

# **Blueprint for the EU's Road Safety Action Programme 2010-2020**

**Road Safety as a right and  
responsibility for all!**

# Which way to 2020?

## ETSC's Contribution to the 4th Road Safety Action Programme



# Structure

- Vision
- Targets
- EU Role in future road safety policy
- Priority Measures
- Priority Groups

# What vision for the EU?

*“Every citizen has a fundamental right to, and responsibility for, road traffic safety.*

*This right and responsibility serves to protect citizens from the loss of life and health caused by road traffic.”*

Tylösand Declaration, Sweden 2007

5th World Conference on Injury Prevention, Delhi 2000

# New Target for Reducing Deaths

**40% reduction of  
road deaths  
between 2010-2020**

Only possible with EXTRA efforts and  
implementation of new measures.

# Target for reducing Injuries

## Dual approach

- Member States to reduce serious injuries and to aim for a 20% reduction (using their own definition).
- EU to strongly encourage Member States to adopt a EU common definition of slight and serious injuries.

# Target for reducing deaths of Children

- The EU to adopt a target of 60% reduction between 2010 and 2020.
- Because of the ageing of the EU population, the general target of 40% for adults would not be challenging enough for children.



# What is the EU's role in future road safety policy?

- Road Safety Ambassador
- Road Safety Task Force
- Temporary Committee in the European Parliament
- Mobilising the EU budget
- Integration of road safety in other areas: health, budget, research...
- EU as driver for action at a national level
- European Road Safety Agency



# Which priorities are

## Priority areas

- Speed
- Alcohol and Drugs
- Seat Belt and Child Restraints
- Road design and management
- Vehicle Safety

## Priority road users

- PTW
- Pedestrians and cyclists
- Novice drivers
- Ageing drivers

# Speed: Behaviour

## *Short Term (by 2012):*

- Adopt a Directive on Cross Border Enforcement and, through it, encourage Member States to introduce minimum requirements to achieve high standards in speed enforcement.

## *Medium Term (by 2015):*

- Speed and occupational health & safety.

## *Long Term (by 2020):*

- Propose a maximum speed limit for its TEN Thigh speed networks.



# Infrastructure to reduce speed

## *Short Term (2012)*

- Support the implementation of the new Directive on infrastructure safety.
- Draft guidelines for promoting best practice in traffic calming measures.



## *Medium Term (2015)*

- Expand the EU's programme for co-operation between cities on urban transport projects called CIVITAS to innovative infrastructure safety.

# Vehicle Technology to reduce Speed:ISA

## *Short Term (2012):*

- Development of harmonised standards for Intelligent Speed Assistance (ISA) systems.

## *Medium Term (2015):*

- Encourage further roll out of ISA amongst particular user groups.

## *Long Term (2020):*

- Adopt European legislation for mandatory fitting of EU cars with ISA systems in the type approval procedure for cars.

# Speed and Climate Change

- Road transport generates about one fifth of the EU's CO2 emissions, with passenger cars responsible for around 12%.

*The EU should in the Short Term (2012):*

- Recognise the casualty reducing benefits of managing driving speeds and that they are also part of a very effective carbon abatement policy.

# Drink Driving: Behaviour

## *Short term (2012):*

- 0.2 BAC limit for commercial and novice drivers.
- Enforcement and strict follow up of drink driving offences.
- Launch an initiative for drink driving and work.



# Drink Driving: Technology

## *Short term (2012)*

- Introduce uniform standards for alcolocks in the EU.
- Stimulate further research into the use of alcohol interlocks in rehabilitation programmes
  - best practice guidelines.

## *Medium term (2015)*

- Introduce EU legislation making alcolocks mandatory for commercial transport drivers and recidivist drink drivers.

## *Long term (2020)*

- Introduce EU legislation making non intrusive alcolocks mandatory for all drivers.

# Seat Belts and Child Restraints

## *Short term (2012)*

- Promote enforcement of seat belts and child safety restraints.
- Seat belt reminders for front and rear seat passengers.
- Rapidly phase out forward facing child seats and promote the supply of existing rearward facing child seats.



# Which are the Target Groups

## Priority areas

- Speed
- Alcohol and Drugs
- Seat Belt and Child restraints
- Road design and management
- Vehicle Safety

## Priority road users

- PTW
- Pedestrians and cyclists
- Novice drivers
- Ageing drivers

# User Groups: Motorcyclists

## *Short term (2012)*

- Enforcement of helmet use and speed
- Work to improve data collection on exposure for PTWs.
- Set up a Euro Helmet Scheme for Safety based on the model of Euro NCAP and communicated broadly to consumers.
- Include PTW issues in the European research agenda
- Develop minimum standards for protective clothing

# Cyclists and Pedestrians

The EU should:

- Include cyclists and pedestrians as part of the EU's upcoming policy on mobility.
- Tackle levels of underreporting amongst pedestrian and cyclist accidents.

# Novice Drivers

The EU should encourage Member States in the short term (2012) to:

- Introduce Graduated Driver Licensing systems to address the high risks faced by new drivers.
- Include peer passengers during the training period.
- Introduce special demerit point systems which make novice drivers subject to punitive (e.g. loss of licence) or rehabilitative (e.g. mandatory traffic risk awareness training) measures if they lose a certain number of points.

# Ageing and Driving

The EU should in the short-term (2012):

- Support and fund projects enabling life-long mobility.
- Involve elderly people in developing policy.
- Stimulate the design of the road environment to fit the abilities of the elderly.
- Encourage Member States to stress the role of doctors in influencing how long and under what circumstances an older person continues driving.



# Business and Markets

The EU should encourage companies

- To adopt the forthcoming ISO international standard for road traffic safety management systems
- And evaluate the extent of the road safety impact on the company.



# Beyond 2010 means.....

## Making the 4th RSAP a priority of the EU

### Part A:

- Vision: "Road Safety as a Right and Responsibility"
- New Targets: deaths (adults and children), injuries
- Institutional Change

### Part B: Priority measures to tackle

- Speeding, drink driving, restraints, poor infrastructure and badly designed vehicles
- Target groups: motorcyclists, cyclists and pedestrians, children, business and markets

# Find out more...

- Safety Monitor
- Drink Driving Monitor
- Speed Monitor
- Reviews & Policy Papers
- Fact Sheets

[www.etsc.eu](http://www.etsc.eu)

