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

-50% -40% -30% -20% -10% 0% 10% 20% 30% 40% 50%

49% 48% 47% 44% 43%

Luxembourg, France, Portugal, Spain, Austria, Germany, Switzerland, Estonia, Italy, Ireland, Lithuania, Sweden, United Kingdom, Israel, Slovenia, Finland, Hungary, Cyprus, Greece, Denmark, Norway, Malta, Poland, Slovakia, Bulgaria, Romania.

-28% (EU)
Countries that are progressing

Percentage change in road deaths between 2001 and 2008

- Belgium: -38%
- Germany: -36%
- Estonia: -34%
- Ireland: -32%
- Netherlands: -31%
- Austria: -29%
- Sweden: -28%
Countries lagging behind

Percentage change in road deaths between 2001 and 2008

- **Romania** + 25%
- **Bulgaria** + 5%
- **Slovakia** - 1%
- **Poland** - 2%
- **Denmark** - 9%
- **Greece** -15%

Luxembourg, France, Portugal, Spain*, Latvia*, Belgium*, Germany, Switzerland, Estonia, Italy*, Ireland, Lithuania, Austria, Sweden, UK*, Israel, Slovenia*, Finland*, Hungary, Cyprus, Greece*, Denmark, Norway*, Malta*, Poland, Slovakia, Bulgaria, Romania
Average yearly % change

Estimated average annual percentage change in road deaths over the period 2001-2008

-4.4% (EU-27)

-7.4% (EU target needed)
The EU needs further efforts

Under the current trend, 7 years delay for the EU-27.

Relative number of road deaths (2001=100%)

EU target 2001-2010

EU-15

EU-27

European Transport Safety Council
Last year change

Percentage change in road deaths between 2007 and 2008

EU 27 - 8.3%
EU 10 = -10%
EU 15 = -10%
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
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.
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
Highest proportion of cars awarded 5 stars:
- Sweden 64%
- Ireland 62%
- Norway 62%

In the EU:
- 5 stars 53%
- 4 stars 31%
- 3 stars 7%
- 2 stars 1%
Occupant protection

Safety levels are lower in the new Member States than in the older ones! Except Slovenia!

Occupant protection of new cars sold in 2008
Pedestrian protection rating of newly sold vehicles in 2008:

- 0% to 10%
- 10% to 20%
- 20% to 30%
- 30% to 40%
- 40% to 50%
- 50% to 60%
- 60% to 70%
- 70% to 80%
- 80% to 90%
- 90% to 100%

Pedestrian protection of new cars sold in 2008:

- Highest proportion of 3 stars in Hungary, Portugal and Spain.
- 2 and 3-star cars together: Slovakia and Denmark.

European Transport Safety Council
Pedestrian protection

Pedestrian protection rating of newly sold vehicles in 2008

3-star: 10%
2-star: 20%
1-star: 30%
Non-tested: 40%
Non-tested: 50%
Non-tested: 60%
Non-tested: 70%
Non-tested: 80%
Non-tested: 90%
Non-tested: 100%

Pedestrian protection of new cars sold in 2008

In the EU:
3 stars: 21%
2 stars: 42%
1 star: 29%

Sweden second to last for 3 stars
but 5th for 3 and 2 stars together
Seat belt reminders

Seat belt reminder in new cars sold in 2008

SBR on all seats:
- Israel: 19%
- Estonia: 19%
- France: 18%
- EU: 13%

SBR on driver seats in the EU:
- In 2005: 56%
- In 2008: 70%
High proportion of Superminis in some CEEC partly explains good pedestrian but less good occupant protection.

Low proportion of Superminis in Nordic countries, DE and CH partly explains good occupant but bad pedestrian protection.
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)
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.
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
- DSTC
  - RSC
  - FCW
- Emergency Lane Assist
- City Safety
- Collision Mitigation
- Safety Cage
  - Inflatable Curtain
  - Whiplash Prevention System

Preventative  Dynamic  Avoidance/Mitigation  Impact  Post-crash

ETSC
European Transport Safety Council
We need to be problem oriented
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 Recommandations 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

Countries: Portugal, France, Slovenia, Ireland, Belgium, Lithuania*, Sweden, Germany, Norway*, Finland, Denmark, The Netherlands, UK, Austria, Spain, Estonia, Poland, Latvia, Israel*, Romania, Greece, Czech Republic, Italy, Hungary*.
A great disparity in mortality

Seven-fold difference between best and worst performers

Close correlation between the level of overall road safety and that of children
• 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

• 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
- 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

- Dublin: - 12%
- Lisbon: - 10%
- Oslo: - 9%
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
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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