

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

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

Ellen Townsend

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 2007

5th World Conference on Injury Prevention Dehli 2000

40% reduction of deaths from 2010-2020

Only possible with EXTRA efforts and implementation of new measures.

Target for reducing Injuries with lasting effects

Member States reduce serious injuries and aim for a 20% reduction in each country.

EU to strongly encourage Member States to adopt a 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.
- The general target of 40% for adults would not be challenging enough.



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

- Road Safety Ambassador
- Road Safety Task Force
- Temporary Committee in 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 Priority Areas?

- Speed
- Alcohol and Drugs
- Seat Belts and Child Safety Restraints
- Infrastructure
- Vehicle Safety

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 High 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:

- 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 European cars with Intelligent Speed Assistance 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

The EU should in the short term (2012)

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

The EU should in the medium term (2015)

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

The EU should in the long term (2020)

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

Seat Belts and Child Restraints: Behaviour and Technology

The EU should in the short term (2012)

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

Which are the Key Target Groups for Priority Action?

- Powered Two Wheelers
- Vulnerable Road Users
- Ageing Citizens
- Children

User Groups: Motorcyclists

The EU should in the 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 EuroNCAP 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 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.



The EU should in the medium term (2015):

- stimulate development of safer vehicles for older people.

Business and Markets

The EU should in the short term (2012)

- integrate road safety into its work on promoting transparency, coherence and best practice in CSR practices.
- encourage business to get involved in regional and national road safety coalitions and offer to lend technical expertise.
- support EuroNCAP's new rating which includes the stars for pedestrian protection and other in car vehicle technologies such as seat belt reminders and speed limiters.

Business and Markets

- 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 development of 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**

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