European Transport Safety Council

NEWS RELEASE

Open Letter to Commissioner Kallas on Setting Ambitious EU Road Safety Targets for 2020

15 February 2010, Brussels – **ETSC[1] and other road safety stakeholders urge the European Commission to set realistic targets for reducing road deaths and serious injuries by 2020. In a letter to the EC Vice President and Transport Commissioner Sim Kallas sent today[2] they stress that, although the last 50% death reduction target adopted back in 2001 has not been fully achieved, it still helped to reduce road deaths by at least 30%. The European Commission is expected to publish its 4th Road Safety Action Programme (RSAP) this spring.**

Road safety visions need numerical targets to be realised. The target of halving road deaths in 2001-2010 was set in the Transport White Paper in 2001 and implemented with the help of the measures of the 3rd Road Safety Action Programme published in 2003. It is essential that new targets are set for 2020. Having adopted a target for the last decade, and not setting one for the next decade would risk diminishing the EU's credibility as a global leader in road safety, stress the 60 signatories of the letter to the newly appointed Transport Commissioner Kallas.

Targets motivate stakeholders to act and help stakeholders responsible for the road transport system be accountable for achieving defined results. A shared target at European level helps each Member State to see that its road safety improvements are contributing to addressing a Europe-wide problem, anything less could lead to a fragmented and less satisfactory road safety policy.

It is crucially important for the realisation of the EU's road safety policy that it is guided by challenging yet achievable numerical targets. These targets should be based on the forecast and estimated potential for further improvement. ETSC proposes **reducing road deaths by at least 40% between 2010 and 2020 and serious injuries by at least the same percentage.**

Professor Richard Allsop, ETSC Board Member, said: *"Research from across the globe shows that improvements in road safety will only be brought about by adopting a more rational, systematic management approach based on setting target levels, defining priorities for use of limited resources, implementing cost-effective measures and regularly monitoring progress. Setting empirically-derived numerical targets is a vital part of this approach."*

ETSC's Executive Director Antonio Avenoso said: *"In defining its road safety policy for the next decade the EU should be guided by the resolution recently adopted at the 1st Global Ministerial Conference on Road Safety in Moscow which stressed the importance of setting ambitious yet achievable road casualty reduction targets in the framework of a safe system approach. The EU must not risk leaving the global road safety main stream and must adopt challenging new targets and a strong 4th Road Safety Action Programme."*

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Notes to Editors

(1) The European Transport Safety Council (ETSC) is a Brussels-based independent non-profit making organisation dedicated to the reduction of the number and severity of transport crashes in Europe. The ETSC seeks to identify and promote research-based measures with a high safety potential. It brings together national and international organisations concerned with transport safety from across Europe. See www.etsc.eu.

(2) The letter to the EC Vice President and Transport Commissioner Sim Kallas can be found **here**.

http://www.etsc.eu/documents/copy_of_copy_of_copy_of_Open%20Letter%20to%20Commissioner%20Kallas%20Ambitous%20Road%20Safety%20Targets%202020%20for%20the%20EU_Final.pdf

Further References:

Assessing risk and setting targets in transport safety programmes, ETSC
http://www.etsc.eu/search.php

ETSC's Blueprint for a 4th Road Safety Action Programme
http://www.etsc.eu/documents/Blueprint_for_a_4th%20Road_Safety_Action_Programme_ETSC_Sept%2008.pdf

ETSC Summary from Target Setting Lunch Seminar:
http://www.etsc.eu/documents/ETSC%20Lunch%20Target%20Setting%20Summary_14%20Jan2010.pdf

'Towards Zero', OECD, 2008
www.internationaltransportforum.org/jtrc/safety/targets/08TargetsSummary.pdf

ETSC 2006 Methodological Approach to National Road Safety Policies
www.etsc.eu/documents/A_methodological_approach_to_national_road_safety_policies.pdf

2010 on the Horizon ETSC's 3rd Road Safety PIN Annual Report
http://www.etsc.eu/documents/ETSC%20PIN%20Annual%20Report%202009.pdf