One Europe – One Speed

ETSC's European Policy Campaign on Speed Reduction (2007-2010)

Background

In 2004, ETSC launched its traffic law enforcement programme with the aim of lobbying the European Commission to adopt a Directive on traffic law enforcement. This Programme is funded by KeyMed.

In November 2006 the European Commission published a consultation on traffic law enforcement – making clear that it will indeed adopt a draft Directive on traffic law enforcement across the EU in the first half of 2007.

With the adoption of this important EU Directive the main objective of ETSC's Enforcement Programme will be achieved. Still, ETSC will continue its efforts to promote a stringent enforcement of existing traffic rules and regulations with regards to drinking and driving, non compliance with seatbelt legislation and speeding.

As a result of the work undertaken within the Enforcement Programme as well as in relation to other (core) activities, ETSC is now seeking to launch a new 3-year Programme addressing the number one cause of fatal and injury accidents: excessive and inappropriate speed.

Illegal and inappropriate speed is the single biggest contributory factor in fatal road crashes. It increases both the risk of a crash happening and the severity of injuries resulting from crashes. Managing speed is therefore the most important measure to reduce death and injury on our roads[1].

In a nutshell…

ETSC's approach to speed reduction is per definition a systemic one: to cut speed is a matter of addressing the planning, construction and maintenance of road infrastructure, vehicle design and technology, as well behavioral change by means of enforcement and information. With its systemic approach to speed, ETSC's speed reduction programme will focus on 3 priorities:

[1] But the concern for safety is not the only reason why speed management is important. Following the oil crisis of the 1970s, many lower speed limits were introduced in an attempt to reduce fuel consumption and improve fuel efficiency. Current concerns over climate change and CO_2 emissions have once again stirred arguments for lowering speed limits and improving their enforcement.

1. EU legislation on mandatory fitment of all passenger cars with speed limiters. In a first instance, all cars should be fitted with manual speed limiters which are available today on many models. In a second instance, all cars should be equipped with intelligent speed assistance systems (ISA);

2. EU guidelines on appropriate speed limits. Based on the Swedish Vision Zero and the Dutch Sustainable safety approaches, ETSC will promote a European speed limit hierarchy with 130 km/h as the maximum speed limit on motorways. Work on this issue should eventually lead to EU legislation mandating these principles.

3. EU-wide mechanism for cross-border enforcement of speeding offences detected by cameras. The final Directive should pave the way for effective follow-up of all speeding offences, based on the principle of mutual recognition of evidence. Moreover, it should set high standards for detection and follow-up of offences at the national level.

Policy Action: forming the speed reduction lobby

At European level ETSC will establish a speed reduction policy network bringing together governmental, private and civil society organisations sharing an interest in speed reduction. Led by ETSC, this network will lobby European decision-makers to undertake (legislative) action with regards to the aforementioned priorities. More specifically, with the policy network ETSC will address:

- *The European Commission*: to get DG TREN to work on 4th RSAP and include speed as *the* priority; to lobby the Commission to adopt a proposal on speed limiters and ISA; to support work on environmental and energy strategy papers to include the speed dimension.
- *The European Parliament*: to continue lobbying on "Hedkvist Petersen report" (EP Response to the Mid-term Review of the 3rd RSAP) to include speed issues; to identify key MEPs in transport, environment committee to work with; to set up exhibition/reception/demonstration of ISA in the EP.
- *The Council of Ministers*: to get the transport and justice ministers to support all three issues.
- *All three institutions*: to lobby for public procurement to include ISA[2].
- *The automotive industry*: to get industry to take its responsibility in cutting speeds by means of speed limiters and ISA; to work with proactive manufacturers to offer and promote these systems in their cars.
- *eSafety Forum* (now integrated into the iCars Initiative): to establish a working group on ISA; participate in digital maps group (review of final report); lobby road map group.

[2] In order to achieve this, ETSC would support the Brussels ISA project run by Ghent University. The objective of this project is to equip Brussels's city council cars with ISA, the same should then be done with EU institutions' cars and transport services.

- *CARS21*: continue lobbying to include in the (next) roadmap manual speed limiters and ISA.
- *Infrastructure managers*: to get infrastructure managers responsible for the speeds they set on the roads they manage and to make them accountable for unforgiving infrastructure.
- *Local authorities*: to persuade them to reduce speed on urban areas and generalise the adoption of "Zones 30" in residential areas.

Deliverables: generating and communicating the facts

Apart from continuous lobbying on "ISA", "130km/h" and "Cross-border enforcement", ETSC will focus the activities within this programme on 7 specific actions:

1. "Speed facts": The ETSC fact sheets on speed reduction
2. "ETSC's ISA Directive": A proposal for an ISA Directive, drafted and presented by ETSC.
3. "One Europe – One Speed": A Policy Paper on setting speed limits on European roads and promoting a speed limit hierarchy with 130km/h as the top speed.
4. "130km/h": A conference on 130km/h as the European speed limit.
5. "Manufacturing lower speeds": An assessment of efforts by manufacturers to cut top speed capabilities and help enforce existing speed limits.
6. "The Speed Monitor": A regular update (9 issues over three years) on speed reduction policies in Europe.

"Speed facts": The ETSC fact sheets on speed reduction
Over a period of three years ETSC will draft, publish and disseminate 12 fact sheets addressing the science and facts behind 130km/h and ISA. The themes to be covered include: speed limit reviews (Sweden, France, etc.), speed camera enforcement, ISA in urban areas (London, Stockholm, etc.), ISA research latest results (Flanders, Ghent, Leeds…), ISA incentives (insurances, leasing companies, etc.), use of ISA by non-private costumers (SRA, TfL, etc.)

"ETSC's ISA Directve": A proposal for an ISA Directive launched by ETSC.
ETSC will set up a working group of 8 independent experts from across Europe with the task of drafting and publishing a proposal for an ISA Directive. With this concrete proposal of how "to fit Europe's cars with ISA" ETSC will lobby the European Commission, Parliament and Council of Ministers to insert this "shadow Directive" into the legislative process.

"One Europe – One Speed": A Policy Paper on limiting speed on motorways
With the help of its member organisations and experts, the ETSC secretariat will draft, publish and disseminate a Policy Paper collecting evidence and best practice examples from across Europe in establishing and enforcing speed limit

hierarchies in Europe. The Policy Paper will highlight the safety benefits and calculate the life saving potential and economic benefits of introducing a maximum limit of 130km/h on all European motorways.

"130km/h": The international conference
Together with its member organisations and other interested stakeholders, ETSC will organise an international conference on 130km/h. The conference will cut across various policy areas and bring together decision makers from the road safety community, the health sector and the environmental movement.

"Manufacturing lower speeds": An assessment of efforts by manufacturers to cut top speed capabilities and help enforce existing speed limits
With the help of its member organisations and experts, the ETSC Secretariat will assess and evaluate the actions undertaken by car manufacturers in cutting top speed capabilities and promoting ISA. The results will be presented in the form of rankings and disseminated widely.

"The Speed Monitor": A regular update (9 issues over three years) on speed reduction policies in Europe
ETSC will apply its successful "Monitor" format (see the Safety Monitor, Enforcement Monitor and SEC Belt Monitor) to the speed reduction Programme. Over a period of three years ETSC will update European "speed policy makers" on efforts undertaken across Europe to reduce speeds by means of this regular Newsletter – the Speed Monitor.

Operating Schedule

The Programme would start immediately after the completion of ETSC's Traffic Law Enforcement Programme on March 1, 2007. It will last three years until February 28, 2010.