



PIN Award Ceremony

PIN Award 2013

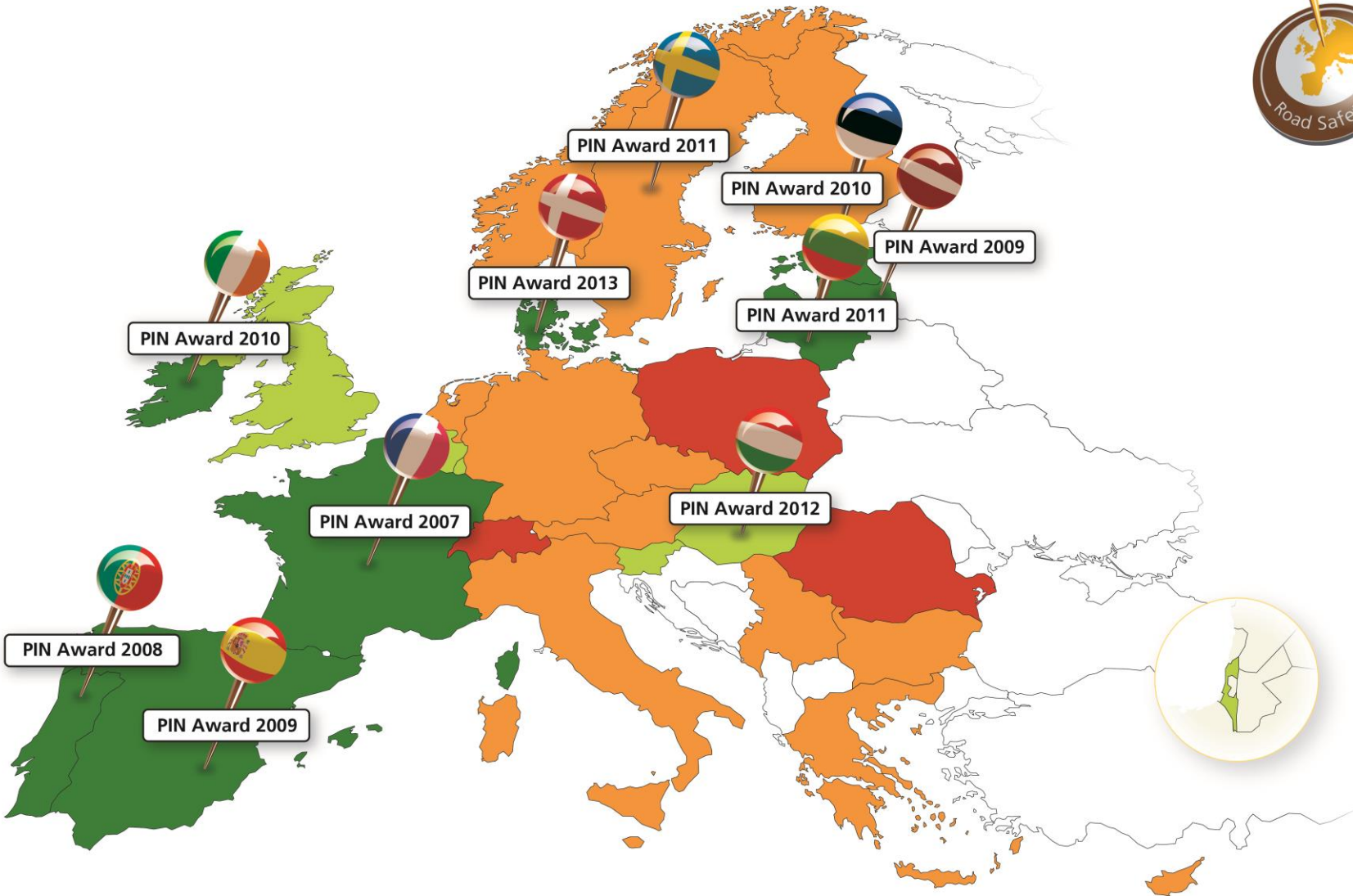
Antonio Avenoso



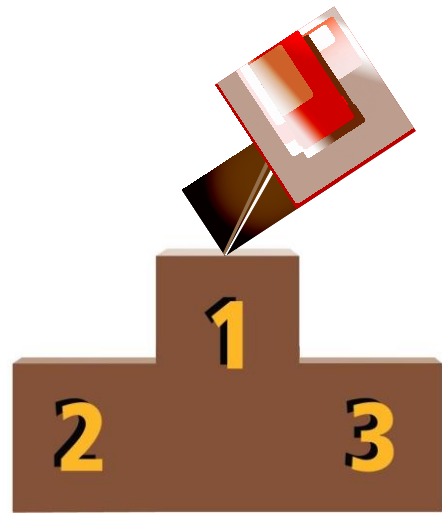
ETSC PIN Programme

- Launched in June 2006 to **compare country performance** in road safety
- Currently includes the **27 EU Member States**, as well as Israel, Norway, Serbia and Switzerland
- A **PIN Panel**: experts from each of the 31 countries
- A **PIN Steering Group** with members from
 - SWOV, VTI, UCL and DaCoTA
 - European Commission
 - PIN partners
- **PIN receives support** from **Volvo Trucks, Volvo Group, Swedish Transport Administration, Norwegian Public Roads Administration, Toyota Motor Europe**

Road Safety PIN Awards



2013 PIN Award to Denmark



- ✓ Considerable progress in road deaths since 2001
- ✓ National target of less than 200 road deaths a year achieved in 2012, the target year
- ✓ Now one of the leading countries in terms of road safety per million population...
- ✓ ...following the implementation of comprehensive road safety policies and measures

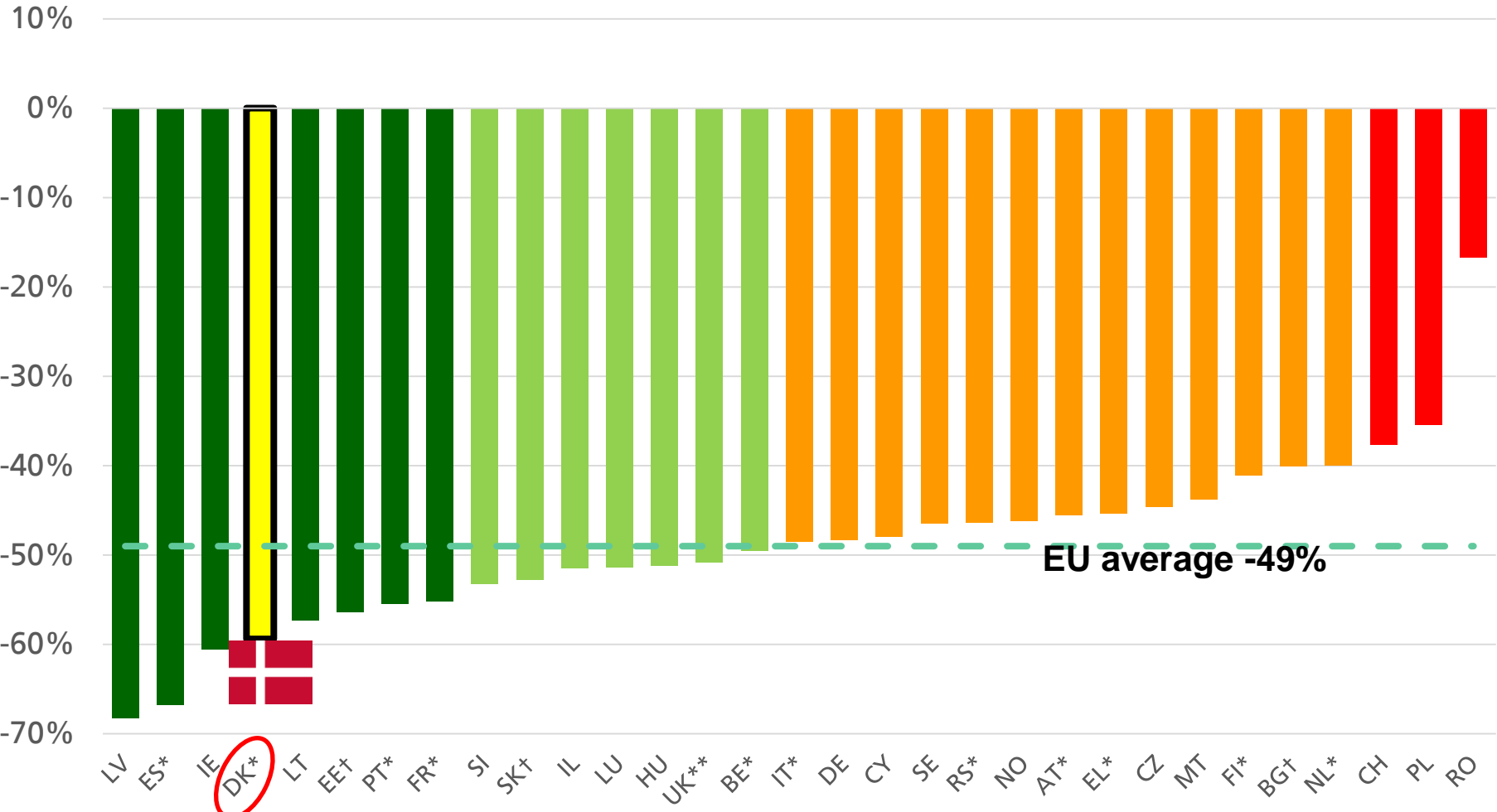
2013 PIN Award to Denmark

- ✓ 20% reduction in road deaths 2011- 2012
- ✓ 31% reduction in road deaths 2010-2012
- ✓ 59% reduction in road deaths 2001- 2012
- ✓ 4th country (behind Malta, the UK and Sweden) for road deaths per million inhabitants.

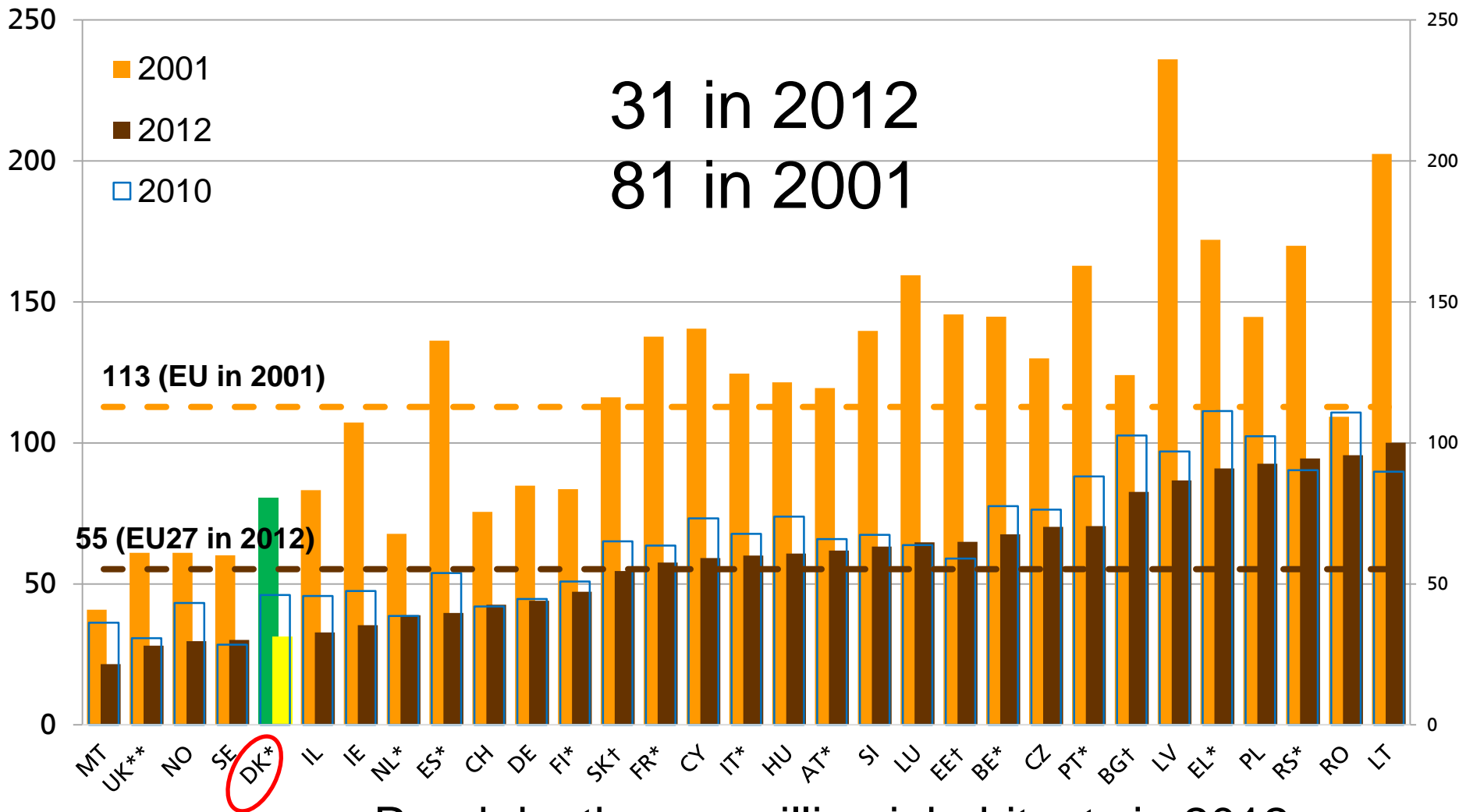


Progress since 2001

Percentage change in road deaths between 2001 and 2012



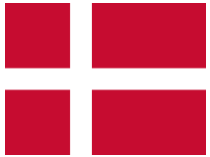
Road mortality in 2012 and 2001



Road deaths per million inhabitants in 2012
(and in 2001 and 2010 for comparison)

PIN Award 2013 to Denmark

- ✓ Progress helped by a comprehensive set of road safety measures:
 - Adoption of a Road Safety Strategy 2001-2012
 - Priority-based approach targeting main risk factors, such as speeding, drink driving, fatigue
 - Campaigns linked to highly visible Police enforcement
 - Use of indicators and benchmark
 - Road safety management: coordination by the Road Safety Commission



Challenges ahead

- An in-depth study based on 2010 collision data in Denmark showed that **IF**:
 - Speed limits had been 100% complied with;
 - All drivers had respected the BAC limit;
 - All vehicle occupants had used seatbelts;
 - All drivers had been driving according to the prevailing conditions

68% of road deaths would have been prevented

No room for complacency

Still more than **175** people die on Danish roads each year

New strategy's ambitious goal -50% by 2020:

- Increase compliance with traffic laws
- Improve the safety of unprotected road users
- Improve infrastructure safety on urban and rural roads (traffic calming, traffic separation, road hierarchy)
- Take full advantage of in-vehicle technologies
- Tackle distraction
- Address work related road safety...

PIN Award to Denmark

Morten Bødskov
Minister of Justice