

El progreso hacia el objetivo europeo de reducción de la accidentalidad

Resultados del 3er informe PIN



Presentation outline

- Introduce ETSC and its PIN programme
- Present some of the findings of our new 3rd Road Safety PIN report
 1. Progress toward the EU Target
 2. Vehicle safety
 3. Children safety
 4. Safety in Capital city

European Transport Safety Council

A science-based approach to road safety policy

- Non-governmental organisation based in Brussels
- **42 Member Organisations** from across Europe
- Bringing together practitioners, researchers, policy-makers and parliamentarians
- Funded by its **members** (INTRAS and FITSA in Spain), the EC, Member States and corporate sponsors

www.etsc.eu

ETSC: Priority-based safety work



Monitoring EU transport safety policy



Ranking EU countries' performance – Road Safety PIN

S·h·L·O·W!

Preventing speeding in the EU



Preventing Drink Driving in the EU – Safe & Sober Drink Driving Policy Network



Roads to Respect: Infrastructure Safety

Work related road safety



The PIN is working through...

- A **Panel** including a well-placed expert in each EU 27 countries
Pilar Zori, PIN Panelist, Spain
- a **Steering Group** with members from research organisations, European Commission, and PIN sponsors (Swedish Road Administration and Toyota Motor Europe)

PIN is delivering ...

- **PIN Flashes** (3/year), **PIN Annual Reports** benchmarking EU countries' performance in different areas of road safety
- **PIN 'Talks'**: to mobilise stakeholders to create a higher demand for safety

22th PIN Talks, 13 Flashes, 3 Annual Reports

www.etsc.eu/PIN

PIN is delivering ...

- **PIN Flashes** – profile raising quarterly overviews of specific aspects of road safety performance
- **PIN Annual Reports** – bringing together each year's Flashes
- **PIN Annual Conferences** – to give an Award to fast progressing country and launch the Annual Report
- **PIN 'Talks'** – national debates in Member States to encourage each country's road safety effort

www.etsc.eu/PIN

Performance index so far

- Annual number of deaths
- Seat belt use
- Deaths from drink driving
- Driving speeds
- Deaths among older road users
- Deaths among children
- Motorcycling deaths
- Deaths on motorways
- Deaths in capital cities
- Car safety

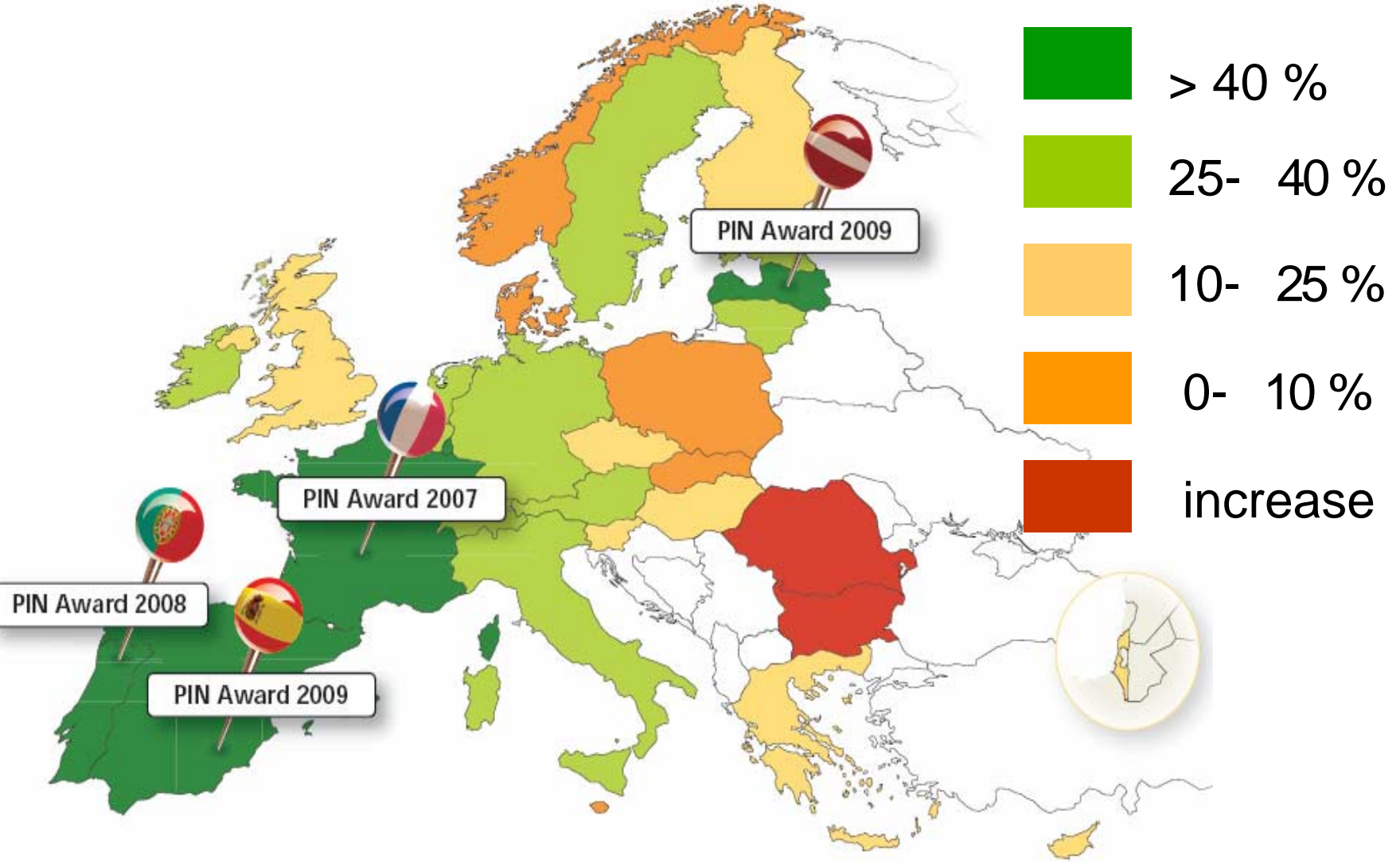
EU ambition

EU target to cut by 50%
yearly road deaths
between 2001 and 2010

Countries have adopted
similar **national targets**

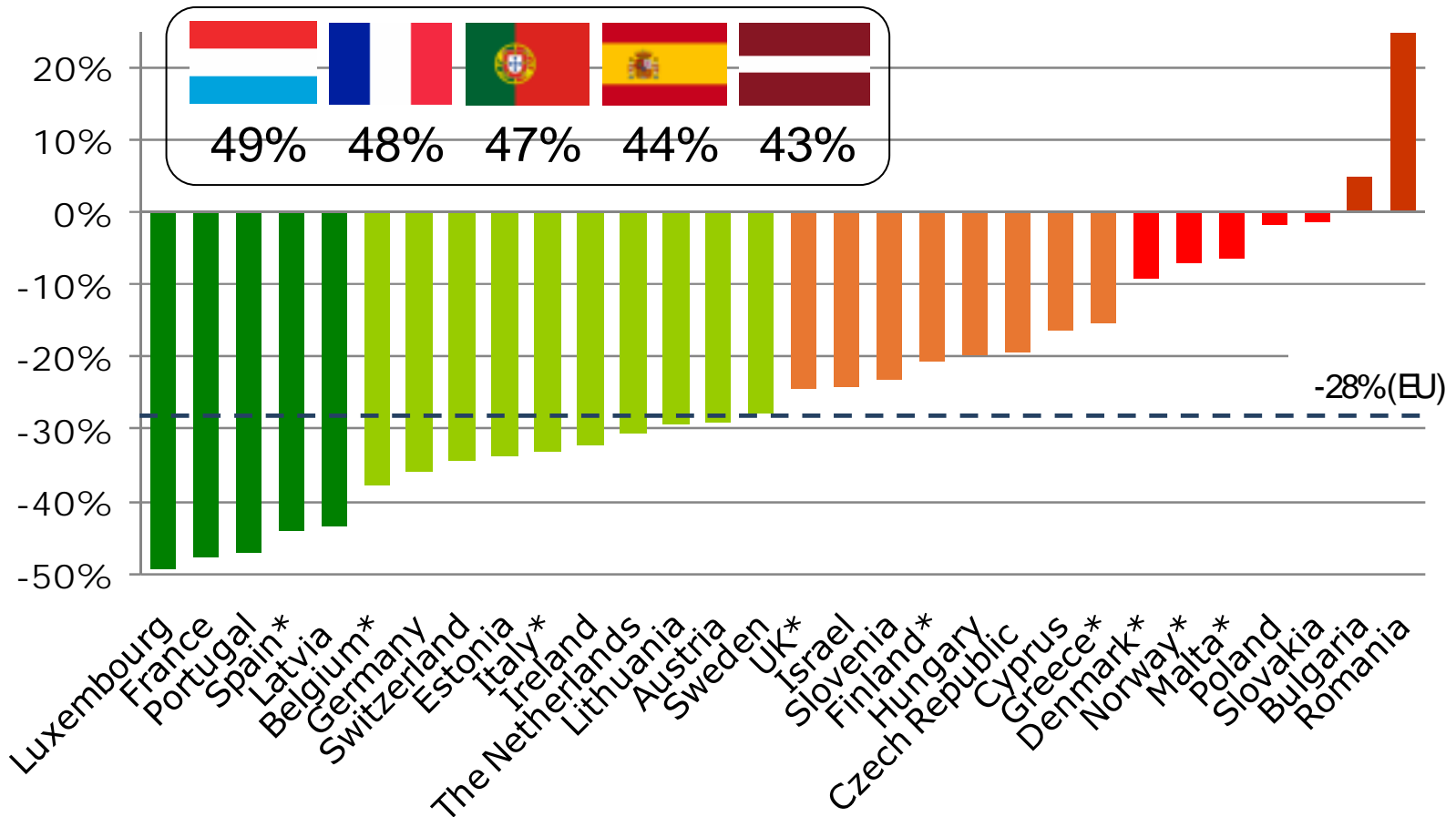


Reduction in road deaths 2001-2008

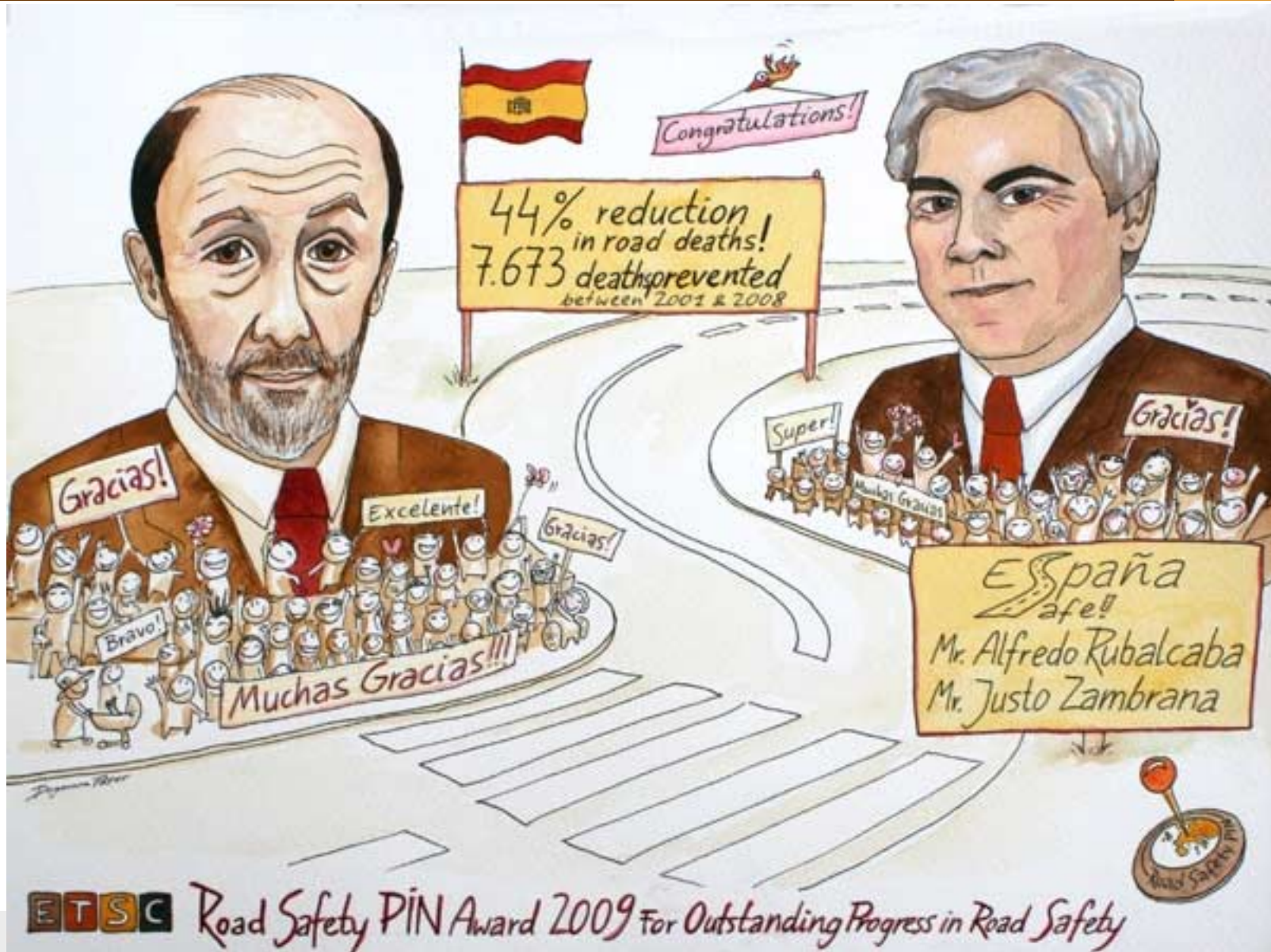


Best progress 2001 - 2008

Percentage change in road deaths between 2001 and 2008



PIN Award to Spain

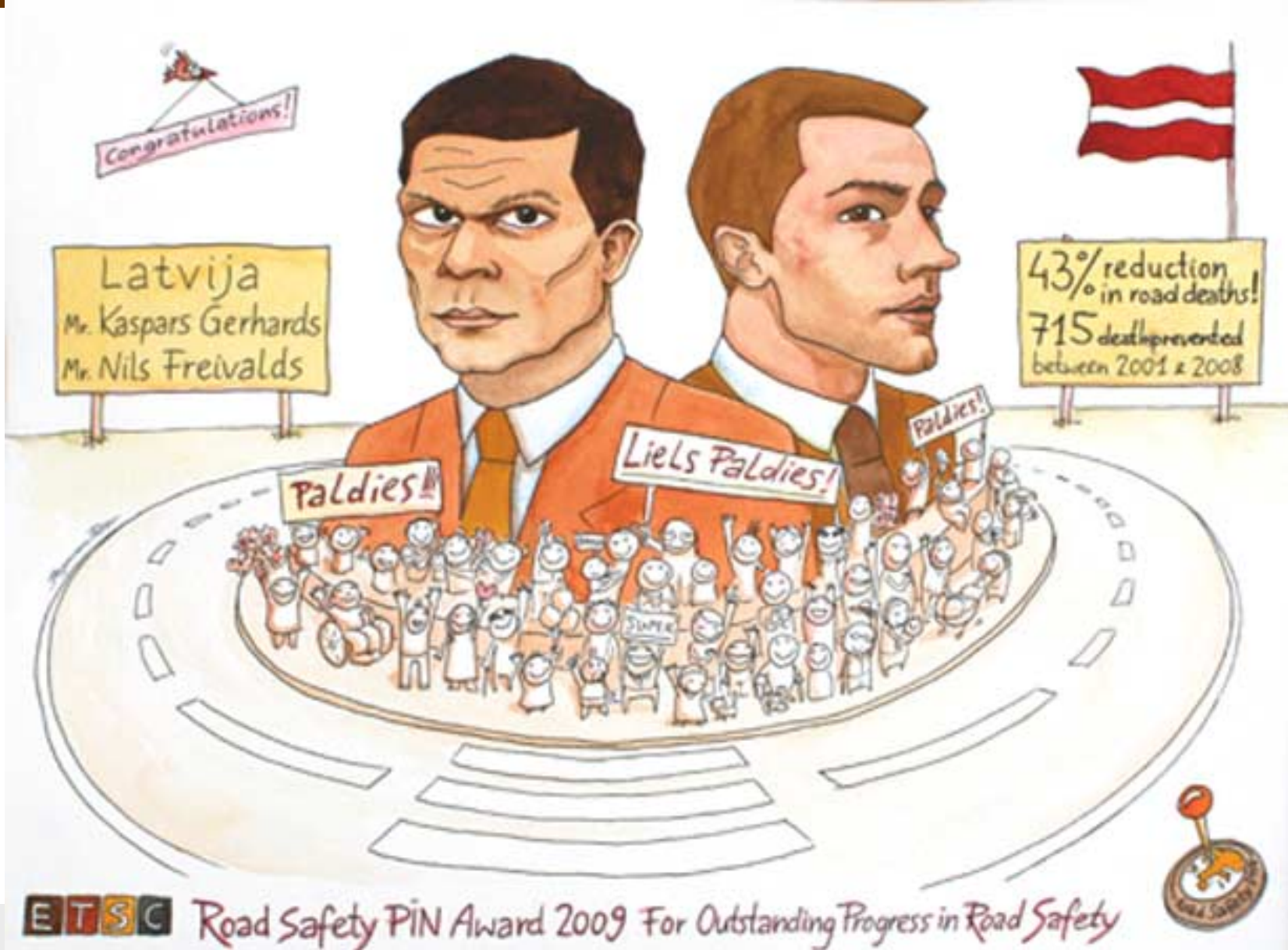


PIN Award to Spain

Mr. Justo ZAMBRANA PINEDA
State Secretary

on behalf of Minister of Interior
Alfredo RUBALCABA

PIN Award to Latvia



PIN Award to Latvia

Mr. Nils FREIVALDS

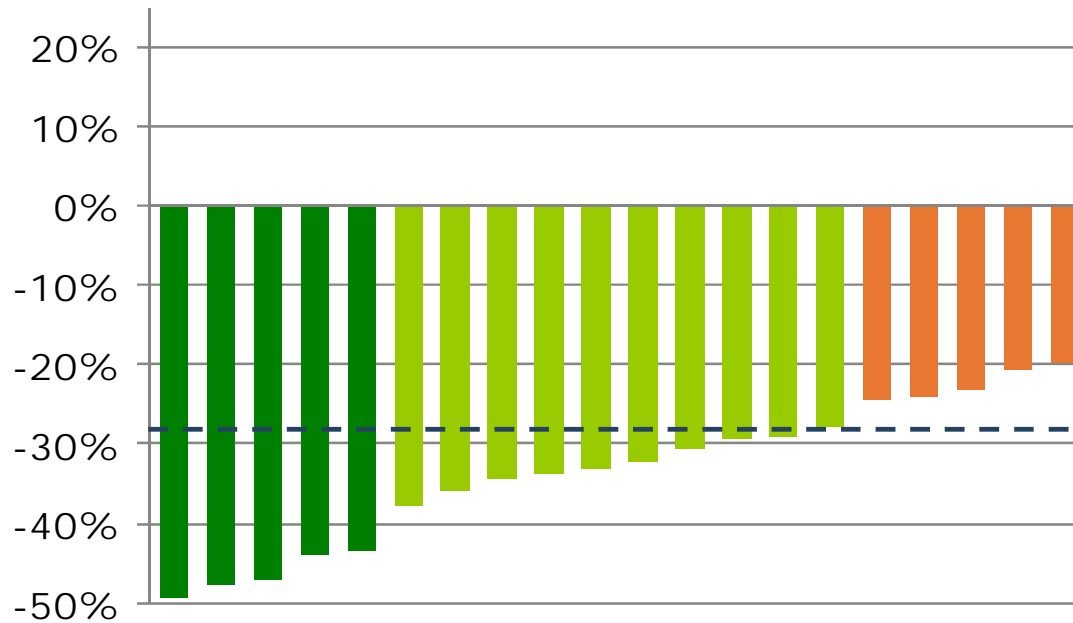
State Secretary

on behalf of Kaspars GERHARDS

Minister of Transport and
Communications

Other countries that are progressing

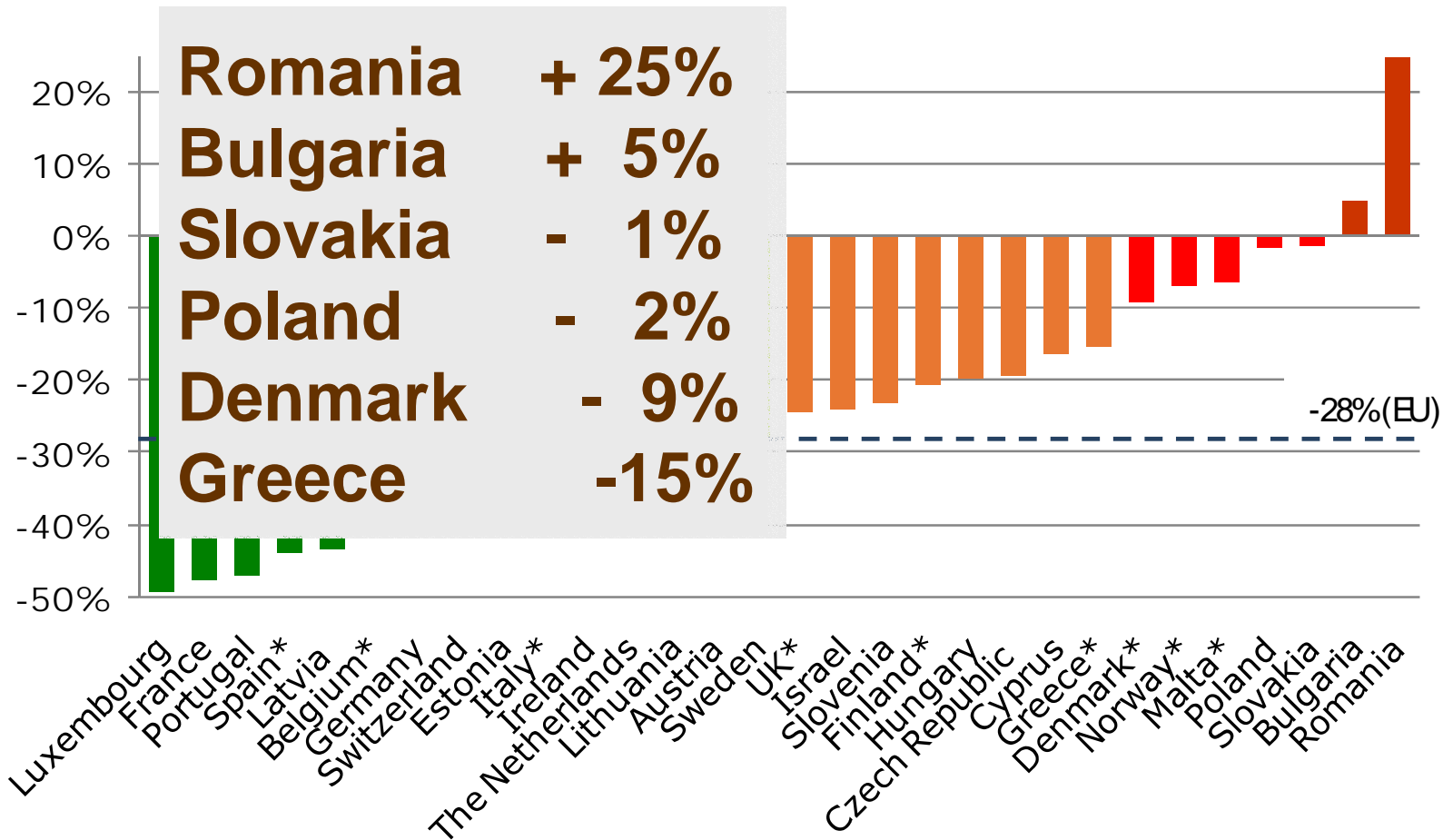
Percentage change in road deaths between 2001 and 2008



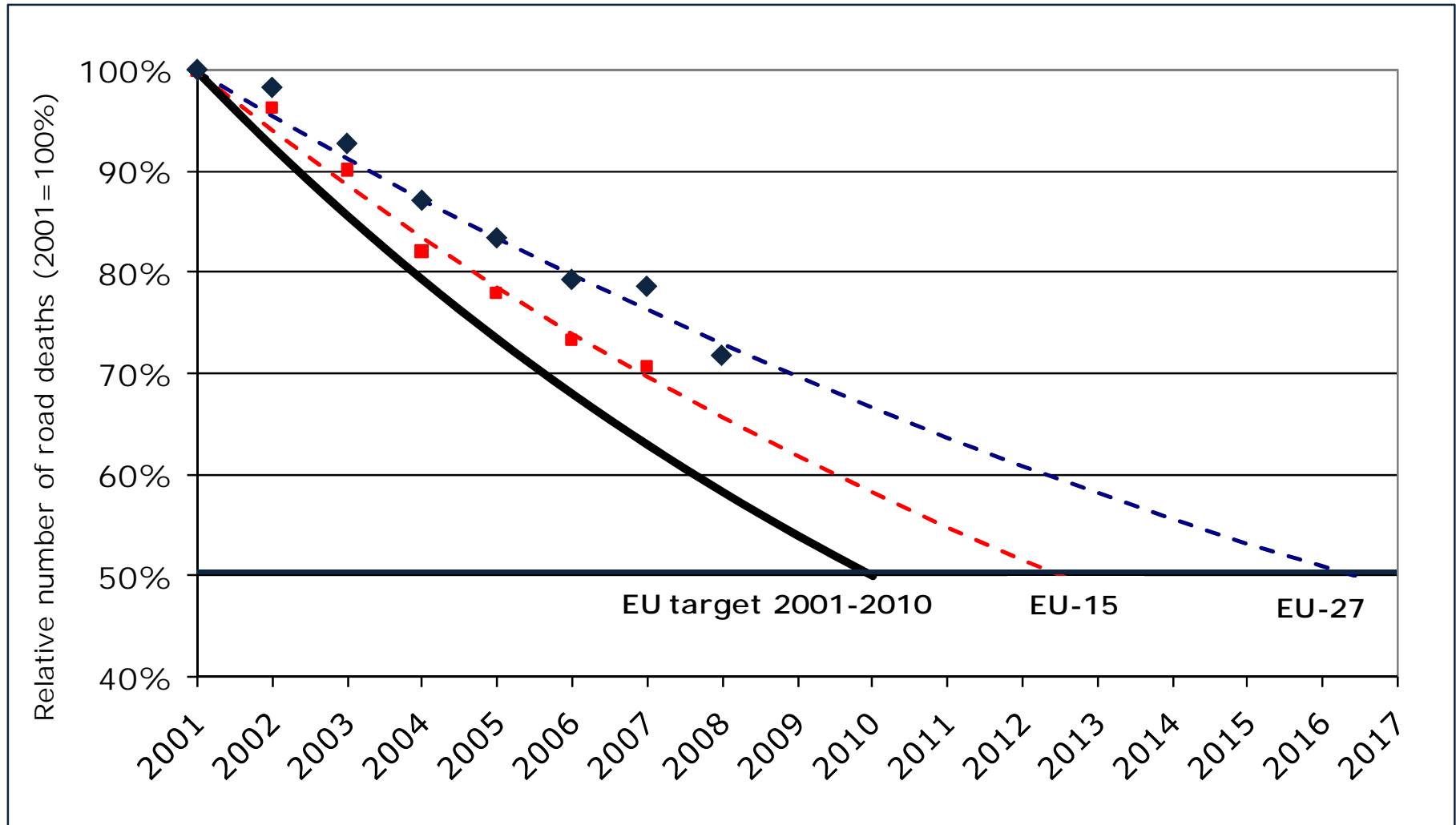
Belgium	- 38%
Germany	- 36%
Estonia	- 34%
Ireland	- 32%
Netherlands	- 31%
Austria	- 29%
Sweden	- 28%

Countries that are lagging behind

Percentage change in road deaths between 2001 and 2008

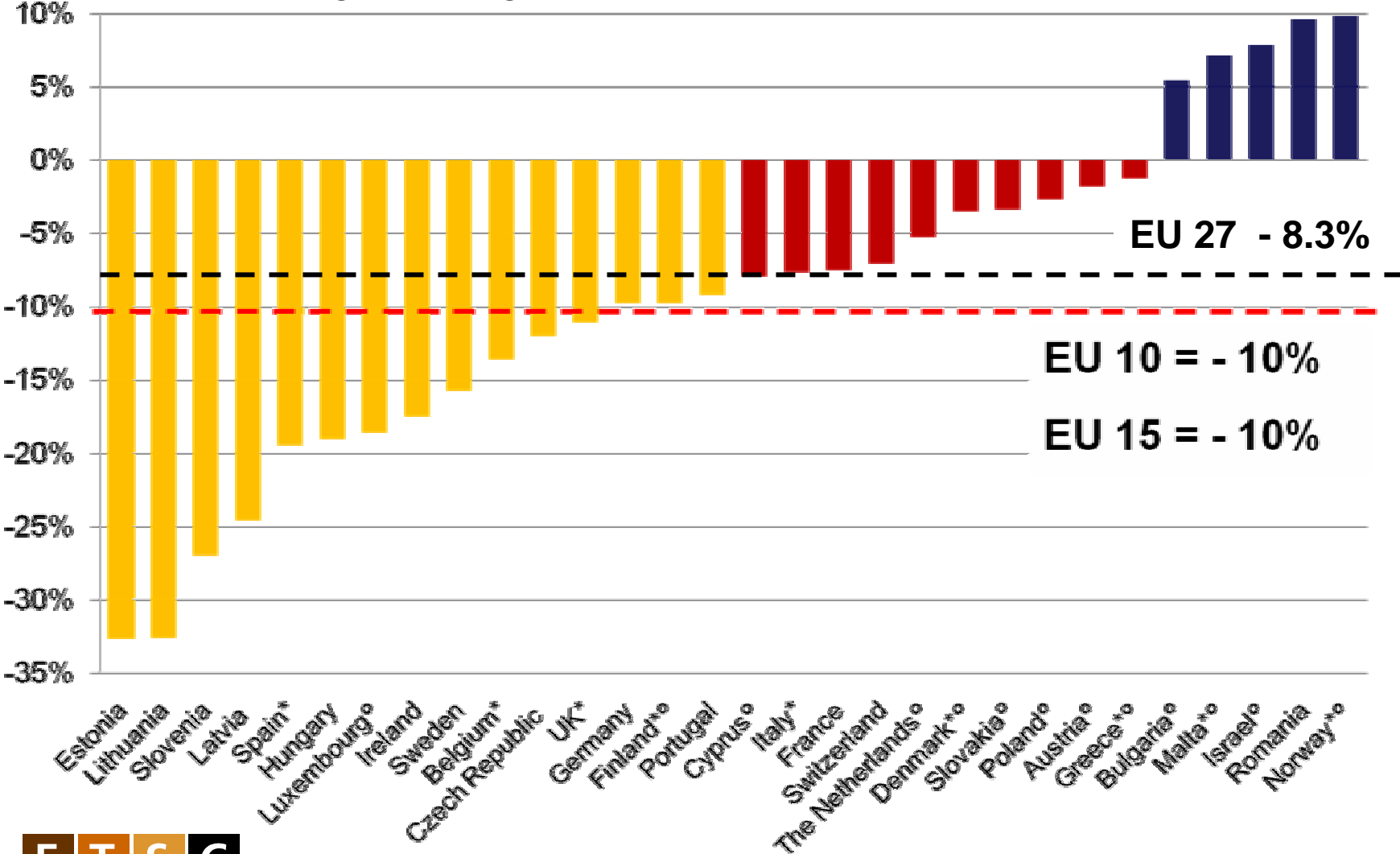


The EU needs further efforts



Last year change

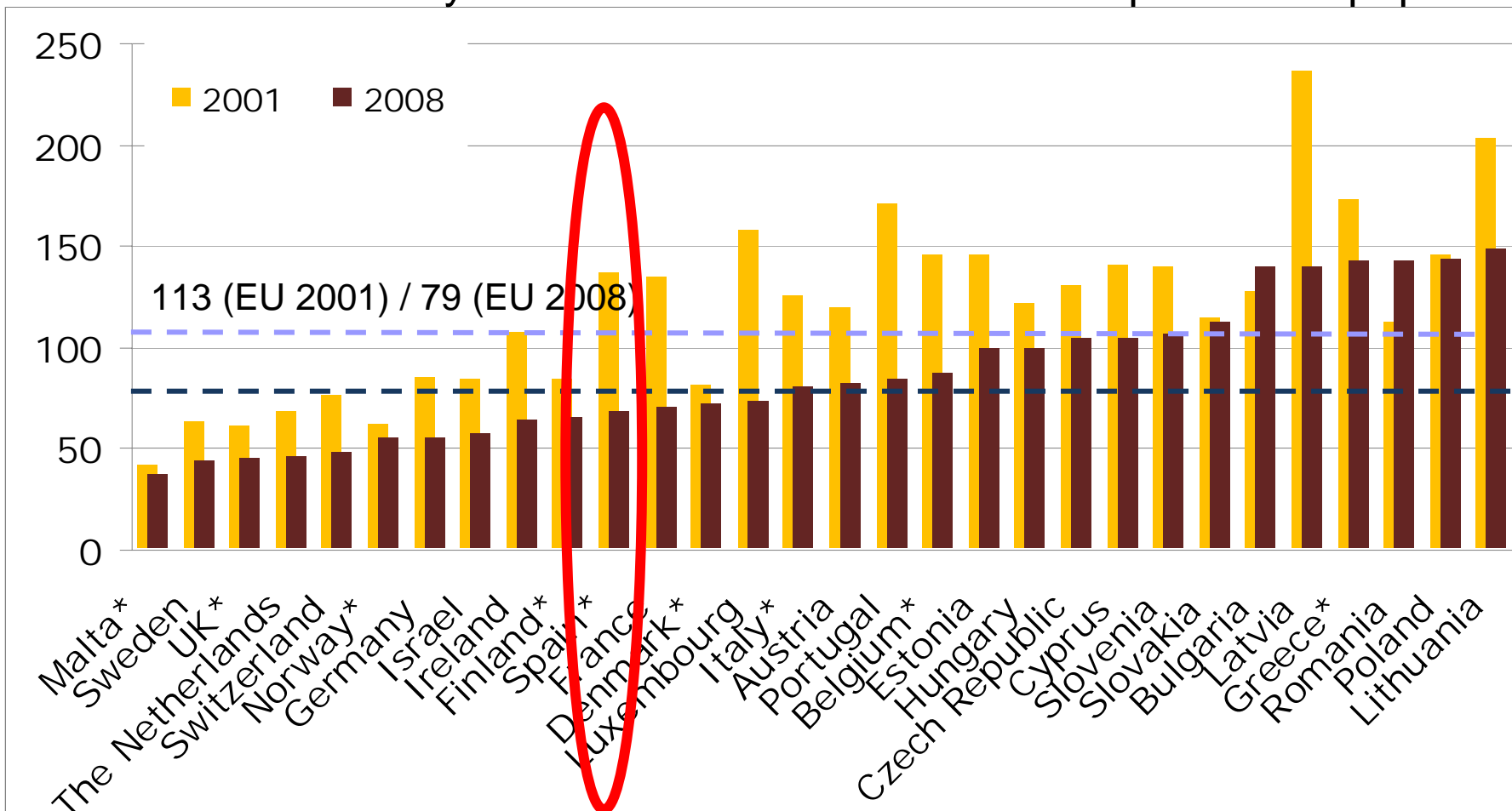
Percentage change in road deaths between 2007 and 2008



Road deaths per population 2008

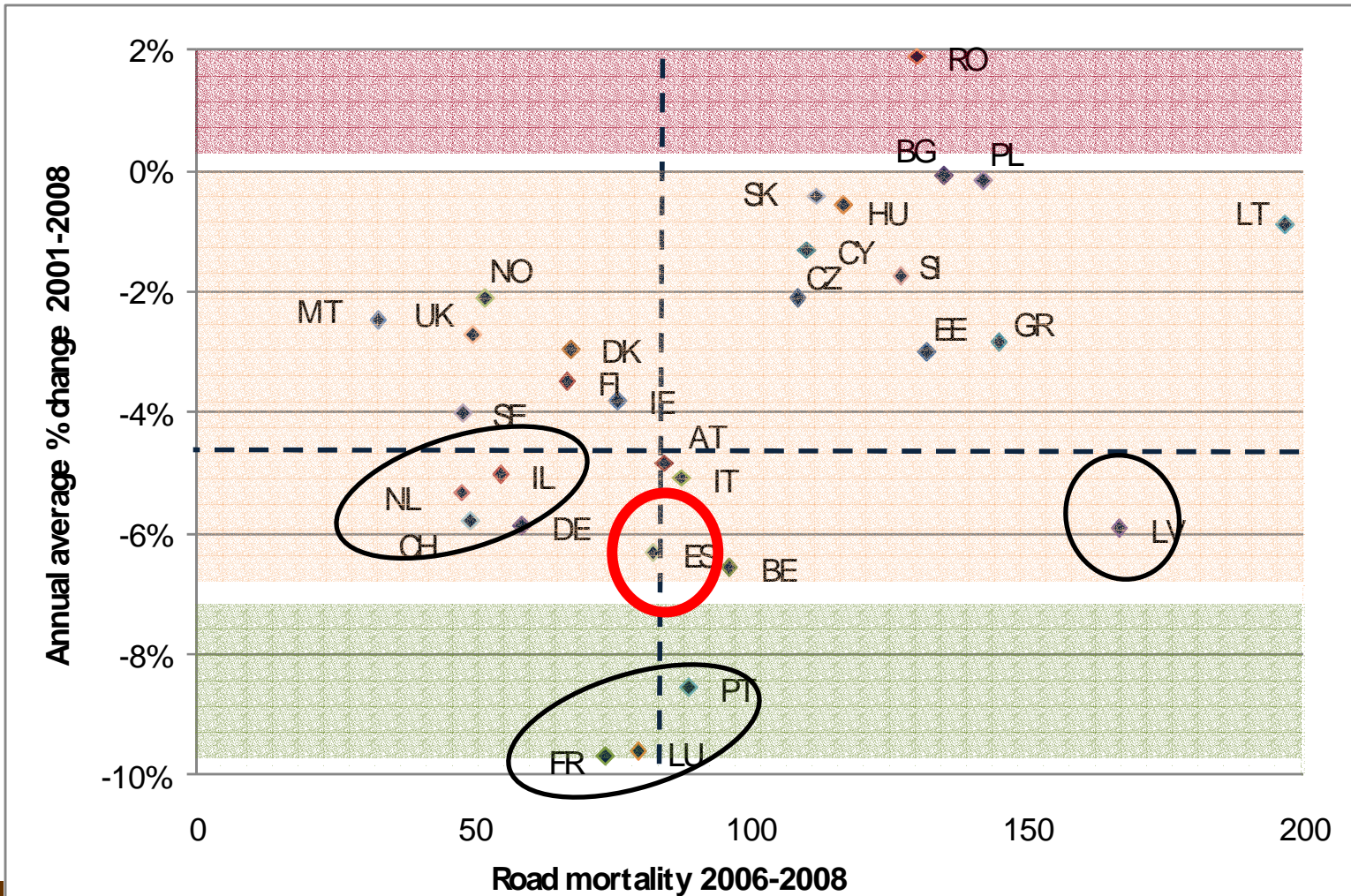
Still fourfold difference between Malta and Lithuania

But no more country with more than 150 road deaths per million population



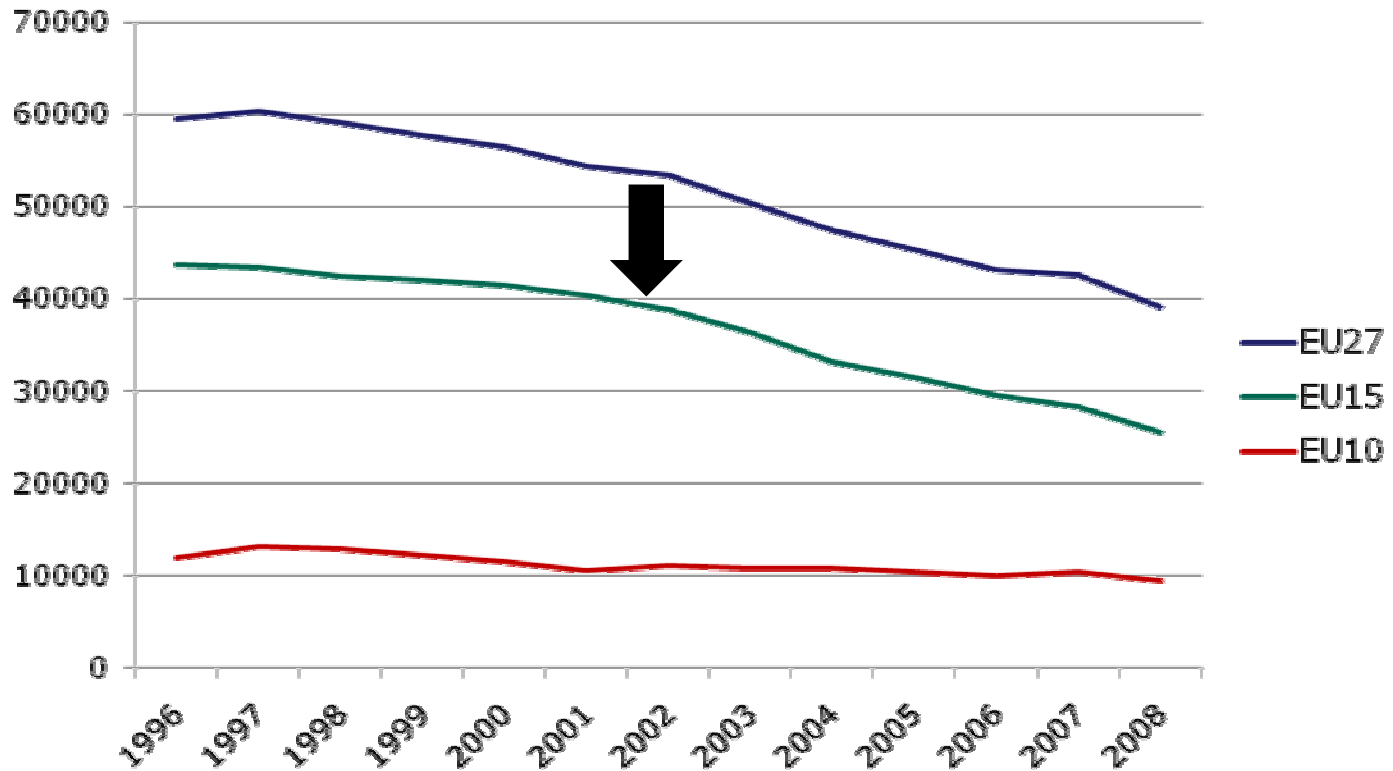
Mortality versus reduction

Fast progress is possible whenever its starting point is



The impact of the EU Target

Setting a target in 2002 has triggered further improvements in EU
Additional impetus to Central and Eastern EU countries needed



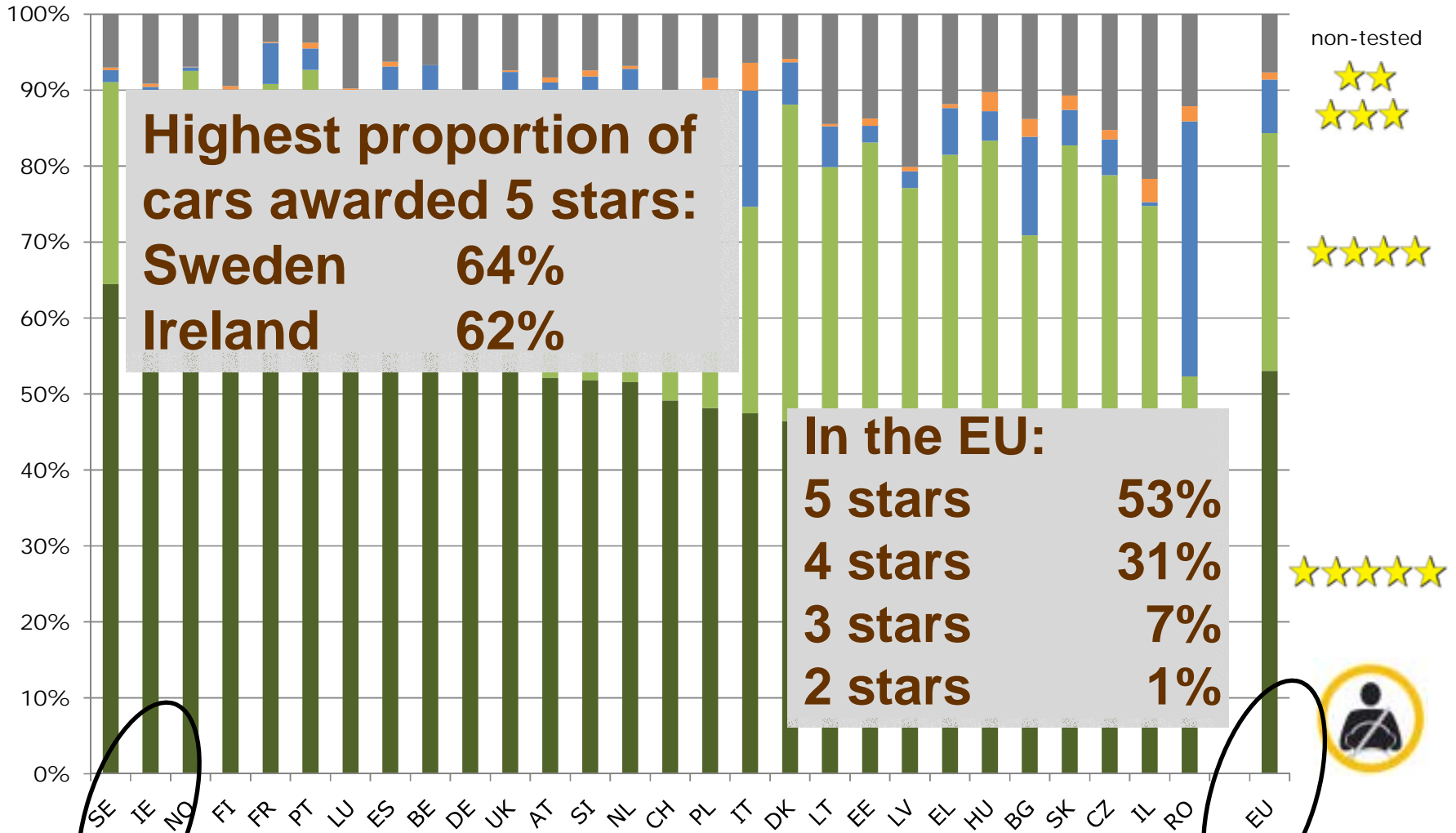
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Car safety

- Euro NCAP provides independent consumer information of the protection provided by a car in case of a crash and give stars to cars going beyond EU min. standards
- Tested models receive points scores for *adult occupant*, *child occupant* protection and *pedestrian* protection
- Between 0 and 5 stars were awarded for each of these separately until 2008
- From 2009 there is a single star rating covering all these and active safety www.euroncap.com

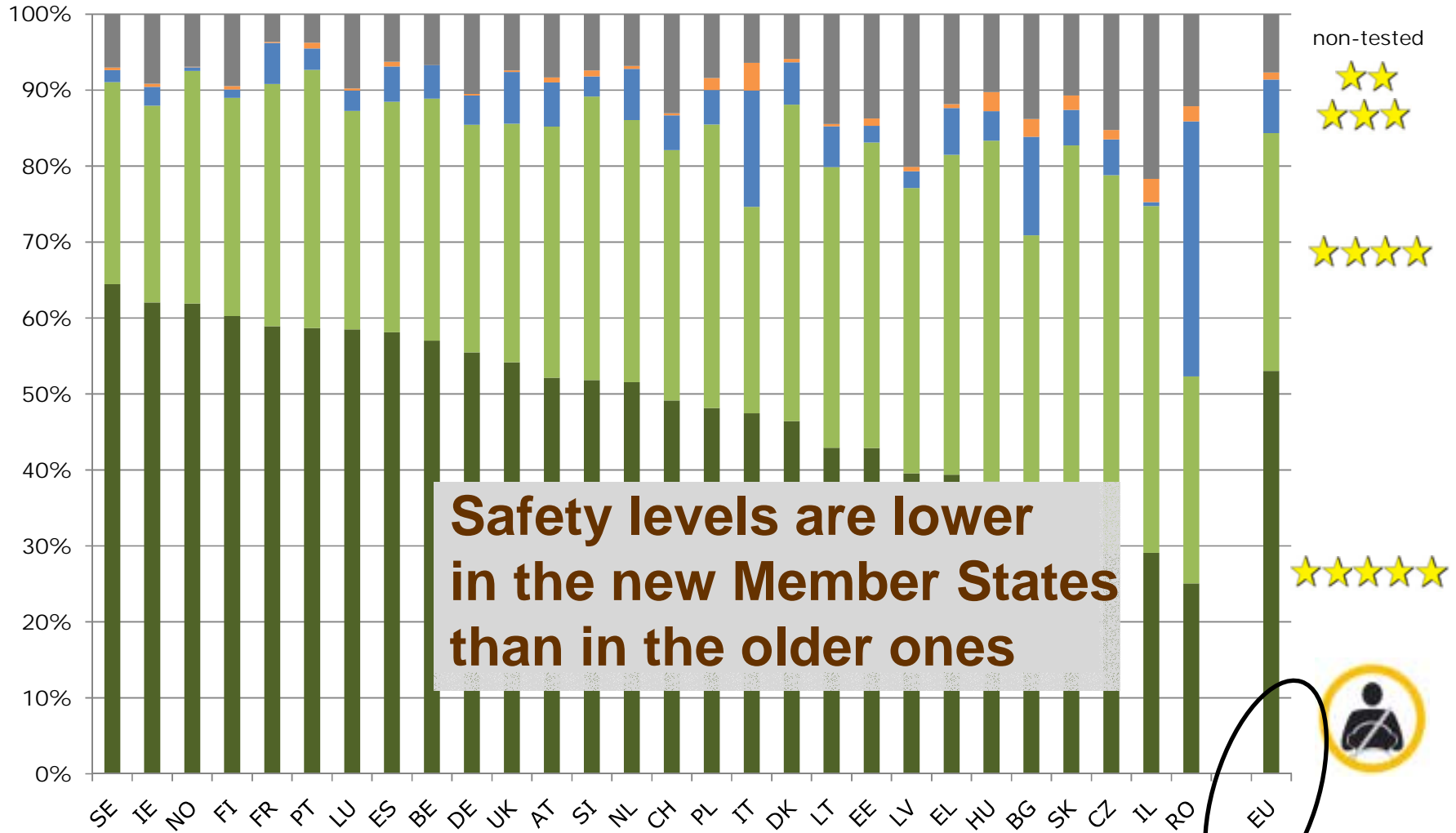
Occupant protection



Occupant protection of new cars sold in 2008

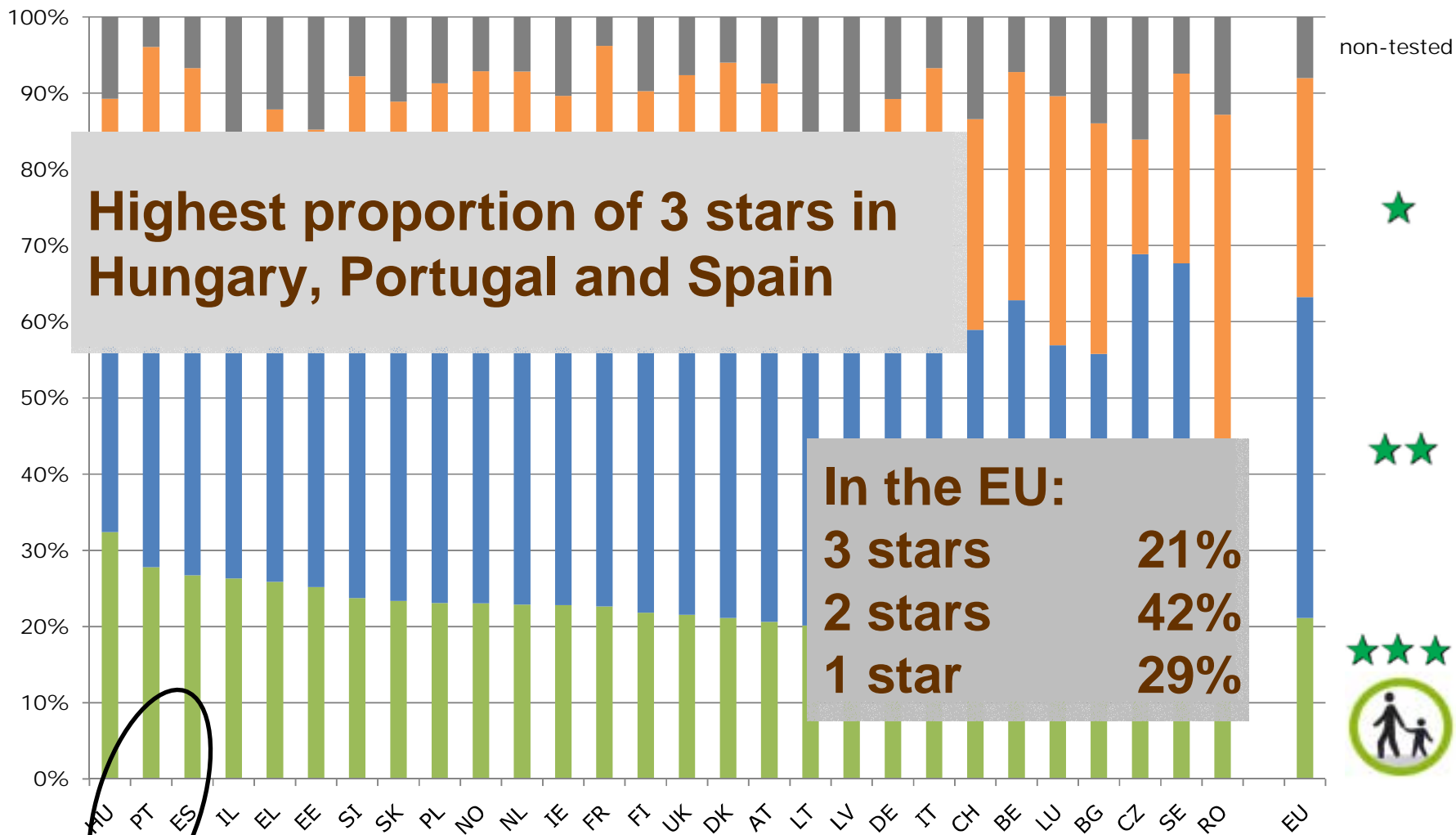


Occupant protection



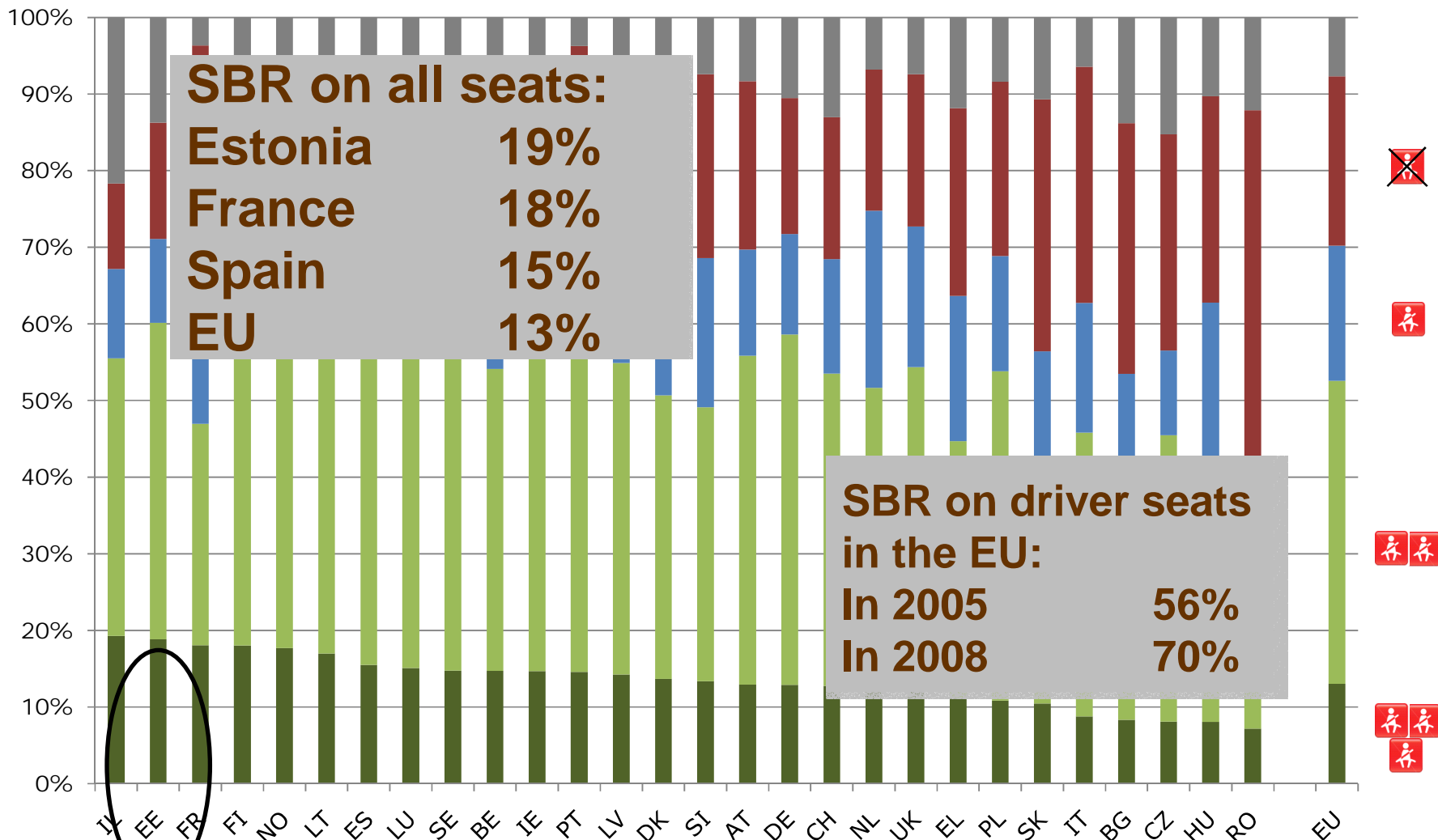
Occupant protection of new cars sold in 2008

Pedestrian protection



Pedestrian protection of new cars sold in 2008

Seat belt reminders



Seat belt reminder in new cars sold in 2008

Conclusions

- Vehicle safety has improved considerably over the past decade
because of increased EU common min. standards and manufacturers' efforts to meet consumer demands for safer cars
- BUT Slower progress on pedestrian protection
 - the new 2009 Euro NCAP protocol will challenge car manufacturers to make all-round safer cars
 - and will make it easier for consumers to choose the 'stand-out' safest vehicle

What can a country do

To promote safer cars:

- Include vehicle safety in the traffic safety work
- Support Euro NCAP and actively use the results
- Support every organisation that want to use vehicles safety
- Look at management systems (ISO 39000)
- Use travel policies
- Be the market (All governmental bodies must only buy...)
- Get occupational health and safety on-board
- Follow up new technologies (to give advice)

Example of Sweden

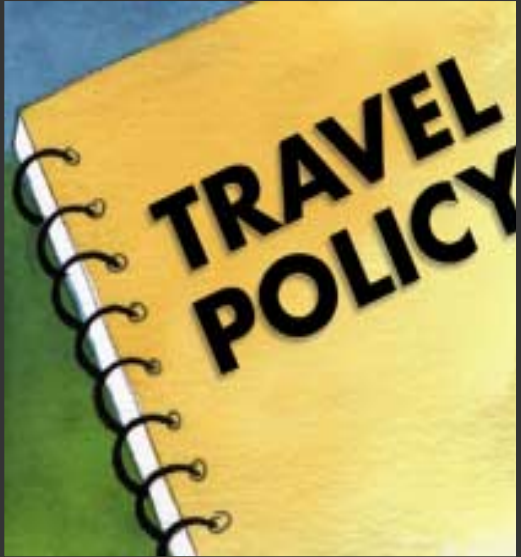
New Swedish law:

- Governmental bodies can only buy 5 star Euro NCAP cars

Cars rented by the Swedish Road Administration must:

- Be 5 stars Euro NCAP
- Be equipped with an antiskid system (Electronic Stability Control- ESC)
- Be equipped with a SBR on the driver seat
- Provide good protection against whiplash injury

What can companies do



Management systems help organisations deliver by systematic work and management

- ISO 9001 (Quality)
- ISO 14001 (Environment)

A management system for road traffic safety can help organisations to be better

- Proposed **ISO 39001** (Road-traffic Safety management systems)

Everyone company has a responsibility to assure safety

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Children (0-14 years old)

- Children represent 1/6 (17%) of EU population and 4% of road deaths in the EU
- 16 child deaths per population (children population in million)
versus 95 deaths per population for the rest of the population (adult population in million)
→ children are 6 times safer...
- Still 18,500 children were killed on EU roads over the past decade and 1,200 in 2007 alone

→ Every tenth child death results from a road collision

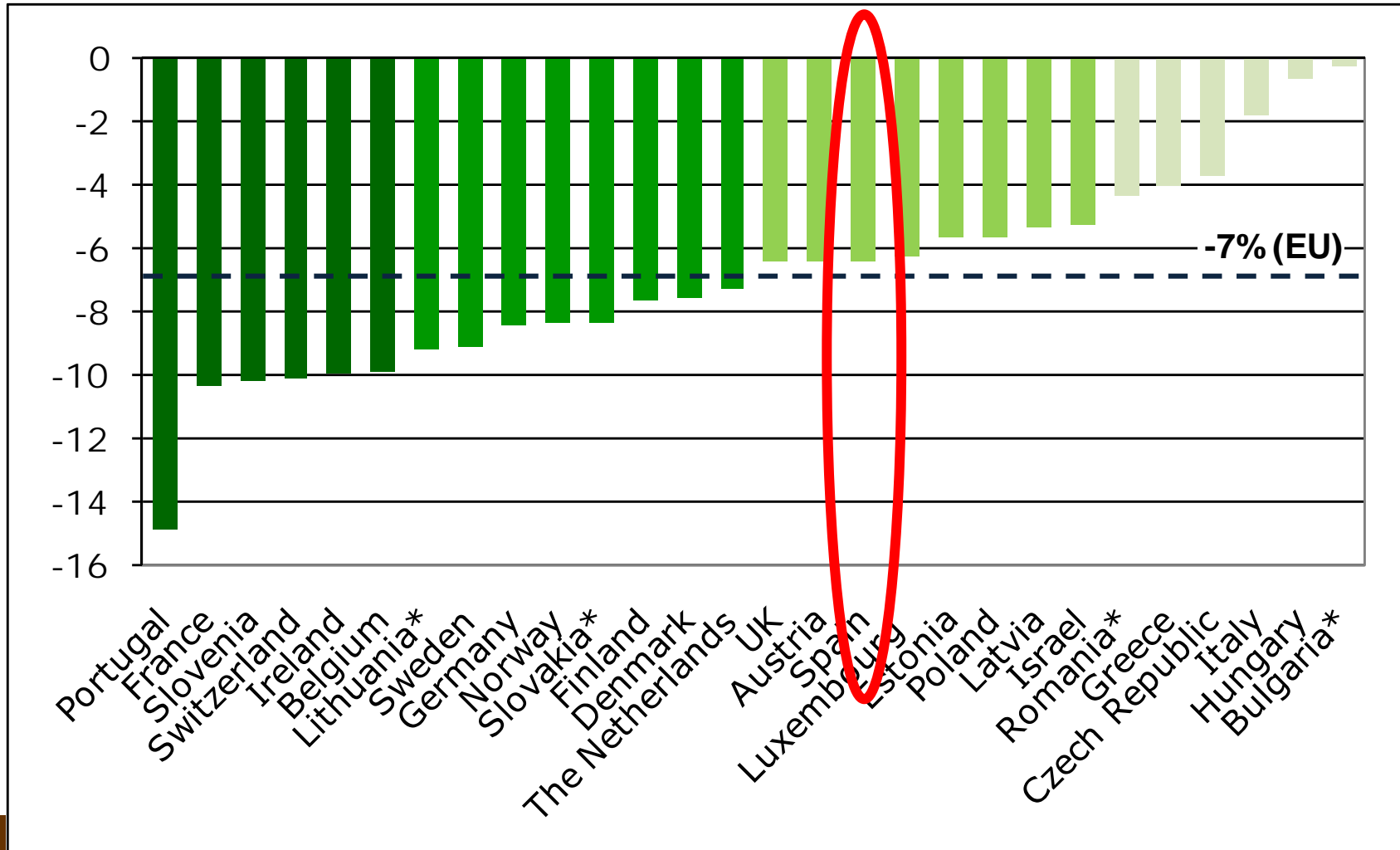


Why children?

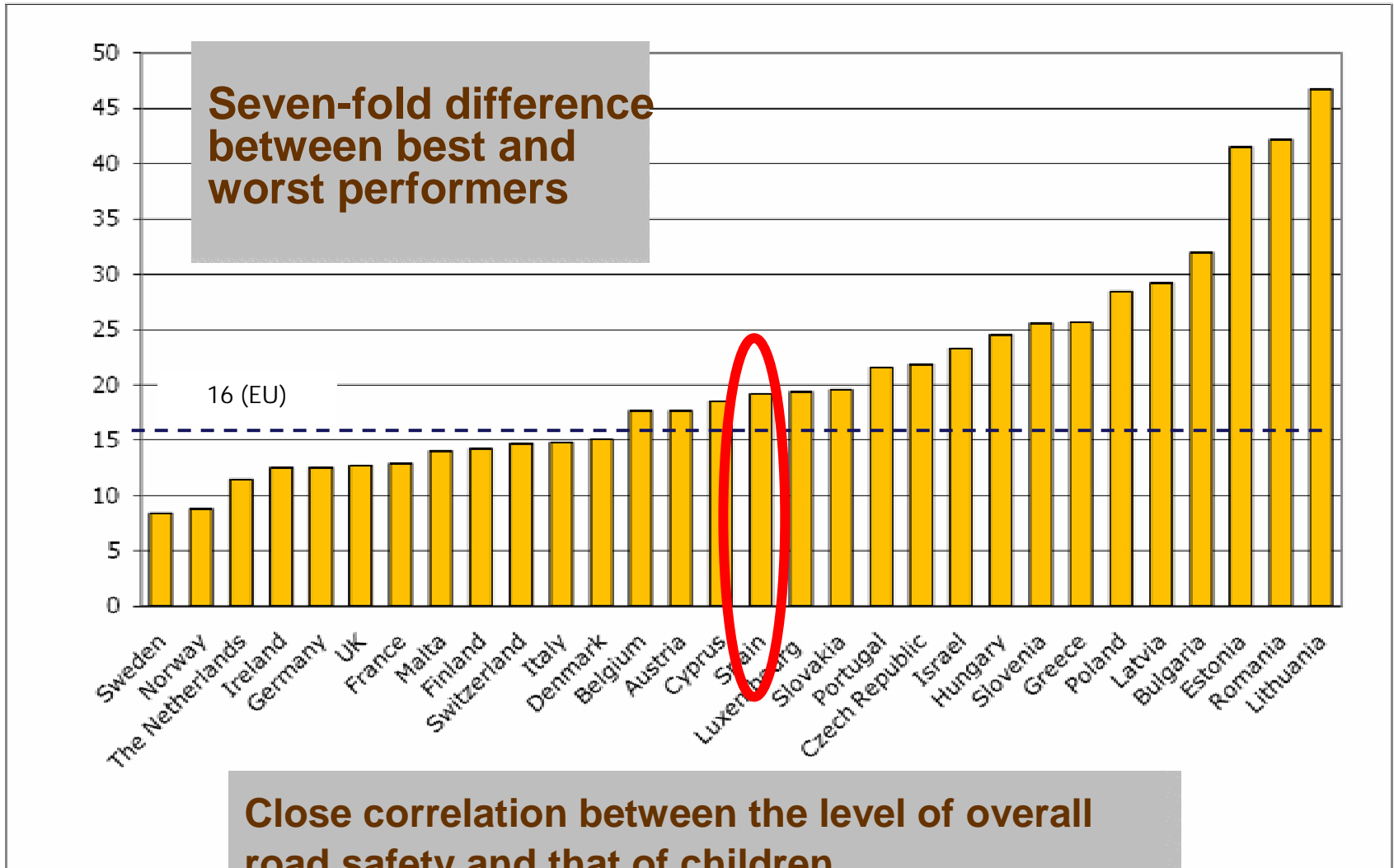
- Children do not choose where they live
 - Children have little control over the environments and products they are exposed to
 - Children have limited access to information and traffic is a complex system for children
- It is therefore imperative for the society to ensure the safety of children as a fundamental human right

Reduction in child mortality

Annual average % reduction over the past decade



A great disparity in mortality



600 child deaths avoidable in the EU27

- Half of child deaths in the EU 27 could be avoided each year if child road mortality was the same than in Sweden
 - i.e. in 2007 alone, around 600 children would have been killed instead of 1219 in the EU-27.
 - In Sweden in 2008: only 19 child deaths, only 1 killed as pedestrian, none as cyclist
- Vision 0 for children or for subgroups of children is realistic for a great number of countries.

Sweden's success story

- **Vision 0**
 - **Political will**
 - **Lead agency**

 - Urban planning (traffic calming, separated pedestrian and cycle routes to school,...)
 - Rear facing child seat (<4 years old)
 - Child care services
- Often child care services are provided where parents work: thus reducing the risk of accidents by reducing travel demand

Portugal: best reduction



Associação para a Promoção
da Segurança Infantil

Work of NGOs: ex. of APSI

- Target setting in the National Plan (2003 - 2010)
Objectives: 70% use of CRS, 50% proper use
- Lower VAT on CRS
- Work with CRS retailers to increase the offer of rear facing seats
- Information campaigns on child safety restraints (CSR)
- Transport of Children in Organized Groups: law in 2006
 - vehicles with seatbelts and CRS
 - professional training for drivers
 - criteria for the choice of safe vehicle stops
 - presence of an accompanying adult



Presentation outline

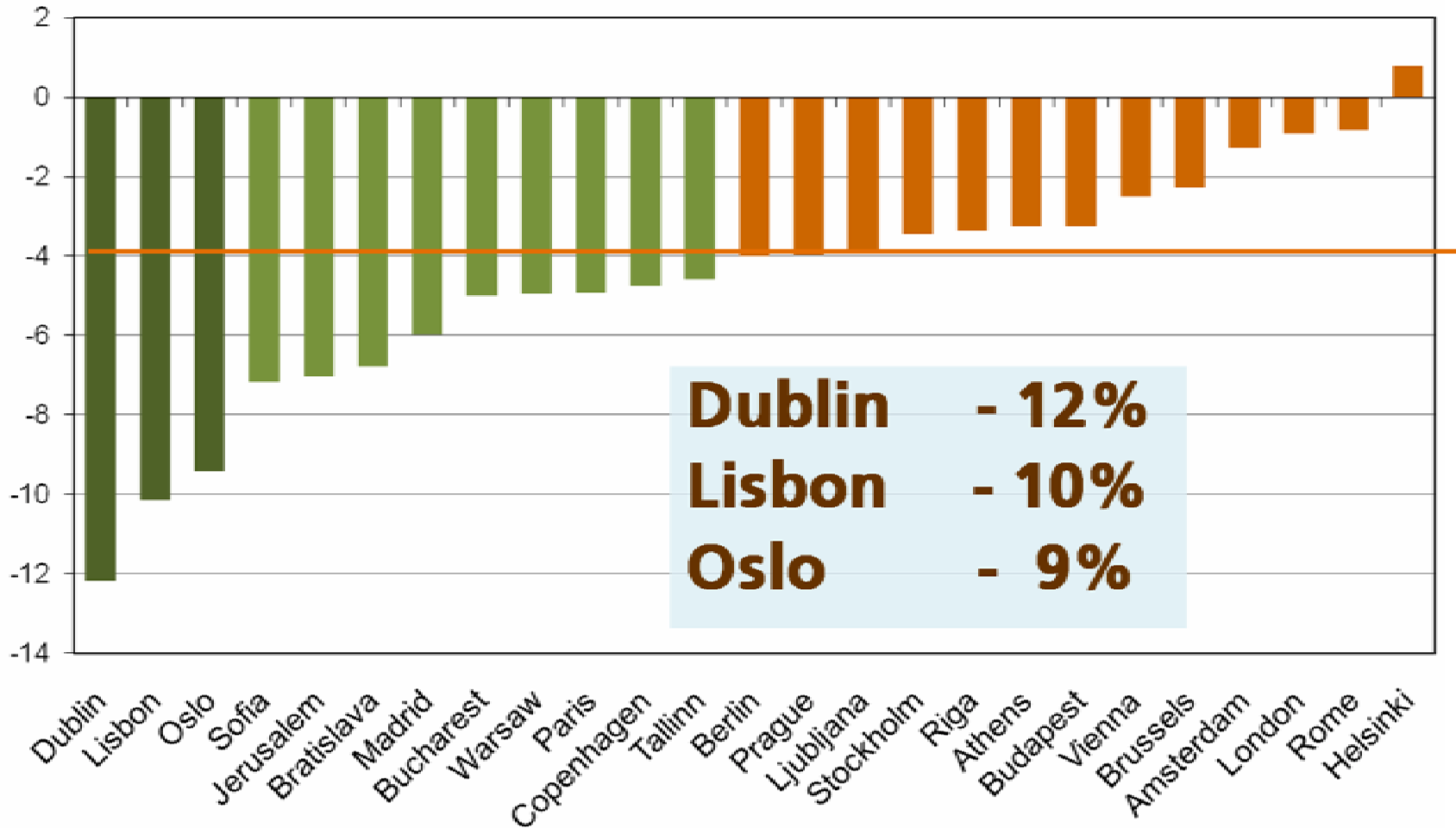
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Road Safety in cities

- Over 60% of the EU population lives in urban areas
- 40 million people live in the 27 capital cities
(= 8% of the EU population)
- Capitals: showcases for other cities
- But difficult: no generally accepted methodology to benchmark differences in safety levels between cities
- So, as a starting point we looked at trends:
percentage changes in death rates over time

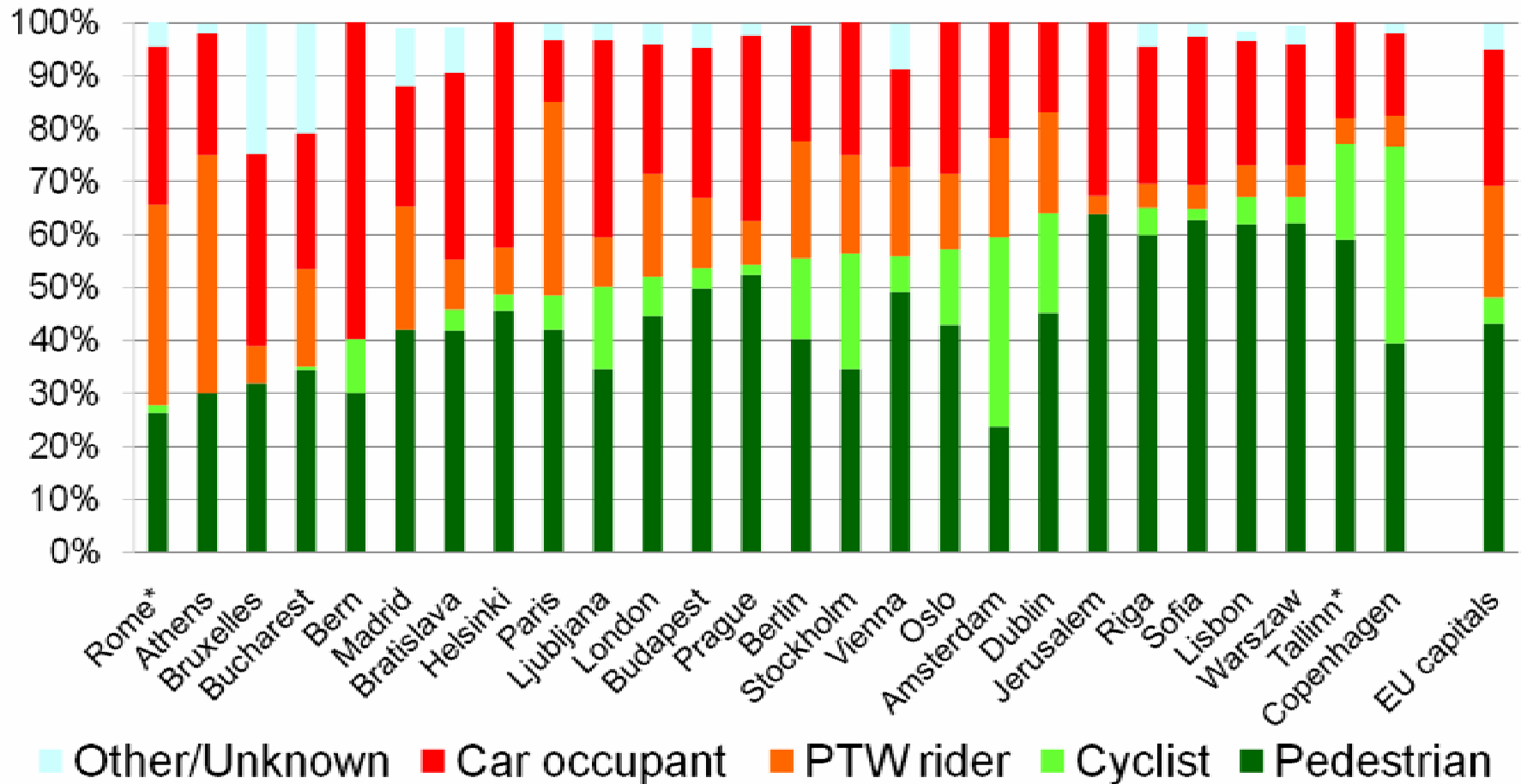
Fastest progressing cities

Average annual % change in deaths per inhabitants over 1997 to 2007



Strong actions needed

... to protect vulnerable road users: one victim out of 2 is either a pedestrian or a cyclist in capitals



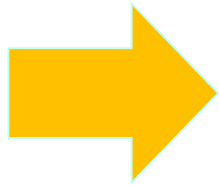
Some PIN recommendations

Adopt a Road Safety Strategy

- Adopt a Vision Zero for the city
- Consider all road users, esp. VRUs
- Work in partnership
- Relate road safety objectives to other policy objectives for the city
- Work with the police to ensure proper enforcement

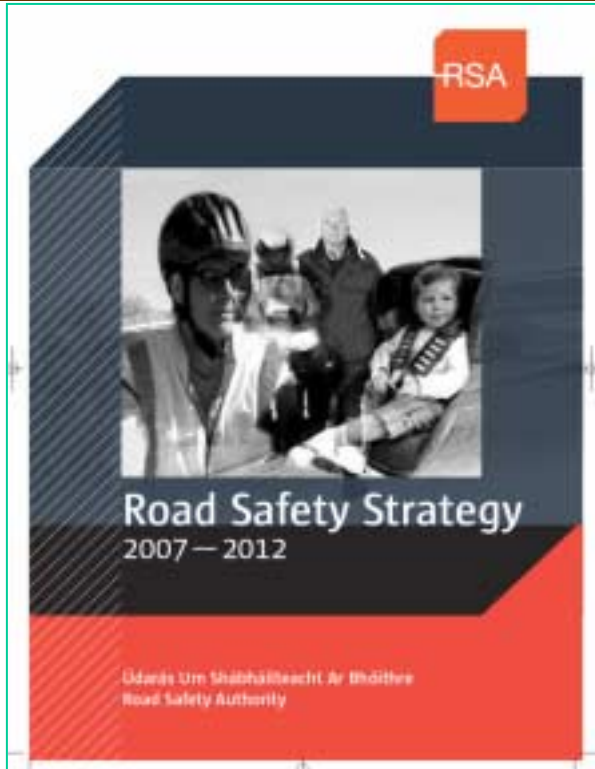
PIN recommendations (II)

- Improve the quality of public transport
- Develop safer infrastructure, especially for pedestrians
- Promote 30 km/h zones in residential area



**Secure political backing
and funding for road safety**

Example of Dublin



Improve pedestrian safety

Speed management



30 km/h zones
HGV bans

Countdown timers



Better manage public space

- Quality Bus Corridors
Provide road space for public transport
- HGV Management Programme:
City wide ban of HGV

