M. ANTONIO AVENOSO
Directeur général de l'European Transport Safety Council

European Transport Safety Council

- Independent NGO promoting a science-based approach to road safety

- **45 members** across Europe

  Belgium Road Safety Institute
  The Flemish Foundation for Traffic Knowledge

- Funded by our members, the EC and private sponsors

- More than **200 experts** contributing to ETSC's Reviews, Policy Papers, Positions.

- ⮑ Aiming to identify and promote research-based measures with high safety potential

- ⮑ Aiming to provide impartial advice on transport safety to policymakers across the EU

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A priority-based safety work

Monitoring EU transport safety policy

Road Safety Performance Index (PIN)

Ranking EU countries' performances

*Promoting best practices
Developing recommendations*

*Developing projects
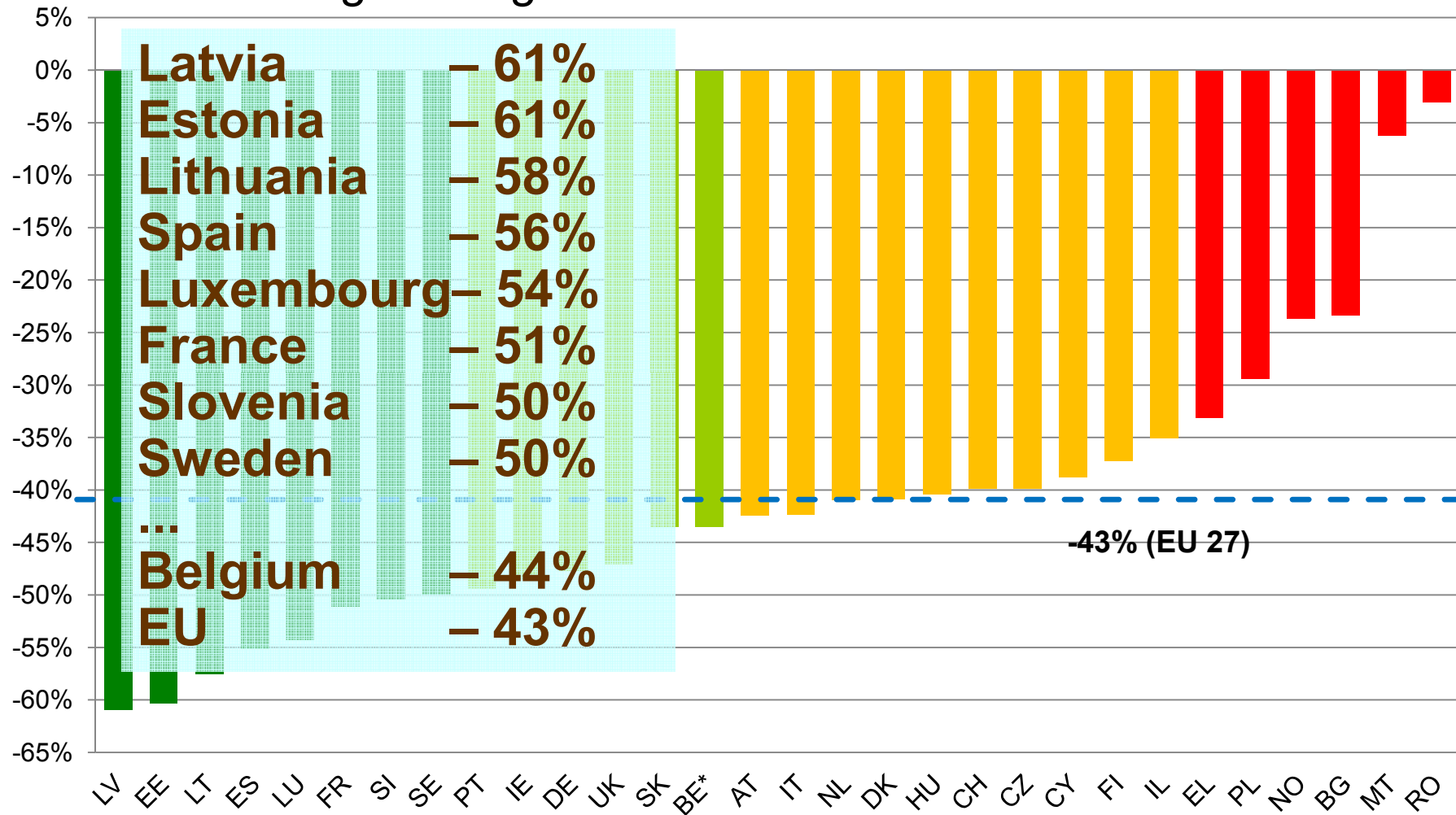on priority areas*

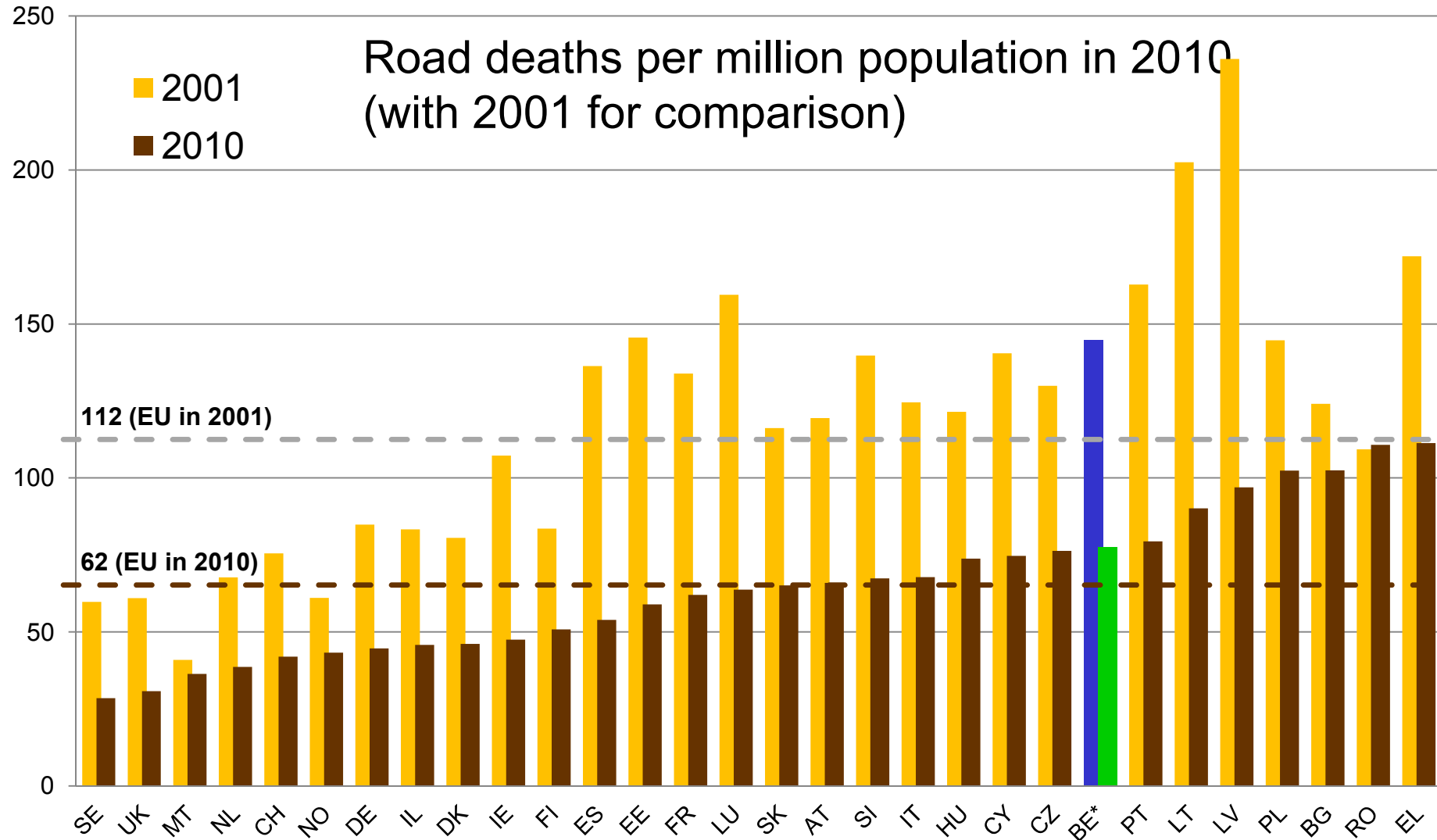Preventing **Drink Driving**

Preventing **Cyclists' deaths**

Preventing **Speeding**

STARS

BIKE PAL

PRAISE
Work-Related Road Safety

Praising Best Practice in **Road Safety 'At' Work and 'To' Work**

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Progress towards the EU 2010 target

Percentage change in road deaths between 2001 and 2010

Latvia – 61%
Estonia – 61%
Lithuania – 58%
Spain – 56%
Luxembourg – 54%
France – 51%
Slovenia – 50%
Sweden – 50%
...
Belgium – 44%
EU – 43%

-43% (EU 27)

Chart x-axis labels: LV, EE, LT, ES, LU, FR, SI, SE, PT, IE, DE, UK, SK, BE*, AT, IT, NL, DK, HU, CH, CZ, CY, FI, IL, EL, PL, NO, BG, MT, RO

ETSC (2011), 5th Road Safety PIN Report (updated)

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Where are we now?

Road deaths per million population in 2010
(with 2001 for comparison)

- 2001
- 2010

112 (EU in 2001)

62 (EU in 2010)

ETSC (2011), 5th Road Safety PIN Report (updated)

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The impact of the EU target

- **100,000** fewer road deaths since 2001 than if the 2001 numbers had continued

- Steeper progress in 2001-2010 than in previous decades

- Estimated value of deaths prevented **€176 billion**

Period	EU-15		EU-10	
	Reduction	Annual average reduction	Reduction	Annual average reduction
1971-1980	19%	2.4%	n/a	n/a
1981-1990	8%	1.7%	n/a	n/a
1991-2000	22%	4.0%	18%	1.5%
2001-2010	47%	6.2%	38%	4.7%

ETSC (European Transport Safety Council)

ETSC (2011), 5th Road Safety PIN Report

What's next ?

- Current deaths and serious injuries
  - 31,000 deaths in 2010 – 85 people die every day
  - For every road deaths, at least 8 people are seriously injured

- New 2020 target of 50% reduction – the next 50% will be even more challenging than the last.

- Preliminary 2011 data released by the Commission on 29 March showed only -2% reduction compared with 2010

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Towards an effective RSMP

- Road safety policy needs to be supported by <u>effective institutional management</u> in order to achieve <u>long term effects</u> on road safety levels

- Road Safety Management (RSM): 3 inter-related layers:

  1. Institutional management functions *(e.g. creating a Road Safety Authority)*

  2. Interventions *(e.g. infrastructure safety)* and outputs (*e.g. enforcement levels*).

  3. Results (e.g. road mortality, compliance with speed limits)

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A methodological approach to national road safety policies (ETSC 2006)

- Checklist to help national decision-makers and practitioners to develop efficient road safety policies

- Based on a documented experience of the formulation and implementation of national road safety policies in EU Member States

- Lessons learnt from best and bad practices

Checklist for national road safety policies

- Intended to help and encourage
- Intended as suggestions and advice
- Intended to be applied flexibly
- Not a *one size fits all* prescription that can guarantee success
- But every item is based on successful experience and can help towards reducing death and injury on a country's roads

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Checklist

Covers four phases of formulation and implementation of policy:

1 Adopting a road safety strategy

2 From strategy to plan of action

3 From plan to implementation and updating

4 Establishing and enhancing underpinning capabilities

1 Adopting a road safety strategy

- Build political support and commitment

  Jacques Chirac's declaration on July 14th, 2001

  "Road safety will be of the three priorities for my 2nd mandate"

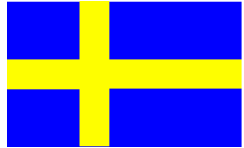- Build public and private sector awareness and involvement

  The UK Think! Campaign

  "Safe Communities" in many countries

- Consider safety holistically with social inclusion, sustainability and mobility

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1 Adopting a strategy (con't)

- Create a vision or philosophy for the safety of the road transport system

  e.g. Vision Zero, Safe System

- Commit to a strategy for movement towards the envisaged safer system

  The three elements (behaviour, vehicle, infrastructure)

2 From strategy to plan of action

- Keep under review the legal framework for use of the roads

- Treat risk of death or injury on the roads as a public health problem

- Analyse road safety problems from a systemic perspective

- Set challenging yet achievable quantitative targets

  EU 50% reduction target 2010-2020

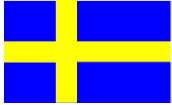 *Increase cycle use but decrease cyclists' deaths (Spain)*

- Create a road safety action plan for timely achievement of the targets

3 From plan to implementation

- Identify institutional roles clearly (e.g. lead agency)
- Choose measures scientifically
- Allocate responsibility for each measure close to the problem it addresses
- Secure enough government and other funding to make the targets achievable (e.g. dedicated budget)
- Establish transparent and trusted procedures for monitoring and evaluation

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4 Establishing and enhancing capabilities

- Effective enforcement of laws requiring safety-related behaviour

- Emergency response and trauma management to mitigate injury in collisions

- Accident and casualty data collected systematically and accessible to users

- Collect exposure data and performance indicators
   Management by objectives in Sweden

- Research to inform strategy and measures

- Training for all relevant professional staff

- Exchange of knowledge about best practice

Health warning

- The recommended strategic thinking and action are vital for sustained longer-term reduction in death and injury on the roads
- But it will take time and should not become a substitute for action in the meantime
- Every country can take known and affordable measures here and now to reduce death and injury quickly
- Nothing the Review recommends should delay such action

PIN Flash 23

- PIN Flash to be published showing how road safety management differs between countries

- Results will be discussed when launching the Annual Report @ the 6th PIN Conference

  20 June 2012, 13.00-18.30, Brussels

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