

## Message from ETSC's Chairman

The target set by the European Commission to halve annual EU road deaths by the year 2010 presents a huge challenge but an enormous opportunity to put knowledge into practice at international, national and local levels.



Against the background of a developing EU Road Safety Action Programme and an increasing number of Member States taking steps to set numerical targets, Best in Europe 2003 looks at best practice in targeted road safety programming in the EU.

Experience has shown that quantitative targets at national, regional and local level can contribute to the success of road safety work. Experts of international reputation will highlight, from experience, the "dos and don'ts" for those embarking on new targeted programmes and will outline the key ingredients of successful experience.

During this event, ETSC will also launch its new state of the art international review "Methods for assessing risk and setting targets in transport safety programmes".

By attending, help us increase understanding about what works and why, and forge new links between professionals across Europe. Furthermore, through demonstration and discussion of best practice, encourage policymakers to take the new initiatives necessary to address the death and injury in road crashes – the leading cause of death and hospital admission for EU citizens aged 45 years and under.

### Professor Herman De Croo MP

Speaker, Belgian Chamber of Representatives

## Conference Programme

8.30 REGISTRATION AND COFFEE

### 9.00 LAUNCH - ETSC REVIEW : Risk assessment and target setting in transport safety programmes in the EU

#### Chairman:

Professor Herman De Croo MP  
ETSC Board of Directors

Professor Richard Allsop,  
Working Party Chairman

Vice President Loyola de Palacio\*  
European Commission

### MORNING SESSION : BEST PRACTICE PRINCIPLES IN TARGETED PROGRAMMING:

#### 9.45 PREPARING THE GROUND FOR EFFECTIVE TARGETED PROGRAMMING

Claes Tingvall, Swedish National Road  
Administration (S)

- ❖ Engaging the principal stakeholders by identifying their respective contributions and expectations, and gaining agreement to a rational basis for looking ahead together
- ❖ Identifying the key casualty problem areas, the principal available policies and measures and the scope that each offers for casualty reduction

\*to be confirmed

#### 10.10 FORMULATING A CHALLENGING BUT ACHIEVABLE QUANTITATIVE TARGET

Jeremy Broughton, Transport Research  
Laboratory - TRL (UK)

- ❖ Seeking a balance in target-setting between what is challenging and what is achievable, based on rigorous analyses of current trends
- ❖ Setting out a comprehensive programme addressing the key problems by means of available policies and measures

#### 10.35 IMPLEMENTING, MONITORING AND UPDATING THE PROGRAMME.

Fred Wegman, SWOV (NL)

- ❖ Allocating clear responsibilities for each element of the programme to relevant stakeholders
- ❖ Monitoring progress towards the targets transparently and providing feedback to the stakeholders
- ❖ Assessing progress in relation to changing circumstances and updating the programme, and possibly the targets, accordingly

11.00 BREAK

#### 11.30 AN OVERVIEW OF TARGET SETTING IN EUROPE

Rune Elvik, Institute of Transport  
Economics - TOI (N)

#### 12.00 IMPLICATIONS FOR THE EU TARGET AND PROGRAMME

Matthijs Koornstra, ETSC

12.30 DISCUSSION

13.00 LUNCH

### AFTERNOON SESSION : TARGETED PROGRAMMES IN EU MEMBER STATES

#### Chairman:

Jörg Beckmann, ETSC Executive Director

National experience to be compared with the checklist identified in the first three presentations

#### 13.30 TARGETED PROGRAMMING IN THE UK

Robert Gifford, Parliamentary Advisory  
Council for Transport Safety (UK)

#### 14.00 THE DANISH EXPERIENCE

Søren Underlien Jensen,  
Aktins Danmark (DK)

#### 14.30 THE FINNISH PROGRAMME

Harri Peltola, VTT Building and  
Transport (FIN)

15.00 BREAK

15.30 DISCUSSION

#### 16.00 THE CHALLENGES FOR SOUTHERN EUROPE AND THE APPLICANT COUNTRIES

George Yannis, National Technical  
University of Athens (GR)

#### 16.30 PANEL DISCUSSION

Richard Allsop (ETSC)  
Dimitrios Theologitis (CEC)  
Mark Watts MEP (EP)  
Jack Short (ECMT)  
Margie Peden (WHO)  
Pieter van Vliet (Dutch Ministry of Transport)

17.15 CONFERENCE CLOSE

# The European Transport Safety Council

The European Transport Safety Council (ETSC) is an international non-governmental organisation which was formed in 1993 in response to the persistent and unacceptably high European road casualty toll and public concern about individual transport tragedies. Cutting across national and sectoral interests, ETSC provides an impartial source of advice on transport safety matters to the European Commission, the European Parliament and, where appropriate, to national governments and organisations concerned with safety throughout Europe.

The Council brings together experts of international reputation on its Working Parties, and representatives of a wide range of national and international organisations with transport safety interests and Parliamentarians of all parties on its Main Council to exchange experience and knowledge and to identify and promote research-based contributions to transport safety.

## **Board of Directors:**

Professor Herman De Croo (Chairman)  
Professor Manfred Bandmann  
Professor G. Murray Mackay  
Professor Kåre Rumar  
Mr. Pieter van Vollenhoven

## **Main Council Chairmen:**

Dr. Dieter Koch MEP  
Mr. Mark Watts MEP

## **Executive Director:**

Dr. Jörg Beckmann

With the help of Europe's leading road safety experts, Best in Europe focuses on successful initiatives in road safety in Europe.

We bring together in Best in Europe senior policymakers and Europe's leading road safety experts to share information on successful ways of reducing road crashes and injuries.

ETSC invites the attendance of:

- Policymakers at EU, national and local levels
- Professionals with management and operational responsibilities
- Representatives of organisations with road safety interests

An annual showcase of best practice in all the key aspects of road safety in Europe

BEST IN EUROPE 2003

ETSC is grateful for the Financial support provided for this event by

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**Swedish National  
Road Administration**

**Bombardier Transportation**

**BP**

**Keymed**

**Network Rail**

**Railway Safety**

**Scania**

**Shell International**

# TARGETED ROAD SAFETY PROGRAMMES IN THE EU

**10 June 2003**

**Hotel Crowne Plaza Brussels,**

**Rue Gineste 3,  
B-1210 Brussels**



**E**uropean  
**T**ransport  
**S**afety  
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