The Power of Information – The PIN Rankings

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Three major factors in using PIN

- Benchmarking as a tool for competition between states
- Benchmarking as a tool for learning
- International information as a tool for communication with citizens

Benchmarking as a tool for competition between states

- All EU members have adopted the EU 50% target for 2010
- PIN can give valuable information as to how this target is achieved in a more detailed form
- PIN can be seen as a management tool for individual countries with the option to benchmark on key issues

Benchmarking as tool for learning

- PIN can give valuable information on what works and the best mix of actions
- PIN comparisons can show what levels can be achieved
- PIN can help us to understand what we need to do further

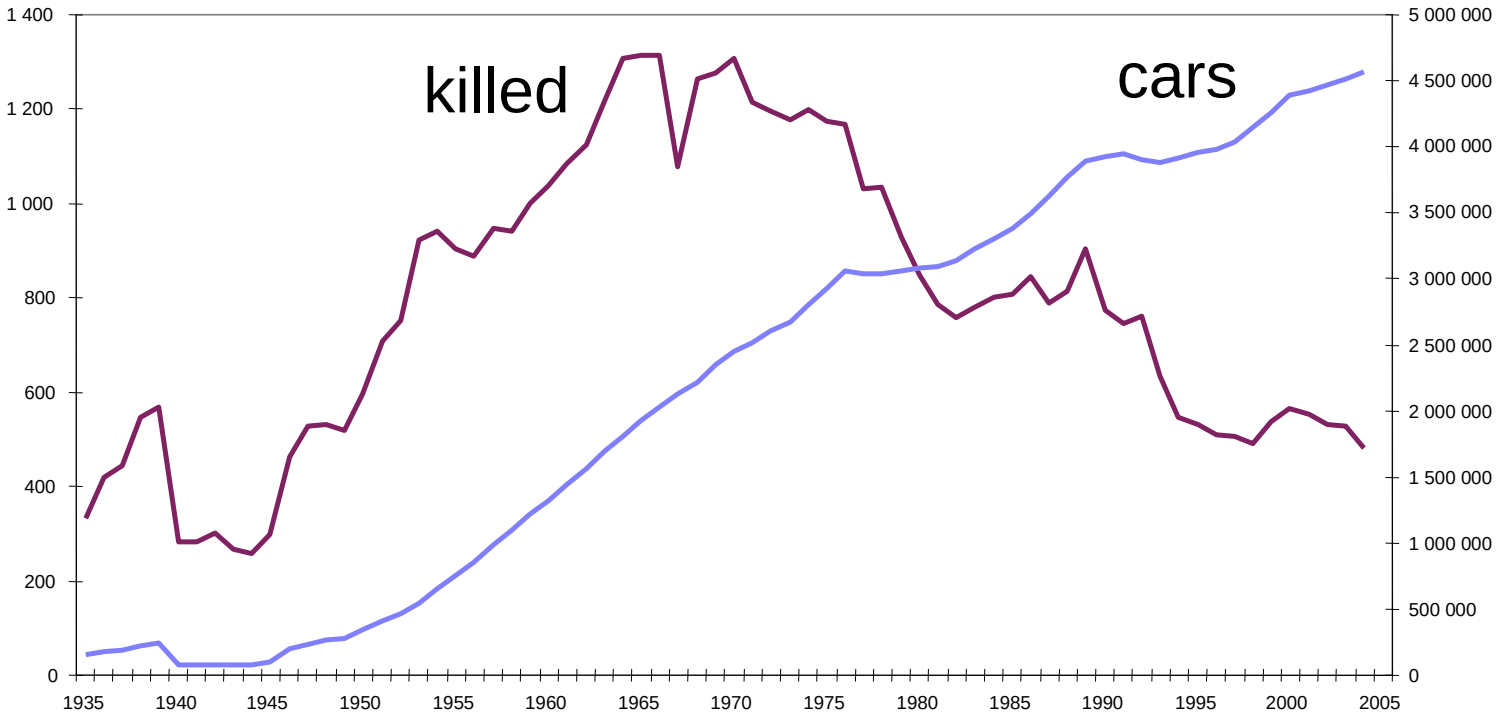
International information as a tool for communication with citizens

- Citizens can get a better understanding on actions taken
- Citizens can use PIN to demand better safety in key areas as well as individual actions
- Stakeholders can be stimulated to give key information to citizens
- Media can create constructive discussions with quality data as a basis

Why Sweden joined PIN

- Sweden needs to benchmark key areas outside the nation to be successful
- Sweden needs high quality comparison data for learning on strategies and tactics
- Sweden needs to broaden the discussion in the society with examples from other countries, for example speed enforcement

Development of fatalities in Sweden (440 in 2005) 4,9/100 000 inhabitants



Schweiz 409 fatalities in 2005 5,5 / 100 000 inhabitants

In summary

- PIN has quickly established an arena for quality data comparisons between countries
- This data can be used for competition, benchmarking, learning and communication
- All countries are helped by PIN publishing high quality comparisons, especially countries with a high safety profile
- Sweden is very pleased with the progress!