

## NEWS RELEASE

### EU CAPITALS RANKED ON ROAD SAFETY PROGRESS

*Strategic road safety planning pays off in safety dividends*

**8 October 2008, Brussels** – At least 24,000 people were killed in road accidents in the EU-27 capitals over the past decade, according to the latest ETSC<sup>(1)</sup> Road Safety PIN study<sup>(2)</sup> launched today in Brussels. Despite reduction over the decade, last year alone the total number of road victims in the EU capitals was 1,560.

**Dublin, Lisbon and Oslo** scored the best year-to-year reduction in the number of victims per 100,000 residents, with respectively 12%, 10% and 9% average annual reduction. Another eight capitals – **Sofia, Bratislava, Madrid, Bucharest, Warsaw, Paris, Copenhagen and Tallinn**- follow with better-than-average reductions. In **Helsinki**, however, the number of people killed on the road per 100,000 residents has increased slightly<sup>(3)</sup>.

Since 2001, and the adoption of the EU target of halving road deaths by 2010, the pace of improvement in cities has been greater at 5.3%. However, it remains below the 7.4% needed to reach the target on time<sup>(4)</sup>. Altogether 10 of the 27 capitals have achieved the annual reduction above 7.4%, thus contributing their fair share towards reaching the EU target.

While in general the risk of dying on the capital cities' roads is half the risk of dying in a road collision in the rest of the country, vulnerable road users are particularly exposed to danger while using the capital cities' roads. One out of two road victims in capitals is either a pedestrian or a cyclist. Providing safe mobility to vulnerable road users represents a major challenge – a challenge which has been taken up by authorities in a number of capitals, and particularly vigorously by some mayors<sup>(5)</sup>.

Asked to comment about his capital's success in cutting road deaths, Michael Byrne, from the Dublin City Council, said "*One of the most important measures has been fostering a greater team effort by all stakeholders involved and having an overall road safety reduction strategy linked to key performance indicators. Another factor was that the City Council provided ring fenced funding to undertake engineering and education measures.*"

*"This latest PIN study has demonstrated that the city authorities who had adopted strategic programmes have been most successful in making their cities safer and friendlier for their residents,"* said Graziella Jost, PIN Programme Manager. *"Strategic road safety planning pays off in safety dividends."*

You can download the complete Road Safety PIN Flash 11 at [www.etsc.be/PIN-publications](http://www.etsc.be/PIN-publications). For more information please contact ETSC Communications Officer Evgueni Pogorelov at [evgueni.pogorelov@etsc.be](mailto:evgueni.pogorelov@etsc.be), or PIN Programme Manager Graziella Jost at [graziella.jost@etsc.be](mailto:graziella.jost@etsc.be). Tel. +32 (0)2 230.41.06. Mob. +32 (0)4 98.51.65.62.

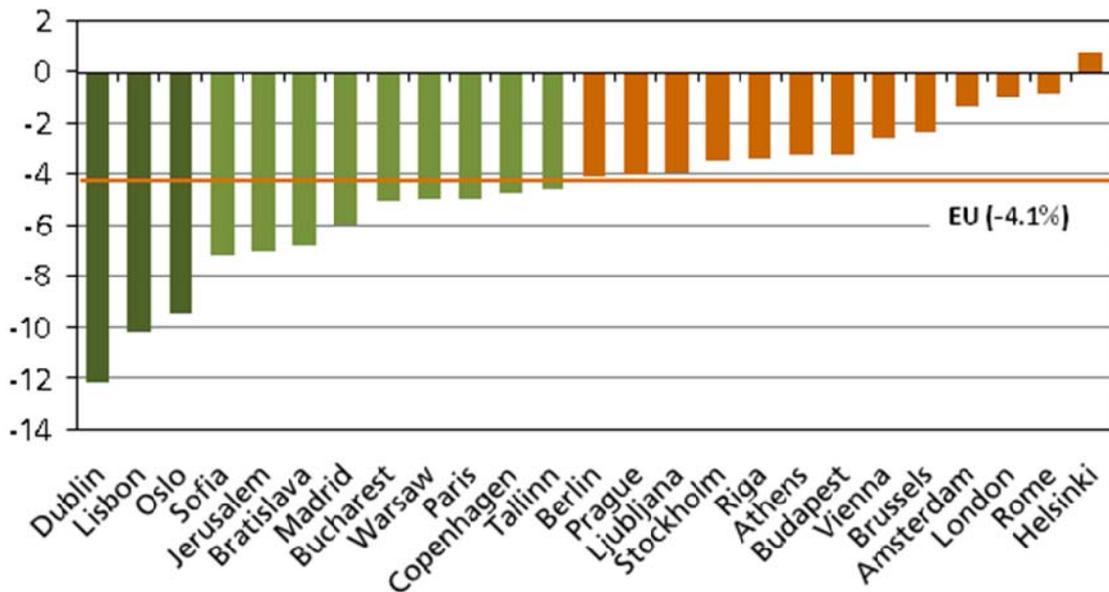
## Notes to Editors:

(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 41 national and international organisations concerned with transport safety from across Europe. [www.etsc.be](http://www.etsc.be).

**The Road Safety Performance Index (PIN)** Programme was launched in June 2006 to compare country road safety performances. It currently includes 30 countries. <http://www.etsc.be/PIN>.

(2) The full text of the study **Road Safety PIN Flash 11 “En route to safer mobility in EU capitals”**, October 2008, is available at [www.etsc.be/PIN-publications.php](http://www.etsc.be/PIN-publications.php). The Background Tables and Methodological Note can be downloaded from the same address.

(3) **Average annual percentage change in road deaths per 100,000 residents over the period 1997-2007**



(4) ETSC (2008), 2<sup>nd</sup> PIN Annual Report Countdown to 2010 – Only two more years to act, p. 9, [www.etsc.be/PIN-publications.php](http://www.etsc.be/PIN-publications.php)

(5) Cities will be able to promote some of their road safety initiatives at the European Road Safety Day “**Road Safety in our Cities**” organised by the European Commission in Paris on the 13<sup>th</sup> of October. More information on [http://ec.europa.eu/transport/roadsafety/road\\_safety\\_days/index\\_2008\\_en.htm](http://ec.europa.eu/transport/roadsafety/road_safety_days/index_2008_en.htm)