



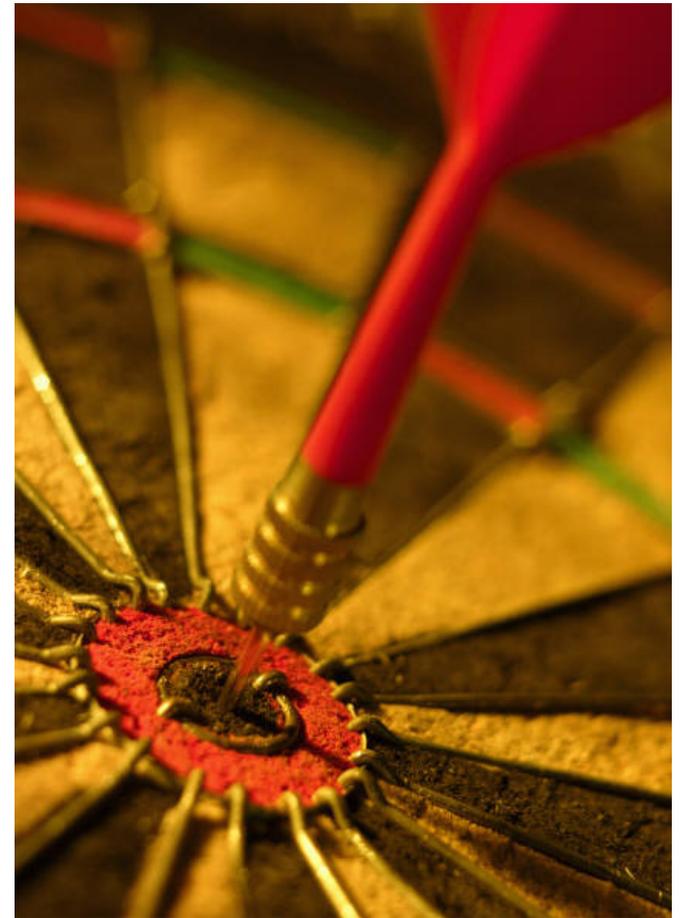
*Knowledge for Leadership –*  
**The Road Safety Performance Index**  
Assessing road safety performance across Europe

**Aiming for the EU 2010 Target  
and what it has been worth**

# A decade of widening effort

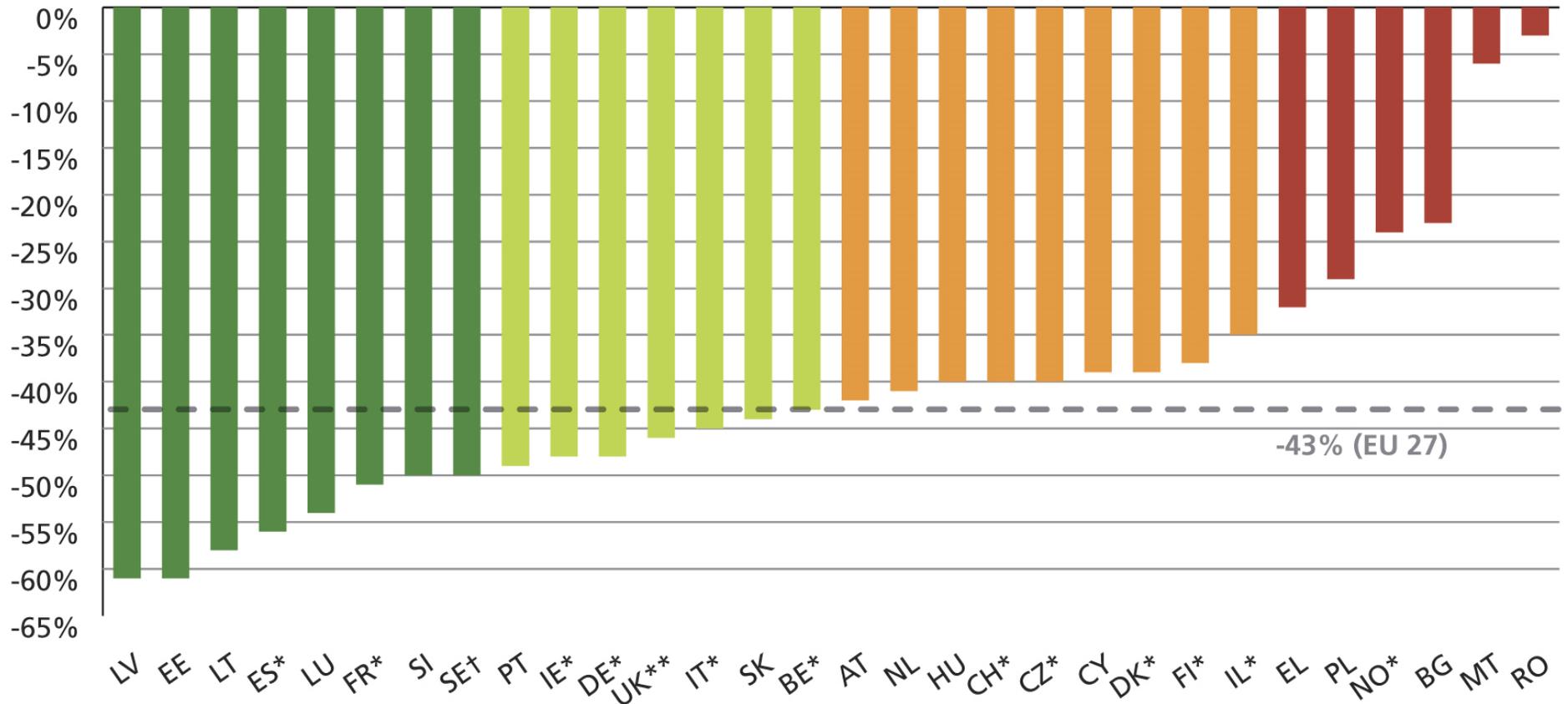
- **2001** EU15 set target to halve yearly road deaths by 2010
- **2004** EU10 embrace the target as they join the EU
- **2006** Bulgaria and Romania take up this stiff challenge
- **2010** The year of reckoning!

**How have we done?**



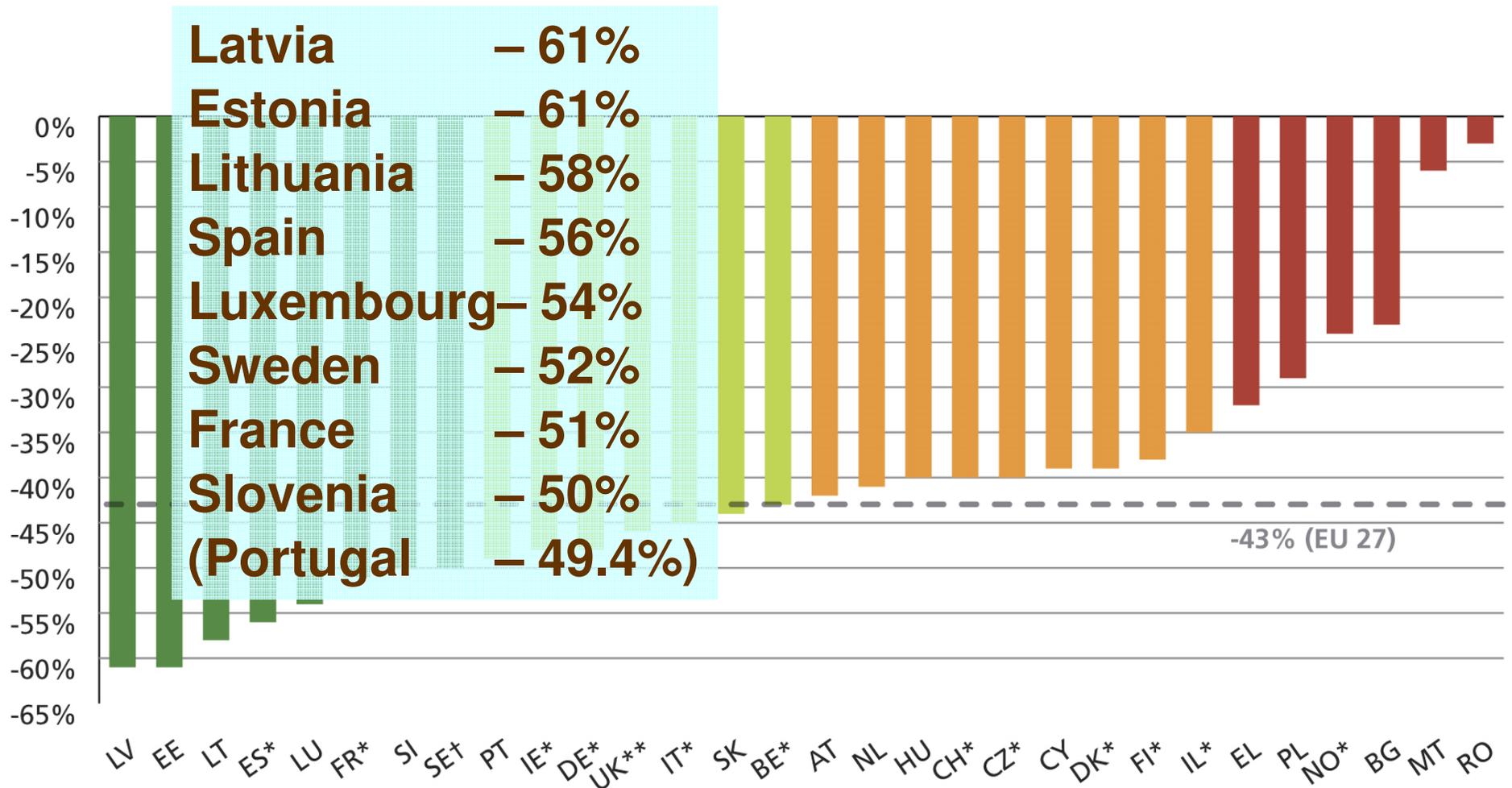
# Reduction in deaths 2001-2010

Percentage change in road deaths between 2001 and 2010



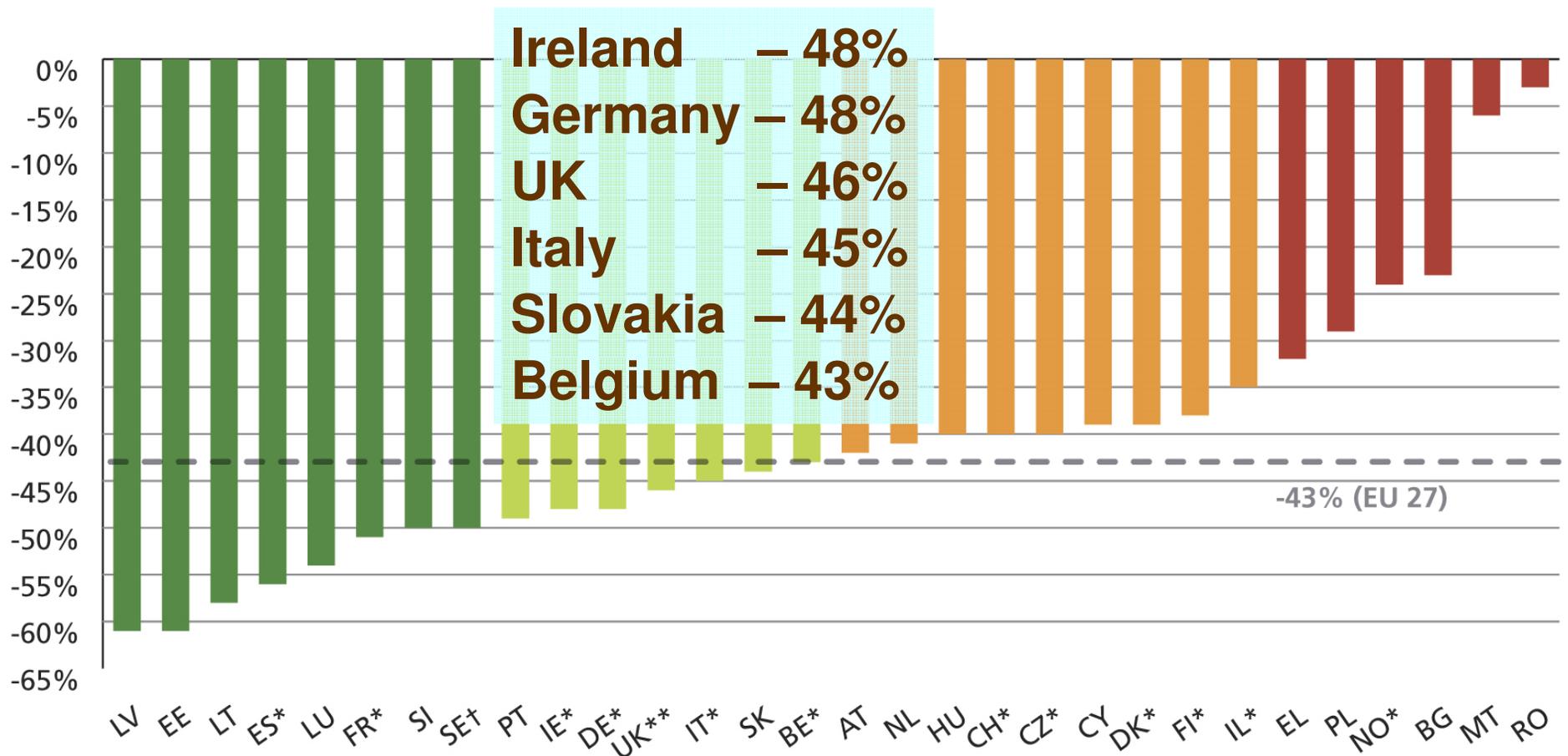
# Countries that have met the target

Percentage change in road deaths between 2001 and 2010



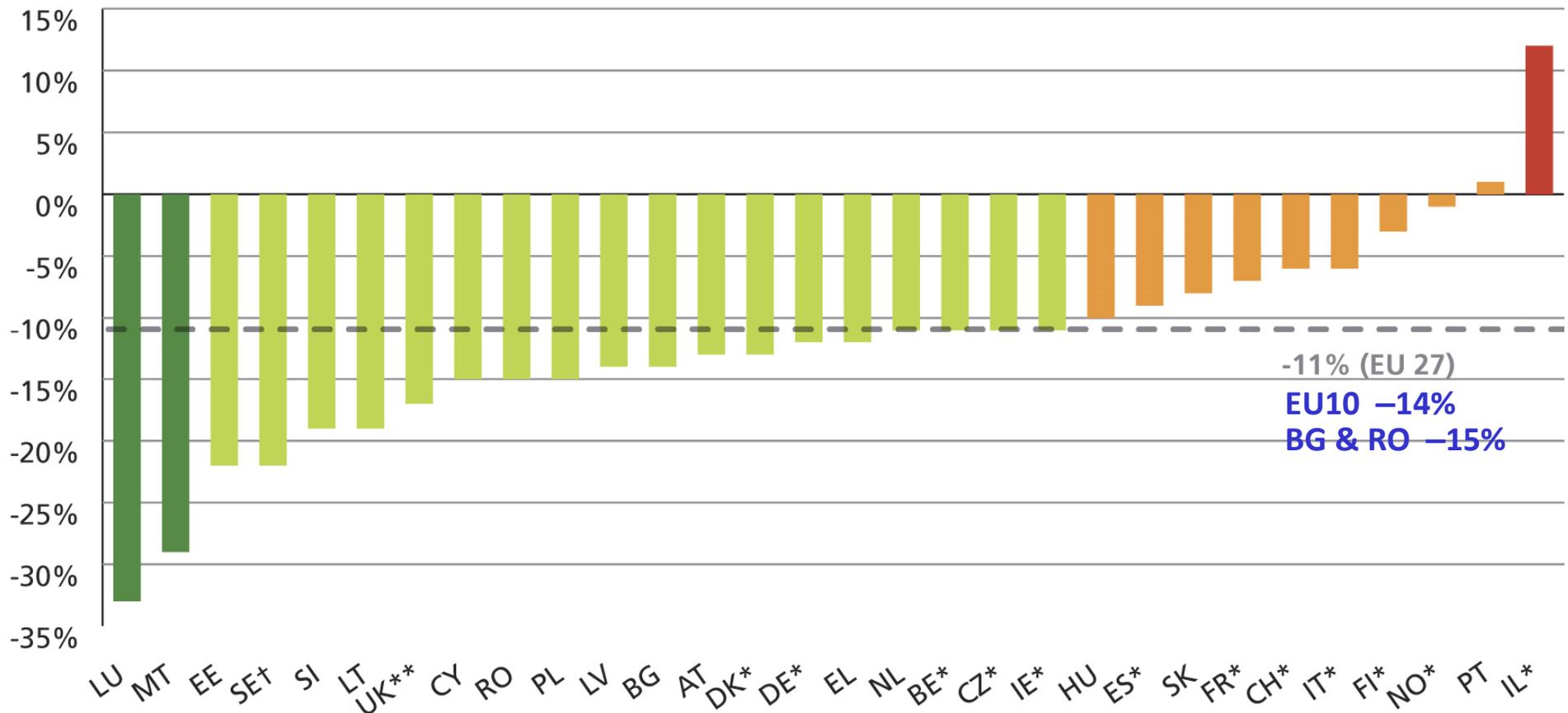
# Others ahead of the EU average

Percentage change in road deaths between 2001 and 2010



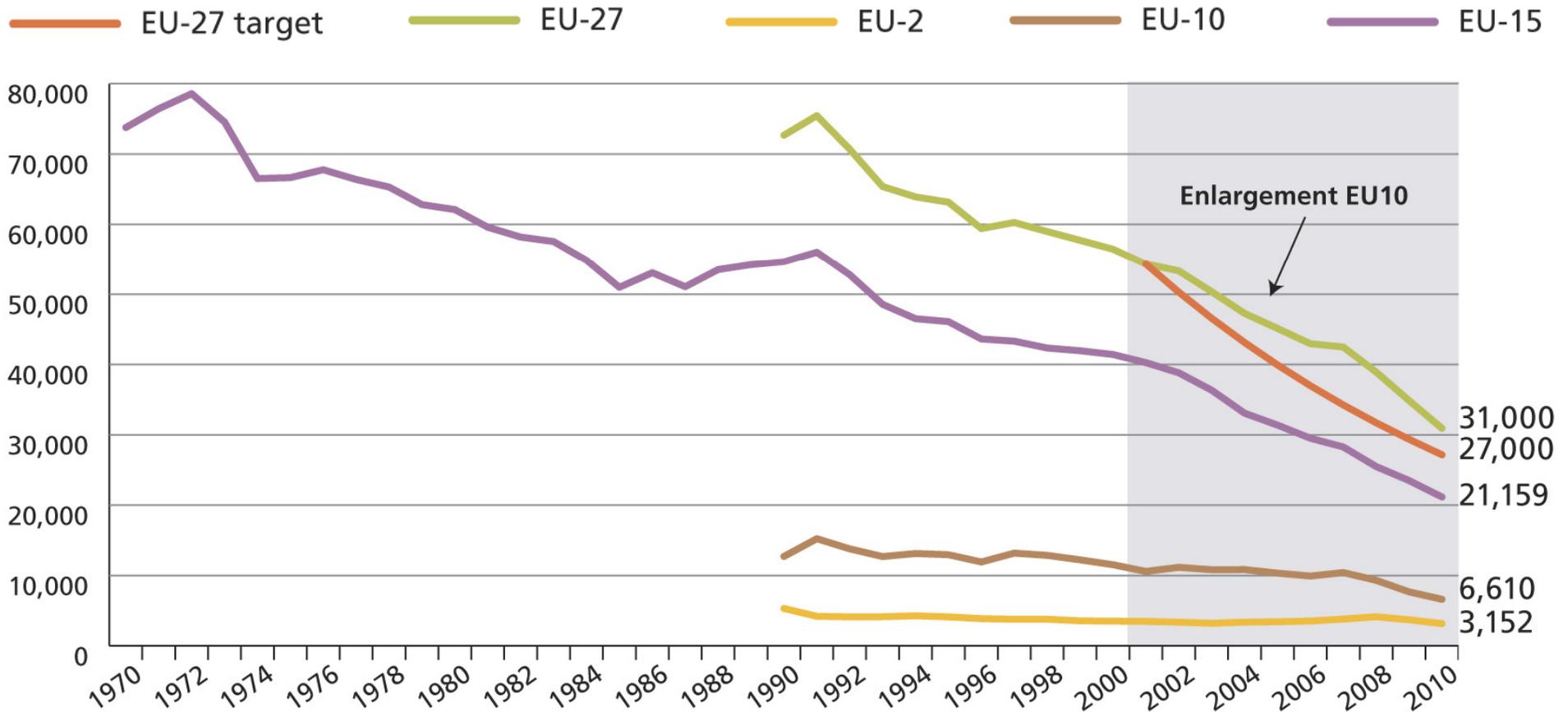
# Changes between 2009 and 2010

Percentage change in road deaths between 2009 and 2010



# The impact of the EU Target

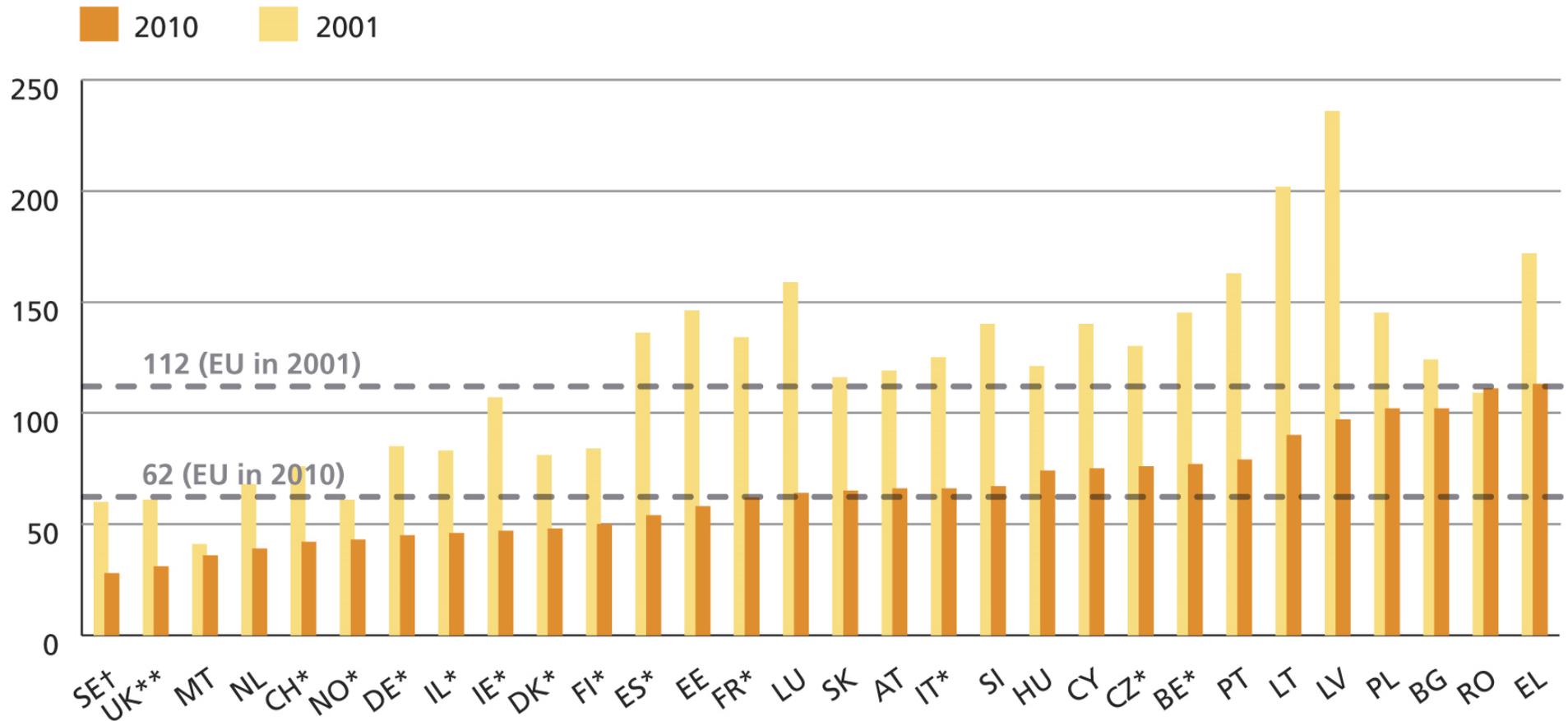
Reduction in road deaths per year since 1970 (EU15)  
and since 1990 (EU27, EU10 and BG&RO)



# Road deaths per million population 2010

Reduction since 2001 country by country – by 45% on average

No country now has more than 120 road deaths yearly per million population



# How much has all this been worth?

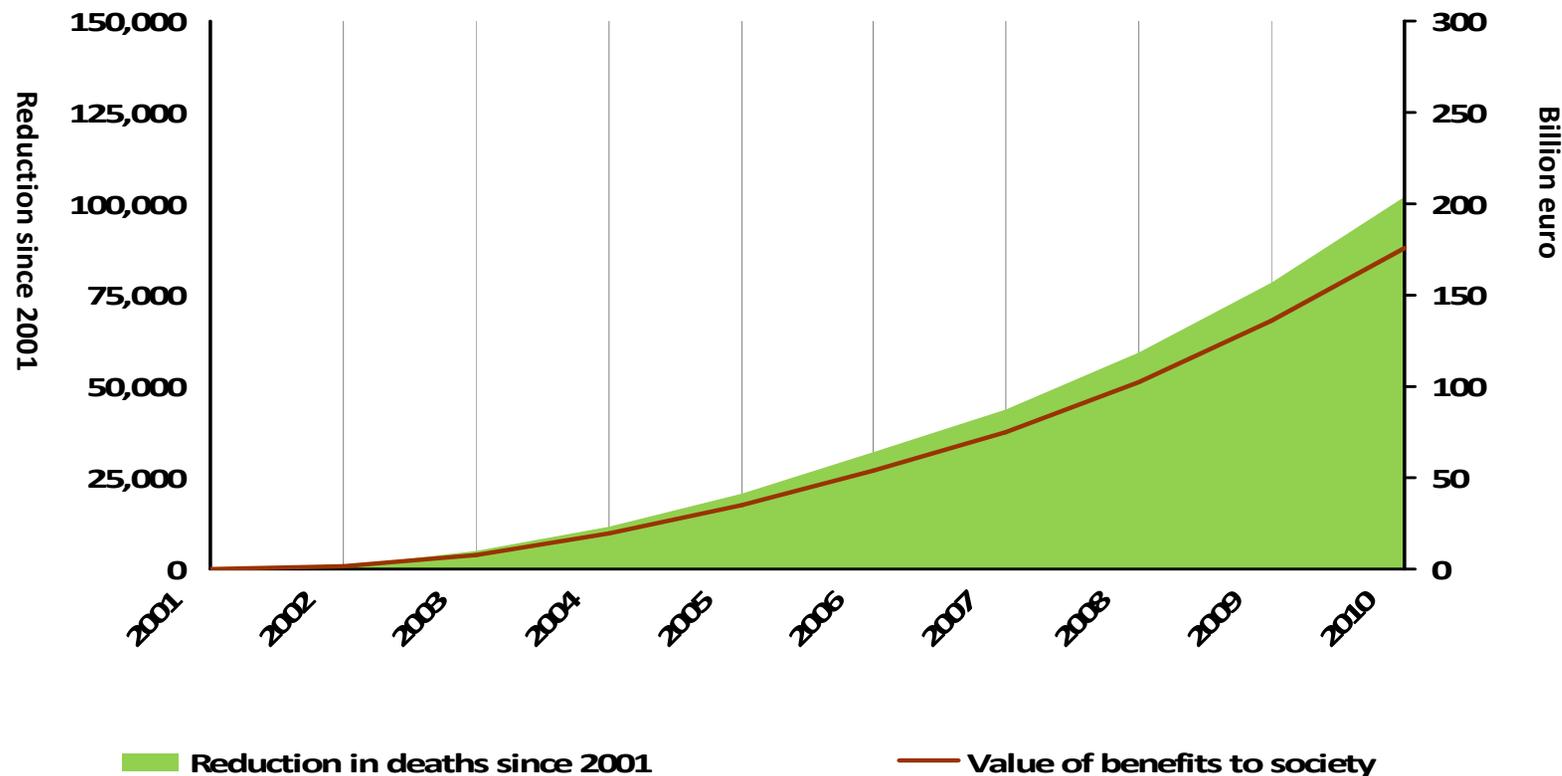
- No-one can put a value in euros on saving someone's life, or on saving someone from lifelong disablement
- But we can estimate how much ordinary people would be willing to pay to achieve small reductions in risk to large numbers of road users so that some one of them, whose identity can never be known, escapes being killed
- This amount is called the Value of Preventing a Fatality (VPF)
- ETSC has since 1997 advocated use of VPF to inform safety policy and evaluation of measures

# How much has all this been worth?

- Based on current practice in eight European countries that estimate VPF in this way, ETSC takes the VPF in 2009 at 2009 prices to be **€1 700 000**
- Using this value and other information, ETSC estimates that if it had been possible to prevent all road collisions and their consequences in the EU-27 in 2010, the social and economic value of doing so would have been of the order of **€210 billion**  
**– or 1.8 per cent of the EU-27 GDP**

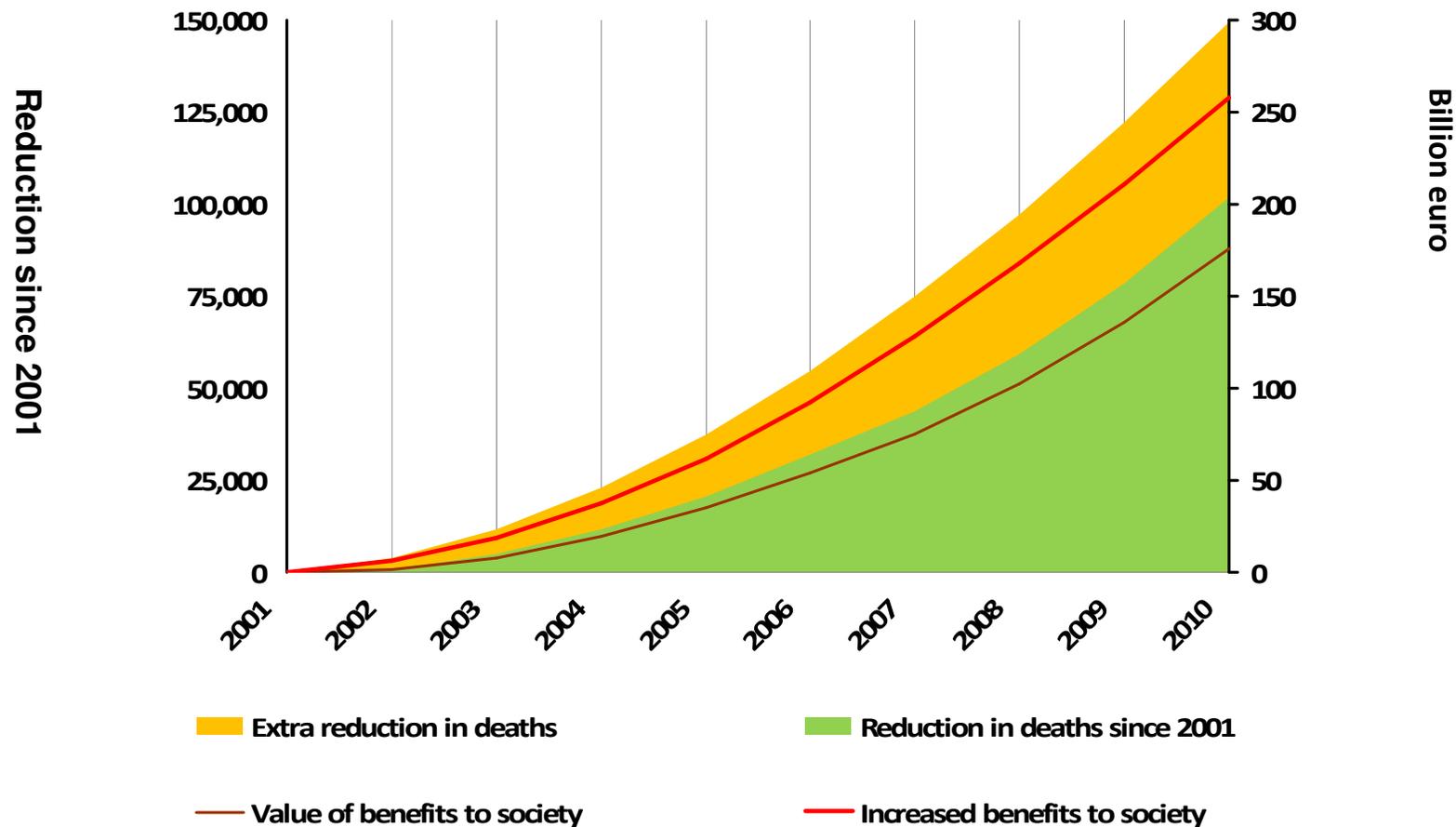
# Value of reduction in deaths since 2001

- Applying the VPF year by year to the reduction in road deaths in EU-27 in 2002-2010 compared with 2001 gives a total value to society of **€176 billion**



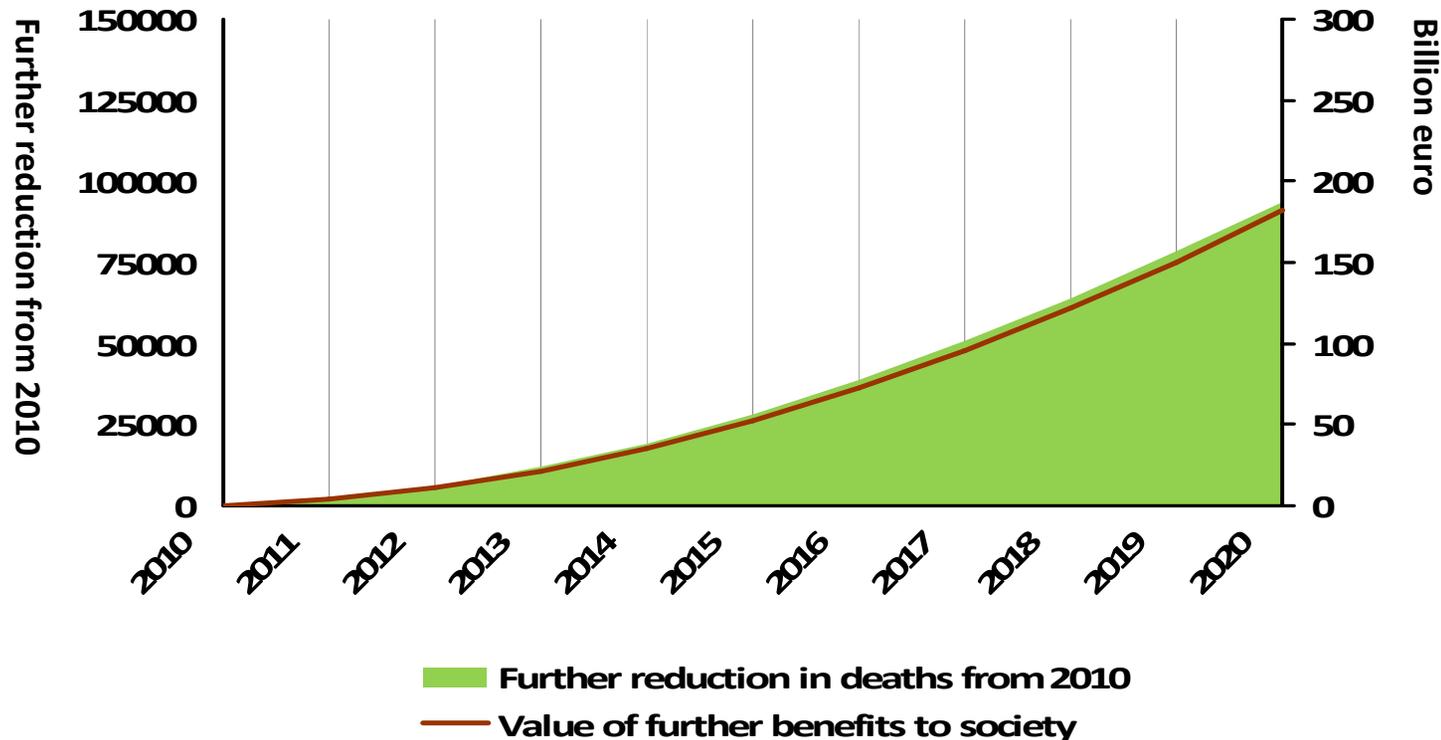
# and if the target had been reached

## by equal annual percentage reductions



# Looking ahead to 2020

- Applying the VPF year by year to the reduction in road deaths in EU-27 in 2011-2020 compared with 2010 if the 2020 target were achieved by equal annual percentage reductions gives a further value to society of **€182 billion**





**Thank you for your attention**