RÅDET FOR SIKKER TRAFIK

ETSC European Transport Safety Council

# Road Safety Management
# The role of the public and private sector

The Danish Road Safety Council and the European Transport Safety Council (ETSC) invite you to a debate under the patronage of the Ministry of Justice, as a contribution to the Danish EU Presidency road safety agenda

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**Road Safety PIN Talk**
**30 April 2012, 9.00-13.00**
Dansk Arkitektur Center, Strandgade 27B, DK-1401 Copenhagen

09.00 Welcome coffee

**09.30 Welcome words**

Mr. Anders Rosbo, CEO, Danish Road Safety Council
Mr. Antonio Avenoso, Executive Director, ETSC
Mr. Per Bremer Rasmussen, CEO, The Danish Insurance Association
Mr. Lennart Pilskog, Director, Volvo Trucks
Mr. René Mouritsen, General Manager, Toyota Denmark

**10.00 Keynote speech, Mr. Morten Bødskov, Minister of Justice**

**10.15 Road Safety Management**

- Results from the latest Road Safety PIN country comparison
  – Ms. Graziella Jost, Programme Director, ETSC
- Road Safety in Denmark, challenges and opportunities
  –Mr. Jesper Sølund, Head of Documentation, Danish Road Safety Council
- Road Safety Management in Danish companies
  – Mr. Anders Rosbo, CEO, Danish Road Safety Council
- Road Safety and Road Safety Management in Sweden
  – Ms. Ylva Berg, Swedish Transport Administration

**11.10 Coffee break**

**11.30** **Private sector contributions to improving road safety**
Panel discussion chaired by Anders Rosbo

- Introduction to the panel discussion by Mr. David Wallington, Group Security Adviser, British Telecom: *Companies can do a lot: the example of British Telecom*

- Mr. Michael Svane, Director, Confederation of Danish Industries
- Mr. Peter Sørensen, Director, Arla Foods
- Mr. Antonio Avenoso, Executive Director, ETSC
- Mr. Jesper Sølund, Head of Documentation, Danish Road Safety Council

**12.30** **Concluding remarks by Mr. Anders Rosbo**

**12.40** **Opening of the buffet**

The PIN Talk in Denmark is the latest of the series of PIN Talks, the 29th ETSC organised since 2006 and the second held in Copenhagen. The Road Safety Performance Index (PIN) Programme was launched in 2006 to compare country road safety performances. It currently includes the 27 countries of the EU, as well as Israel, Norway, Serbia and Switzerland.

The Road Safety PIN programme receives financial support from Volvo Group and Volvo Trucks. The PIN also receives financial support from the Swedish Transport Administration, the Norwegian Public Roads Administration and Toyota Motor Europe.
www.etsc.eu/PIN