

Road Safety Management The role of the public and private sector

The Danish Road Safety Council and the European Transport Safety Council (ETSC) invite you to a debate under the patronage of the Ministry of Justice, as a contribution to the Danish EU Presidency road safety agenda



Road Safety PIN Talk
30 April 2012, 9.00-13.00

Dansk Arkitektur Center, Strandgade 27B, DK-1401 Copenhagen

09.00 Welcome coffee

09.30 **Welcome words**

Mr. Anders Rosbo, CEO, Danish Road Safety Council

Mr. Antonio Avenoso, Executive Director, ETSC

Mr. Per Bremer Rasmussen, CEO, The Danish Insurance Association

Mr. Lennart Pilskog, Director, Volvo Trucks

Mr. René Mouritsen, General Manager, Toyota Denmark

10.00 **Keynote speech, Mr. Morten Bødskov, Minister of Justice**

10.15 **Road Safety Management**

- Results from the latest Road Safety PIN country comparison
 - Mr. Mircea Steriu, Project Officer, ETSC
- Road Safety in Denmark, challenges and opportunities
 - Mr. Jesper Sølund, Head of Documentation, Danish Road Safety Council
- Road Safety Management in Danish companies
 - Mr. Anders Rosbo, CEO, Danish Road Safety Council
- Road Safety and Road Safety Management in Sweden
 - Ms. Ylva Berg, National coordinator for road safety, Swedish Transport Administration

11.10 **Coffee break**

11.30 Private sector contributions to improving road safety

Panel discussion chaired by Anders Rosbo

- Introduction to the panel discussion by Mr. David Wallington, Group Security Adviser, British Telecom: *Companies can do a lot: the example of British Telecom*
- Mr. Michael Svane, Director, Confederation of Danish Industries
- Mr. Peter Sørensen, Director, Arla Foods
- Mr. Antonio Avenoso, Executive Director, ETSC
- Mr. Jesper Sølund, Head of Documentation, Danish Road Safety Council

12.30 Concluding remarks by Mr. Anders Rosbo

12.40 Opening of the buffet

The PIN Talk in Denmark is the latest of the series of PIN Talks, the 29th ETSC organised since 2006 and the second held in Copenhagen. The Road Safety Performance Index (PIN) Programme was launched in 2006 to compare country road safety performances. It currently includes the 27 countries of the EU, as well as Israel, Norway, Serbia and Switzerland.

The Road Safety PIN programme receives financial support from Volvo Group and Volvo Trucks. The PIN also receives financial support from the Swedish Transport Administration, the Norwegian Public Roads Administration and Toyota Motor Europe.

www.etsc.eu/PIN