

# 3rd Road Safety PIN Conference 2010 on the Horizon

## Progress toward the EU Target and Other Rankings



# EU ambition

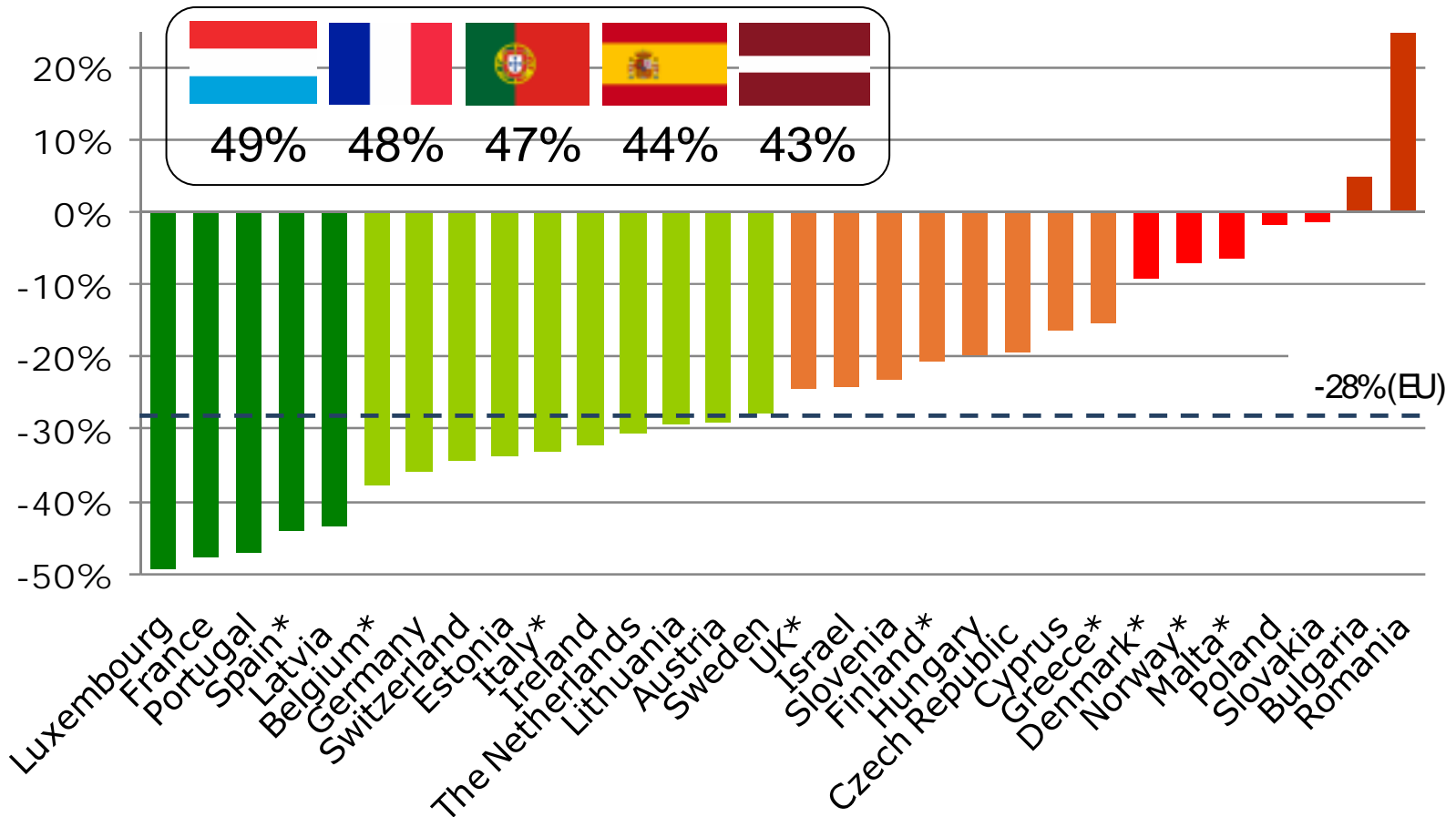
**EU target** to cut by 50%  
yearly road deaths  
between 2001 and 2010

Countries have adopted  
similar **national targets**



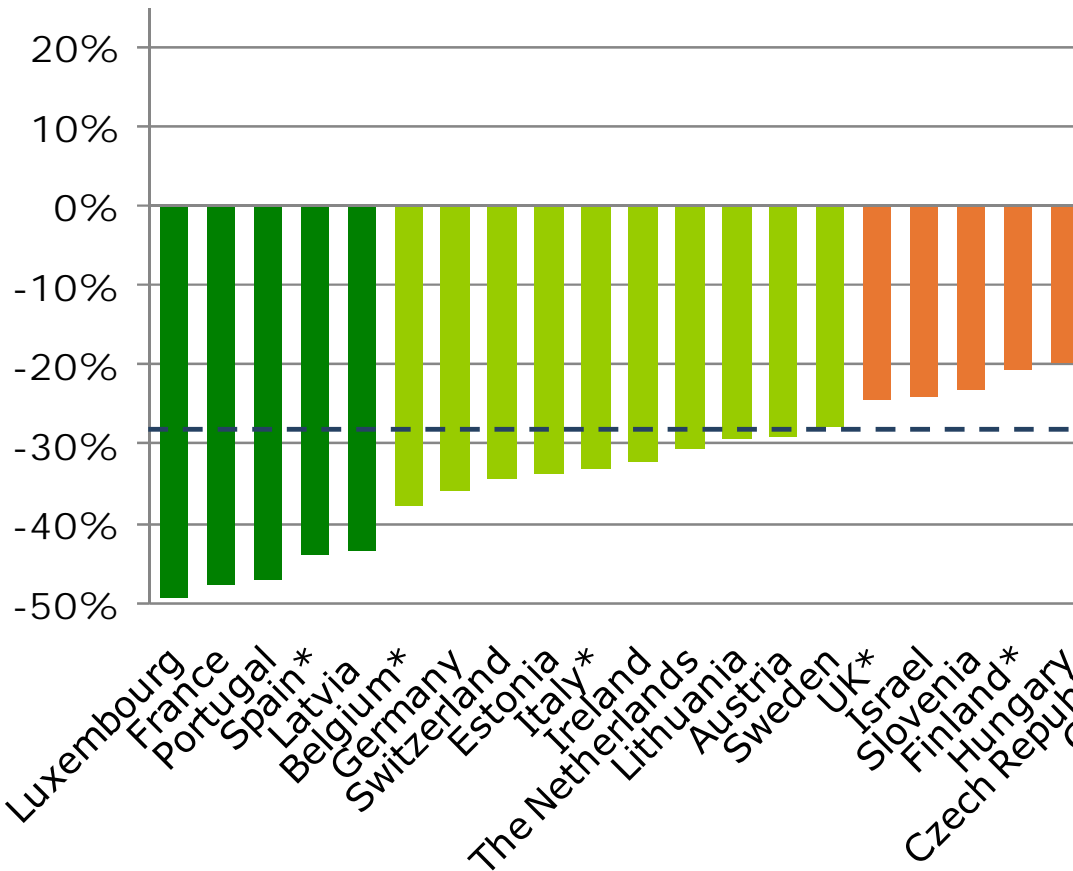
# Best progress 2001 - 2008

Percentage change in road deaths between 2001 and 2008



# Countries that are progressing

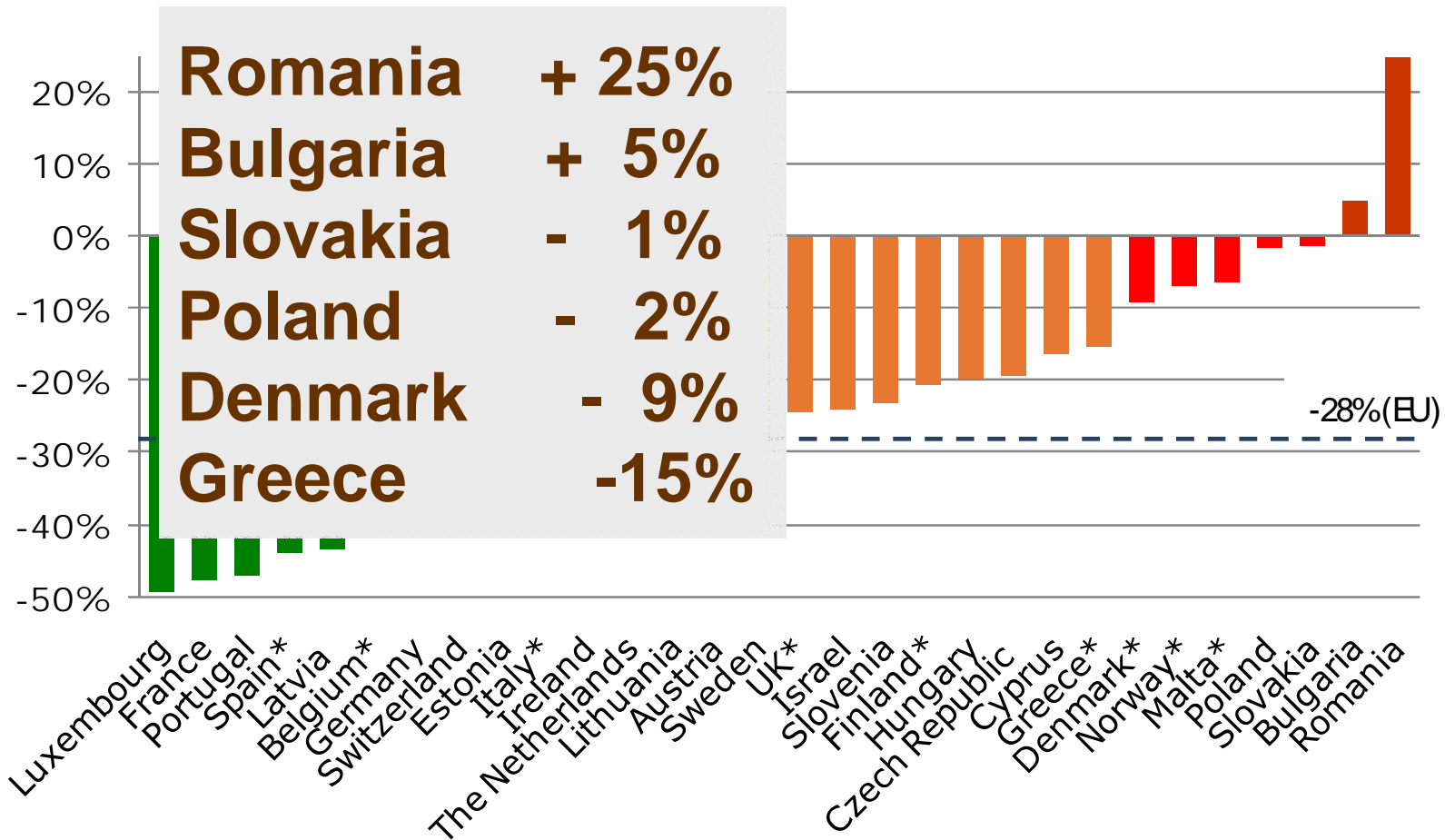
Percentage change in road deaths between 2001 and 2008



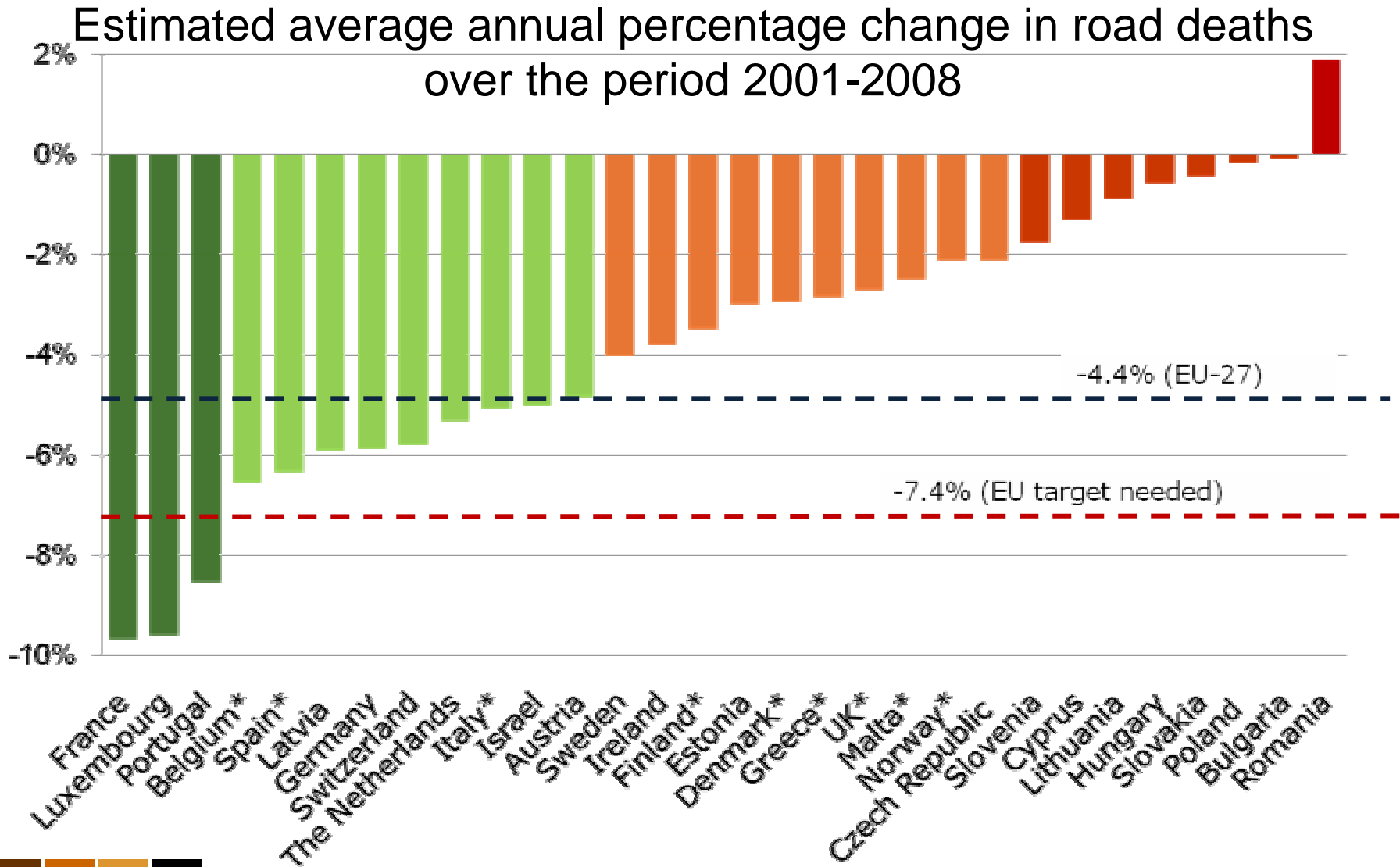
<b>Belgium</b>	<b>- 38%</b>
<b>Germany</b>	<b>- 36%</b>
<b>Estonia</b>	<b>- 34%</b>
<b>Ireland</b>	<b>- 32%</b>
<b>Netherlands</b>	<b>- 31%</b>
<b>Austria</b>	<b>- 29%</b>
<b>Sweden</b>	<b>- 28%</b>

# Countries lagging behind

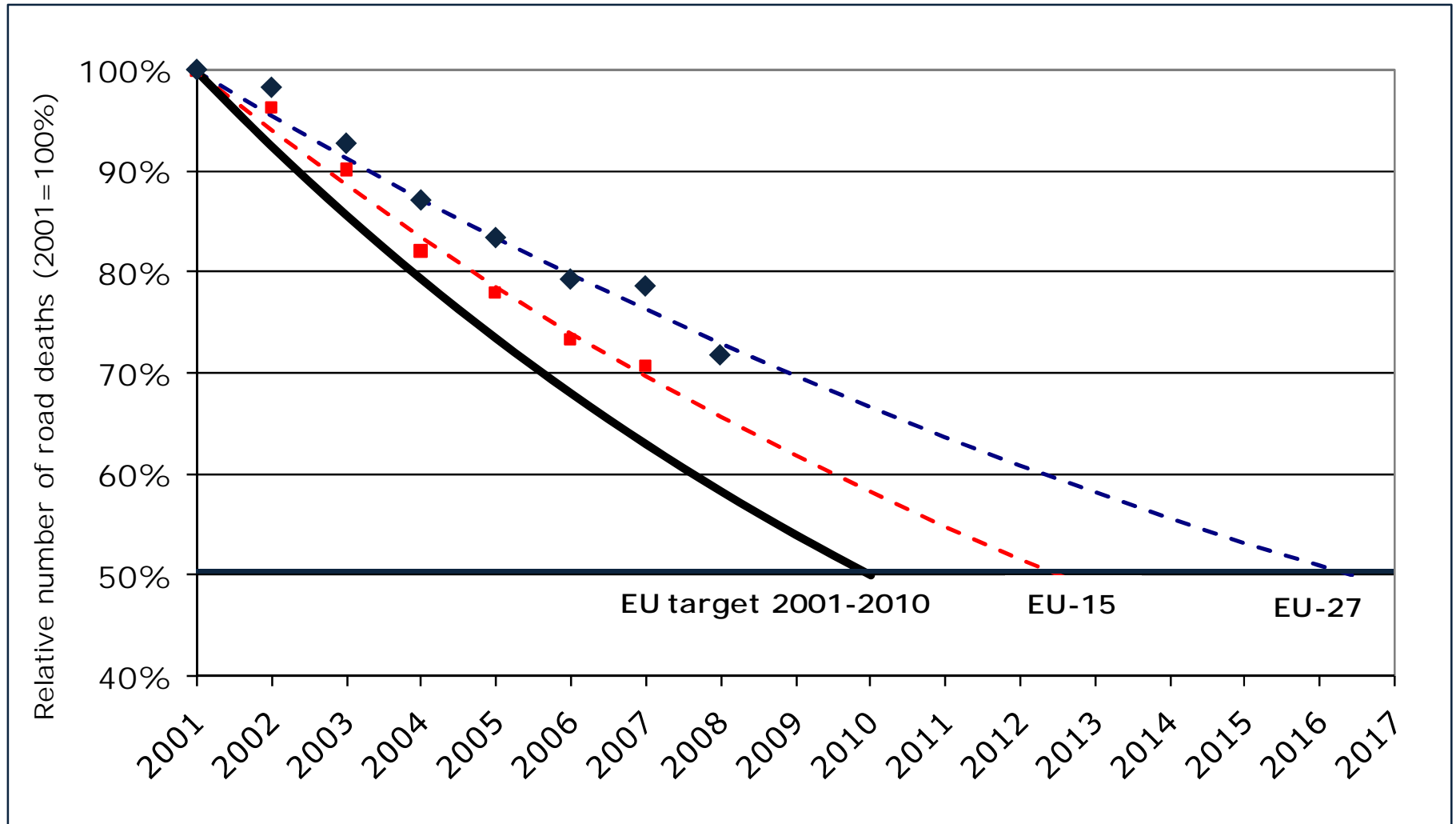
Percentage change in road deaths between 2001 and 2008



# Average yearly % change

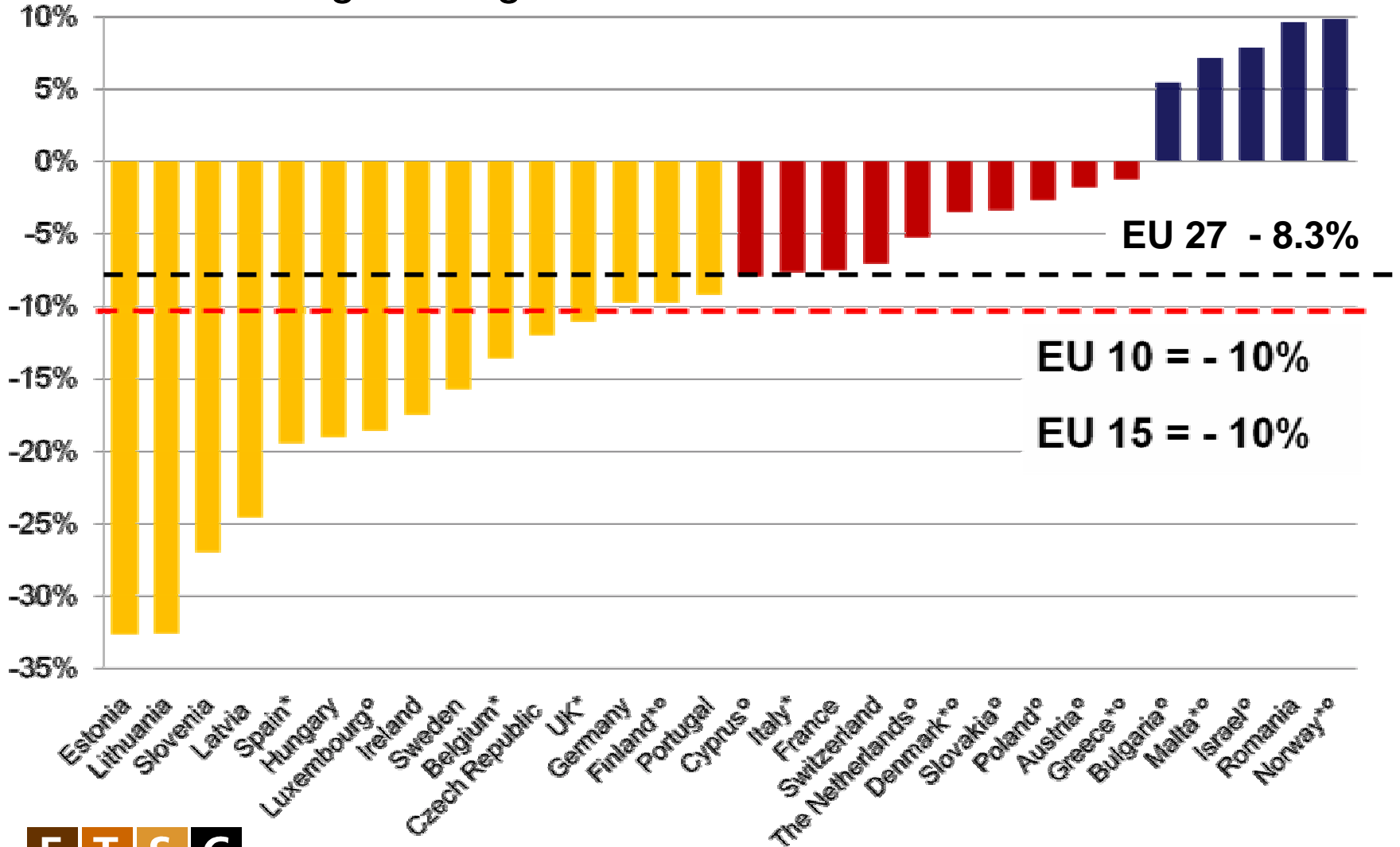


# The EU needs further efforts



# Last year change

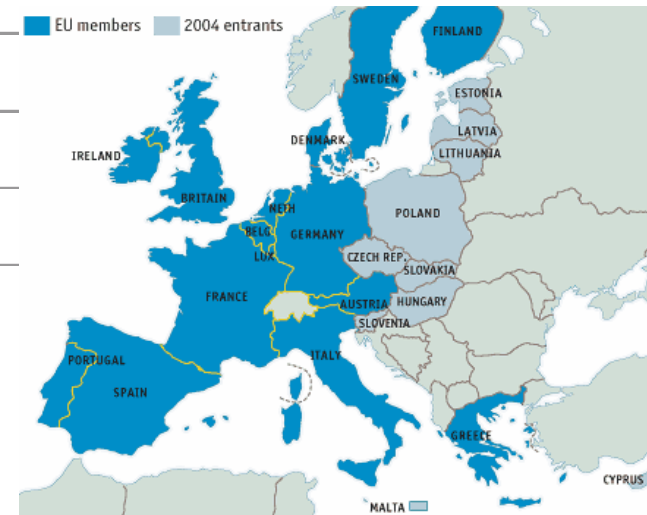
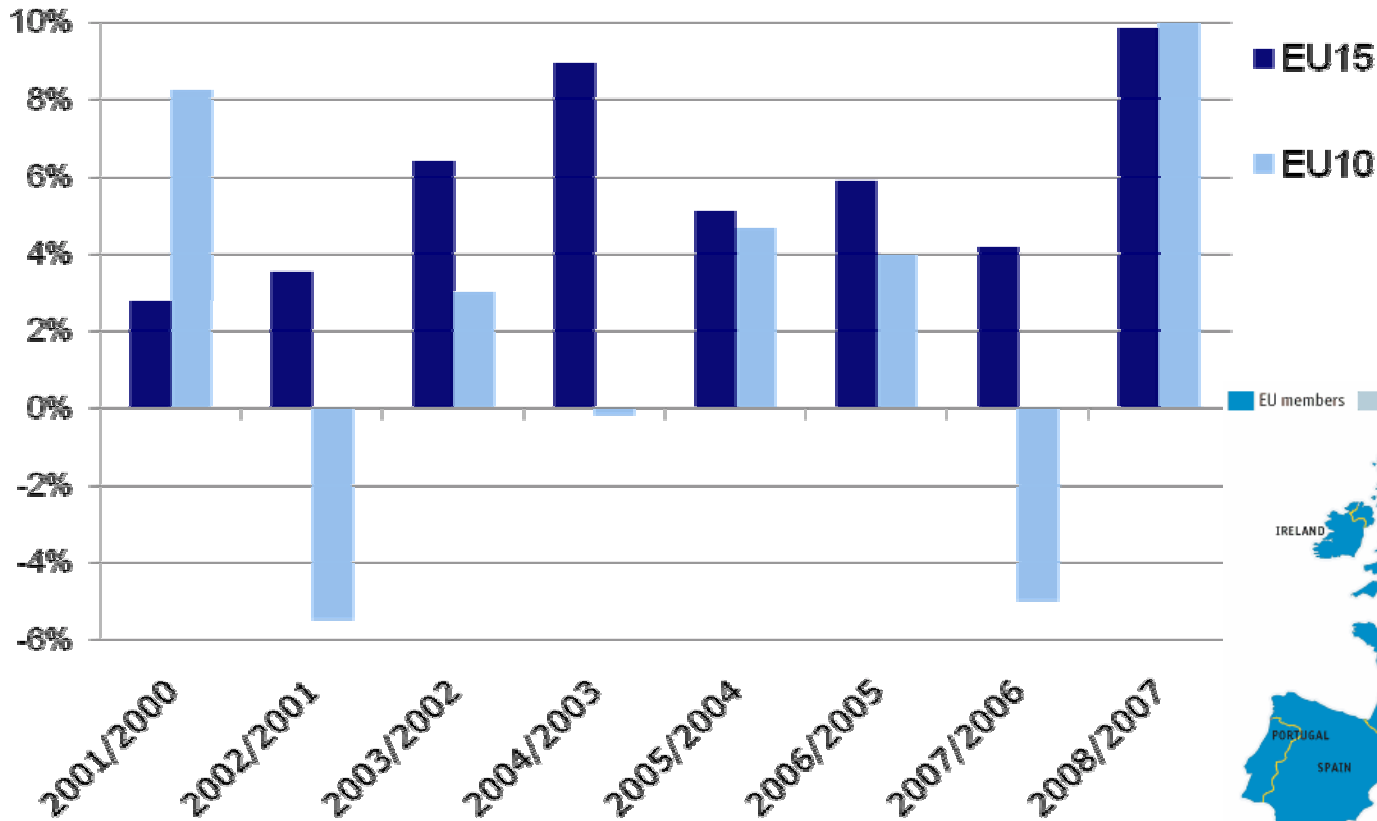
Percentage change in road deaths between 2007 and 2008





# EU 10 and EU 15

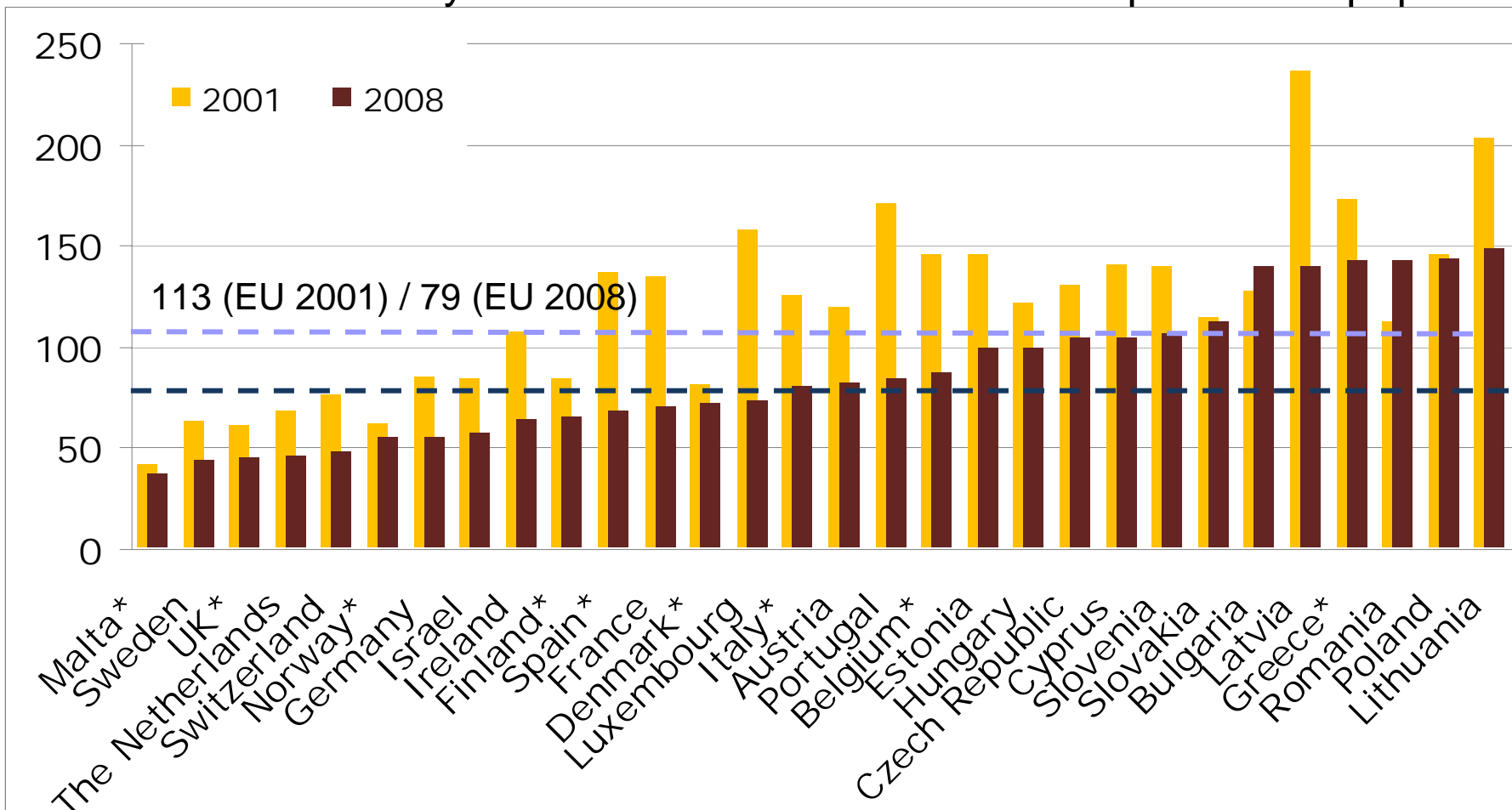
## Year-to-year reduction in road deaths in EU 15 and EU 10



# Road deaths per population 2008

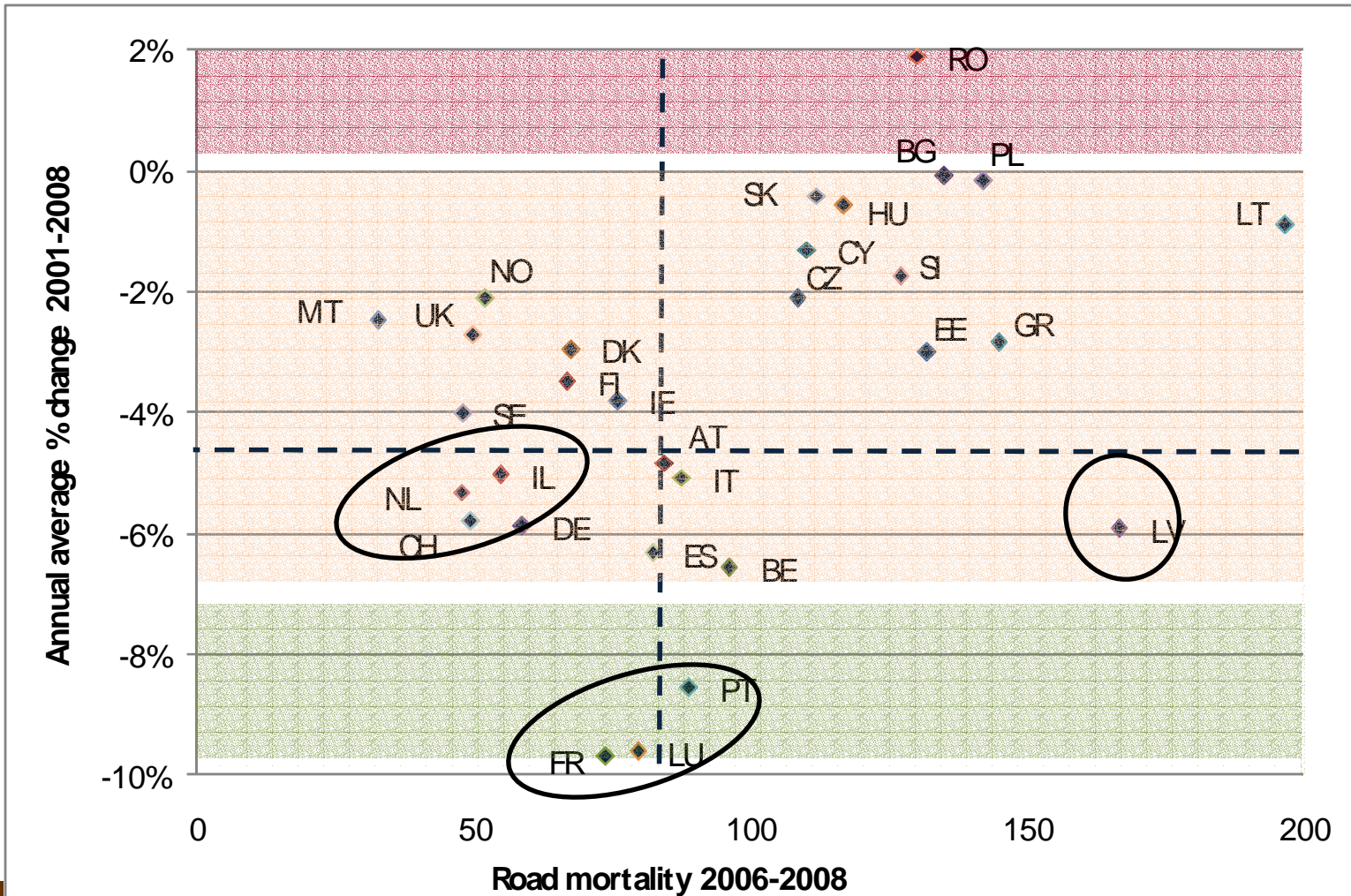
Still fourfold difference between Malta and Lithuania

But no more country with more than 150 road deaths per million population



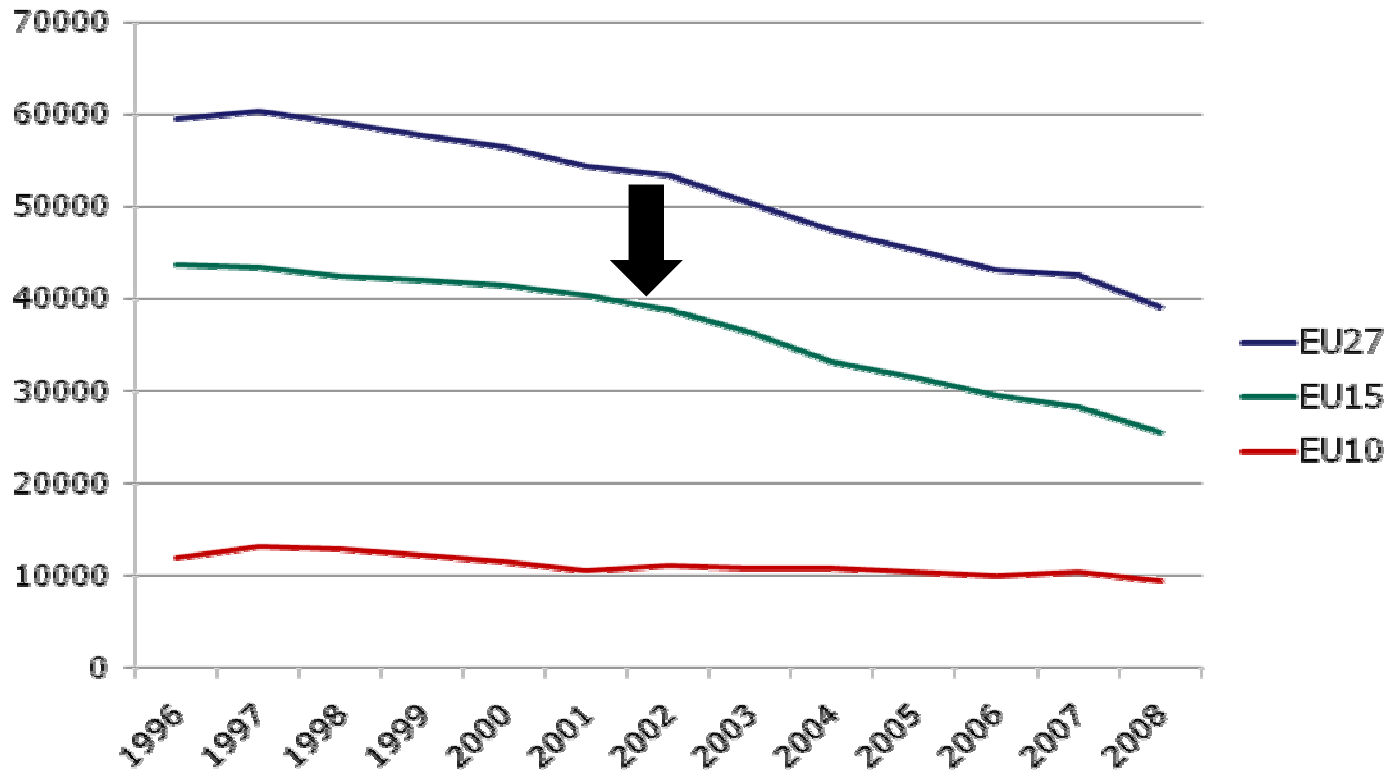
# Mortality versus reduction

Fast progress is possible whenever its starting point is



# The impact of the EU Target

Setting a target in 2002 has triggered further improvements in EU  
Additional impetus to Central and Eastern EU countries needed



# **Vehicle safety**

## **- A key factor in road safety**

**Anders Lie**

**Swedish National Road Administration**

# PIN Country ranking

- There is **no overall indicator** of what is a safe car
- All cars sold in the EU have to comply with common min. standards (**EU type approval regulation**)
- Euro NCAP provides an **objective assessment** of the protection provided by a car in case of a crash and gives stars to cars going beyond those min. standards

# PIN Country ranking (II)

Two indicators with equal importance:

- ***Occupant protection:***

proportion of cars awarded 5, 4, 3 and 2 stars for occupant protection among new cars sold (Fig. 1)

- ***Pedestrian protection:***

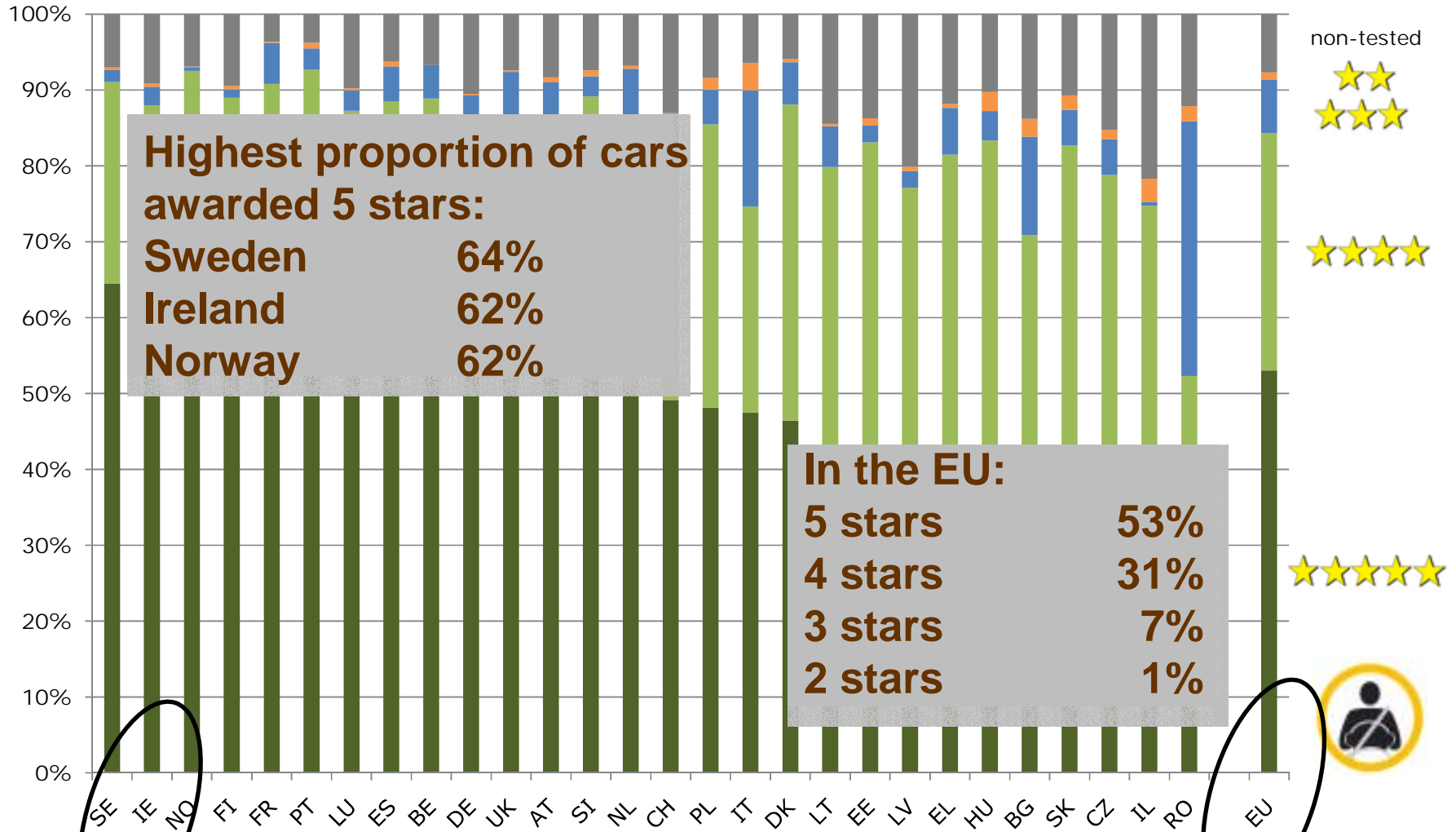
proportion of cars awarded 3, 2 and 2 stars for pedestrian protection among new cars sold (Fig. 2)

Two additional indicators

- ***Child occupant protection***

- Penetration of ***Seat Belt Reminders*** in new cars

# Occupant protection

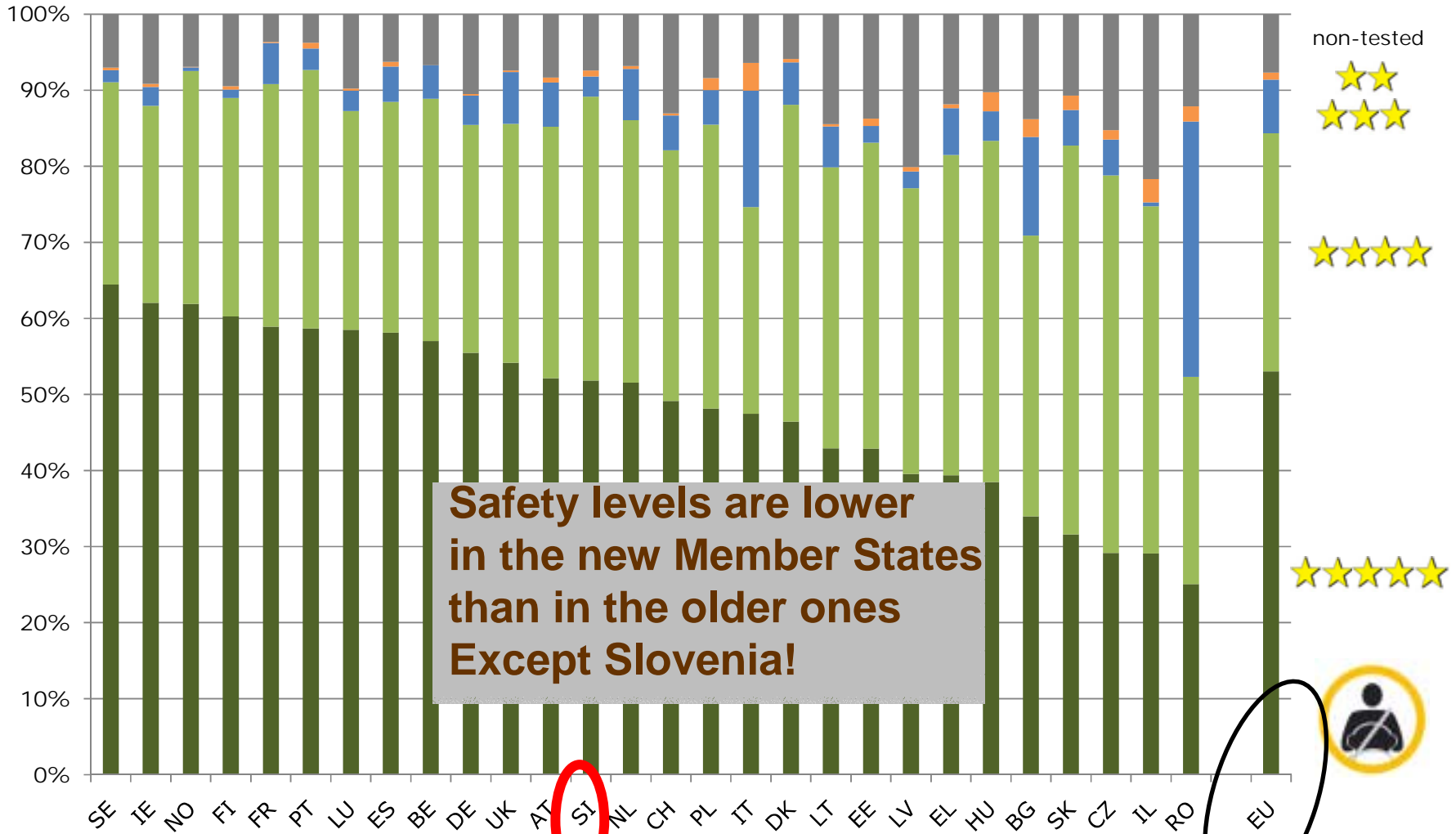


Occupant protection of new cars sold in 2008





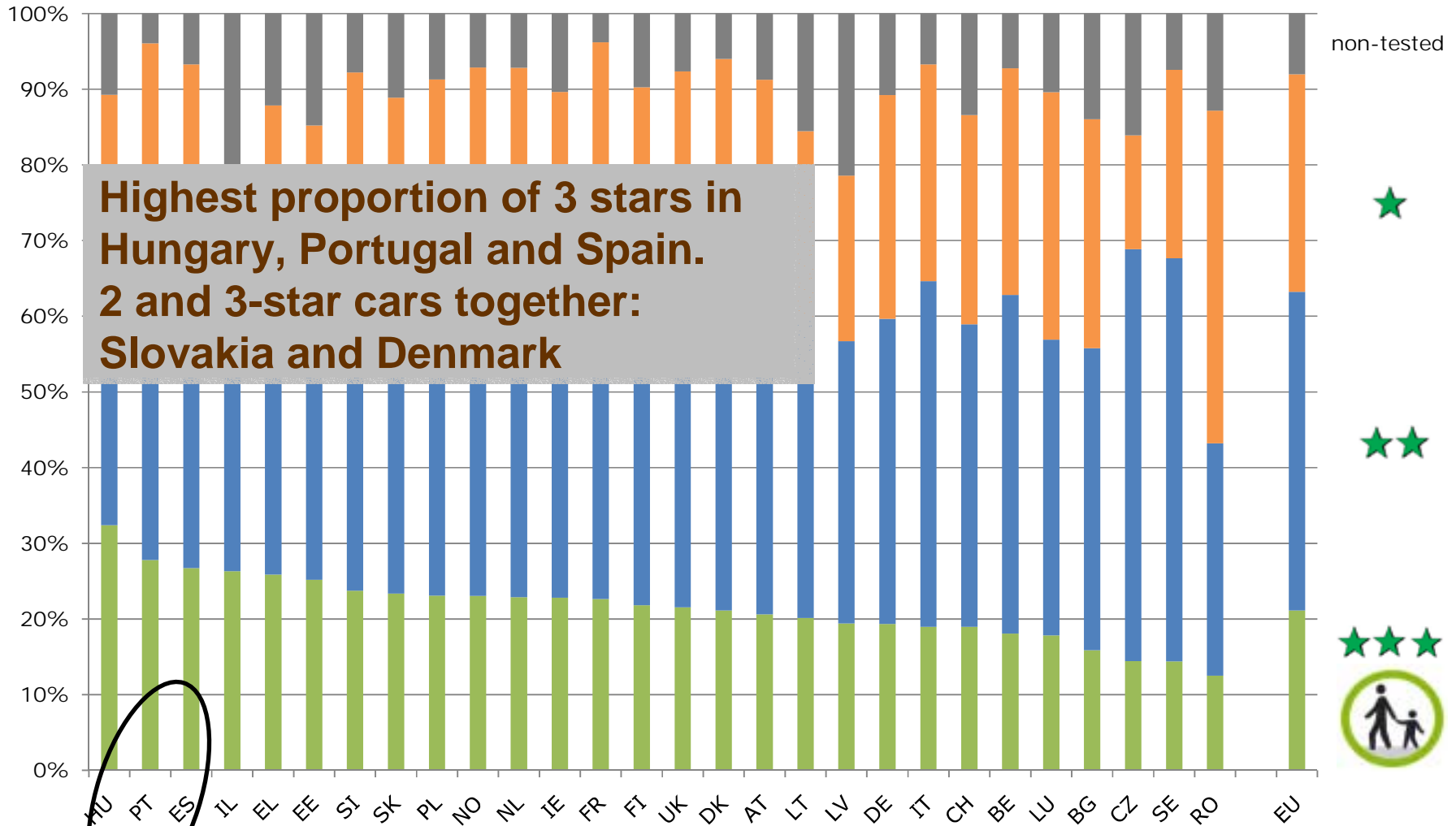
# Occupant protection



Occupant protection of new cars sold in 2008

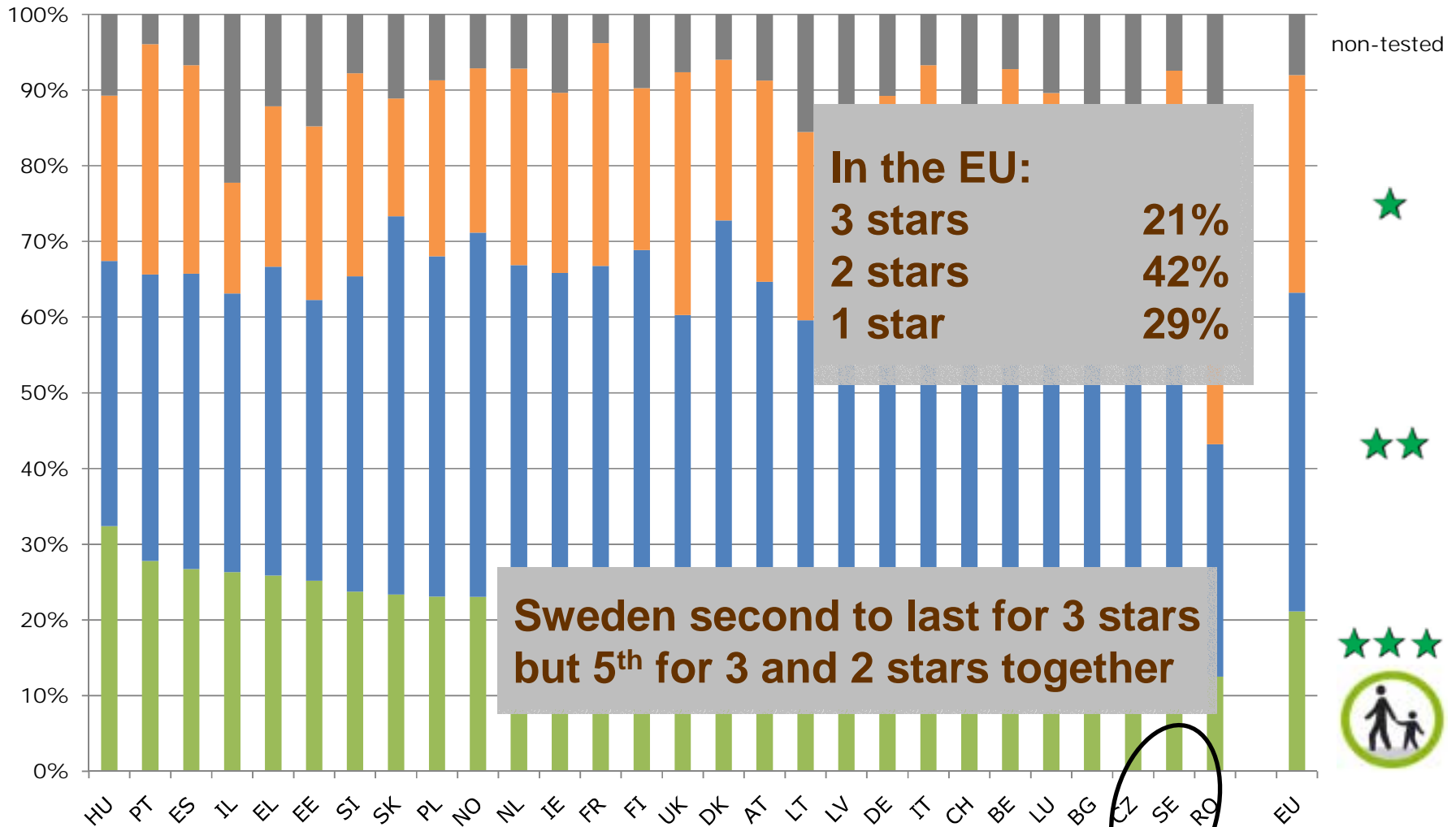


# Pedestrian protection



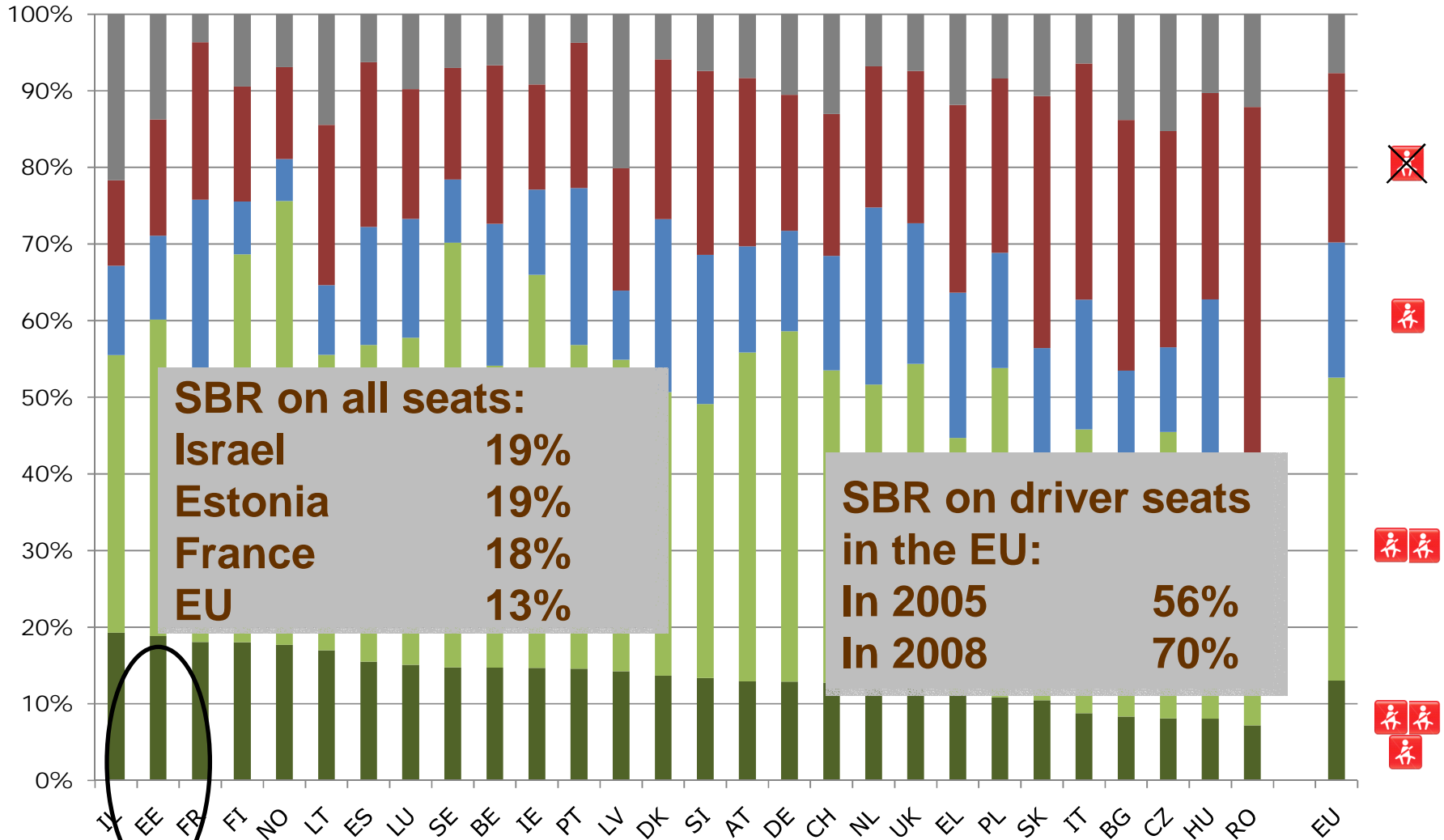
Pedestrian protection of new cars sold in 2008

# Pedestrian protection



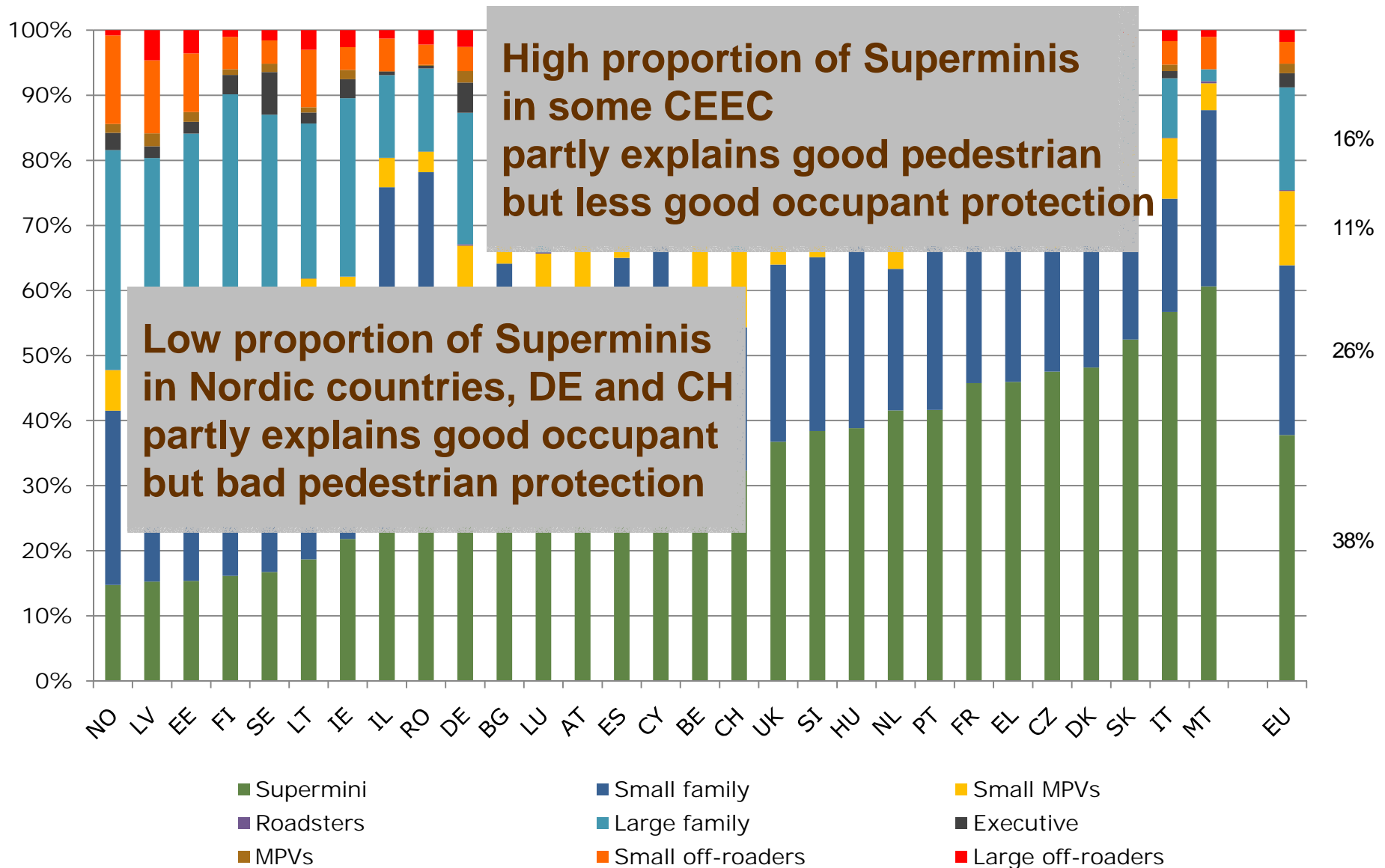
Pedestrian protection of new cars sold in 2008

# Seat belt reminders



Seat belt reminder in new cars sold in 2008

# Market share



# Conclusions

- Vehicle safety has improved considerably over the past decade
  - because of increased EU common min. standards and manufacturers' efforts to meet consumer demands for safer cars
- BUT Slower progress on pedestrian protection
  - the new 2009 Euro NCAP protocol will challenge car manufacturers to make all-round safer cars
  - and will make it easier for consumers to choose the 'stand-out' safest vehicle

# What can a country do

To promote safer cars:

- Include vehicle safety in the traffic safety work
- Support Euro NCAP and actively use the results
- Support every organisation that want to use vehicles safety
- Look at management systems (ISO 39000)
- Use travel policies
- Be the market (All governmental bodies must only buy...)
- Get occupational health and safety on-board
- Follow up new technologies (to give advice)

# SRA short term rental

Cars rented for <6 months must meet the following requirements:

- Be awarded 5 stars for occupant protection by Euro NCAP
- Be equipped with an antiskid system (Electronic Stability Control, ESC)
- Be equipped with a seatbelt reminder on the driver seat that meets Euro NCAP requirements
- Protection against whiplash injury shall be assessed as at least a “yellow” on the SRA system or as “acceptable” in a Thatcham dynamic test.



# SRA long term rental

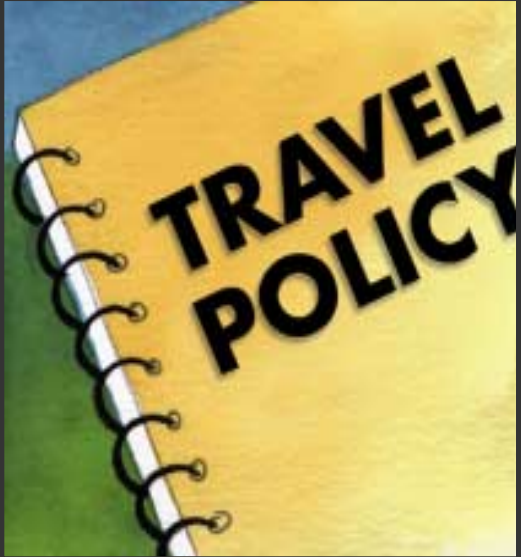
Cars rented for > 6 months must also meet the following requirements:

- Be awarded at least 2 stars for pedestrian protection by Euro NCAP
- Be equipped with an alcohol ignition interlock
- Be equipped with an informative or supportive Intelligent Speed Assistance system (telling the local speed limit and/or issuing a warning if this is exceeded)

# Other good practices

- From Denmark:
  - ❑ Denmark has one of the highest levels of car registration tax in Europe. Safety equipments such as airbags and ESC are exempted
  - ❑ As a result: Denmark is the country in EU with the highest proportion of cars fitted with ESC as a standard.

# What can companies do



Management systems help organisations deliver by systematic work and management

- ISO 9001 (Quality)
- ISO 14001 (Environment)

A management system for road traffic safety can help organisations to be better

- Proposed **ISO 39001** (Road-traffic Safety management systems)

Everyone company has a responsibility to assure safety

# So many technologies available

BLIS

Driver Alert  
Alcoguard

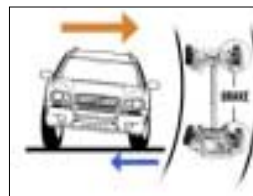
IDIS



DSTC

RSC

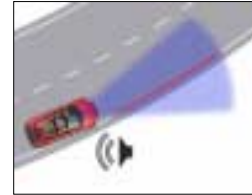
FCW



Emergency Lane Assist

City Safety

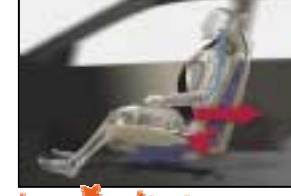
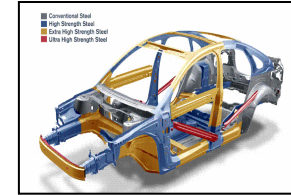
Collision Mitigation



Safety Cage

Inflatable Curtain

Whiplash Prevention System



Preventative

Dynamic

Avoidance/Mitigation

Impact

Post-crash

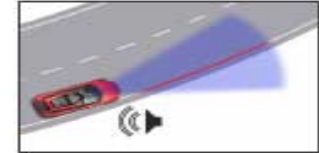
# We need to be problem oriented



Technology



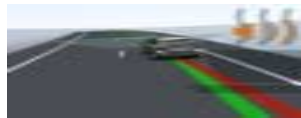
The possible



Problem



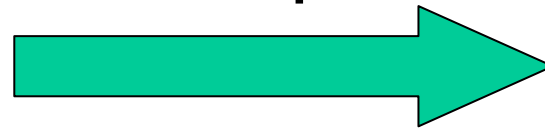
Technology



Problem

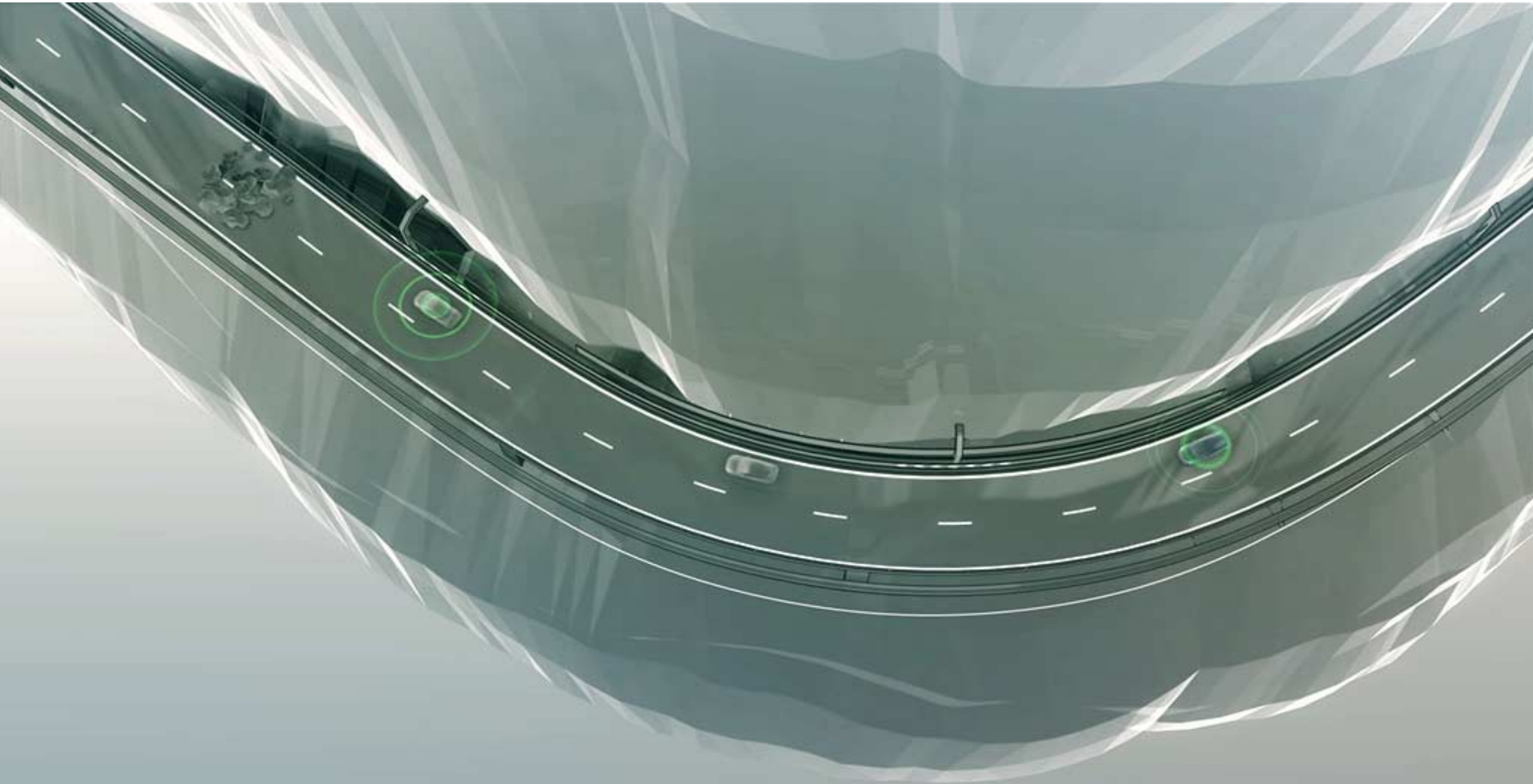


The important



# Volvo 2020 target

Our vision is to design cars that should not crash.  
By 2020 no one should be killed or injured in a Volvo



# ETSC Recommendations I

To national authorities and the EU:

- Set strict safety requirements (5- ~~star~~ Euro NCAP) for the purchase of new cars under scrappage schemes.
- Provide tax incentives for safe cars (5 ~~star~~ Euro NCAP)
- Adopt the ITS Directive promoting technologies and systems that bring about the greatest life saving potential.
- Ensure that robust in vehicle safety technologies are mandated in new legislation (*as for ESC*). This would prevent that such safety technologies are sold as standard in one EU country and not as an option in another.

# Reducing Child Deaths on European Roads

Jacqueline Lacroix

German Road Safety Council (DVR)



# Children (0-14 years old)

- Children represent 1/6 (17%) of EU population and 4% of road deaths in the EU
- 16 child deaths per population (children population in million)  
versus 95 deaths per population for the rest of the population (adult population in million)  
→ children are 6 times safer...
- Still 18,500 children were killed on EU roads over the past decade
- 1,200 in 2007 alone  
→ Every tenth child death results from a road collision

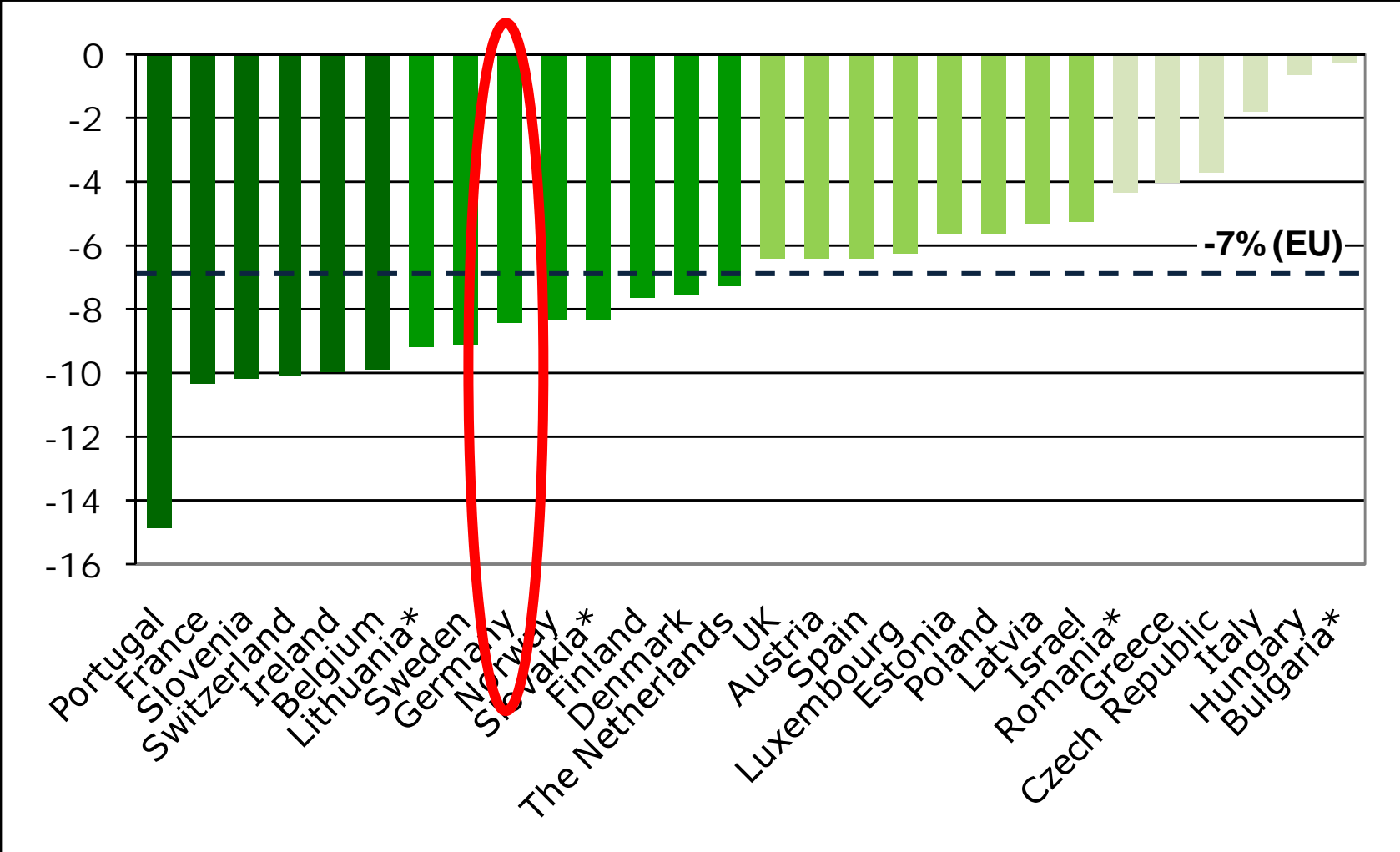


# Why children?

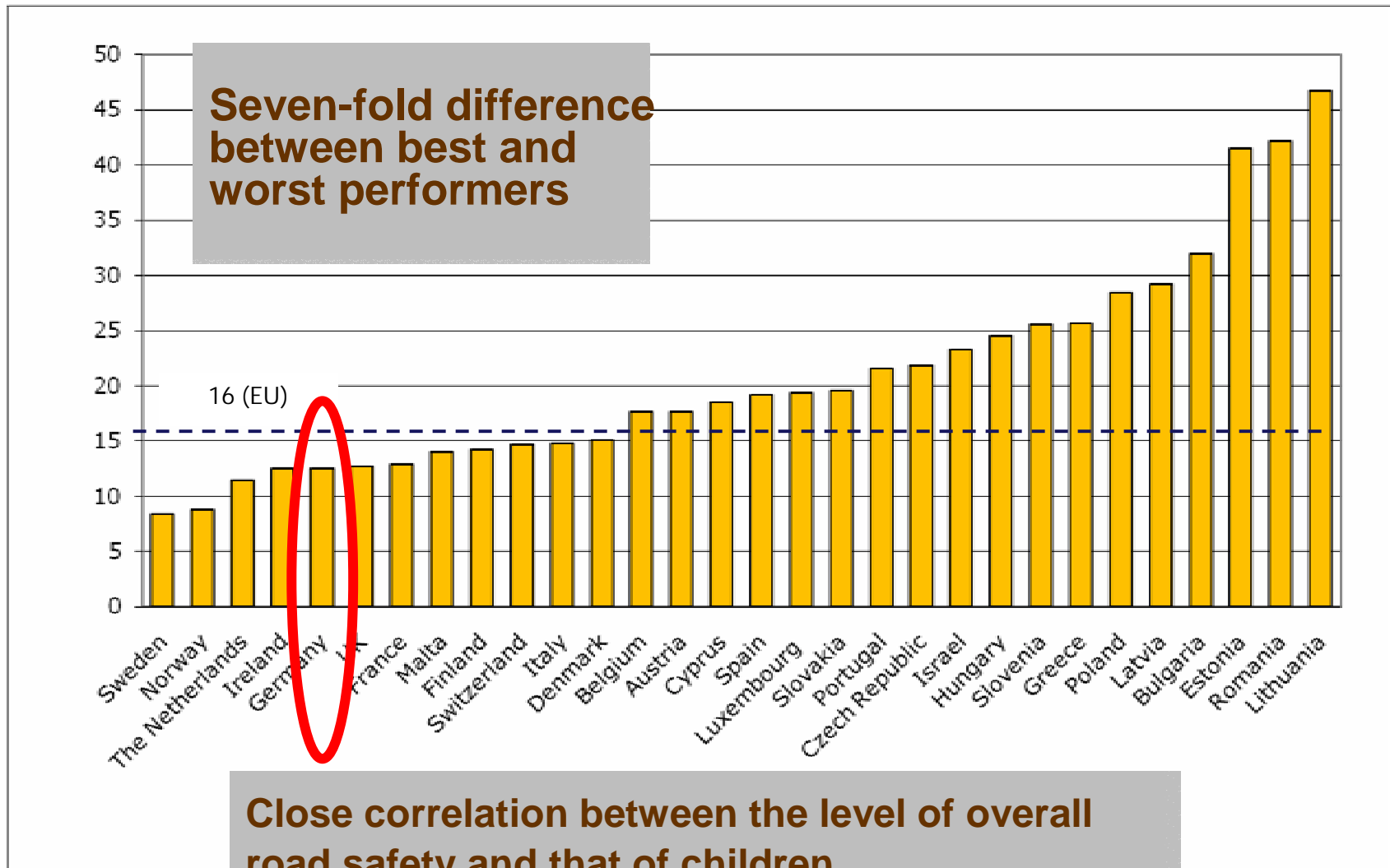
- Children do not choose where they live
  - Children have little control over the environments and products they are exposed to
  - Children have limited access to information and traffic is a complex system for children
- It is therefore imperative for the society to ensure the safety of children as a fundamental human right

# Reduction in child mortality

Annual average % reduction over the past decade



# A great disparity in mortality



# 600 child deaths avoidable in the EU27

- Half of child deaths in the EU 27 could be avoided each year if child road mortality was the same than in Sweden
  - i.e. in 2007 alone, around 600 children would have been killed instead of 1219 in the EU-27.
  - In Sweden in 2008: only 19 child deaths, only 1 killed as pedestrian, none as cyclist
- Vision 0 for children or for subgroups of children is realistic for a great number of countries.

# Sweden's success story

- **Vision 0**
  - **Political will**
  - **Lead agency**
  
  - Urban planning (traffic calming, separated pedestrian and cycle routes to school,...)
  - Rear facing child seat (<4 years old)
  - Child care services
- Often child care services are provided where parents work: thus reducing the risk of accidents by reducing travel demand

# Portugal: best reduction

## Work of NGOs: ex. of APSI



Associação para a Promoção  
da Segurança Infantil

- Target setting in the National Plan (2003 2010)  
Objectives: 70% use of CRS, 50% proper use
- Lower VAT on CRS
- Work with CRS retailers to increase the offer of rear facing seats
- Information campaigns on child safety restraints (CSR)
- Transport of Children in Organized Groups: law in 2006
  - vehicles with seatbelts and CRS
  - professional training for drivers
  - criteria for the choice of safe vehicle stops
  - presence of an accompanying adult



# Other good practices

## EU

- Legislation on restraint systems
- Armadillo campaign

## UK

- Separate child reduction target
- Community work in deprived areas
- Lower VAT on child restraint equipment

## Netherlands

- Sustainable safety : lower speeds





# Other good practices

## Germany

- Educational programme for parents: Child & Safety since 30 years:
- Safe way to school
- 30 km/h zones and streets
- Vehicle safety



# En route to safer mobility in EU capital cities

**Michael Brosnan**

**Irish Road Safety Authority**

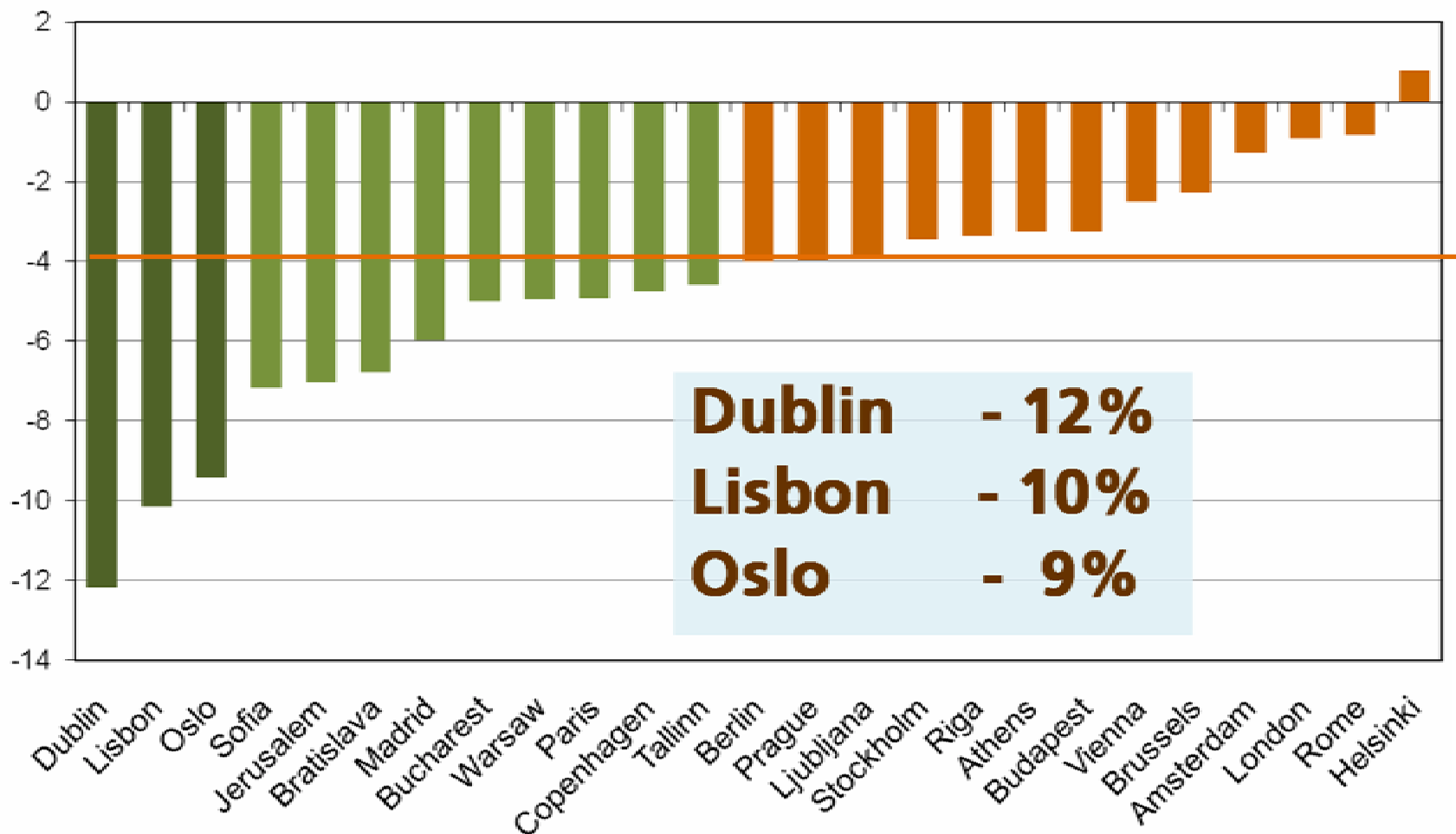


# Road Safety in cities

- Over 60% of the EU population lives in urban areas
- 40 million people live in the 27 capital cities  
(= 8% of the EU population)
- Capitals: showcases for other cities
- European Road Safety Day in Paris 13 Oct. 2008  
*„Road Safety in our cities“*
- But difficult: no generally accepted methodology to benchmark differences in safety levels between cities
- So, as a starting point we looked at trends:  
percentage changes in death rates over time

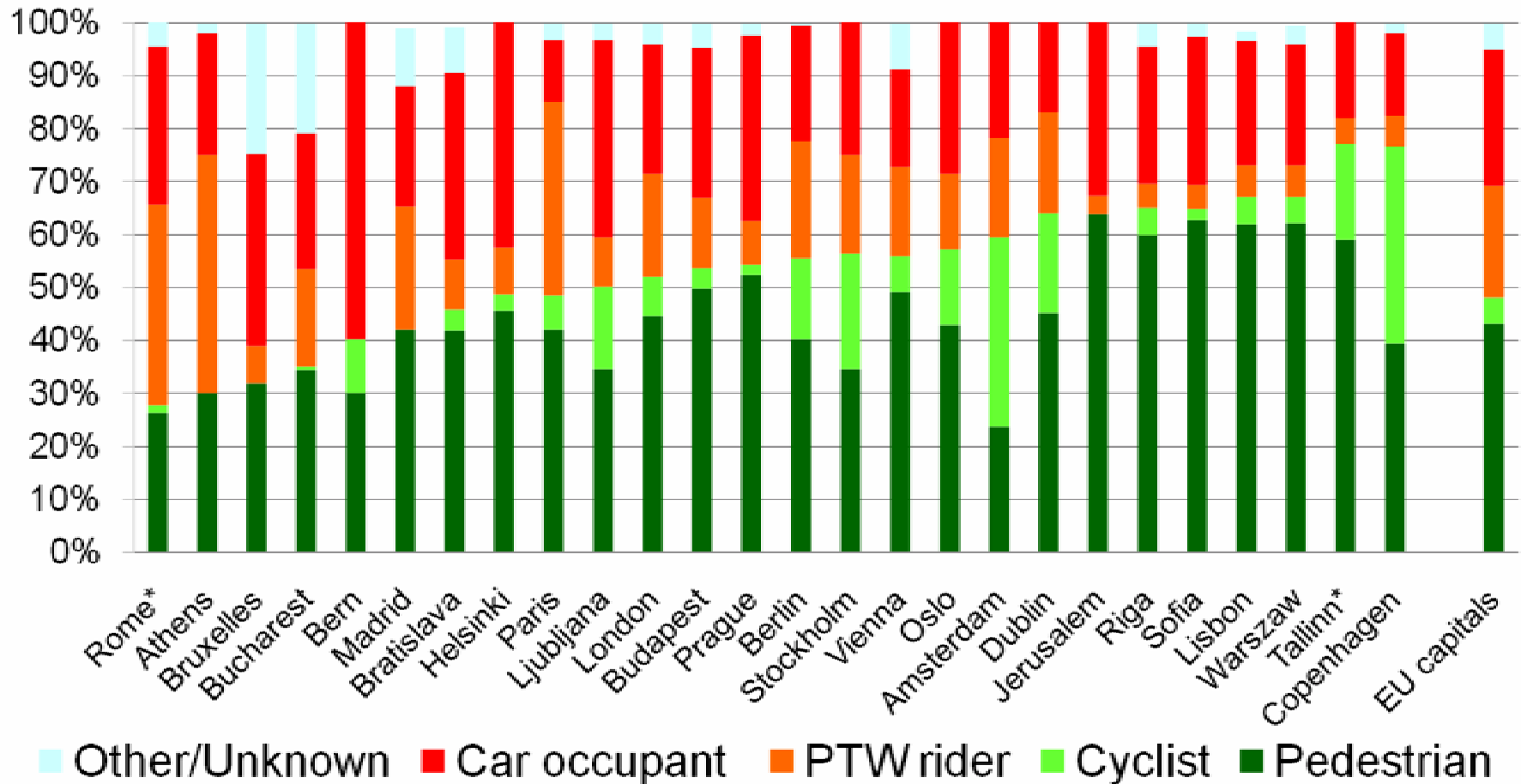
# Fastest progressing cities

Average annual % change in deaths per inhabitants over 1997 to 2007



# Strong actions needed

... to protect vulnerable road users: one victim out of 2 is either a pedestrian or a cyclist in capitals



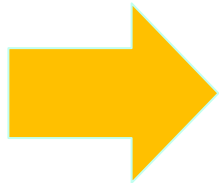
# Some PIN recommendations

## Adopt a Road Safety Strategy

- Adopt a Vision Zero for the city
- Consider all road users, esp. VRUs
- Work in partnership
- Relate road safety objectives to other policy objectives for the city
- Work with the police to ensure proper enforcement

# PIN recommendations (II)

- Improve the quality of public transport
- Develop safer infrastructure, especially for pedestrians
- Promote 30 km/h zones in residential area



**Secure political backing  
and funding for road safety**

# Example of Dublin

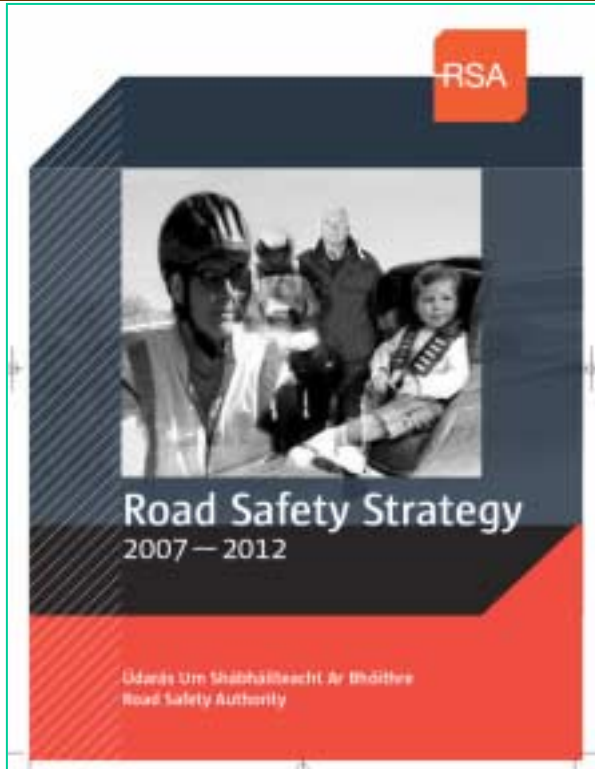
## Local Authorities can play a strategic role in crash reduction

Dublin City Council (DCC) Strategies include

- Developing a casualty reduction programme
- Providing a modal shift from car to public transport, walking and cycling
- Developing and optimising the city's road network
- Improving the city's environment



# Dublin Road Safety Plans



# Dublin City Casualty Rates

On average over 1999-2003

- 20 fatal accident each year
- 1,480 injuries each year
- Community costs: approx. €320m

**Target 2005-2007: 25% casualty reduction  
over 3 years**

- In 2006, Community costs cut already to approx. €100m

# Improve pedestrian safety

## Speed management



30 km/h zones  
HGV bans



Countdown timers



1997: 30 deaths, 615 injuries  
2006: 7 deaths, 227 injuries

# Pedestrian safety (cont'd)

- Safe Crossings
- Child safety
- Managing Parking



School wardens

# Cycling safety

## Cycle paths



Implementation of over 160km  
of a Strategic Cycle Network



1997: 6 cyclist deaths, 284 injuries

2006: 3 cyclist deaths, 86 injuries

# Better manage public space

- Quality Bus Corridors  
Provide road space for public transport
- HGV Management Programme:  
City wide ban of HGV



# Enforcement

- Cooperation with the Gardaí (police) on Road Safety issues in the city:
  - regular meetings between DCC and the police Collision Prevention dept.
  - joint approach in delivering educational programme in schools.

# Next priorities

- Implement 2009 Works Plan:
  - Expenditure of €11m proposed
  - 50% Co-funding - 50% Parking Meter Fund
- Prepare next Strategy 2009-2012
  - Further combat crashes involving VRUs
  - Contribute to the National target(s)
- Continuous evaluation of road safety Strategy

**One death is one too many**



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