

A European perspective on road safety 2001-2020

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European Transport Safety Council

- **A non-governmental organisation funded by its 47 members, the EC, corporate sponsors and public bodies bringing together practitioners, researchers and parliamentarians from across the whole of the EU dedicated to reducing death and injury in transport in Europe**

See www.etsc.eu

ETSC's Road Safety PIN

is a programme to benchmark European countries' road safety performance using data that exists now

- ETSC recognises that establishing comparable performance indices and achieving regular measurement are themselves a challenge
- ETSC is therefore grateful to the **Swedish Transport Administration**, the **Norwegian Public Roads Administration**, **Volvo Group and Volvo Trucks** and **Toyota Motor Europe** for their sponsorship of ETSC in taking up this challenge

PIN works through ...

- a well-placed expert Panellist in each participating country
- ETSC's EU-wide network of over 200 experts
- a Steering Group with members from research organisations, the EC, the PIN sponsors and the ETSC leadership
- a small project team in the ETSC secretariat

PIN is delivering ...

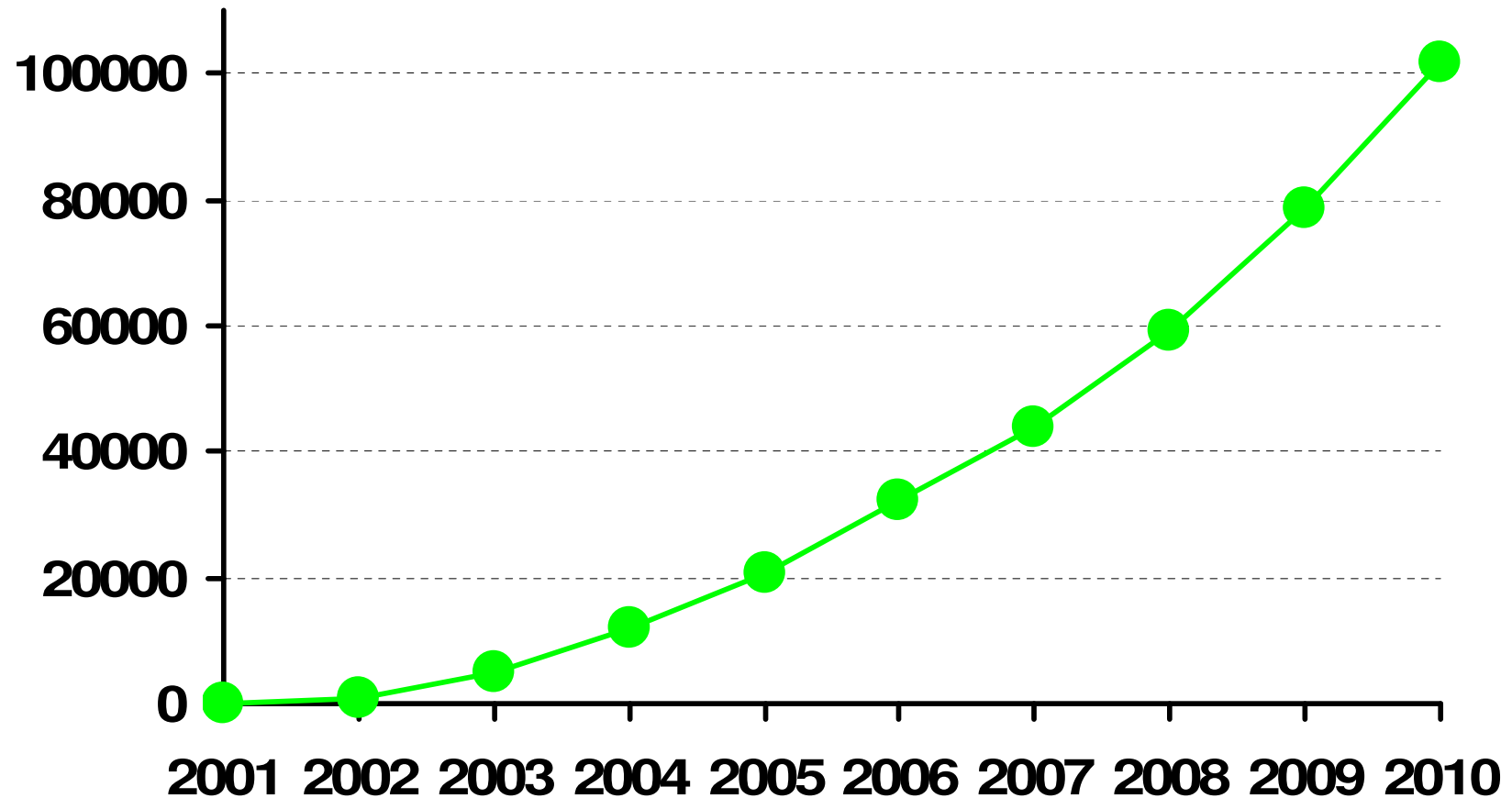
- **Flashes** – profile-raising periodic overviews of specific road safety topics
- **Annual reports** – wider-ranging reviews of aspects of road safety performance, notably performance in reducing deaths
- **An annual international event** – to launch the year's PIN Report and make an Award
- **National events** – PIN Talks in each participating country to encourage that country's road safety effort

This perspective stems largely from work by PIN

The EU road safety target 2001

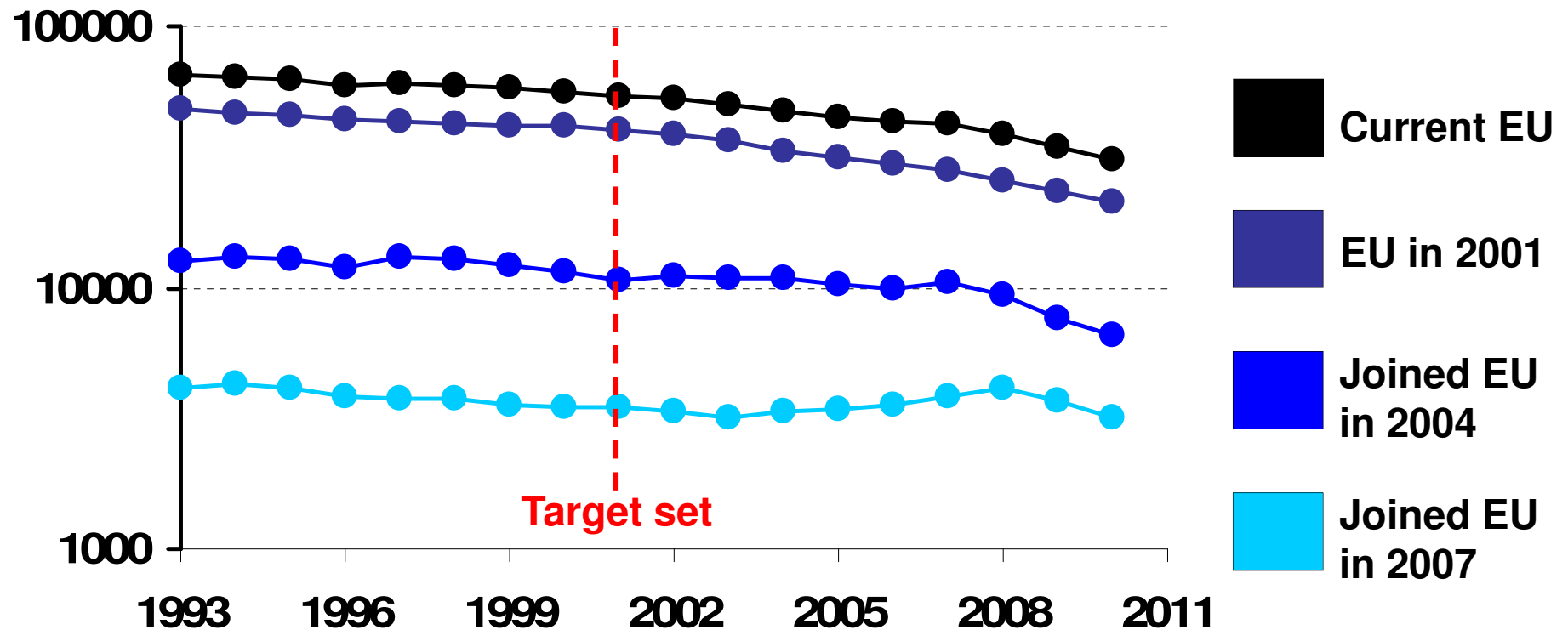
- **EC Transport White Paper 2001 identified road safety as one of 13 areas of action – and set a target to**
halve the annual number of road deaths from the 2001 number by 2010
- **This was set by an EU of 15 members who achieved a reduction of 47%**
- **It was embraced by the 10 members who joined in 2004 and achieved 38%**
and the 2 who joined in 2007 and achieved 9%
- **So the whole EU of 27 members achieved 43%**

Cumulative reduction in deaths from 2001



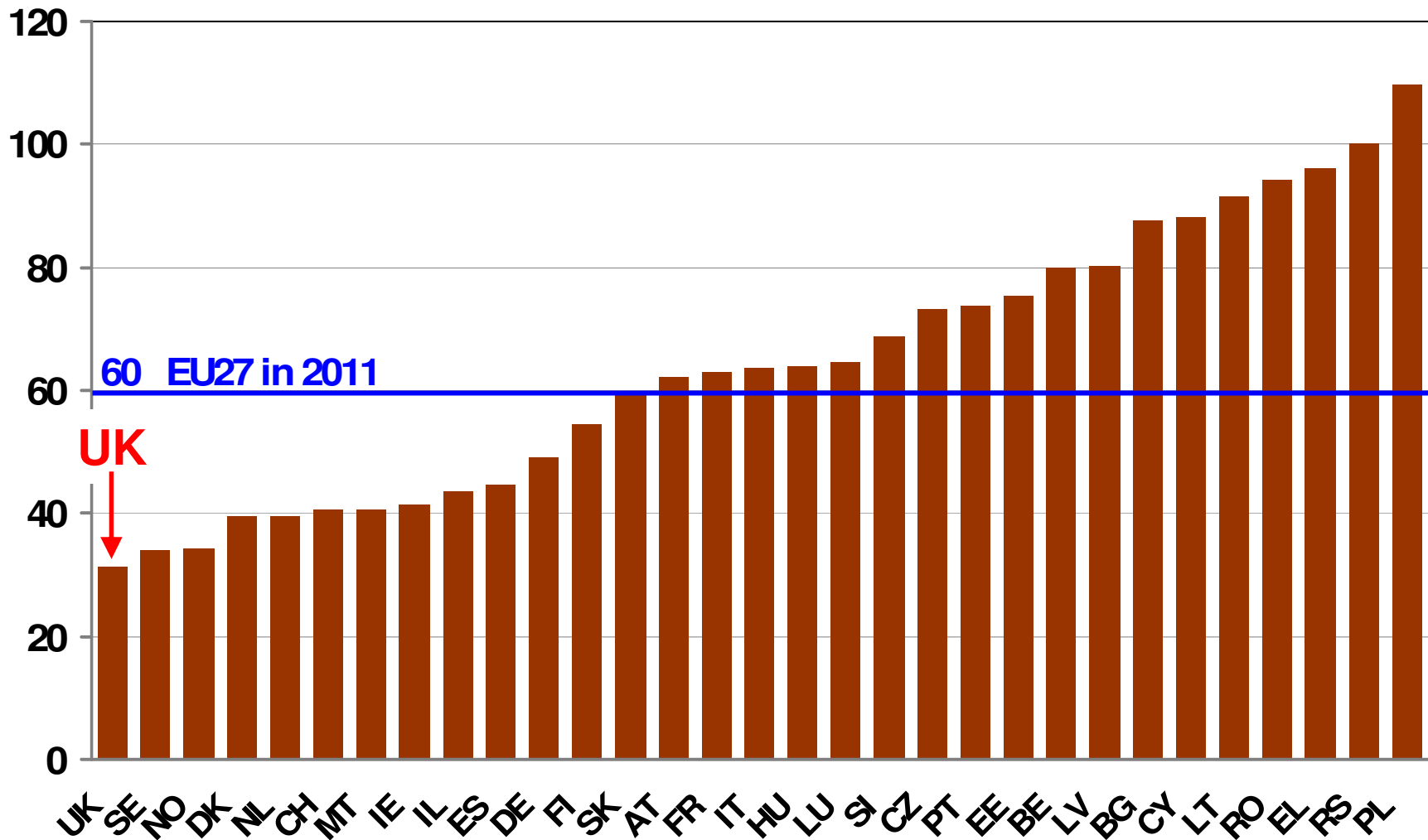
Effect of setting the target in 2001?

Annual numbers of road deaths in the current EU and its parts since 1993



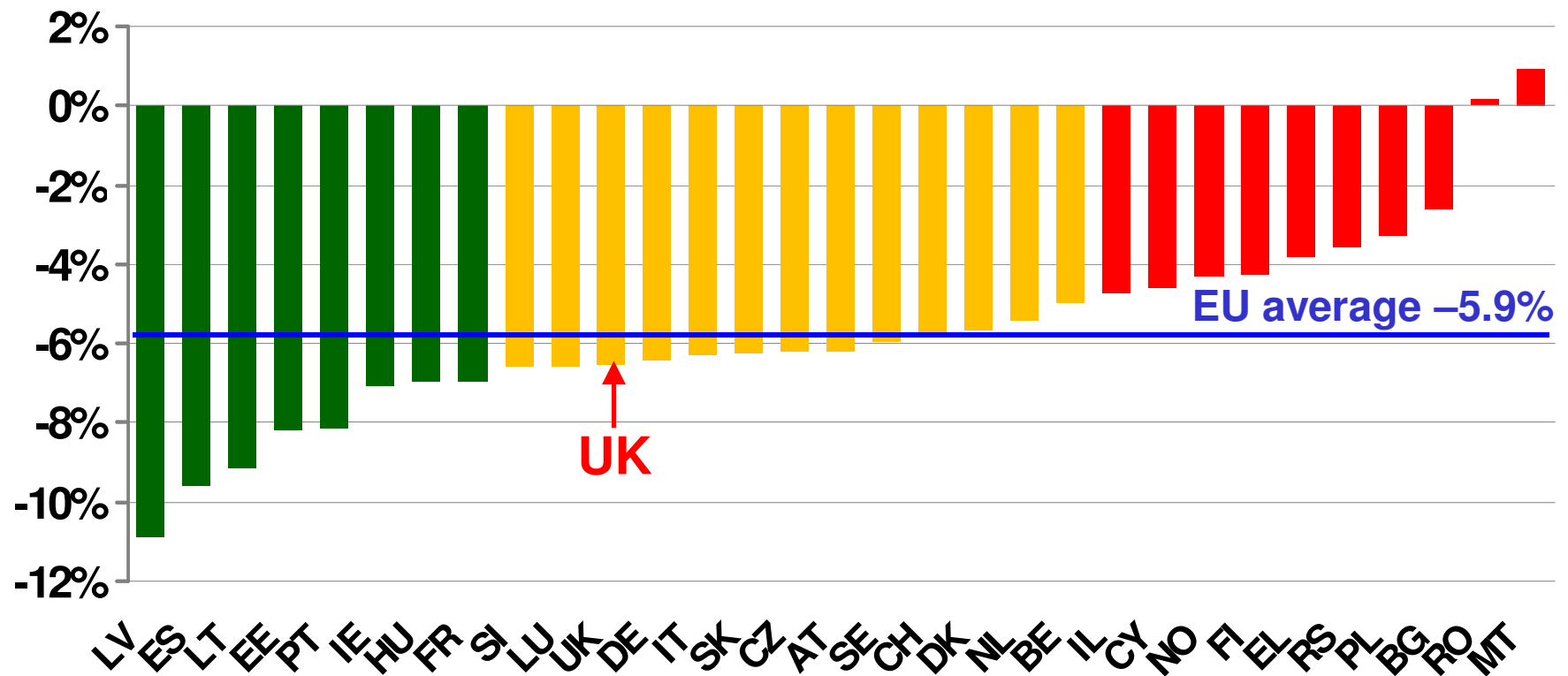
Changes of slope are broadly consistent with
S C Wong & N N Sze (2010) *Safety Science* 48(9) 1182-1188

Road deaths per million population 2011



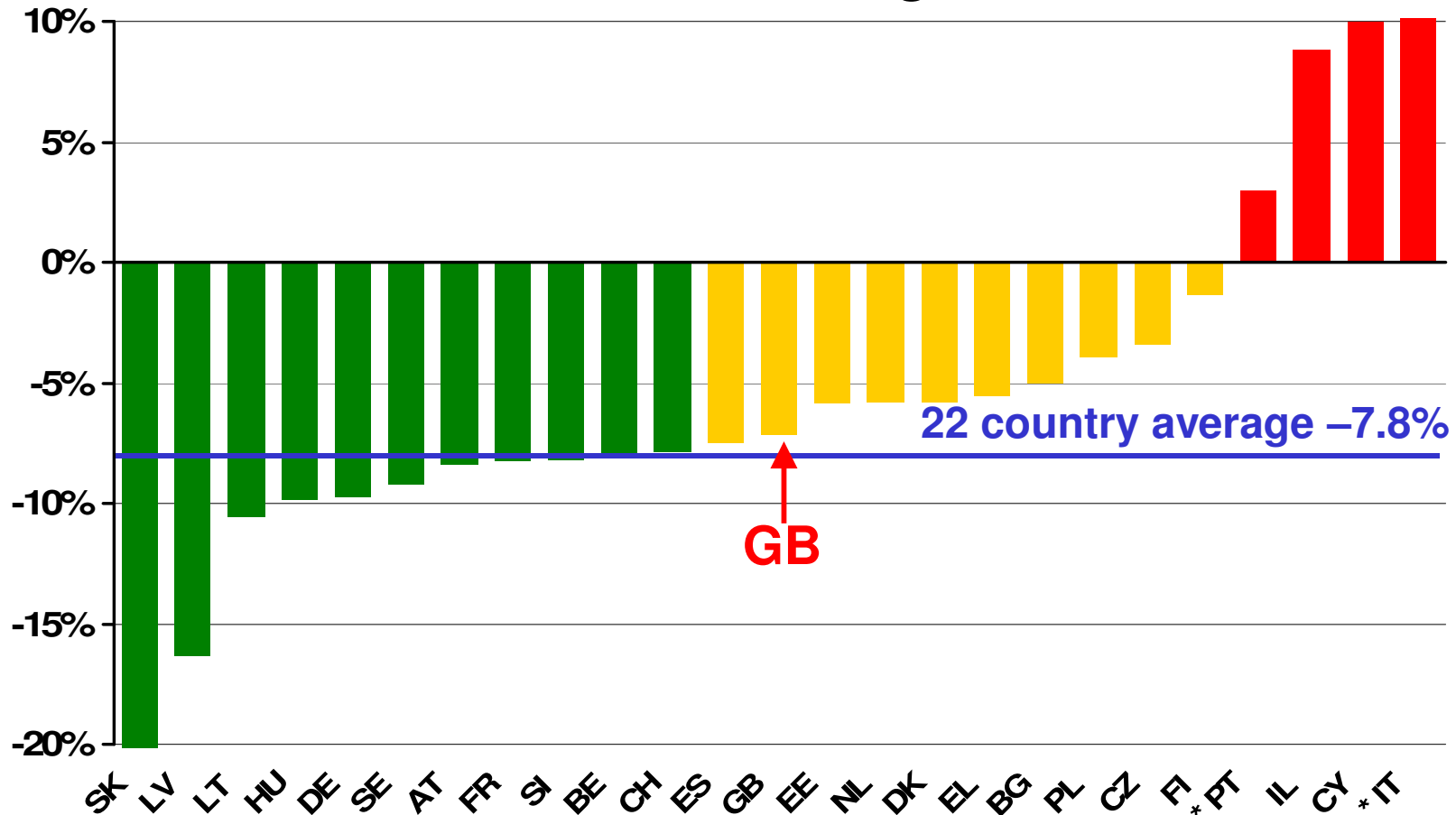
Reducing the number of road deaths

Average annual percentage change in number of road deaths between 2001 and 2011



Reducing no. of drink driving deaths

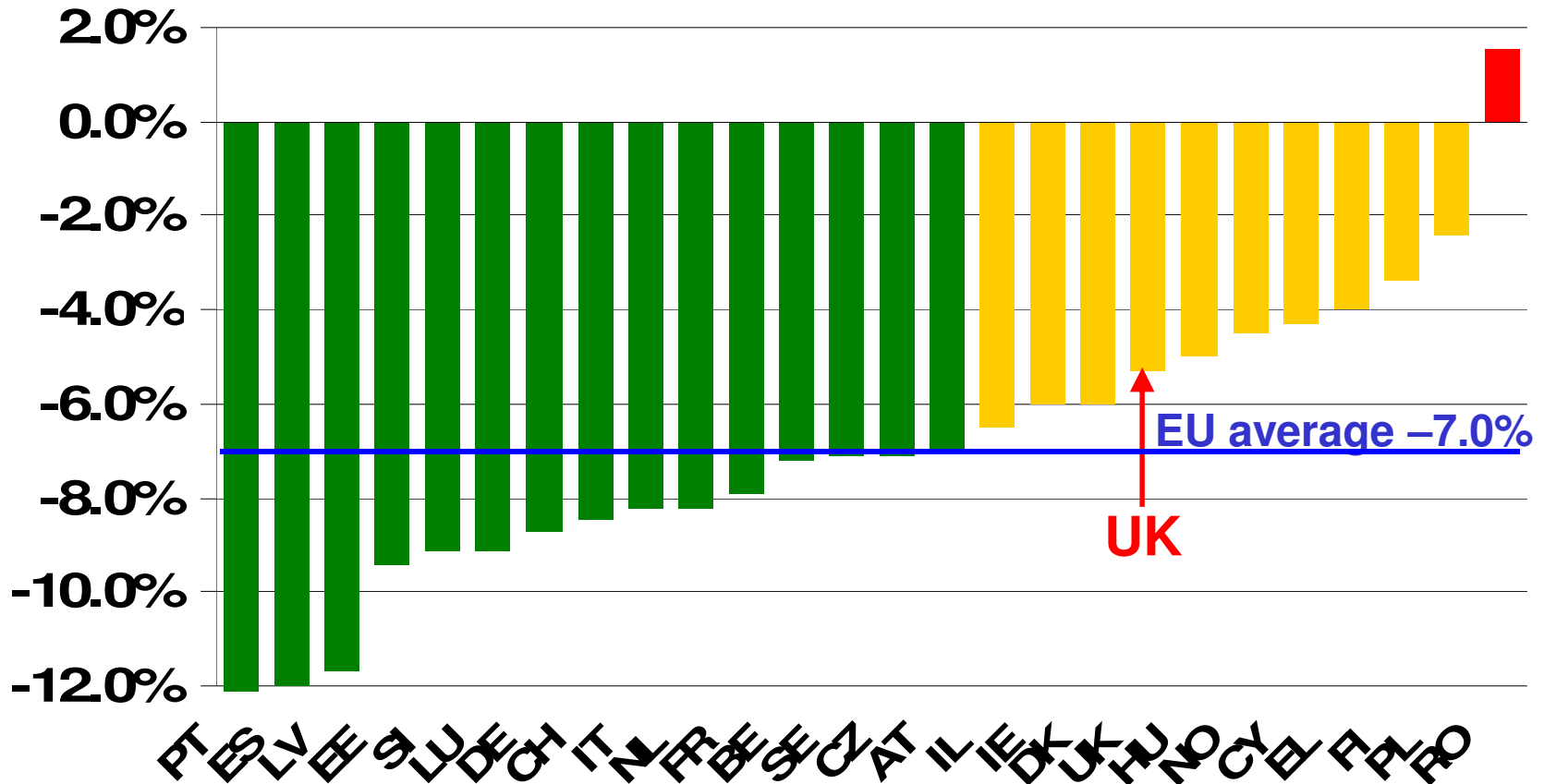
Average annual percentage change in the number of road deaths attributed to drink driving from 2001 to 2010



* 2001-2008

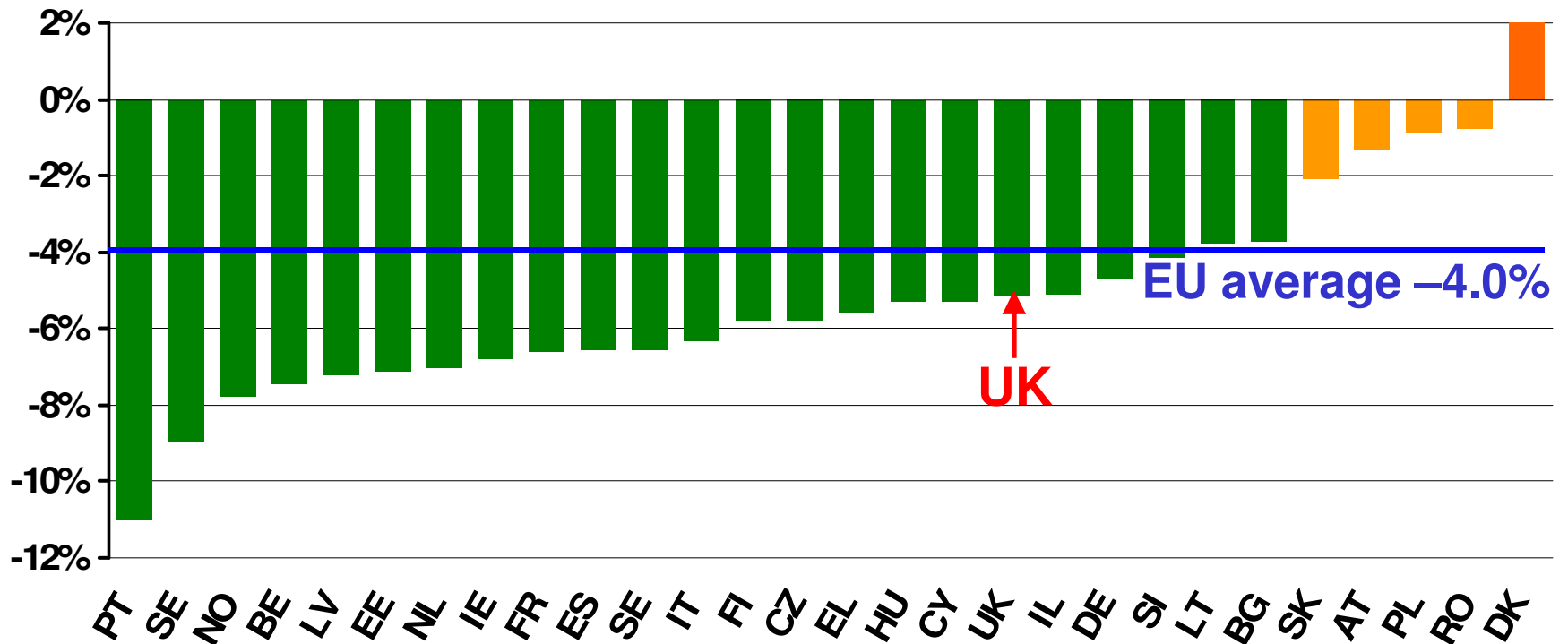
Reducing number of deaths aged 15-30

Average annual percentage change in road deaths aged 15-30 between 2001 and 2010



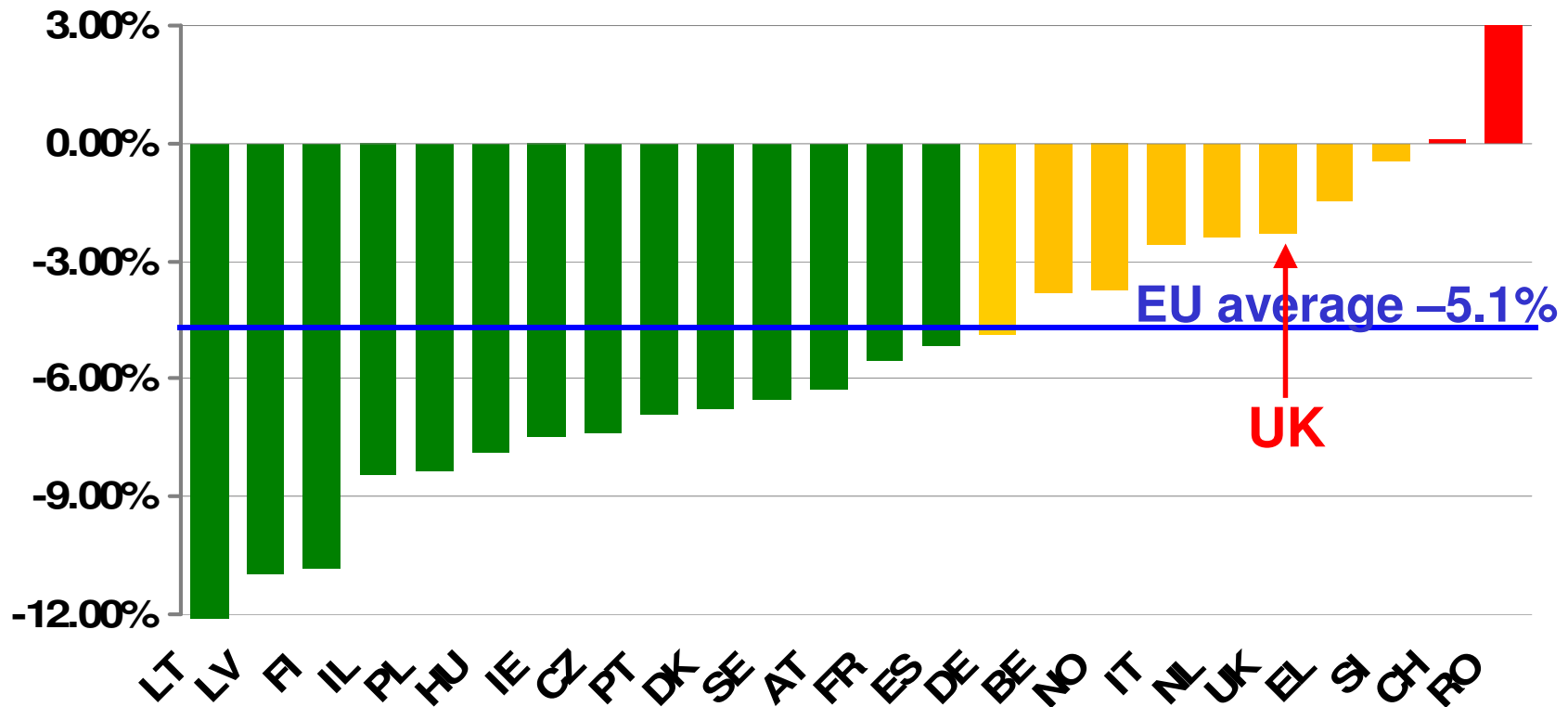
Reducing no. of pedestrian deaths

Average annual percentage change in pedestrian deaths between 2001 and 2009



Reducing number of cyclist deaths

Average annual percentage change in cyclist deaths between 2001 and 2010



Some pointers to further progress

- **The current EU target is to halve road deaths again by 2020 compared with 2010**
- **EC Policy Orientations**, though falling short of an action programme, point strongly in the right direction
- The European Parliament has called for these to be **backed up by action**
- The EC has gone beyond them by adopting **a vision to move close to zero road deaths in the EU by 2050**

Some pointers to further progress

- The **UN Decade of Action for Road Safety** and the **World Bank** are encouraging progress globally – and that includes progress in Europe
- The **ISO international standard 39001** for road safety management is in place
- But alongside the role of the EU itself **much of the action lies with individual countries nationally and more locally**

This is a challenge to every single country to do still better !



Thank you for your attention