European Transport Safety Council

NEWS RELEASE

Sweden Receives PIN Road Safety Award 2011

Road Deaths Cut by 50% in Sweden since 2001

21 June 2011, Brussels **– "It is my pleasure to give this year's PIN[1] Award to Sweden and Lithuania. All the countries that received the PIN Award have lived up to our expectations, and I am positive that all EU member states will have a lot to learn from these two," said Antonio Avenoso, ETSC[2] Executive Director at the PIN Award Ceremony held during the 5th Annual Conference of the Road Safety Performance Index (PIN) Project. The award for Sweden was received by Catharina Elmsäter-Svärd, Minister for Infrastructure.**

"Sweden embodies the reason why we think that ambitious targets should be set," Mr. Avenoso said. "Sweden has the lowest traffic mortality in Europe, and this was also the case in 2001. We see the perfect example that road deaths can be cut in any country, regardless of the starting point," Mr. Avenoso explained.[3,4]

Ms. Elmsäter-Svärd reaffirmed the support of all stakeholders in Sweden for the Vision Zero[5] adopted since 1997 as the long term road safety goal by all stakeholders in her country. "The strength of Vision Zero is that it gives a common goal for all stakeholders to strive for and to contribute to, even if different groups prefer different ways to get there" Ms. Elmsäter-Svärd said.

She also welcomed benchmarking between countries, adding that there is room for improvement in the policies of all countries, and it is a constant challenge to observe and adapt what the other are doing. "The ETSC PIN Project and receiving the PIN Award have given us new energy in Sweden," Ms. Elmsäter-Svärd added.

"We have to keep up the good work to involve all relevant stakeholders to take their responsibility.[6] One example is that the employers should take much more responsibility for their employees' way of driving and the vehicles used. I think this is particularly the case with regards to speeding and driving under the influence of alcohol, drugs or tiredness," Ms. Elmsäter-Svärd said. She also highlighted the importance of research, announcing that Sweden is currently establishing a Vision Zero Academy which would focus on policy implementation processes and innovation for road safety.[7]

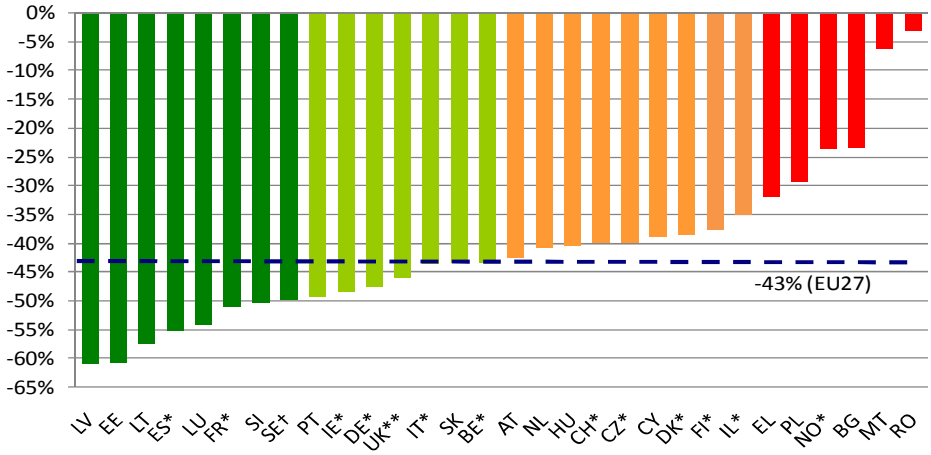
For more information, please contact PIN Programme Manager Graziella Jost, graziella.jost@etsc.eu, or ETSC Communications Officer Mircea Steriu, mircea.steriu@etsc.eu, Tel: +32 (0)2 230.41.06.

Notes to editors:

[1] The Road Safety Performance Index (PIN) Programme was launched in June 2006 to compare country road safety performances. It currently includes the 27 countries of the EU, as well as Israel, Norway and Switzerland. The Road Safety Performance Index (PIN) receives financial support from the Swedish Transport Administration, the Norwegian Public Roads Administration and Toyota Motor Europe.www.etsc.eu/PIN

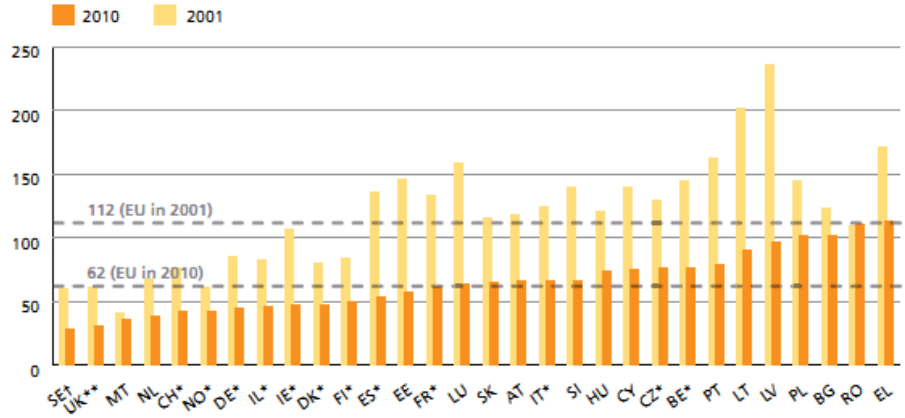
[2] ETSC is a Brussels-based independent non-profit making organisation dedicated to reducing the numbers of deaths and injuries in transport in Europe. The ETSC seeks to identify and promote research-based measures with a high safety potential. It brings together 45 national and international organisations concerned with transport safety from across Europe. www.etsc.eu

[3] Fig. 1: Percentage change in road deaths between 2001 and 2010



* Provisional estimates were used for 2010 as final figures for 2010 were not yet available at the time of going to print.
**UK 2010: ETSC estimate for the UK based on EC CARE Quick Indicator.
†Sweden 2010: the definition of road deaths has changed and suicides are now excluded. The time series was adjusted so that figures for previous years exclude suicides as well.

[4] Fig.6 Road deaths per million inhabitants in 2010 (with road deaths per million inhabitants in 2001 for comparison).



[5] Vision Zero – An ethical approach to safety and mobility.
http://www.monash.edu.au/muarc/reports/papers/visionzero.html

[6] Every year stakeholders agree on the evaluation report of the Road Safety Trends in Sweden.
http://publikationswebbutik.vv.se/shopping/ShowItem 5348.aspx

[7] A detailed interview with Ms. Elmsäter-Svärd is included in the 5th ETSC PIN Report *2010 Road Safety Target Outcome: 100000 fewer deaths since 2001*. www.etsc.eu/PIN-publications.php