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# Road Safety in Europe: ETSC Perspectives for GAMBIT 2008

Gdansk, 23rd April 2008

Ellen Townsend, ETSC



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# Introduction to ETSC

## A science - based approach to road safety policy

- **39 organisations from across Europe under one unique umbrella promoting science-based transport safety measures at EU level (Motor Transport Institute and Road & Safety)**
- **More than 200 experts contributing to ETSC's Projects, Reviews, Policy Papers, Newsletters, Positions, Lectures, Press Releases, Year Books, etc.**
- **Funding: The European Commission, member organisations, member states and corporate sponsors**
- **10 Secretariat staff members do their utmost to coordinate projects and insert the knowledge of ETSC members and experts into EU transport safety policy-making**



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# ETSC: priority-based safety work



Monitoring EU transport safety policy



Ranking EU countries' performances - **Road Safety PIN**



Protecting Vulnerable Road Users - **VOICE**



Preventing Drink Driving and Speeding



Campaigning for the treatment of high risk infrastructure – **R2R**

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# Road Safety in Europe

- **42,829 deaths in the EU in 2006**
- **39,200 deaths in the EU-25**
- **Around 3.5 million injuries**
- **EU Socio-economic cost: € 200 billion**
- **Non-quantifiable pain and suffering**

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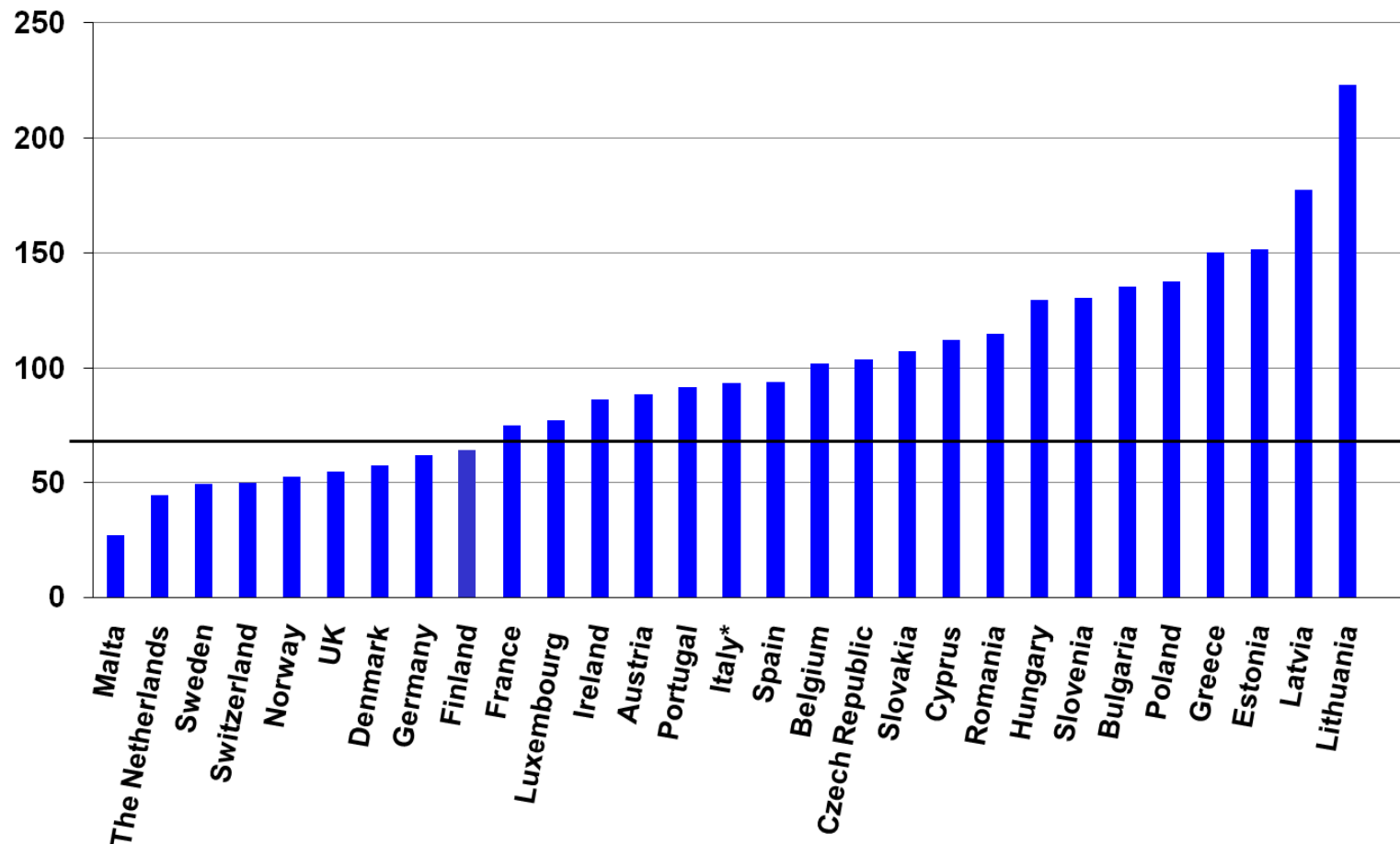


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# Deaths per million population 2006



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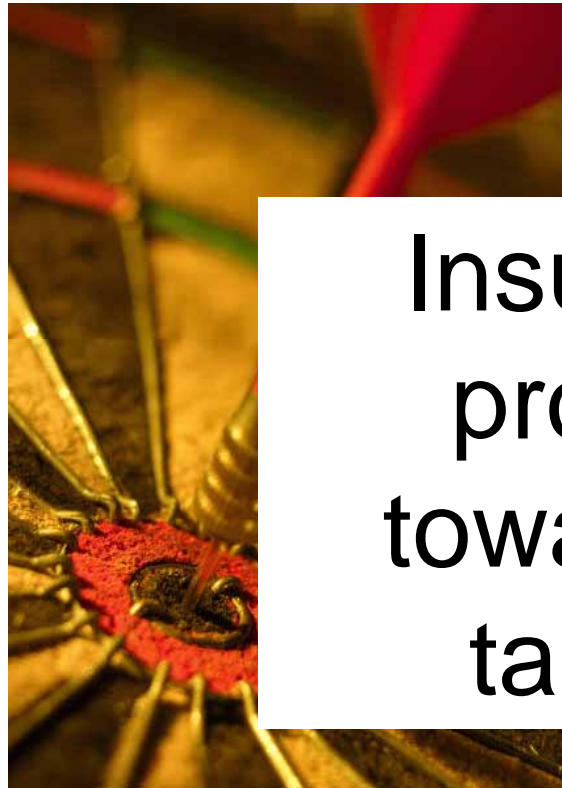


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# The EU target and Strategy



Insufficient  
progress  
towards the  
target...



**White Paper (2001)**

Cutting road deaths  
by 50% by 2010

**3rd Road Safety Action  
Programme (2003)**

Sharing responsibility

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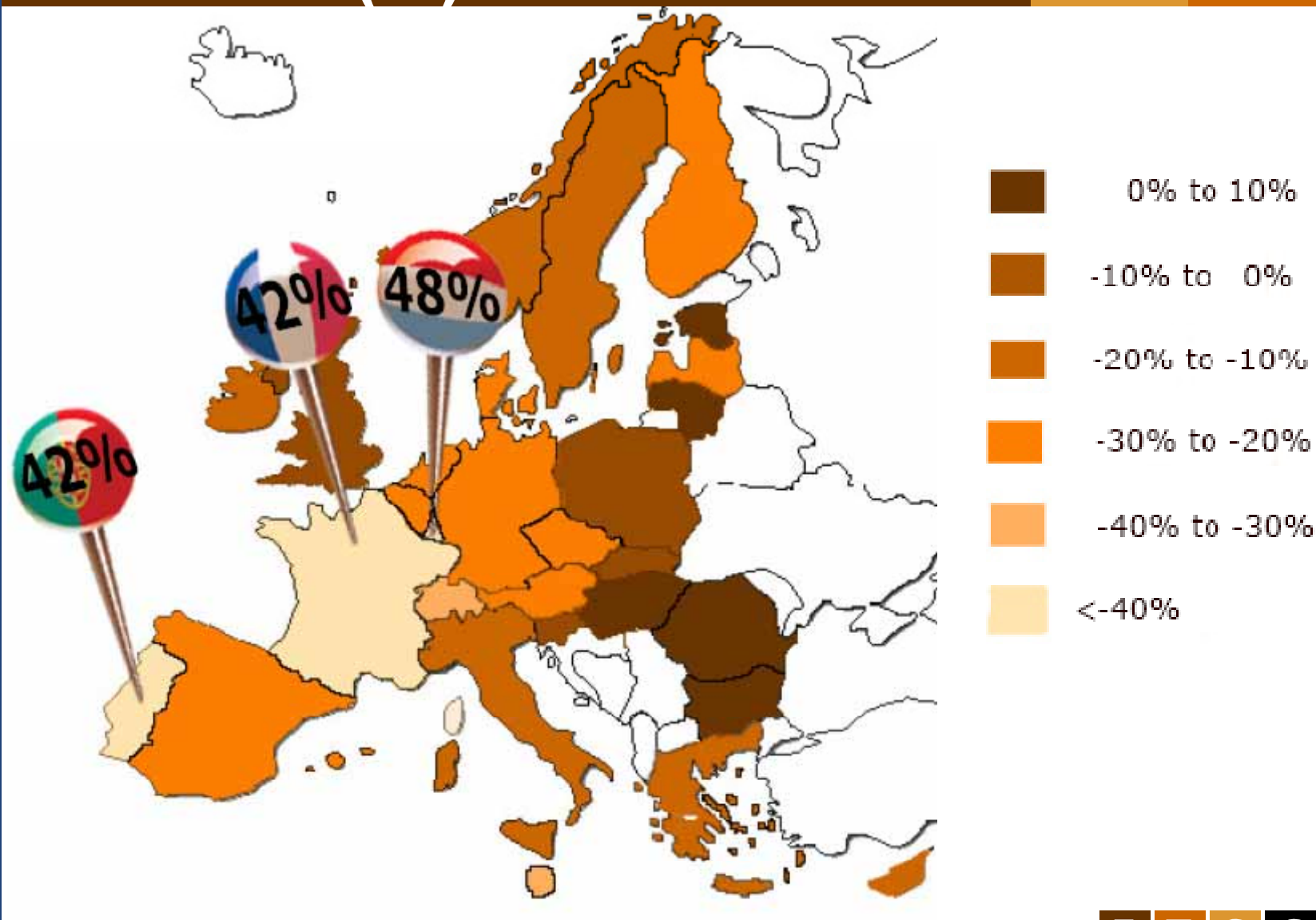


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# Reduction in road deaths 2001-2006 (%)





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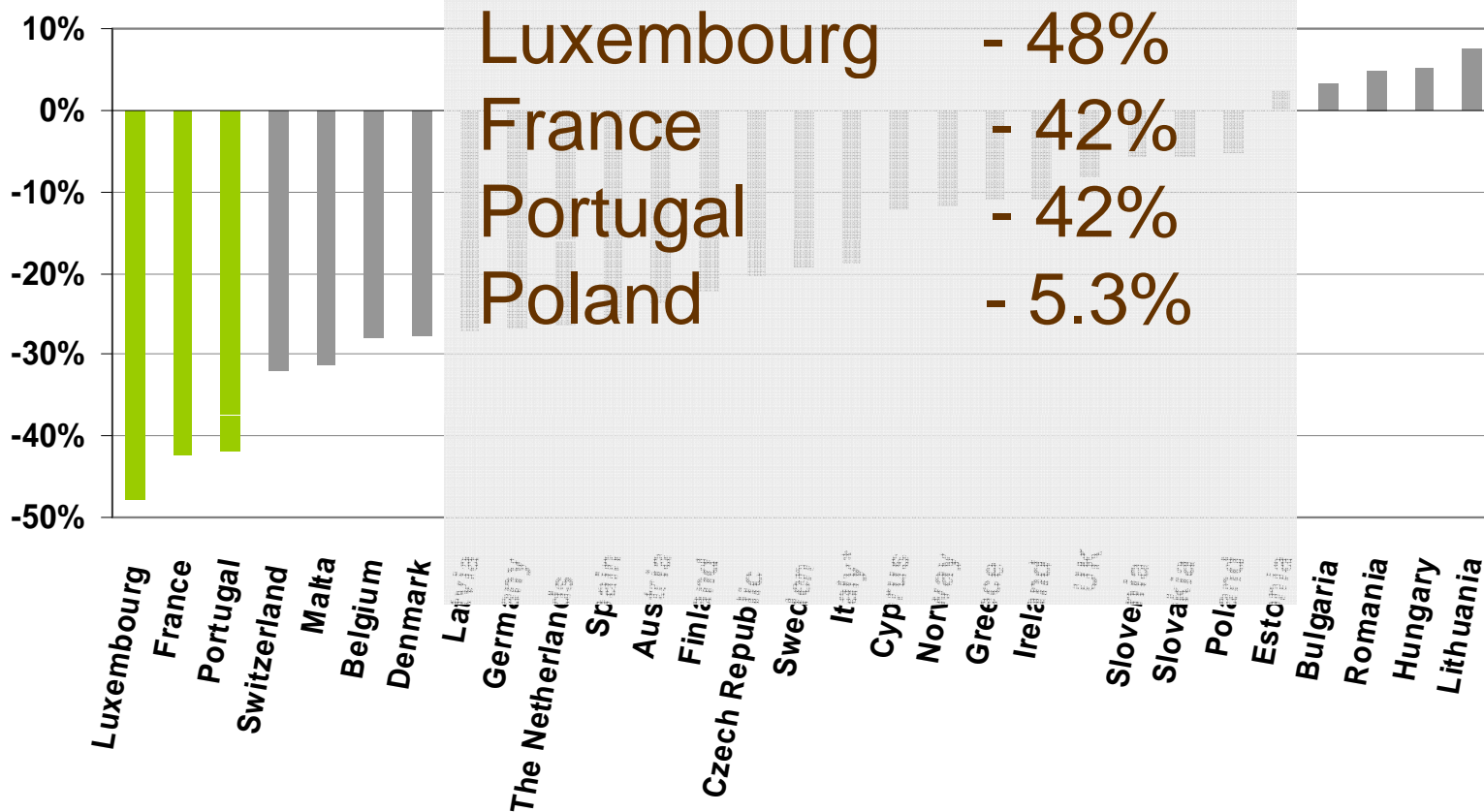


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# Reduction in road deaths 2001-2006



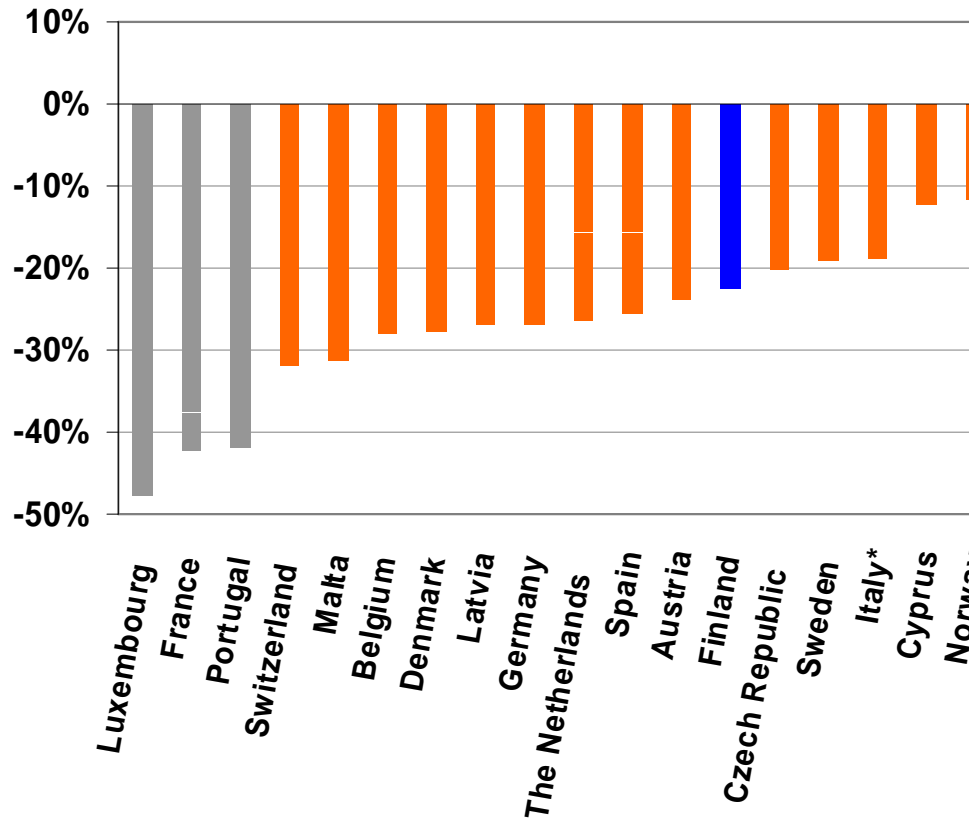


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# Countries that are progressing



**Belgium**

**Denmark**

**Latvia**

**Germany**

**Netherlands**

**Spain**

**Austria**

**Finland -22.4%**

**Czech Republic**

**Sweden**

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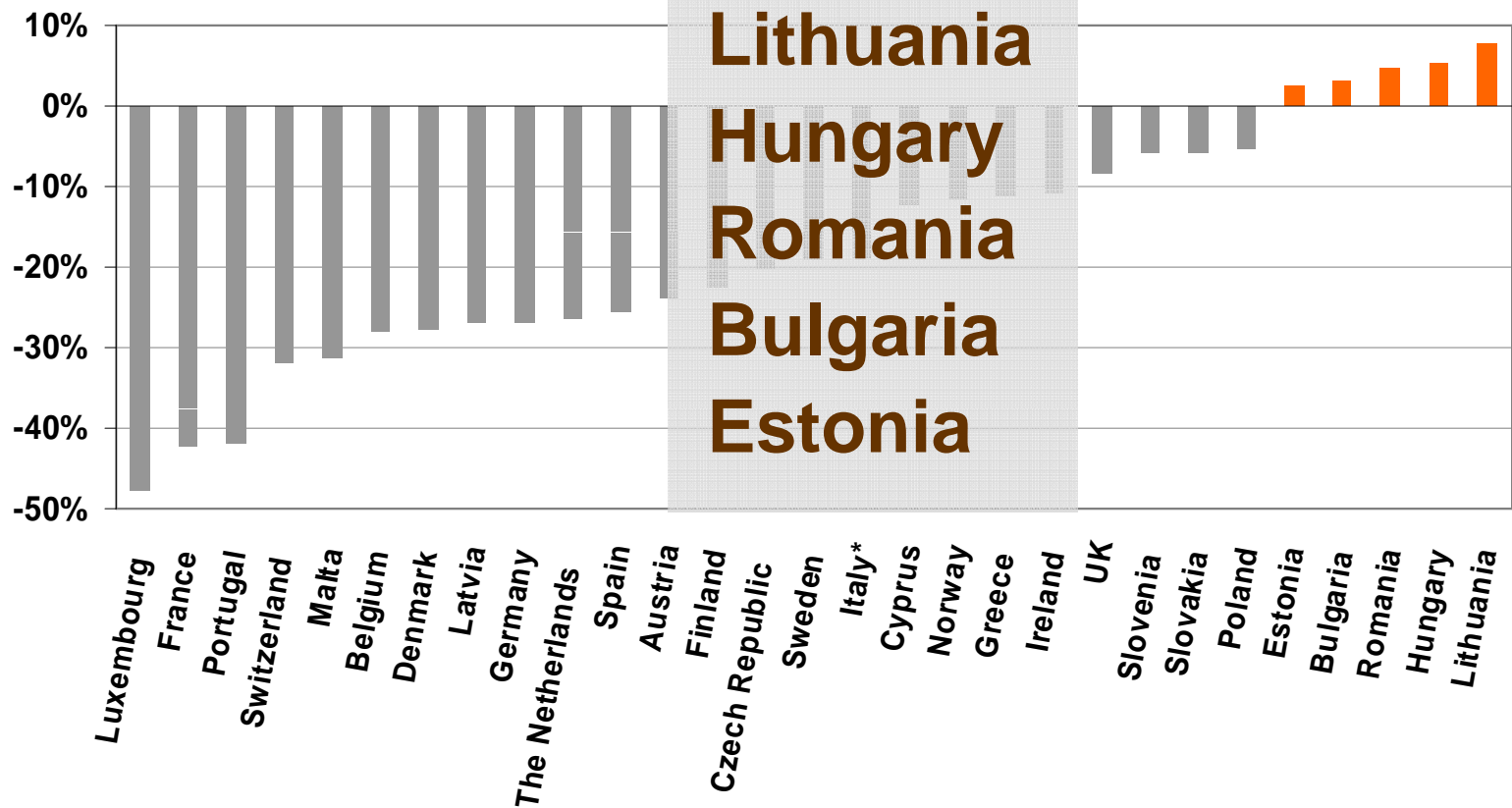


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# Countries that are lagging behind



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# Reduction in road deaths 2001-2006



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Best reductions in countries with **medium level** of safety

- *Luxembourg, France, Portugal* > **40%**

Also **frontrunners** progressed well

- *Switzerland, Netherlands* **about 25%**

Little or **no progress** in other countries

- *Lithuania, Hungary, Bulgaria, Estonia, Romania, Poland, Slovenia, Slovakia and UK, Ireland and Greece*

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# EU Legislative Action: 3 recent developments

- **Infrastructure Directive:** soon to be adopted in 2008
- **Pedestrian Protection Regulation:** to be adopted in 2008
- **Cross Border Enforcement Directive:** to be adopted in 2009?



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# Infrastructure safety: Directive Proposal COM (2006) 569

**In order to increase safety of road infrastructures, the Commission proposed a comprehensive system of road infrastructure safety management through a directive focussing on the following four procedures:**

- **Road safety impact assessments**
- **Road safety audits**
- **Network safety management**
- **Safety inspections**



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# The Roads to Respect Programme (R2R)



The European Transport Safety Council (ETSC) has launched a new Programme inviting young engineers to help prevent people from dying in car crashes. The Roads-to-Respect Programme (R2R) seeks to improve road safety by addressing High Risk Sites – or so-called “Black Spots” – on roads across Europe. With the support of ETSC, committed students from EU Member States are encouraged to campaign for the treatment of a particular High Risk Site. ETSC will select 5 students per country and invite them to Brussels to take part in a free one-week training course on “road safety campaigning” and safe road design. Students will also receive support in getting a high risk site that they have identified in their country treated. This is a unique opportunity to meet like minded European students and learn about campaigning.



**What is a High Risk Site?**

Very generally, a High Risk Site is a section of the road network which has been in operation for more than one year and upon which a relatively large number of fatal and severe accidents have occurred.

**How can I take part in the Roads-to-Respect Campaign?**

Submit your application to the European Transport Safety Council no later than June 15. You can download the application from ETSC's website at [www.etsc.be](http://www.etsc.be).

**Where do I find more information about R2R?**

ETSC will be giving lectures at various Universities in Europe. We will present to you the science of road infrastructure safety with best and worst practice examples from across Europe. ETSC will also present the R2R Programme and show how you can become a “Road Safety Campaigner” helping us to eliminate High Risk Sites on Europe's road network.

**What is ETSC?**

ETSC is an international, non-profit-making, non-governmental organisation based in Brussels, which was established in 1993. Our aim is to provide a source of impartial and expert advice on transport safety matters to the European Commission, the Council of Ministers, the European Parliament, Member States and others concerned with safety throughout Europe. Our membership comprises a wide range of national and international non-governmental organisations with safety interests. The main work of the organisation is carried out in cooperation with approximately 200 experts of international reputation from across Europe. The Roads-to-Respect Programme is jointly funded by ETSC, JIA Europe and Toyota.

**The Roads-to-Respect lecture near you will take place**

At: \_\_\_\_\_

On: \_\_\_\_\_

Is given by: \_\_\_\_\_

And is introduced by: \_\_\_\_\_



## The Roads to Respect: a programme for the treatment of High Risk Sites in Bulgaria, Croatia, Cyprus, Greece, Romania, Slovenia and Serbia



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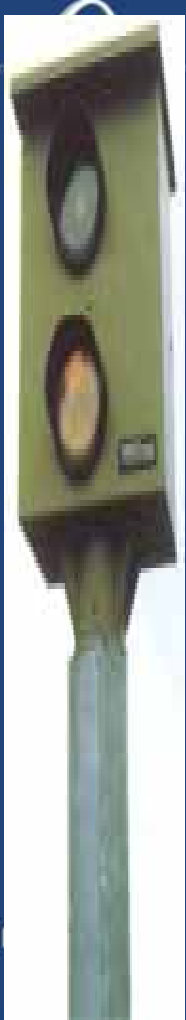
# Cross Border Enforcement Directive

## European Commission Proposal (March 2008)

- Key areas: drink driving, speeding, seat belt use
- Technical & legal measures for identification and prosecution of non-resident offending drivers

## ETSC:

- Good, but more link to road safety enforcement IN the Member States
- Add drugs, mobile phone use
- Find solution for Driver/owner Responsibility for follow up



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# Short-term progress (1)

Why are  
some countries  
doing better  
than others?

- Political leadership



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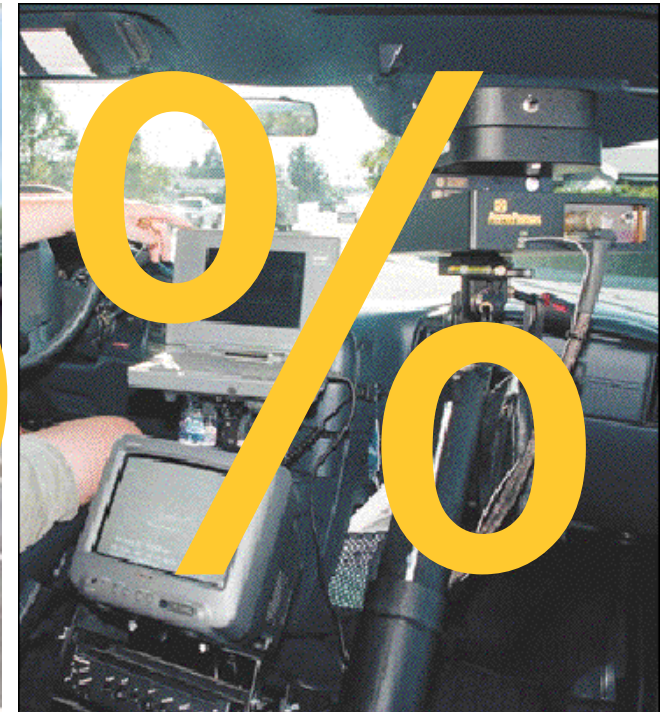


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# Short-term progress (2)

- **Enhancing compliance with traffic law**



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# Short-term progress (3)

- Political leadership
- Enhancing compliance with traffic law
- Infrastructure



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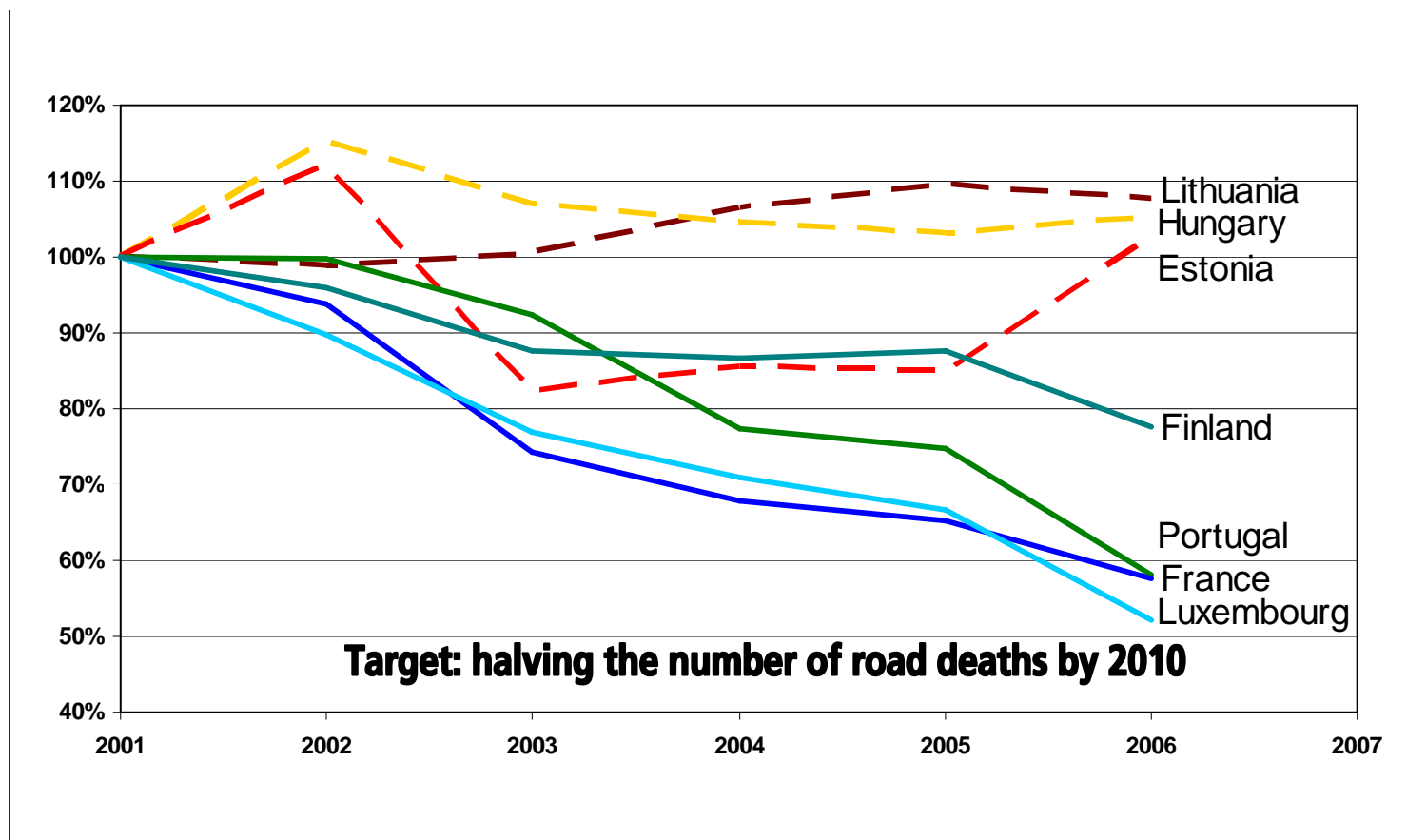
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# The EU needs further efforts

## The frontrunners cannot do the work for the others!



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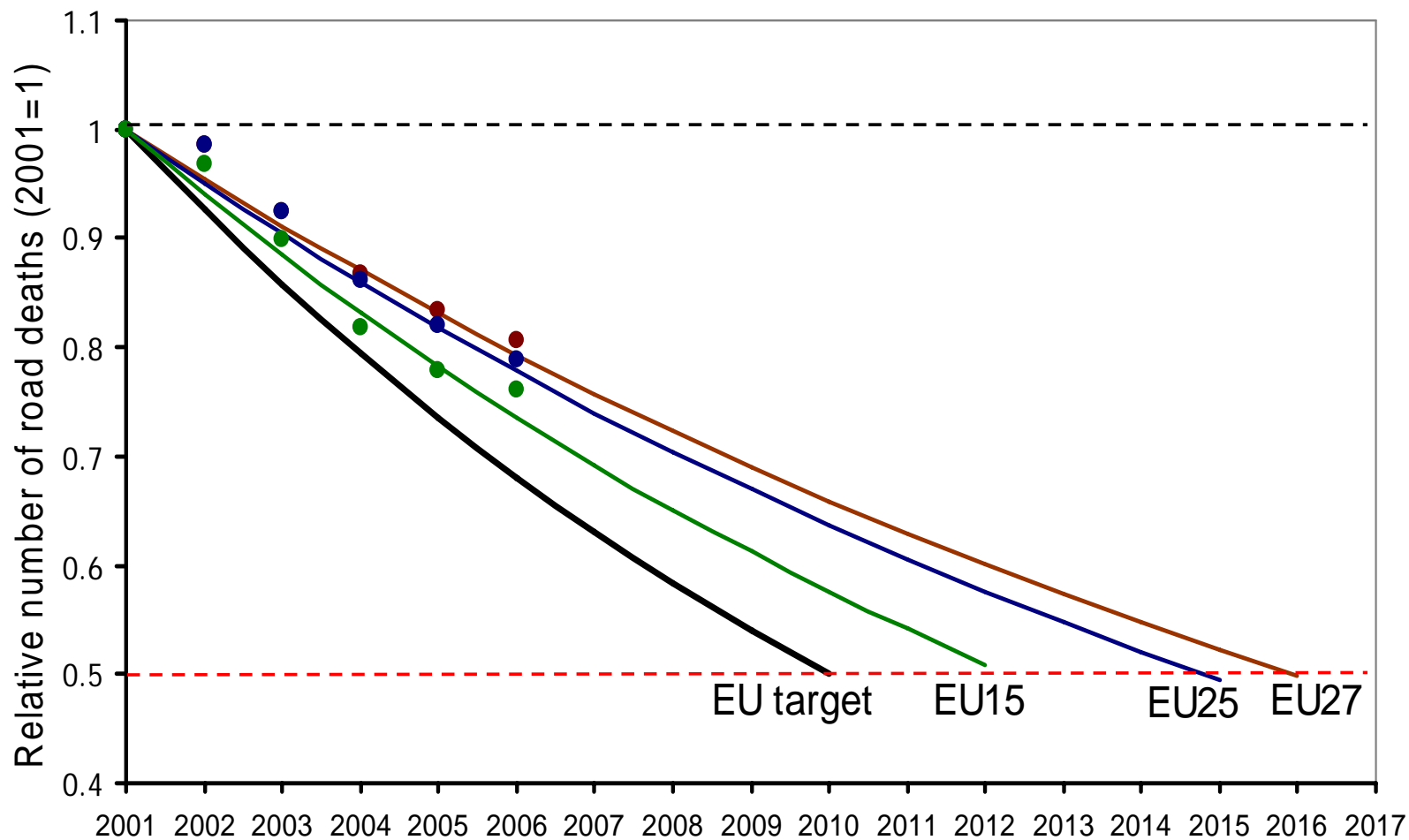


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# The EU needs further efforts





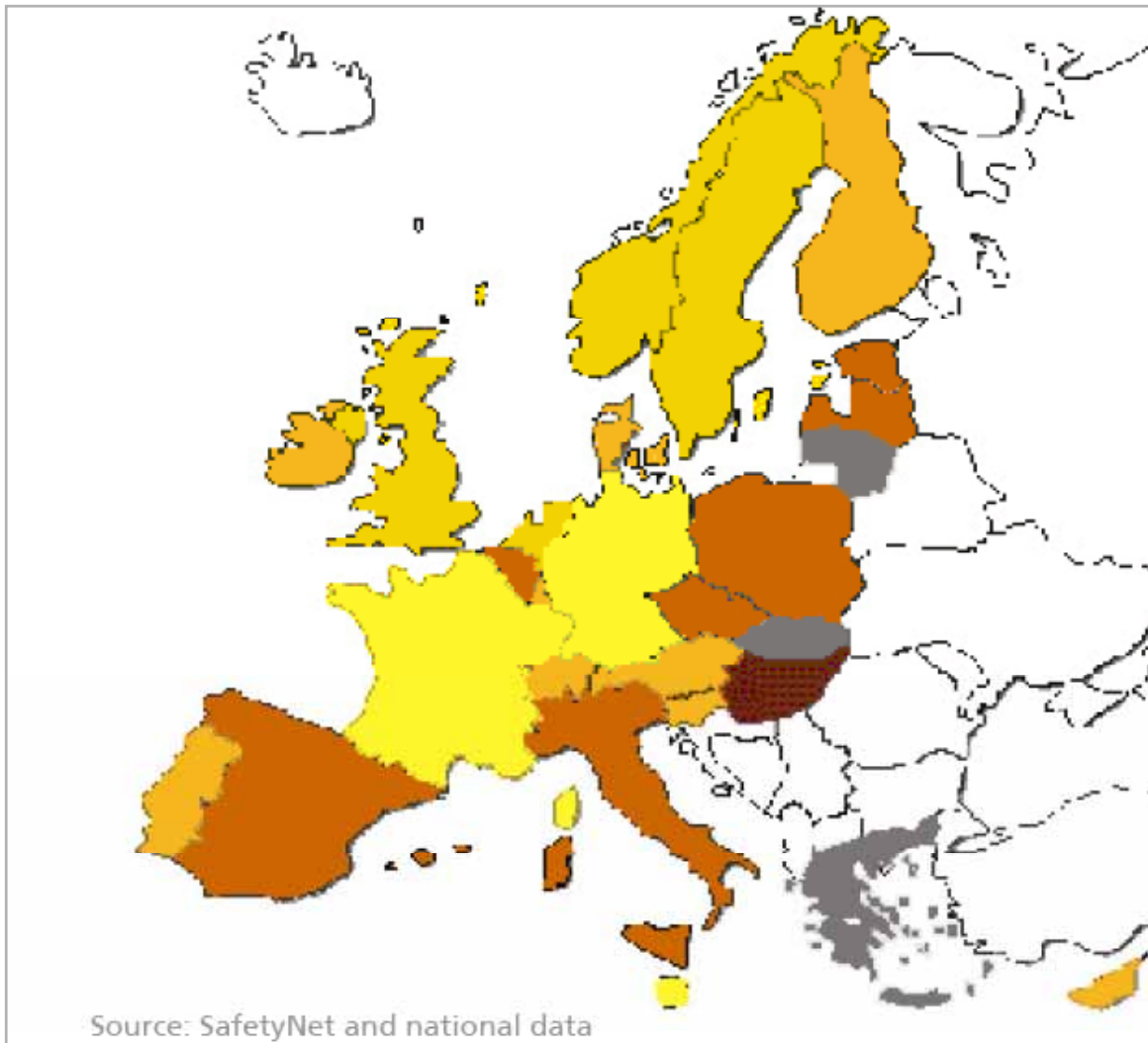
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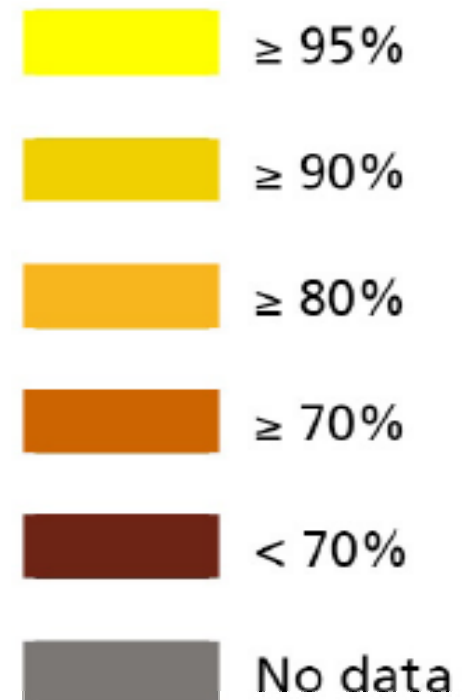
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# Ranking on seat belt use



## Seat belt wearing in front seats, 2005





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# Seat belt use

**≥ 95%**

France, Germany, Malta

**≥ 90%**

Netherlands, Norway, Sweden, U.K.

**≥ 80%**

Austria, Cyprus, Denmark, Finland,  
Ireland, Luxembourg, Portugal,  
Slovenia, Switzerland



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# Seat belts = life savers



In Europe,  
another 2,400  
drivers (15%)  
could survive  
traffic crashes  
every year if 99%  
of drivers wore  
their belt.

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# Seat belt reminders in new cars



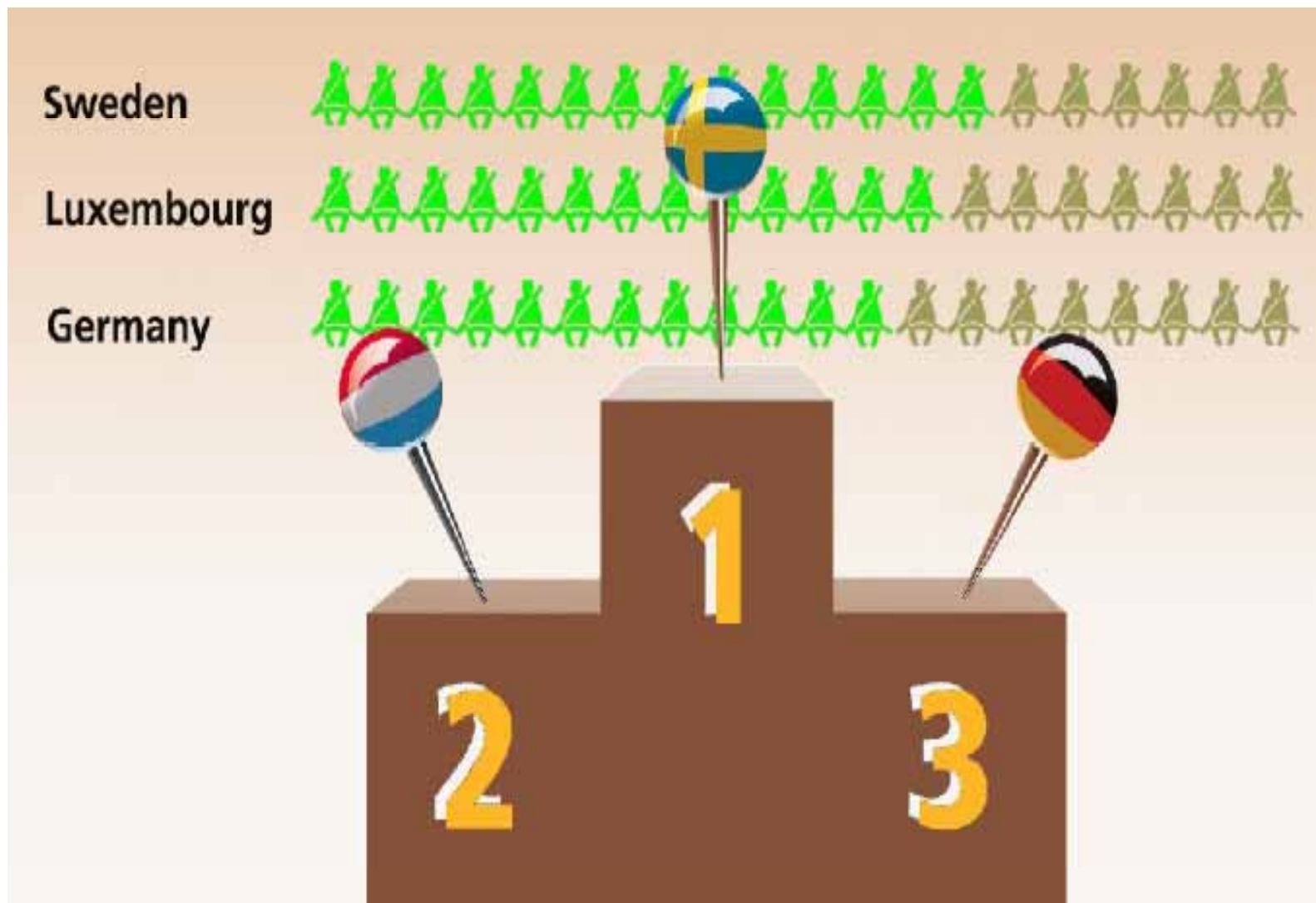
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# Mandatory fitment

## EU legislation requiring seat belt reminders in the front and rear seats





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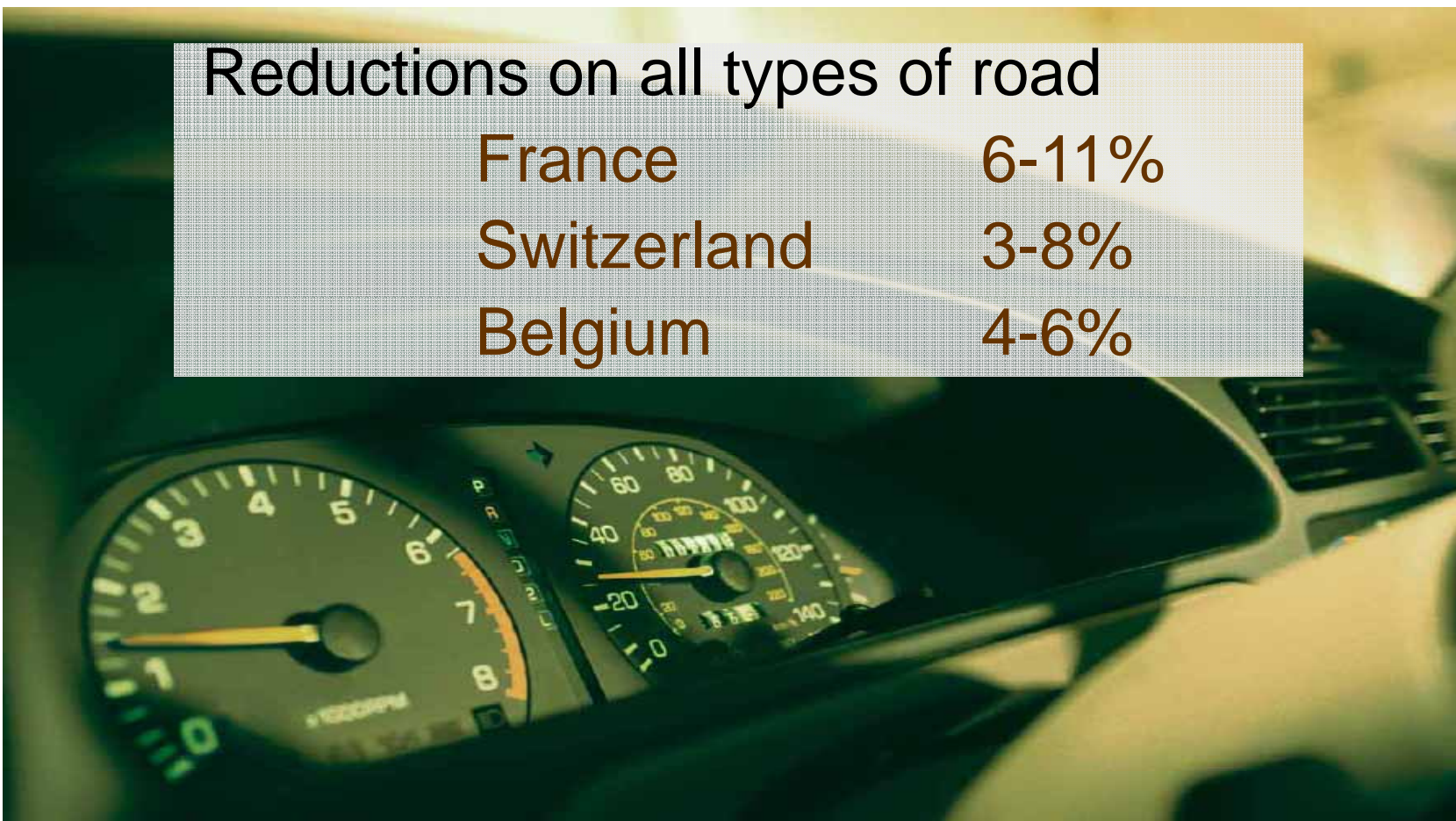


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# Trends in mean speed

## Reductions on all types of road

France	6-11%
Switzerland	3-8%
Belgium	4-6%



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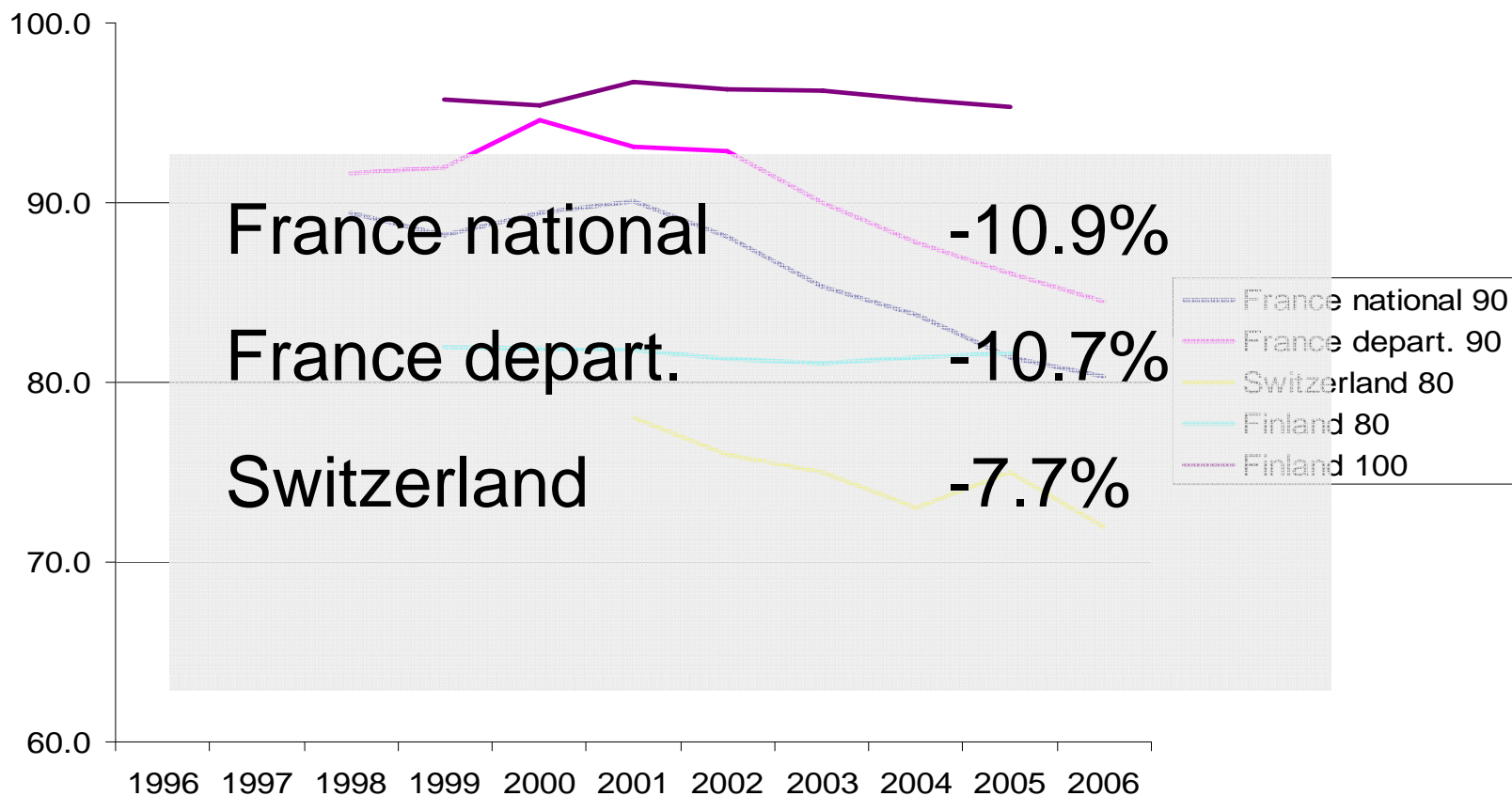
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# Mean speed – Rural roads

## Changes in mean speed - Rural roads



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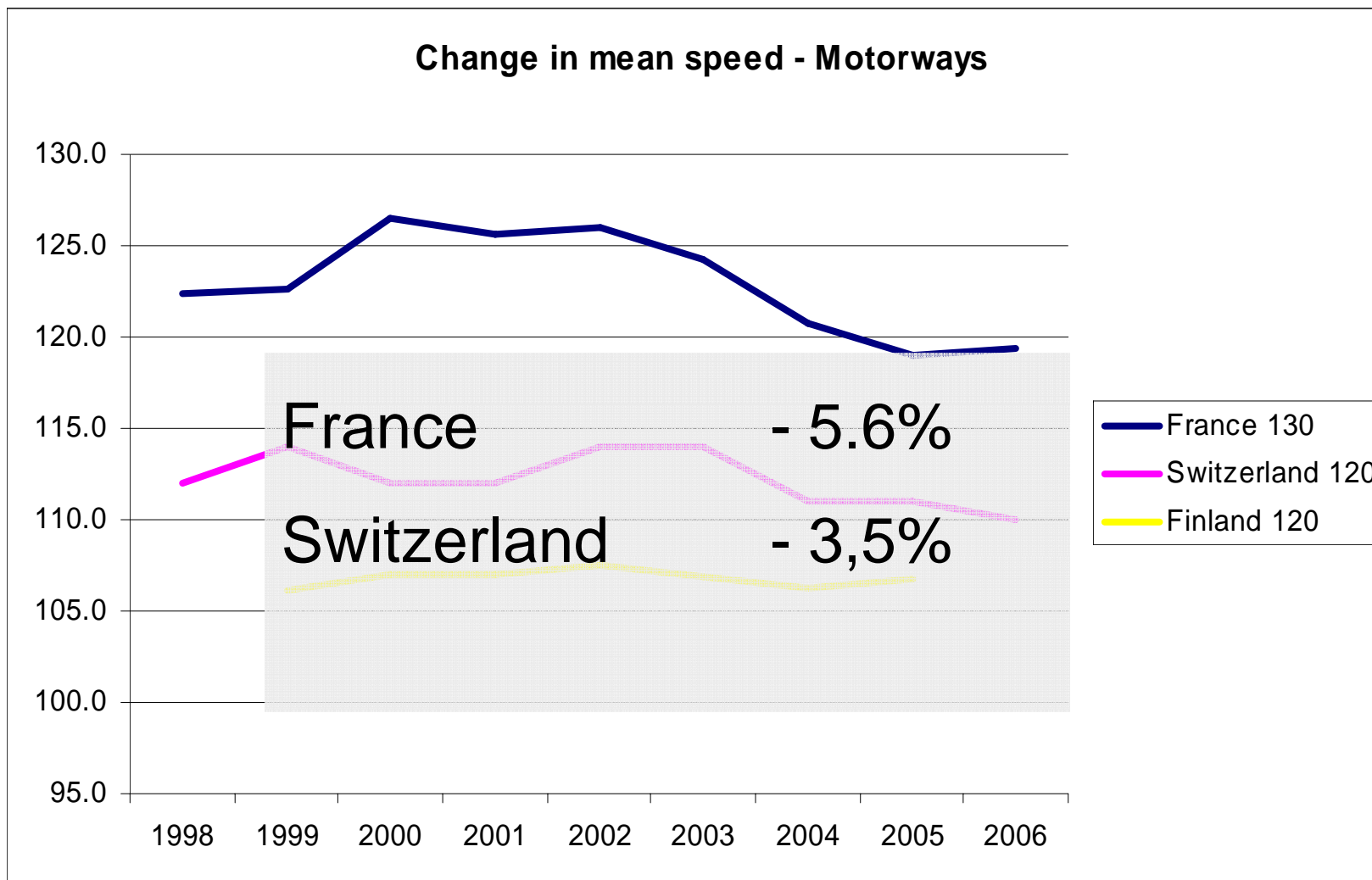
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# Change in mean speed - motorways

Change in mean speed - Motorways



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# Intelligent Speed Adaptation (ISA)

- With **ISA** the vehicle "knows" the maximum speed for each particular road (usually through a GPS system). The system informs drivers of the speed limit, warns them when exceeding the limit, or even prevents them from speeding.
- **ISA has been tested** in field trials across Europe, spreading from the SUN countries (Sweden, UK, Netherlands) to Denmark, Finland, Belgium, France, Austria & Norway.
- **Immediate fitting** of an informative ISA to the vehicle fleet of the one the world's safest country, the UK, can **reduce fatal accidents by 18%** (Carsten & Tate, 2000).
- **Adoption** needs support by public authorities: development of reliable speed maps to enable ISA nationwide; tax cuts and reduced insurance premiums to promote ISA; legislation to make ISA mandatory for novice drivers.



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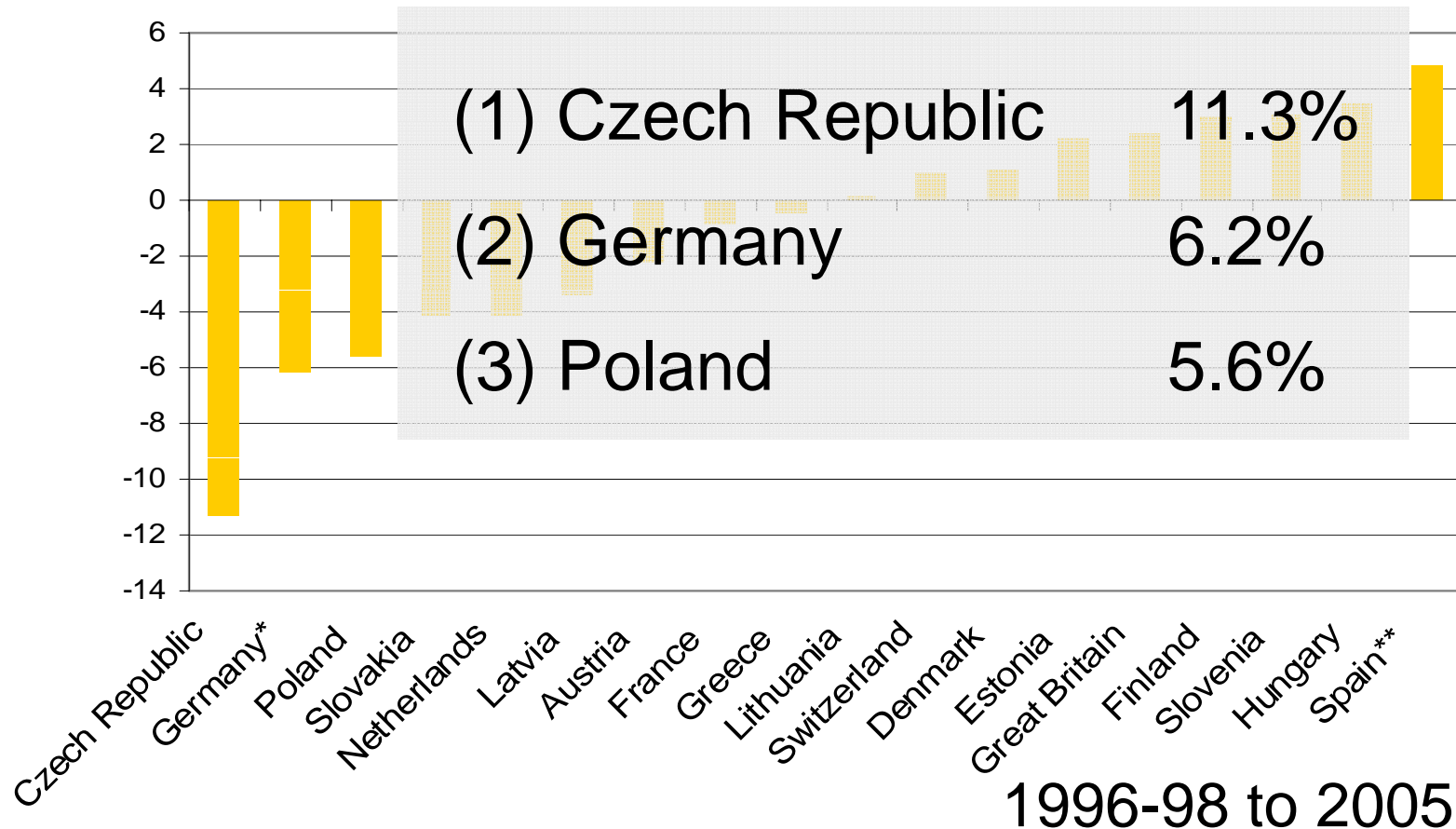


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# Ranking on drink-driving

## Yearly percentage change in drink driving deaths relative to other road deaths



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1996-98 to 2005



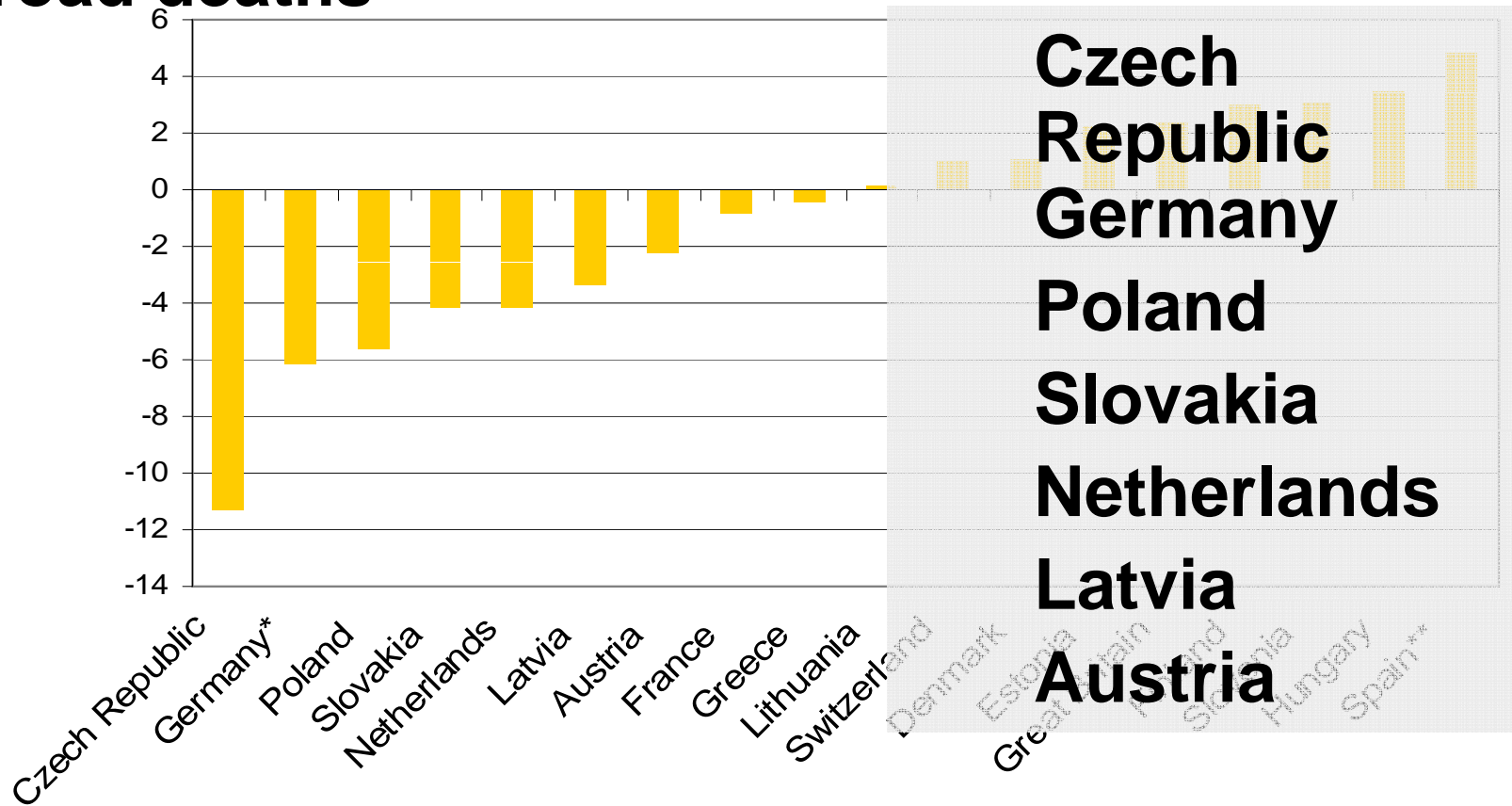
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# Frontrunners

## Changes in drink driving deaths contribute more than their share to overall reduction in road deaths



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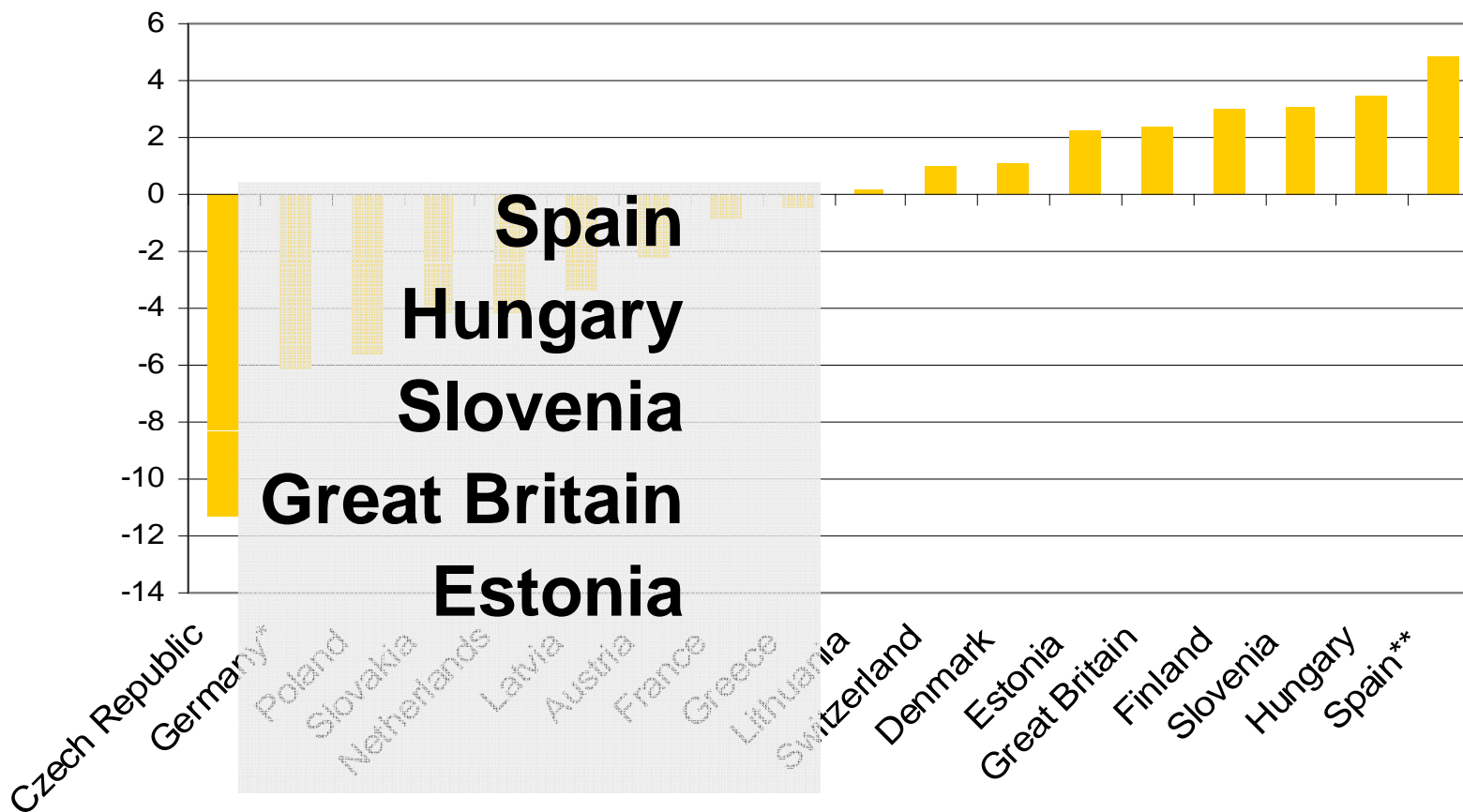
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# Laggards

## Changes in drink driving deaths slow down overall reduction in road deaths



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# Enforcement: Alcolocks

- **Positive impact in field trials in Europe: S, FIN, F, UK.**
- **NL: Positive cost-benefit-ratio: benefits 10 times greater than the costs.**
- **Acceptance: 34% EU drivers are in favour (2003)**
- **New plans in France for roll out to school buses and recidivist programmes.**



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# Upcoming ETSC Publications & Events

- PIN Ranking May 2008: Safety of Elderly
- PIN Conference 23<sup>rd</sup> June 2008
- “Curbing Speed” Publication May 2008



## Curbing Speed

Towards Safe and Sustainable  
Road Transport

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# Priorities for action

- **Behavioural measures**
  - Enforcement of traffic law (implementation of EC Recommendation)
  - Cross-Border Enforcement Directive
- **Infrastructure measures**
  - Infrastructure Safety Directive
  - Treatment of high risk sites at national level
- **Vehicle measures**
  - Pedestrian Protection Regulation
  - ESC
  - EuroNCAP (one overall rating: including pedestrian protection)
  - Seat belt reminders, Alcohol interlocks, Intelligent speed assistance



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# To know more

Bi-monthly newsletter to monitor safety policy developments in the EU



## Editorial

### **Slovene Presidency's resolve to advance EU road safety is applaudable**

Road safety professionals, as indeed all EU citizens, welcome the news that road safety will be a top priority on the Transport agenda for the Slovene Presidency of the EU in the first half of 2008. In its Memorandum to Slovenia ETSC called on it to ensure the realisation of the key EU road safety policy dossiers.

Top of the legislative agenda is the Infrastructure Safety Directive which is now under reconsideration by the European Parliament. This legislation could save 600 lives a year through substantial improvements

[www.etsc.be](http://www.etsc.be)