

# FAQ

## ETSC 5<sup>th</sup> Road Safety PIN Report, June 2011

### - 2010 Road Safety Target Outcome: 100,000 fewer deaths since 2001

1. Which countries achieved the target of reducing road deaths by 50% in the 2001-2010 period?

Latvia (-61%), Estonia (-61%), Lithuania (-58%), Spain (-55%), Luxembourg (-54%), France (-51%), Sweden (-50%) and Slovenia (-50%). Portugal (-49.4%), Ireland (-48 %) and Germany (-48%) also came close to the EU 2010 Target. (Fig. 1)

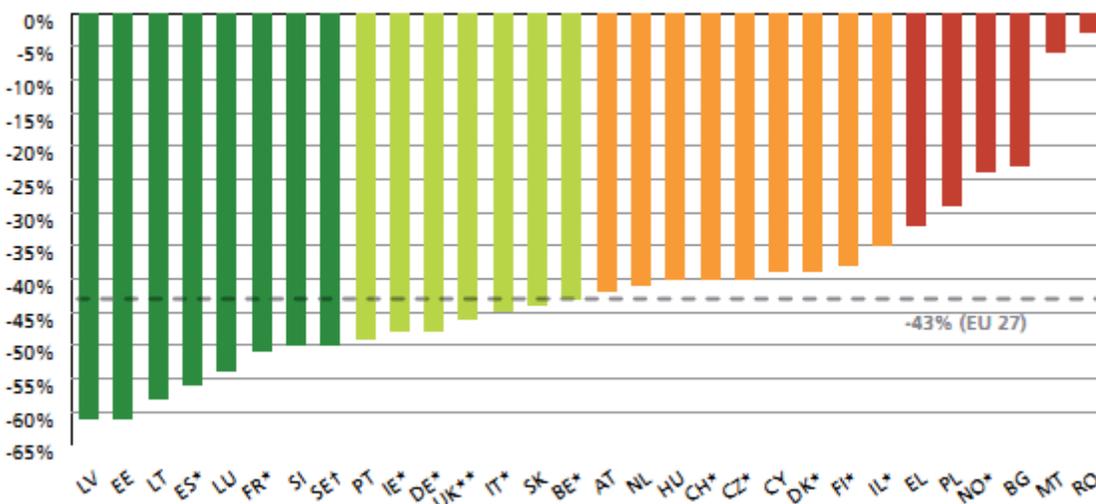


Fig. 1: Percentage change in road deaths between 2001 and 2010  
*\* Provisional estimates were used for 2010 as final figures for 2010 were not yet available at the time of going to print. \*\*UK 2010: ETSC estimate for the UK based on EC CARE Quick Indicator. †Sweden 2010: the definition of road deaths has changed and suicides are now excluded. The time series was adjusted so that figures for previous years exclude suicides as well.*

2. What was the final reduction in road deaths for 2001-2010?  
**43% across the EU27.**  
 There were **31,000 people killed in the EU27 in 2010** (compared with 54,400 in 2001).

3. How many lives were saved during 2001-2010?  
**102,000.**  
 2001 is the baseline year, according to which a 'Business as Usual' (BAU) scenario is built. There were 54,400 road deaths in 2001. In 2002 there were 945 fewer deaths than in 2001. 945 deaths were prevented compared with BAU. In 2003 there were 3958 fewer deaths than in 2001. 945+3958=4903 deaths were prevented compared with BAU.

Adding all reduction figures, 102,000 lives were saved compared with BAU (if the 2001 numbers had been recorded for the entire decade).

If no one had been killed in road traffic collisions in 2010, the benefits to the society would have been valued at **53 billion euro**. If no one had been killed nor seriously injured, the benefits to society would have been of the order of **105 billion euro** and they would have been of the order of **210 billion euro** if there had been no collisions at all on EU roads. **The value of preventing all road collisions in 2010 would have been more than 50% greater than the EU budget or 1.8% of EU GDP.**

4. What is the monetary value to society of the deaths prevented since 2001 compared to 2010?

ETSC estimates this value at **175 billion euro**. 175 billion euro exceeds the amount of the combined bailout loans given last year to Portugal (78 billion euro) and Ireland (85 billion). The politically strenuous debate involved in extending the two loan packages can thus be seen as a reminder of the social and economic value of investing in road safety.

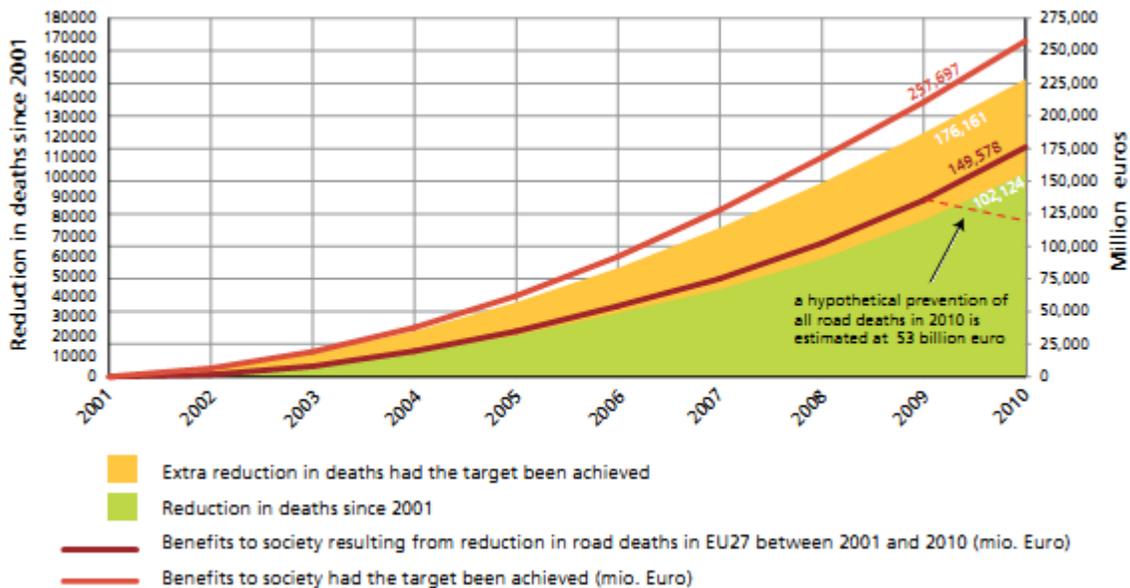


Fig. 3: Reduction in road deaths in EU-27 2001-2010 and valuation at 2009 prices.

5. How much can be saved in 2020 compared to 2010 if the 2020 target is reached? This potential for saving is far from being exhausted. The EU has adopted a new target of no more than 15,500 road deaths per year by 2020. ETSC estimates this value at **182 billion euro**.

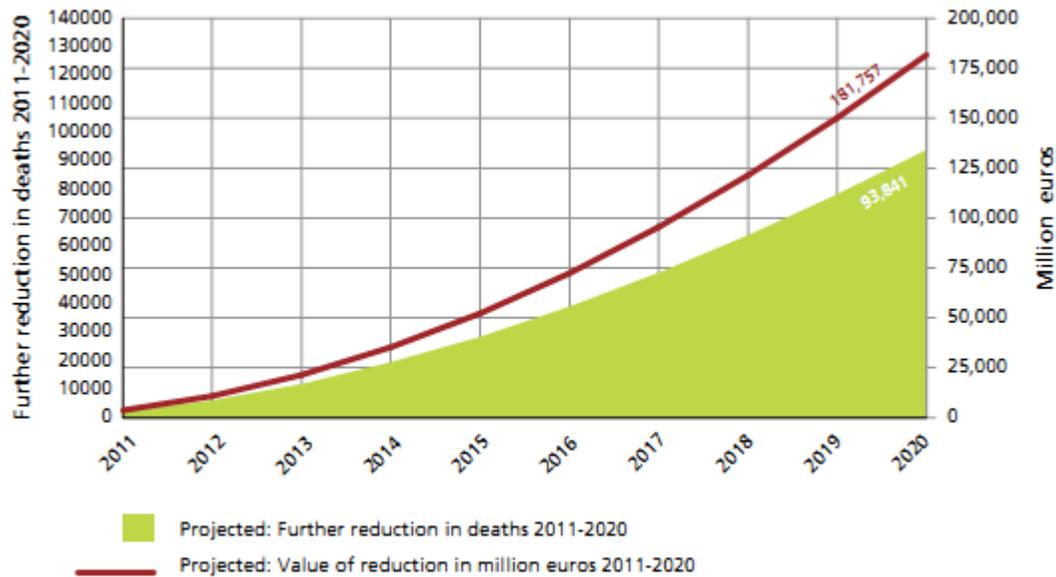


Fig. 4: Further reduction in road deaths in EU-27 2011-2020 if the target for 2020 is achieved by steady progress over the decade, and valuation at 2009 prices

6. How were these amounts calculated?

They are calculated by multiplying the number of deaths prevented during a period of time by the Value of a Prevented Fatality (VPF). The VPF is calculated using the Willingness to Pay (WTP) approach which estimates the amount of money people are willing to pay to prevent human suffering. The WTP approach includes the value of the subsequent consumption that would have been enjoyed by the person killed.

7. Who came up with this method of calculation? Is it scientific?

A number of countries use WTP valuations in road safety, among them Austria, Denmark, Finland, Ireland, Luxembourg, the Netherlands, Norway, Sweden and the UK. ETSC has supported the use of the WTP approach since 1997. The WTP approach is also used by the European Commission and the EU-funded HEATCO project recommends WTP for benchmarking of road safety measures (<http://heatco.ier.uni-stuttgart.de/>).

8. What are the lessons to be drawn from the countries that received the PIN Awards 2011?

a. Lithuania

The results were achieved through a combination of measures, in particular enforcement, education and improving the infrastructure. BAC limit was lowered to 0.4g/l and 0.2g/l for novice and professional drivers. Higher fines were imposed for excessive speeding, with stricter sanctions for novice drivers (risk suspension). Administrative arrest (pending a court/prosecutor decision) has been introduced for those who commit serious traffic

violations (repeated drink driving, driving without a licence), so they can be arrested by the police.

b. Sweden

The Parliament adopted Vision Zero in 1997. This vision involves and gives responsibility to all road users. Moreover, the road safety system is created so that it can accommodate human errors. The Swedish authorities have recently re-assessed speed limits to adjust them to safety standards and 1,100 additional speed cameras were installed. Separated 2+1 lane highways with a median barrier were introduced on rural roads.

9. Who are the road safety champions in the EU27?

Sweden, the UK, Malta and the Netherlands are the safest EU countries. Sweden has reached a new historically low level of road mortality with only 28 deaths per million inhabitants in 2010. The UK, Malta (although the small size of Malta leads to substantial year-to-year variations) and the Netherlands come close with 31, 36 and 39 deaths per million inhabitants respectively. Switzerland, Norway and Germany also have low levels of road mortality. (See Fig. 6)

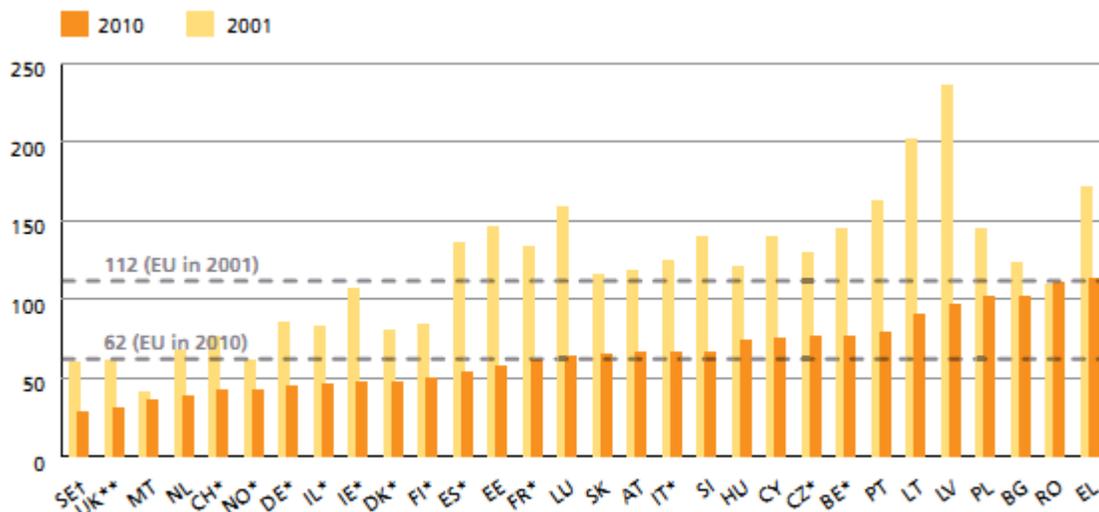


Fig.6 Road deaths per million inhabitants in 2010 (with road deaths per million inhabitants in 2001 for comparison).

10. How many people are seriously injured in road collisions?

2009 was the last year when data was available for all EU27 countries. The number for 2009 was over 340,000 people and the provisional data for 2010 suggests the number will be over 340,000. However, the large majority of figures presented in the 5<sup>th</sup> PIN report are extracted from police records and suffer from underreporting as many serious injuries are not reported to the police, but only recorded by the hospitals.

The Report and detailed figures for each country are available under [www.etsc.eu/PIN-publications.php](http://www.etsc.eu/PIN-publications.php). For further enquiries, please contact PIN Programme Manager Graziella Jost, [graziella.jost@etsc.eu](mailto:graziella.jost@etsc.eu), or ETSC Communications Officer Mircea Steriu, [mircea.steriu@etsc.eu](mailto:mircea.steriu@etsc.eu), mob. +32(0)4 98.51.65.62, +32 (0)4 84.38.05.79.

#### References:

ETSC 5<sup>th</sup> PIN Report (2011), 2010 Road Safety Target Outcome: 100,000 fewer deaths since 2001. <http://www.etsc.eu/PIN-publications.php>.

ETSC Response to the EC Road Safety Policy Orientations  
<http://www.etsc.eu/documents/ETSC%20Response%20to%20EC%20Communication%2022%20Sept%202010.pdf>

ETSC Response to the EC 2011 White Paper on Transport  
<http://www.etsc.eu/documents/ETSC%20Response%20to%20the%20White%20Paper%20on%20Transport%206%20June%202011.pdf>

Press release PIN Award Lithuania and Press release PIN Award Sweden at <http://www.etsc.eu/documents.php?did=1>. Lithuania Minister, Eligijus Masiulis, and Swedish Minister, Catharina Elmsäter-Svärd, present what their countries have done to receive the PIN Award in ETSC 5<sup>th</sup> PIN Report, p. 21-24.

Methodological Note, published together with the 5<sup>th</sup> PIN Report under <http://www.etsc.eu/PIN-publications.php>

Table 1 (Fig. 1). Road deaths and % change in road deaths between 2001 and 2010  
Annex - Chapter 1, ETSC 5<sup>th</sup> Road Safety PIN Report 2011

Country	Road deaths in 2001	Road deaths in 2010	Reduction 2010-2001
Latvia	558	218	-61%
Estonia	199	78	-61%
Lithuania	706	300	-58%
Spain	5,517	2,470*	-55%
Luxembourg	70	32	-54%
France	8,162	3,992*	-51%
Slovenia	278	138	-50%
Sweden <sup>(1)</sup>	531	266	-50%
Ireland	411	212*	-50%
Portugal	1,670	845	-49%
Germany	6,977	3,651*	-48%
UK	3,598	1,943**	-46%
Italy	7,096	3,998*	-44%
Slovakia	625	353	-44%
Belgium	1,486	840*	-43%
Austria	958	552	-42%
The Netherlands <sup>(2)</sup>	1,083	640	-41%
Hungary	1,239	739	-40%
Czech Republic	1,334	802*	-40%
Cyprus	98	60	-39%
Denmark	431	265*	-39%
Finland	433	270*	-38%
Greece	1,880	1,281	-32%
Poland	5,534	3,907	-29%
Bulgaria	1,011	775	-23%
Malta	16	15	-6%
Romania	2,454	2,377	-3%
<b>EU27</b>	<b>54,355</b>	<b>30,926</b>	<b>-43%</b>

\* Provisional figures or national estimates for 2010 as final figures for 2010 were not available at the time of going to print. \*\* UK 2010: ETSC estimate based on EC Care Quick indicator.

(1) The definition of road deaths changed in 2010 to exclude suicides. The time series was adjusted so figures for previous years exclude suicides as well.

(2) Figures have been corrected for police underreporting. In the Netherlands, the reported number of deaths is checked by Statistics Netherlands (CBS) and compared individually to the Death certificates and Court files of unnatural death.