safety Audits and checks
Intelligent, self-enforcing and forgiving roads	How do they look? What can they do? Where are they?	Promotional film or table
EuroRAP	Differences in road standards across Europe	
Sign-posting today and tomorrow	The quantity of signs in the EU, ideal and less ideal implementation (clarity, legibility). Possibly exotic EU signs	A forest of signs from the member states with commentary
Potential/vision	What should optimal sign-posting look like?	European sign prototypes
Links/references	Fatality statistics	
Necessary floor space	9m²	
Possible sponsors		

Station	8	
Topic	My own fault?	
Target group	All visitors	
Contents	Description	Realisation/media
Introduction	The focus is the human factor – both the source of error and the victim. What can be done to achieve the set goal?	Table
Wrong behaviour	Reasons for inappropriate behaviour	Interviews with "convicts", etc.
Improving Behaviour	What can the individual do, what can society afford? Sensible transport use!	Television program clips (e.g. the seventh sense)
Safety education	From driving licenses to training courses	Film or films?
Enforcement	The importance of enforcing traffic law and how it is done in certain countries (france). Speed, alcohol and drug controls, impairment tests. What effects do surveillance and controls have?	Text and visual aids/objects such as cameras, equipment, possibly self-administered tests (disposable alcohol tests, drug screening), having a policeman to do breath-testing.
Questionnaire	Which 'Risk group' does the visitor belong to?	Polling terminal with display
Potential	Where will the journey take us? Future visioning exercise: get the visitors to write what they think is possible in 20 years (get immediate feedback)	Table/film/ hologram
Links/references		
Necessary floor space	8m²	
Possible sponsors		

Literature and reading list

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