

# Road Safety PIN Award Ceremony

## PIN Awards 2010

### Estonia and Ireland

### For outstanding progress in road safety

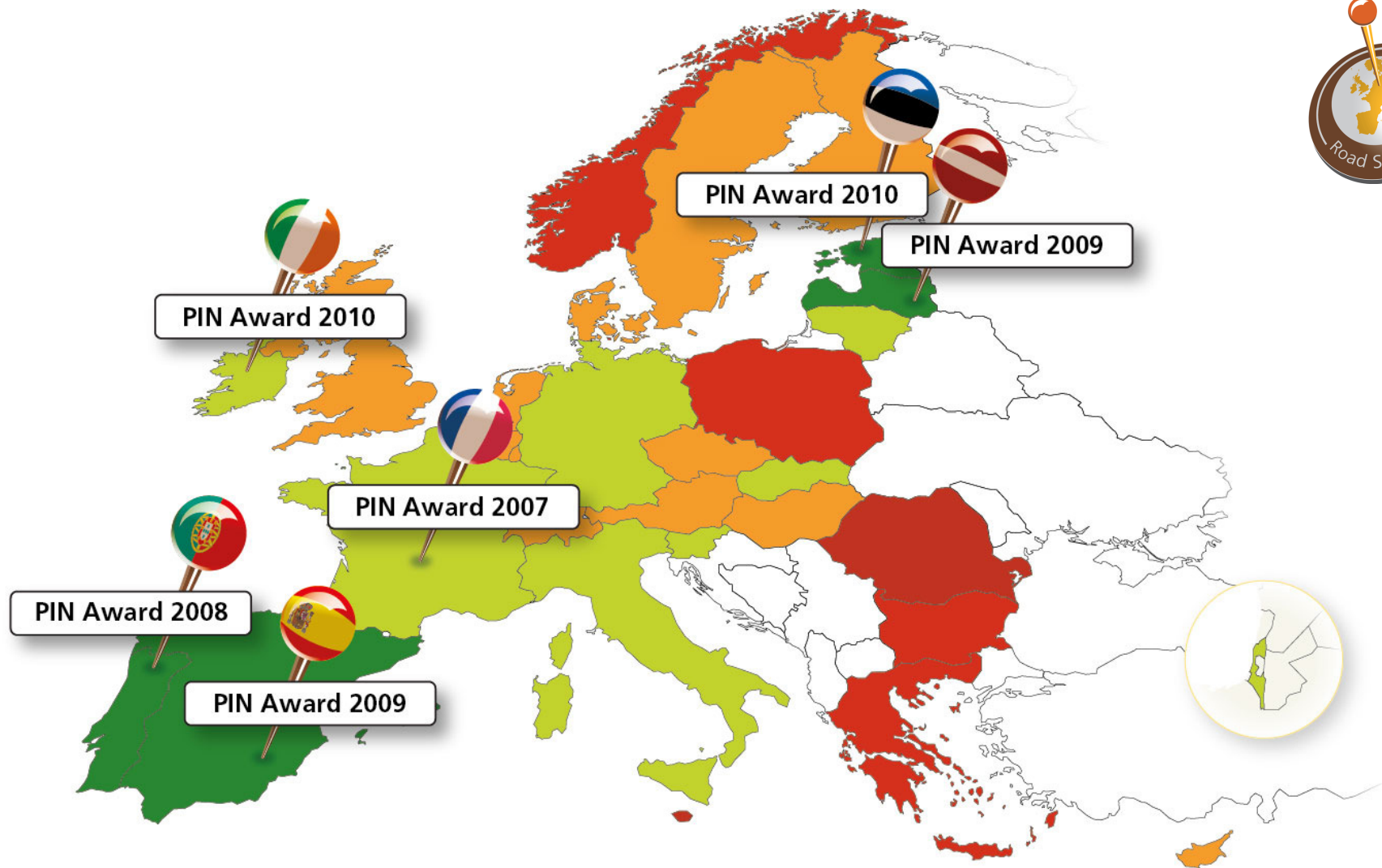


# ETSC PIN Programme

- Launched in June 2006 to **compare country performance** in road safety
- Currently includes the **27 EU Member States**, as well as Israel, Norway and Switzerland
- A **PIN Panel**: well-placed experts from each of the 30 countries
- A **PIN Steering Group** with members from
  - SWOV, VTI, SafetyNet/DaCoTA
  - European Commission
  - and PIN sponsors

**Swedish Transport Administration, Norwegian Public Roads Administration, Toyota Motor Europe**

# Road Safety PIN Awards



# Road Safety PIN Awards 2010



- ✓ Substantial and sustainable reduction in road deaths since 2001
- ✓ Implementation of comprehensive road safety policies and measures
- ✓ Increased enforcement of major traffic offences

# Road Safety PIN Award 2010



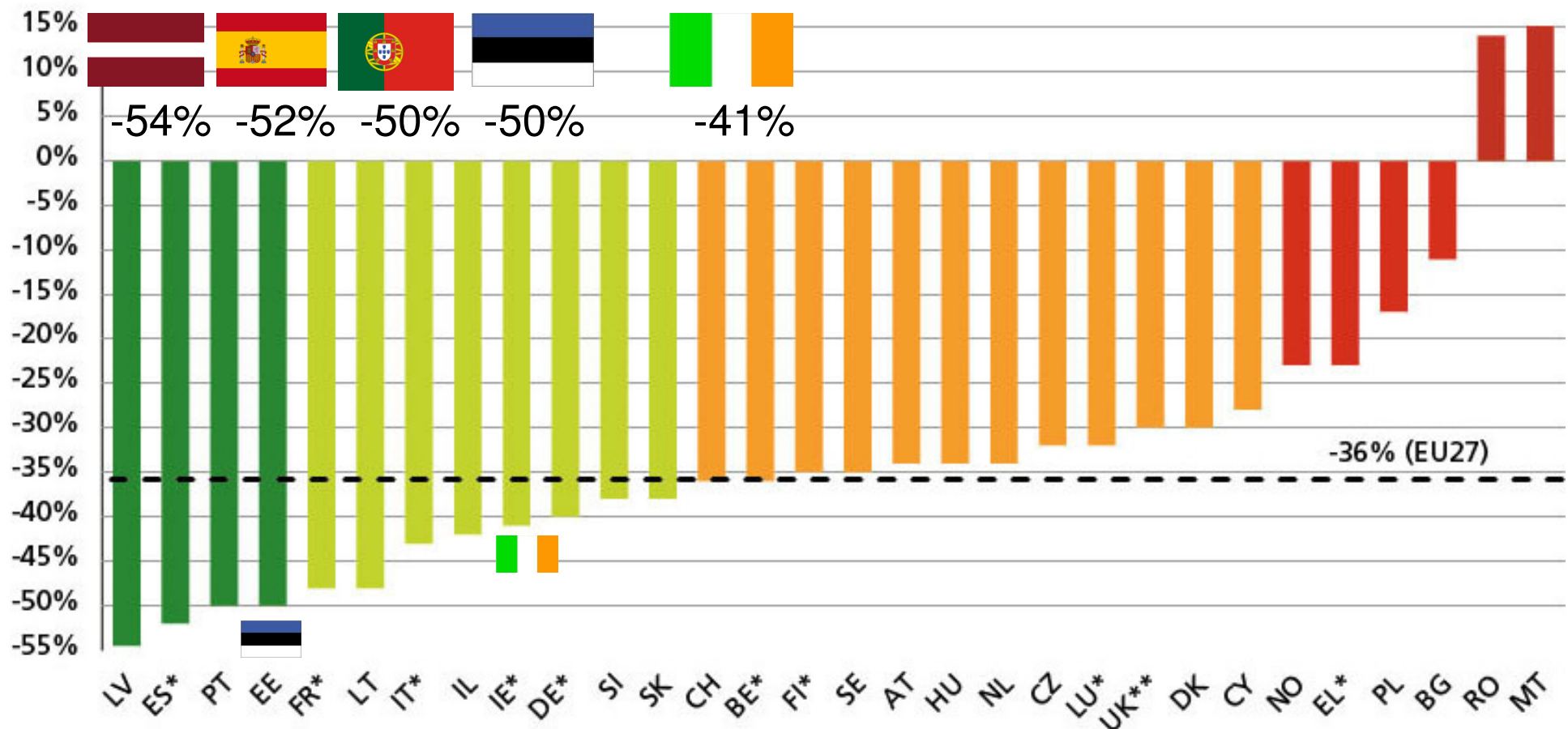
- ✓ Achieved a 50% reduction in road deaths between 2001-2009
- ✓ Is reaching the EU target
- ✓ Cur road deaths per million population by half between 2001-2009



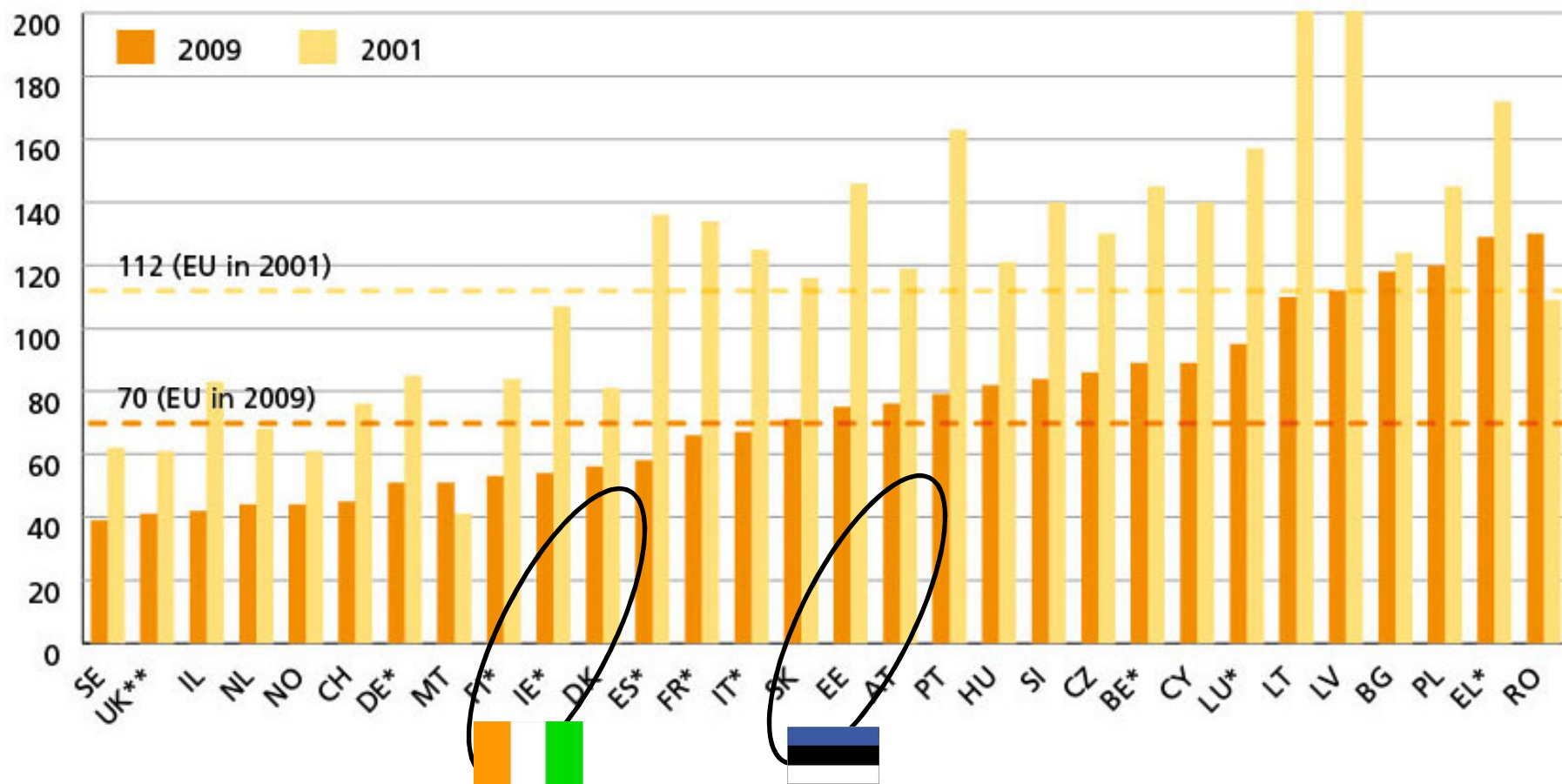
- ✓ Achieved a 41% reduction in road deaths between 2001-2009
- ✓ Cut road deaths per million population by half between 2001-2009
- ✓ Is now 7<sup>th</sup> out of 27 in road deaths per million population

# Progress towards the EU target

Percentage change in road deaths between 2001 and 2009



# Road mortality in 2009 and 2001



# No complacency



- Tackle speeding by extending the safety camera network
- Increase seat belt use in particular in rear seats
- Increase drink driving checks
- Introduce penalty point system
- Improve infrastructure safety
- Improve the safety of vulnerable road users
- ....



# No complacency



- Lower the BAC legal limit
- Roll-out the safety camera network
- Further improve the safety of vulnerable road users
- Tackle drug driving
- Tackle the increasing use of mobile phone while driving
- ...

# **PIN Award to Estonia**

**Mr. Juhan Parts**  
**Minister of Economic Affairs**  
**and Communications**  
**Estonia**

# PIN Award to Ireland

**Mr. Noel Dempsey T.D.  
Minister for Transport  
Ireland**

