

Vision Zero

An Approach to Road Safety

Catharina Elmsäter-Svärd

Minister for Infrastructure

Vision Zero's 5 main components

- Vision for all relevant stakeholders
- Ethical platform
- Shared responsibility
- Driving forces for change
- Safety philosophy



Interim targets

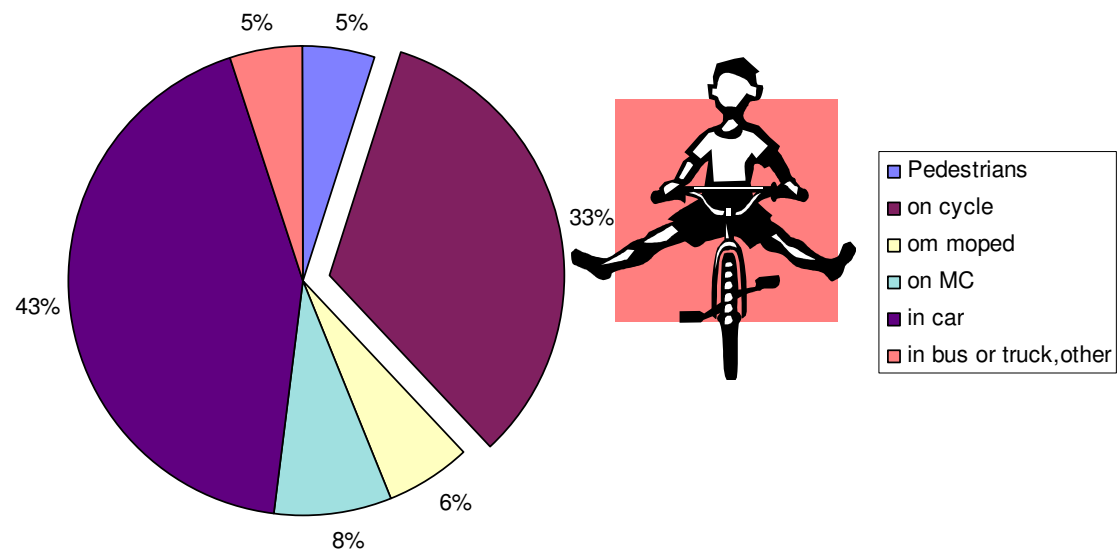
- Reducing the fatalities in traffic by 50 % until year 2020. (Swedish base year 2006–2008, EU base year 2010).
- Swedish target for injured: reducing the severely injured in traffic by 25 % until year 2020. (Base year 2006–2008)

Speed limits adjusted to road design save lives



Unprotected road users

Seriously injured 2010 (10% disablement)



Safety technique to support drivers

- Impaired drivers (fatigue, drugs, alcohol)
- Seat belt reminders (~50% unbelted in fatal accidents)
- Speed limit recognition and driver support (Speed Alert /ISA)
- Autonomous emergency braking
- Lane departure warning/assistance
- Electronic Stability Control

Conclusion

- Shared vision
- Shared responsibility
- Targets, monitoring
- Collaboration, benchmarking
- Endurance, innovation, think again

Vision Zero number one question:

What can I do?

Thank you