



“Road Safety as a right and responsibility for all”

A Blueprint for the EU's 4th Road
Safety Action Programme 2010-2020

Brussels 2008



European Transport Safety Council



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ISBN-NUMBER: 9789076024

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ETSC is grateful for the financial support provided for this publication by:

European Commission KeyMed Shell International Volvo Group Toyota Motor Europe 3M Diageo

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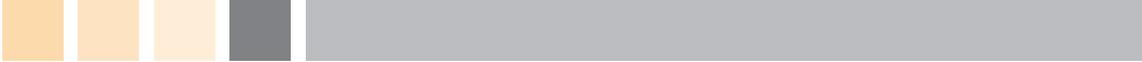
A Blueprint for the EU’s 4th Road
Safety Action Programme 2010-2020

Written by:

Ellen Townsend
Antonio Avenoso



European Transport Safety Council



Acknowledgements

ETSC is grateful for the contributions of all experts and ETSC members to this report. This report would not have been possible without their kind support. Our special thanks go to Richard Allsop, Jos Dings, Kathleen Elsig, Anders Lie, Martin Moenninghof, Murray Mackay, Peter Vansenant, Elaine Wodzin, Jeremy Broughton who have provided their expert advice.

The European Transport Safety Council

The European Transport Safety Council (ETSC) is an international non-governmental organisation which was formed in 1993 in response to the persistent and unacceptably high European road casualty toll and public concern about individual transport tragedies. ETSC provides an impartial source of advice on transport safety matters to the European Commission, the European Parliament and to national governments and organisations concerned with safety throughout Europe.

ETSC brings together experts of international reputation and representatives of a wide range of national and international organisations with transport safety interests to exchange experience and knowledge and to identify and promote research-based contributions to transport safety.

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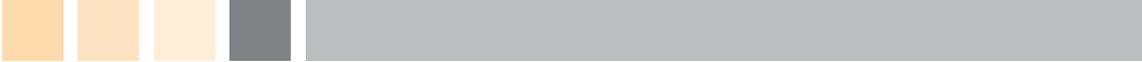
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Foreword

We have come a long way in reducing road deaths in the European Union (EU) over the past fifteen years. In 1995 in the fifteen Member States of the European Union there were around 45,000 reported deaths and 1.5 million casualties as a result of road traffic accidents (ETSC 1997). This figure is higher than the current total for a larger EU now of 27 Member States. Nevertheless in 2007 around 43,000 people were killed in road traffic collisions in the European Union (28,791 in the EU-15) (ETSC 2008). The momentum of preventing further deaths and disablement is in danger of being lost and new impetus is needed in considering a new European Action Programme for the period of 2010 to 2020.

Executive Summary

This paper presents new ideas for European action to save lives on Europe's roads for the decade ahead. The year 2010 is a deadline for both reaching the EU's target of halving road deaths (set in 2001) and the end of the 3rd Road Safety Action Programme (adopted in 2003). The EU will probably not reach the target and serious lessons must be drawn from the past ten years. New targets must be set for 2020 which will mobilise action at a joint European level to work further towards reducing the unacceptably high level of deaths and disabling injuries on Europe's roads. ETSC proposes a shared target of 40% reduction of deaths with a further target to reduce injuries with lasting effects in each Member State by 20%. Alongside these targets a vision is also needed to inspire and motivate all players to work together. ETSC also proposes a vision: *"Road Safety as a right and responsibility for all"*: whereby simultaneous mobility and safety should be a fundamental right of EU citizens.

ETSC urges the European Commission to develop a 4th Road Safety Action Programme that focuses its top activities upon the main behavioural causes of death and injuries with lasting effect (speeding, drink driving and lack of seat belt and child safety restraint use) as well as badly designed infrastructure and vehicles. Alongside this the Programme should tackle new emerging trends such as the increasing numbers of motorcyclists among those killed or injured on the roads. It should work to reap the rewards of reducing speeds and the resulting reductions in road deaths and injuries with lasting effects, as well as in emissions of carbon dioxide. The Action Programme needs also to present policy solutions to take on the demographic challenge of an ageing society.

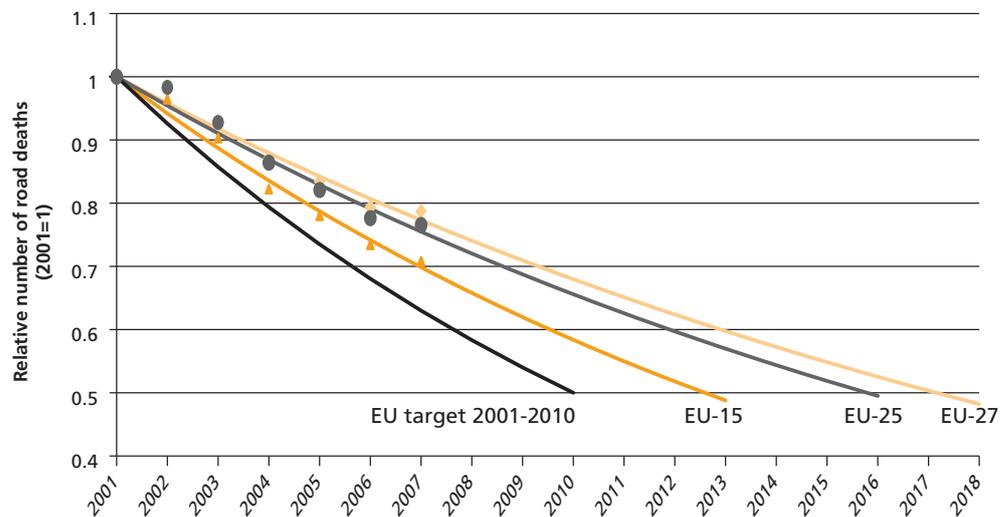
The paper also devotes a section to proposing a new institutional setup with the aim of linking responsibility for implementing the Action Programme and for reaching the 2020 target. The paper identifies actions mainly for urgent consideration for the EU in its competency but also actions on which the EU should work with the Member States.

This paper argues that forward thinking and planning is needed and the time to undertake this is now, so that by 2010 a new target and Programme with a clear road map will be set up and ready to go.

1 Progress towards the 2010 target

About 43,000 people were killed in road traffic collisions in the European Union in 2007 (ETSC 2008a). This is 11,000 fewer than in 2001 but for the first time since the adoption of the EU target, 2007 saw hardly any reduction compared with the previous year. If recent trends continue, the European Union will reach its target only in 2017. While the former EU-15 taken together will reach the target in 2013 if it maintains progress so far, slowest progress has been made in Central and Eastern European countries. (see Fig. 1).

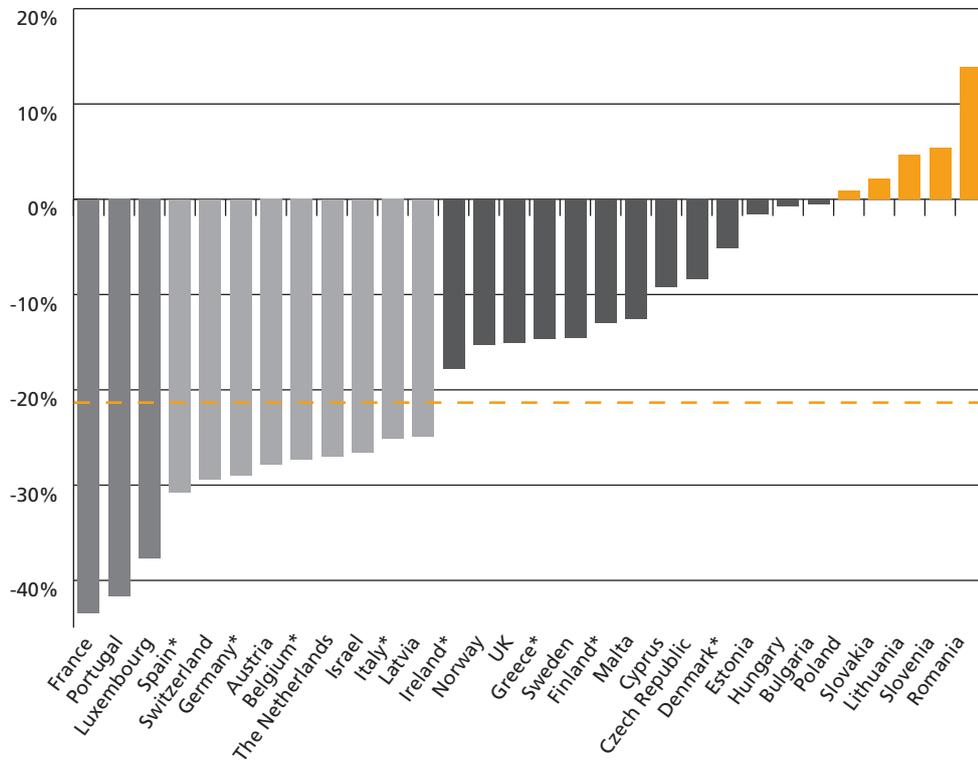
Figure 1. Estimated Trends in road deaths in EU 27, based on developments 2001-2007 (ETSC 2008a)



To be on course to reach the EU target in 2010, a reduction of at least 37% between 2001 and 2007 corresponding to an annual average reduction of at least 7.4% is needed. Between 2001 and 2007, however, road deaths have been reduced by 20% only. The European Union's yearly reduction in road deaths is no more than 4.2% on average (ETSC, 2008a).

France, Portugal and Luxembourg have reduced road deaths by 43%, 41% and 38% respectively. These three have reduced road deaths by more than 8% yearly on average, and are well on their way to hitting the EU target at national level. If efforts are maintained, France and Luxembourg could reach the target already in 2008, while Portugal is expected to reach it in 2009. Belgium, Germany, the Netherlands and Spain have also reduced their road toll considerably since 2001 and may halve the number of road deaths before 2015. Latvia deserves praise as the only exception among new member states with a reduction of 25% over 2001-2007 (ETSC, 2008a).

Fig 2 Percentage change in road deaths between 2001 and 2007 (ETSC, 2008a)



*BE, DK, FI, DE, GR, IE, IT and ES: provisional figures or national estimates based on provisional figures were used for 2007 as final figures for 2007 were not available at time of print (July 2008).

Slowest progress has been made in Central and Eastern European countries where 2001-2007 reductions did not exceed 1.6%. In Romania, Slovenia, Lithuania, Slovakia and Poland, numbers of deaths actually rose over the last six years (ETSC, 2008a). The experience of the best performing nations suggests that the key to their success has been their unrelenting struggle against major road offences (drink driving, speeding and non-use of seat belts) and their investments in infrastructure improvements. For instance, the legal BAC (blood alcohol content) was lowered and the severity of sanctions increased in Luxembourg. The deployment of automatic speed control cameras played a major role in reducing speed-related accidents in France and is now being copied by a number of other countries. Apart from stricter law enforcement, Portugal has also stepped up investments in infrastructure, transferring high speed traffic from rural roads to newly built motorways.

Progress towards the target is behind schedule and further stagnation is likely if no urgent action is taken in the next two years. The new Action Programme must look to the countries who have improved quickly such as France and Portugal for new inspiration. It must also draw on the experience of those who have a long standing good record such as the UK, the Netherlands and Sweden. However this is a shared target and each country should strive for improvement in the next decade regardless as to whether it is already a best performer or not (ETSC, 2008a).

2 Vision for the EU: “Road Safety as a right and responsibility for all”

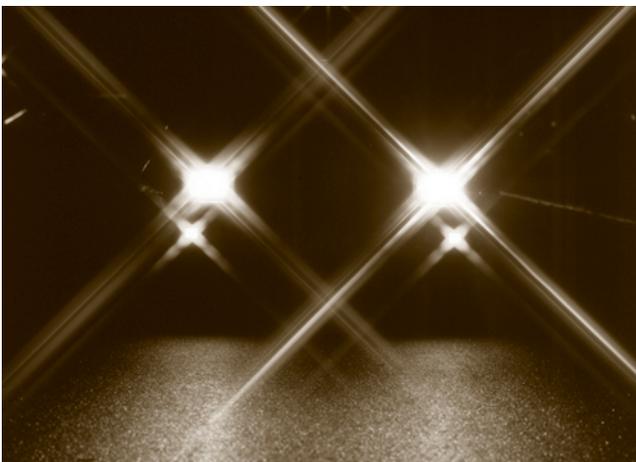
Every far reaching successful programme needs a vision. A vision can be regarded as a leverage point to generate and motivate change. The vision or philosophy needs to be far-reaching and long term; looking well beyond what is immediately achievable (ETSC 2006). The challenge for the EU is to understand the vision in geographic, social and modal dimensions. With an EU of 27 and with possible future Member States waiting in the wings during the 2010-2020 time period, a new vision for the EU must appeal to a very broad set of different political cultures. However that is what the EU is about and the road safety field can also rise to that challenge of coming up with a vision that can be supported by all across a wider Europe. Different players should come together and endorse the vision and thus increase its validity and of course also its realisation.

ETSC proposes this vision for the EU:

“Every citizen has a fundamental right to, and responsibility for, road traffic safety. This right and responsibility serves to protect citizens from the loss of life and health caused by road traffic.”

This right was adopted in the Tylösand Declaration at the annual Swedish conference on Traffic Safety in 2007. ETSC has adapted it also to include the responsibility element more strongly. As for such a vision to work it should also reflect the need to act according to these responsibilities as well as expecting the rights of individual road users to be accepted (Tyl sand 07). The rationale behind this is that no road user normally wishes to harm either himself or herself or any fellow human being, whatever the circumstances under which they are using the roads. Ideally, no citizen should suffer from a deterioration of their quality of life due to a traffic collision.

The Tyl sand Declaration also states that simultaneous mobility and safety in traffic is a fundamental right of any modern road user. The EU alongside national and local players has a responsibility to provide this to its citizens. Moreover it states that one right – mobility – should not be compromised by another – safety. The current level of safety of using the road transport system is nowhere near as high as that of other widespread everyday activities. Only when all stakeholders accept and act on their individual responsibilities in road safety might the use of road transport reach a level of safety similar to other widespread everyday activities. Moreover, every EU citizen should have an equal right to road safety regardless of where they are travelling. Protecting the safety of their citizens should also be a shared interest of all countries.



This vision also builds on the Human Rights approach to safety. The Human Rights approach has been explained as an attempt to address issues of accountability at levels that range from the individual to those of the larger political and economic systems. Safety as a Human Right was declared by the 5th World Conference on Injury Prevention and Control in Delhi in 2000. This is because firstly, injury is a huge burden as measured by Disability-Adjusted Life Years (DALY)¹. Secondly, safety must be looked at holistically due to the increase in complexity and interdependence of many related issues including health. Finally, the notion of Safety as a Human Right is also an important policy tool for injury control and safety promotion (Delhi Declaration on People’s Right to Safety March 2000). The Declaration supports the Human Rights approach to safety and attempts to address issues of accountability at levels that range from the individual to larger political and economic systems.

¹ The Disability Adjusted Life Year or DALY is a health gap measure that extends the concept of potential years of life lost due to premature death to include equivalent years of ‘healthy’ life lost by virtue of being in states of poor health or disability (WHO, 2008).

3 Enhancing the Vision with new Targets:

Although ETSC in its response to the 3rd Road Safety Action Programme welcomed the “ambitious and aspirational” target of halving road deaths by 2010, ETSC also stressed the need to find a balance between: “what is challenging and what is achievable” (ETSC, 2003b).

A. NEW TARGET FOR REDUCING DEATHS

A forecast is not the same as a target, but there are good reasons to build a target on casualty forecasts that are soundly based upon knowledge of what has occurred in the recent past. Recent casualty changes show what has been achieved by national and local efforts to improve road safety, applying the level of resources that the Member States’ political systems have judged to be appropriate. Consequently, a forecast representing the continuation of recent trends shows what may be expected if these efforts were to continue at broadly the same rate in the coming years. This is the starting point for assessing what may realistically be achieved in future with additional efforts.

To calculate a target for 2020 ETSC used a forecast based on the 2001-2007 trend for the number of road deaths (ETSC 2008a). If current trends continue there will be 37,000 deaths in 2010 in the EU totalling a 33% reduction from the 54,000 deaths in the EU 27 in 2001. ETSC would propose a more ambitious target of a 40% reduction of deaths from 2010 to 2020. To achieve this target the EU would have to go above and beyond current reduction trends by implementing new measures including those recommended by ETSC in this document.

B. DIFFERENTIATED TARGETS

ETSC proposes two additional targets: reducing injuries with lasting effects in all age groups and a more stringent target for reducing deaths in childhood in Europe. These two targets would broaden the outreach capabilities to mobilise additional stakeholders (e.g., the medical and public health sector, child advocacy groups). This would also offer more benchmarks for measuring progress in reducing road casualties.

C. INJURIES: THE SURVIVORS

Deaths are only one measure of the magnitude of the road accident problem. In fact, in many countries, including EU Member States, road deaths have been declining over the last several decades due in part to improvements in medical care (prompt emergency response, early diagnosis, treatment capabilities) as well as to advances in vehicle design and technology. As a result, non-fatal injuries are increasing in importance in terms of both societal and economic costs. For every death, there are an estimated 4 permanently disabling injuries such as to the brain or spinal cord, 10 serious injuries and 40 minor injuries (Mackay, 2005).

The annual monetary valuation of road injury prevention² in EU countries has been estimated to exceed 180 billion euros, less than half of which is accounted for by deaths, and this figure may well undervalue the prevention of injuries leading to permanent impairments (ETSC, 2003). Consequently as the downward trend in deaths is likely to continue, there is an urgent and growing need for a separate target to reduce injuries leading to permanent impairments.

In its contribution to the 3rd RSAP, ETSC noted the importance of considering both deaths and injuries in human and economic terms as a performance indicator. At that time, ETSC noted that this indicator could not be used effectively at the EU level for target setting or measurement of progress because of the differences between Member States’ definitions of slight and serious injuries and reporting procedures. Since harmonisation on these two dimensions between Member States has not yet been

² These ETSC estimates include identifiable costs and “evaluations of the prevention of death or injury”. These valuations would also include the allocation of budget to road safety measures by an authority.



accomplished, ETSC proposes several incremental changes to address this problem. Harmonisation on common definitions of injury severity obviously cannot be accomplished immediately. In the interim, ETSC proposes that Member States retain their own definitions for serious injuries and aim for a 20% reduction in each country by a specified target date. At least six EU Member States (Denmark, Hungary, Latvia, Lithuania, Netherlands, UK) have adopted targets for reducing serious injuries. Others such as Sweden will set a 25% reduction in serious injuries for the period 2008-2020. At present, EU Member States collect data variously on numbers of seriously injured, numbers slightly injured or total numbers injured. Therefore, the mechanisms are in place for tracking reductions in both deaths and injuries on an interim basis.

Such a target would also be helpful for tracking progress in Member States such as Malta, Luxembourg and Cyprus with substantially smaller populations where larger random fluctuations occur if only deaths are used as an indicator of progress.

In parallel, ETSC urges the EU to strongly encourage Member States to adopt a common definition of slight and serious injuries to foster comparability in official police-reported road accident statistics. A proposed surrogate scheme ETSC proposes for assessing injury severity and one that might well be feasible to implement within current police reporting procedures is as follows: died; admitted to hospital, transported, treated in emergency department and released; slightly injured, treated at scene; not injured.

A further step towards abandoning the highly subjective categories of “critical”, “serious” and “slight” injuries is to adopt a simple injury scale (SIS) that is linked to the globally-accepted Abbreviated Injury Scale (AIS) used in trauma hospitals and research studies around the world for assessing injury severity. An SIS would pre-assign a numerical severity ranking to anatomically-described injuries that are observable at the scene. Adoption of an SIS would reduce the subjectivity of current classification of injury severity, while avoiding the dependence of the proposed surrogate scheme upon hospital admission policies and subsequent communication between police and hospital. While such a simple injury scale would not be able to capture injuries diagnosed and substantiated in hospital, the severity assessment of the injuries that are observable at the accident scene would be standardised across the police reporting systems and would be linked to the currently most widely used clinical trauma scale in the world (ETSC, 2007a).

As reporting procedures move toward harmonisation of defining serious injuries, the EU should strongly encourage Member States to adopt an injury impairment scale linked to the AIS. This would offer a tool for assessing the severity of non-fatal injuries, particularly those with long-term consequences. As an interim measure, the feasibility of harmonising a definition of “serious injury” by defining a “serious casualty” as someone who is “admitted to hospital” following a road accident could be examined.

D. NEW TARGET FOR CHILDREN

ETSC proposes a separate target for children. Great Britain set a target in 2000 to reduce by 50% the number of children aged 0-15 killed and seriously injured, by 2010 and is well on target. In Great Britain children were identified as amongst the most vulnerable road users. Road accidents are one of the major causes of death and injury for children and young people. Great Britain's safety strategy for children also cited the ethical concern for preventing children's deaths. "Each and every death of a child is a tragedy, so we need to redouble our efforts and make sure we reduce the number of casualties still further" (DfT, 2007).

In the EU 27 in 2006 at least 1,000 children died in traffic collisions³. Children in cars or taxis account for more than two-fifths of child deaths, whilst child pedestrians account for just over a quarter (ERSO 2007).

ETSC recommends the EU to adopt a target of 60% reduction between 2010 and 2020. As the proportion of the EU population aged 0-14 years of age is likely, according to population forecasts, to fall steadily over the next decade, the general target of 40% for adults would not be challenging enough⁴.

E. EU ENLARGEMENT AND THE TARGETS

Although the EU has just undergone its largest enlargement to date it must put in place a mechanism which enables any new Member States to adopt the targets on road safety when they join the EU.

F. ENGAGE THE STAKEHOLDERS

ETSC thinks that the targets which are proposed are both ambitious and achievable. Also essential, however, is undertaking a consultation and discussion with the stakeholders which will be involved in delivering the target. This should involve not only the European Commission but also the Member States, business and civil society. This would bring about a feeling of ownership and commitment by all in working together to reach the target.

³ Data provided by ETSC PIN panelists.

⁴ The forecast is based on PIN data covering 1996-2006 and the population forecast is based on Eurostat data. If current trends continue there will be 400 children killed in 2020. If the 60% reduction is achieved through extra efforts, additional 100 children's deaths would be avoided on EU's roads.

4 Strategy

A. INTRODUCTION

The 4th Road Safety Action programme should include the concrete aims of the target and these should support the over-arching vision. The Programme should summarise the measures in different sections and how the tools fit together. The strategy should include details of the future characteristics of safe road transport, what the basic lines of work are. It should also identify who the main players are to make that future become a reality.

The measures identified for priority by ETSC relate to the main causes of deaths on EU roads:

- speeding
- drink driving
- lack of seat belt and child safety restraint use
- inadequate road design and management
- delay in incorporating safety features into vehicles.

The report includes actions targeted mainly at the EU in terms of its competency but also includes areas where the EU should work with the EU Member States and with industry. Research has shown that if the EU were only to focus on action to reduce deaths in these five areas fast progress could be made. Moreover many of the actions suggested are longstanding tools which have not been applied. The simple implementation of seat belt reminders will have a much more rapid impact than investing in complicated new ITS.

The first of the three priorities are split, as far as possible, into the three parts of road safety which must be addressed: infrastructure, behaviour and vehicle technology. Road safety requires this so-called systematic approach to ensure that infrastructure, vehicle and driver all contribute to reducing risk. It is this broad systems approach that marks the current predominant paradigm for road safety policy making and this is taken into account in this paper (Pictorial icons identify each of these three). The measures are sorted in order of priority and focus on the main areas where the EU decision making level can have a direct influence.

Beyond these five key priorities new emerging areas for EU action are also identified. These include further sources of collisions such as the use of legal and illicit drugs at the wheel or the mobile phone. ETSC also argues that road safety is a public health issue and presents the case for more involvement of the public health sector in reducing deaths on our roads.

Before identifying specific measures a strategy must be set within the context of changing mobility patterns. Road transport and car ownership are growing in the EU⁵. Road transport will remain the mode of choice for much of both passenger transport and freight transport. Clearly this is essential information for tackling road safety, setting a target and assembling priority measures for action in the EU.

Other features of 21st century mobility should also be taken into account such as the use of motorcycles and factoring in the implications of ageing society. ETSC thus would like to see measures targeting particular road user groups as a second area of priority, namely:

- powered two wheelers
- ageing drivers
- novice drivers
- pedestrians and cyclists.

The measures and priorities identified are about controlling and where practicable, eliminating risks but another important starting point should be how we build a safe system for traffic in the first place. This implies long-term and irreversible investments in infrastructure and vehicle design and factors influencing behaviour. The 4th RSAP has to be clearer about eliminating risks rather than just trying to control them.

ETSC pointed to the absence of an evaluation of the progress to achieve the objectives set out in the 2nd RSAP (ETSC, 2003a). Following on from the Mid-Term Review of the 3rd RSAP an evaluation of progress undertaken by the European Commission with the input of other stakeholders should be conducted as a matter of priority. It is important to avoid mistakes and establish a sound starting point for the new Programme. In particular it is important to analyse, evaluate and compare the road safety development and application of the measures in the different Member States.

A summary of the key priority measures presented according to priority, timescale and level of action (EU or Member State) is included in Annex 1 with page references for ease of referencing.

An important ingredient in implementing effective road safety policy making is to organise clear institutional roles and responsibilities and install a forum for a continuous process of communication and coordination between all stakeholders including the EU institutions as well as the private sector, research institutes and NGOs.

B. BUILDING POLITICAL COMMITMENT AND LEADERSHIP IN EU PUBLIC POLICY MAKING

Building political commitment and leadership at the highest level are prerequisites for preventing road traffic deaths and injuries. However road safety is often not high on the list of political priorities. Politicians both at EU and national level are often reluctant to support initiatives that are subject to limited public demand or even public hostility. This is why political courage and leadership are required to introduce change beyond the short term of a legislative period. Politicians should publicly recognise the fact that road collisions and injuries are a public health problem and should communicate the benefits of countermeasures in terms of public health and cost savings to the European citizens. We can see the impact of Chirac's declared "fight against road violence" as one of the top three priorities of his second term in office. The future President of the European Commission should also take this sort of stance.

The EU should designate a European figure endowed with high authority by the EU and recognised by Member State governments to act as a road safety 'Ambassador'. This person would be held personally responsible for both successes and shortcomings of European action. This ambassador would also be responsible for setting up a Road Safety Task Force chaired by the President of the European Commission and including key Commissioners such as Transport, Health, Budget, Research, Enterprise and Industry, Information Society, Employment, Environment and Education and Youth. Such high level task forces already exist in other areas such as employment or media integration. A parallel constellation in the European Parliament could also be set up in the form of a temporary Committee (in the same format as the current one on Climate Change). A chair should be appointed who would then cooperate closely with the Road Safety Task Force of the European Commission and participate in their high level meetings.

The Task Force would meet annually and steer the implementation of the priorities of the EU's 4th Road Safety Action Programme. Key to this approach would be to work across the different sectors. It would recognise that road safety is a cross-cutting policy which needs buy-in and ownership from different sectors of the policy makers in the EU institutions. Mobilising the EU budget to allow the target-oriented setting of measures and setting up financing and incentives models for the implementation of this action plan are also essential.

C. INSTITUTIONALISATION OF ROAD SAFETY

Institutionalisation of road safety can also learn from the experience of integrating environment into all policy areas. This was a requirement of the European Treaty and was propelled into action by the so-called Cardiff process, which was launched by European heads of state and government during the European Council meeting in Cardiff in June 1998.

A similar approach could be taken for road safety. The European heads of state could adopt as part of the 4th Road Safety Action Programme a strategy to achieve a stringent integration of road safety in

all policies that have an impact on road users' risk levels. Institutionalisation of road safety across different sectors would mean more effective synergy of actions, more political leadership and higher visibility in the media. This strategy would be implemented by the Road Safety Task Force of EU Commissioners and overseen by the Road Safety Ambassador who would be held responsible to both the Heads of State and the President of the European Commission.



Ministers of Transport meet to discuss road safety under the Austrian Presidency of the EU in 2006.

Every EU Presidency holder both individually and in their troika formation should make an effort to focus attention on road safety and ensure a regular meeting of Transport Ministers to concentrate on this topic.

D. EU AS A DRIVER FOR ACTION AT A NATIONAL LEVEL

The EU also has an important role to play in encouraging action at the national level. In particular it should press for the adoption of national targets and road safety action plans to improve road safety performance. The EU's twinning programme TAIEX which enables exchange of best practice between experts also in road safety is a good example of such co-operation and should be strengthened and extended.

Analysis shows that road safety performances vary significantly between Member States. Yet, there is no single way to success and – given the various political and legal frameworks – a strategy that was successful in one country could well fail when applied to another without being adapted to national requirements. However, each country should strive for improvement in the next decade whether it is a best performer or not. EU Member States should be spurred into action. A “one size fits all” approach is not always appropriate. This is why ETSC advocates a “checklist” which can be seen as a “step ladder”, which encourages decision makers and practitioners to climb to the highest levels of achievement in road safety by adding step by step to their achievements so far or by revisiting earlier steps (ETSC, 2006a). These efforts should be in line with expectations for better cooperation between the EU and Member State level which should in turn lead to better results.

E. EUROPEAN ROAD SAFETY AGENCY

A safety agency exists for each other transport mode apart from roads. At present every one of the special EU agencies for safety fulfils a different role. The currently existing European Road Safety Observatory should be the database for a European Road Safety Agency. Its roles should cover collecting and analysing exposure data and accident data. It could also help speed up developments in road safety and provide a good catalyst for road safety information and data collection, and encourage best practice across the EU. Its role should also include the labelling of unsafe roads and vehicles, identifying unsafe behaviours, and communicating the results to EU road users. Moreover it should work to propose new areas of legislation for improving road safety.

F. A KEY INGREDIENT: AN ACTIVE CIVIL SOCIETY AND SUPPORT FOR NGOS

For development and implementation of EU road safety policy there needs to be an open and wide-ranging dialogue with all stakeholders. It is important that NGOs are able to take part in such a dialogue and their presence is important to provide a sound balance in relation to the interests of other players. European NGOs are valuable in co-ordinating and channelling views of national organisations and citizens as input to the decision making process. NGOs active in the field of road safety should be supported and their networks extended. This should be both at the national level as well as the European level. In particular core funds should be secured. The European Commission should consider taking a similar stance in supporting NGOs active in the field of road safety at a EU level as it has done with environment, education, student, youth and social NGOs who can apply to benefit from annual core funding. Such funding would give greater stability to NGOs working in the road safety sector. This would give them the opportunity to grow and professionalise as well as reduce the dependence upon other donors. Particular attention should be paid to help extend the NGO network to the New Member States.

Moreover, cooperation and collaboration between different NGO networks such as with the transport and environment and health and alcohol and drug policy is also important. NGOs are an essential part of coalition building and are helping advancing the road safety agenda at a European and national level. ETSC's VOICE project which aimed to mobilise NGOs active in protecting vulnerable road users should be a model for such cooperation. Initiatives such as the DG SANCO led "Alcohol and Health Forum" which has included NGOs should be continued and strengthened. Moreover should further high level groups be convened by the European Commission with concrete policy recommendations for road safety such as CARS 21, these should as a matter of course be made open to NGOs.

Another future action should be greater sharing of expertise and experience between NGOs. Setting up twinning projects and EC funding to support this could yield useful benefits.

The EU should:

- fund both EU umbrella NGOs and the extension of networks of NGOs active in the field of road safety within key countries including in particular the new Member States.
- fund twinning projects between different NGOs to build capacity.
- encourage and fund cooperation between different NGO sectors.

G. ROAD SAFETY CHARTER

The Road Safety Charter was launched in 2004 and now has over 1,000 members including a whole variety of stakeholders from local government, SMEs, global business and the NGO community. Signatories commit to undertaking concrete actions which they will self-assess in order to increase awareness about the need to reduce road traffic deaths. In return the European Road Safety Charter offers European recognition to the associations that have signed up, and also makes the road safety actions they wish to carry out more visible on a European level. A European Parliament resolution in 2006 called for an evaluation of the Road Safety Charter.

The EU should:

- undertake a thorough scientific evaluation of the impact of the efforts of the Road Safety Charter signatories to save lives. This scientific evaluation should also include progress by signatories towards fulfilling commitments.
- in a second phase encourage organisations to collaborate on priority road safety issues such as speed and drinking and driving. They should meet regularly at a national level to increase motivation to reach their commitments. These actions should also be adapted to the main priorities in the particular Member State. The Charter should provide guidance on good practice to these non-experts in preventing road collisions and injuries in the areas targeting the main risk groups.

H. EU FUNDS FOR RESEARCH

Sound policies are based on known, effective, science based countermeasures, which in turn are grounded in good research. Road Safety research should continue to benefit from European funds. Related to this is the need to ensure the dissemination of knowledge about successful measures (best practice) and research results among decision makers and practitioners.

I. GAUGING PUBLIC OPINION

Public opinion on road safety issues is important in informing decision makers as regards to the support of the EU citizens for the introduction of new measures and the performance of existing policies. Experience has shown that public support of controversial new tools such as safety cameras can make or break the success of the measure and also a politician's career. A regular overview of EU citizen's opinion on different road safety topics is useful. Without this, a real gap will evolve leaving politicians to make do with piecemeal studies giving an incomplete picture of public opinion in the EU.

The EU should:

- support regular public opinion surveys within the frame of Eurobarometer surveys to inform political decision-making and track trends before and after the adoption of new road safety measures.

J. ENGAGING THE HEALTH COMMUNITY

Medical and public health professionals and their respective organisations have initiated programs for change, acted as opinion leaders or encouraged politicians to promote legislation which introduced traffic safety measures in a number of Member States. For example, medical groups have been particularly instrumental in convincing politicians about the merits of seat belts, child restraints and motorcycle safety helmets, and more importantly, about the need for vigorous enforcement of laws requiring their usage. Professional medical organisations have similarly been helpful in educating the public about the benefits of these safety measures as well as supporting anti drink driving legislation.

The EU should:

- involve the medical community in its policy making process to improve road safety.

K. REGIONAL FOCUS

Road safety is still not equally distributed across the EU-15. ETSC has worked to improve road safety in the so-called "SEC-Belt", i. e. the Southern, Eastern and Central European countries. There is what one can call a "North-South Divide". While Northern European countries have developed and implemented plans and policies that have significantly improved road safety, the South of Europe generally lies below an EU-15-average in relation to almost all safety indicators. In addition to this already existing imbalance, the road safety situation in the 12 Member States who joined in 2004 and 2006 suggests the emergence of another divide. Although there have been improvements both in some Southern countries such as Portugal and also in some Eastern countries such as Latvia, extra efforts must be made to improve the situation in the less well performing countries. This focus must be continued in all actions taken by the EU in road safety for the next decade also.

The EU should:

- focus specific actions on regions with lower levels of road safety in order to raise the common road safety level in the EU.
- use structural funds for transport to improve road safety as has already been the case for Poland.

5 Specific Measures

Road safety policy should be priority led and evidence based. ETSC stresses that the EU should focus its activities on the key causes of road traffic deaths: speed, drink and drug driving, and lack of protective systems (seat belts, child restraints and helmets), poorly constructed roads and inadequately equipped vehicles. The next sections present possible actions within these areas sub-divided into different actions taken to address the three elements of behaviour, infrastructure and vehicle technology. They are also focussing in particular on action which must be taken at a European level and not at a national level. Other concrete measures relate to priority groups such as the ageing population and other influencing developments such as climate change.

ROADMAP AND TIMETABLE

One of ETSC's key criticisms of the 3rd RSAP was that the strategy did not have a time table with milestones for measuring progress or showing the road to implementation (ETSC, 2003b). The next section identifies and prioritises which measures should be tackled first post 2010 under the key areas of speeding, drink driving, restraint use, infrastructure and vehicle safety.

A. SPEED

There is a well documented relationship between speed and collisions resulting in death and injury with lasting effect. Excessive speed can be illegal (driving above speed limits) or inappropriate (driving too fast for the prevailing conditions) and is the single biggest contributory factor in fatal road collisions.



Behaviour The EU should in the short-term (by 2012)

- amend the proposed Directive on cross border enforcement and through it encourage Member States to introduce minimum requirements to achieve high standards in the enforcement of speeding legislation as set out in the Commission's Recommendation on traffic law enforcement (EC 2004).
- implement the proposed Directive swiftly to increase drivers' respect for speed limits in whichever EU country they are driving.
- promote Zero Tolerance for speeding enforcement including a small margin to compensate for technical error.



- initiate a technical assistance programme to support less well performing Member States to develop and pilot a national strategy on speed reduction. This approach might also include technical exchanges or twinning with other better performing Member States.
- annually collect comparable speed data for all TEN-T roads.
- monitor developments in speed patterns and publish regular overviews of changes for different road groups and users.
- consider a Directive which sets standards on advertising about road safety (including a ban on top speed and acceleration).

The EU should in the medium-term (by 2015)

- launch a special initiative on integrating management of speed while driving in the course of work under occupational health and safety.
- launch an initiative to promote eco-driving.

The EU should in the long-term (by 2020)

- propose a maximum speed limit of 120 km/h or less for its TEN-T high speed networks.

The EU should encourage Member states to

- harmonise the general speed limits in urban areas throughout the EU by urging each Member State that has not already done so to impose its own limit at or below 50 km/h.
- actively encourage 30 km/h in residential areas.
- share international best practice in the enforcement of speed limits, including experience in using safety cameras.
- promote the introduction of owner or keeper liability as opposed to driver liability to facilitate the proper enforcement of speed and other automatically detectable offences.
- alongside fixed safety cameras, introduce 'time over distance' or 'section control' cameras in places where speeding over appreciable distances is a problem.
- promote cameras that can also record speeding offences of Powered Two Wheelers.
- incorporate speeding offences in penalty point systems, and make sure that levels of penalty or demerit points incurred towards licence suspension or driver improvement measures escalate as the level of speeding above a speed limit increases.
- introduce lower speed tolerances for Heavy Goods Vehicles.



Infrastructure to reduce speed

The EU should in the short term (2012)

- support the implementation of the new Directive on infrastructure safety. This would bring about roads which would influence the choice of speed and other safety-related decisions by individual drivers.
- draft guidelines for promoting best practice in traffic calming measures, based upon physical measures such as roundabouts, road narrowing, chicanes and road humps. These measures should be introduced as part of area-wide urban safety management. These should be an integral part of setting up speed limit zones of 30 km/h in urban areas.

The EU should in the medium term (2015)

- expand the EU's programme for co-operation between cities on urban transport projects called CIVITAS to include co-operation on innovative infrastructure safety and speed management.



Vehicle Technology

The EU should in the short term (2012)

- extend the mandatory use of speed limiters, which already exists for HGVs, to vans and trucks under 7.5 tonnes.
- contribute to the development of harmonised standards for Intelligent Speed Assistance (ISA) systems towards eventual universal fitment. ISA is the general term for advanced systems in which the vehicle "knows" the speed limit for any given location and is capable of using that information to give feedback to the driver or directly limit the vehicle speed. Navigation devices in the vehicle give a precise location and heading whilst an on-board map database compares the vehicle speed with the location's known speed limit. Drivers are then informed of the speed limit (advisory ISA), warned when they exceed the limit (supportive ISA), or actively aided to abide by the limit (intervening ISA) (ETSC, 2006b).
- adopt legislation for mandatory fitting of all fleet cars with Intelligent Speed Assistance systems.

The EU should in the medium term (2015)

- encourage the wider use of in-vehicle “Event data recorders” (black box) devices, which record vehicle situation before and during any accident and allow for additional useful information to be collected. This additional information could include speeding as well as vehicle manoeuvres, which cannot be reliably identified by the usual police investigations.
- encourage further roll out of ISA amongst particular user groups such as government vehicle fleets, public buses and company vehicle fleets including those of rental car companies.

The EU should in the long term (2020)

- adopt European legislation for mandatory fitting of European cars with Intelligent Speed Assistance systems in the type approval procedure for cars. This Directive should include technical requirements and an implementation timetable.

Speed and Climate change

Road transport generates about one fifth of the EU’s CO2 emissions, with passenger cars responsible for around 12%. While the EU-25 reduced overall emissions of greenhouse gases by almost 5% between 1990 and 2004, CO2 emissions from road transport rose by 26% (OECD/ECMT, 2007). Today it is by far the largest transport mode contributing to CO2 emissions. Fuel consumption and carbon dioxide emissions are a function of speed. Managing driving speeds is therefore a very effective carbon abatement policy. According to Anable et al (2006), lower or better enforced speed limits are ‘one of the most certain, equitable, cost effective and potentially popular routes to a lower carbon economy’.

The EU should in the short term (2012)

- recognise the casualty reducing benefits of managing driving speeds and that they are also part of a very effective carbon abatement policy.
- introduce successful strategies to reduce carbon emissions from transport and create an environment conducive to non carbon dependent and safe travel (PACTS 2007).

B. ALCOHOL

Driving whilst under the influence of alcohol contributes annually to at least 10,000 deaths on EU roads. In the EU as a whole, around 1% of journeys are associated with an illegal Blood Alcohol Limit (BAC) (ERSO 2006). National data show that in average 15% of fatalities are due to alcohol impairment of a driver. If the number of alcohol impaired drivers dropped to zero, some 6,800 lives could be saved, representing 16% of road deaths in 2007.



Behaviour

The EU level should in the short term (2012)

- consider proposing a Directive for 0.2 BAC limit for commercial and novice drivers thus stressing the seriousness of drink driving amongst these two target groups.
- promote a strict follow up of drink driving offences. Research indicates that disqualification from driving after failing an evidentiary breath test or failure to take a breath test may deter drinking drivers, probably because of the swiftness and certainty of the punishment (ESCAPE, 2003).

- continue their support of NGOs addressing drinking and driving amongst young people and facilitate their extension in the new EU Member States.
- launch an initiative for commercial organisations to consider drink driving by their workforces within the context of their business model.
- integrate measures to address the impact of drink driving on work health and safety through its Community Strategy for health and safety at work 2007-2012. This aims to achieve a 25% overall reduction of occupational accidents and diseases in the EU. Health and safety programmes of EU Member States should include information on drink-drive laws and penalties, effect of alcohol on driver ability, breath testing for employees who drive regularly.
- work towards the adoption of standardised definitions of drink driving and alcohol-related accidents and road deaths across the EU (based on SafetyNet).
- work towards an appropriate labelling of alcohol to draw attention to the consequences of drinking and driving.
- promote the rehabilitation of drink drivers as part of a public health approach as research shows that a high percentage of drink drivers are dependent drinkers.
- work on an EU wide monitoring system to determine the prevalence of drink driving and/or rates of traffic deaths from accidents involving drivers over the limit. This should include testing for alcohol all drivers involved in a fatal collision.



Vehicle Technology

The EU should in the short term (2012)

- Introduce uniform standards for alcolocks in Europe, and provide assistance to reduce the workload for those countries that wish to introduce the technology without having the appropriate legal framework (ETSC, 2005).
- Legislate for a consistently high level of reliability of alcohol interlock devices.
- Stimulate further research into the use of alcohol interlocks in rehabilitation programmes with the goal of setting up best practice guidelines.
- Further research into the development of non-intrusive alcohol interlocks.

The EU should in the medium term (2015)

- Introduce legislation making alcolocks mandatory for commercial transport drivers and recidivist drink drivers.

The EU should in the long term (2020)

- Introduce legislation making alcolocks mandatory for all drivers.

C. SEAT BELTS AND CHILD RESTRAINTS

Seat belts are a highly effective way of reducing deaths and injuries with lasting effects to car occupants. Yet, despite the legal obligation to wear a seat belt, wearing rates still vary greatly across Europe especially between front and rear seats and in urban and rural areas. The seat belts saved some 14,200 car occupants from dying in road crash in EU-27 in 2007, while additional 4,700 lives could be saved if all car occupants were belted in crash, what represents a 11% reduction of road deaths in the EU-27. This is a conservative estimation not taking into account that non compliance with seat belt law goes along with other risky behaviour. Based on several studies the injury reduction effects are estimated to be 30% for severe injury and 50% for deaths (SWOV, 2005).

Booster and child seats are a highly effective way of reducing serious and fatal injuries to children. Child restraints work primarily by restraining children in the event of a collision. The chance of being killed or severely injured is about seven times greater for children who are not belted or restrained⁶. Directive 2003/20/EC mandates the use of appropriate child restraint systems for all children travelling in passenger cars and light vans. Yet usage of the appropriate child restraints differs greatly across

⁶ Deutscher Verkehrssicherheitsrat (DVR 2005): Geschnallt. Kinder als Mitfahrer im Auto. http://www.gordan-online.de/download/Gordan-online_Geschnallt.pdf



Europe with lower rates in Eastern and Southern Europe. The Scandinavian countries set an example for best practice: for the last 20 years children have been rearward facing until they are around four years of age. However, the current Mass Group classification in European legislation implies that it is safe for a child to travel forward facing from 9 kg onwards. At 9 kg an average child is ten months of age for females and eight months for males. The consumer is not receiving the best technical advice with the current mass group approach within legislation. The law and the supply of seats, together with the information for parents, are in urgent need of revision.



Behaviour

The EU should in the short term (2012)

- consider the revision of the current legislation (Regulation 44.03) to rapidly phase out forward facing seats and promote the supply of existing rearward facing seats throughout Europe.
- stop the production and sale of forward facing Child Safety Restraints for a minimum defined age by 2013.
- encourage the adoption of an EU level scheme similar to EuroNCAP to rate child safety restraints and inform consumers.
- collect yearly and monitor progress on seat belt wearing rates based on SafetyNet standards for the various road and occupant categories (driver, front and rear passengers).
- collect usage rates for child restraints.
- launch a special effort to increase the use and proper fastening of child safety restraints in all EU countries. Public health and community NGOs could be encouraged to include seat belt wearing information in their programmes as well as setting up child restraint loan programmes. This work should start prior to birth and parents should be taught how to use the restraint so that they are ready to go on the baby's "first ride home". They should co-operate with the EU and governments in campaigns. This co-operation should aim to streamline the message and reduce an overlap of activities, but still broaden networks and outreach into diverse communities and corners of the individual Member States.



Vehicle Technology

The EU should in the short term (2012)

- adopt legislation to ensure that every new car has as standard equipment an enhanced seat belt reminder system for front and rear seat occupants with audible and visual warnings.
- make the fitting of ISOFIX child restraint anchorages mandatory in its vehicle type approval, with provision for an effective third restraint in the front and rear seats.

The EU should in the medium term (2015)

- introduce smart methods to get coach and bus passengers to belt up such as uncomfortable seats unless the seat belt is in use.

For action on speeding, drink driving and seat belt use

The EU should:

- encourage Member States to improve their existing penalty point systems to make them as efficient and effective as possible.
- initiate a dedicated technical assistance programme to support less well performing Member States to develop and pilot a national strategy on drink driving, speeding prevention and an increase in seat belt and child seats. This approach might also include technical exchanges and support or twinning with other Member States.



D. INFRASTRUCTURE SAFETY

On the TEN-T, motorways, rural roads and urban road networks, all EU Member States should have the same high levels of infrastructure safety. The implementation of the new Directive on infrastructure safety has the potential of saving 600 lives and avoiding 7,000 serious injuries every year across the EU on the TEN-T network (European Commission, 2005). Efforts should also be made to address improving safety on the whole motorway network, and on urban and rural and connecting roads.

The EU should in the short term (2012)

- promote the adoption by all EU Member States of the four measures of its Infrastructure Directive: road safety impact assessment, road safety audit, network safety management and safety inspections. These four instruments will help to integrate safety, and the consideration of appropriate speed into all phases of planning, design and operation of road infrastructure.
- also insist on the application of the four instruments of its Infrastructure Safety Directive in its use of funds both in the EU and in Third Countries. Their strict application should be a pre-condition for funds thus also promoting high safety standards beyond the EU's borders.



- draw up technical guidelines concerning the harmonised management of high risk sites by means of low cost measures. Systematic and periodic road safety inspections should be undertaken for the detection of high risk sites.
- draft guidelines for promoting best practice in traffic calming measures, based upon physical measures such as roundabouts, road narrowing, chicanes and road humps. These measures should be introduced as part of area-wide urban safety management. These should be an integral part of setting up speed limit zones of 30 km/h in urban areas. The concept of "shared space" should also be researched and investigated at an EU level.

The EU should in the medium term (2015)

- promote the concept of "Self-explaining roads". These are roads where the function, traffic mix and characteristics determine an appropriate pattern of behaviour reflecting what the road looks like to the road users.
- promote the concept of the "forgiving roadside". Collisions between vehicles leaving the road and unforgiving roadside objects such as trees, poles, road signs and other street furniture are a major road safety problem. Siting and design of off-road objects can play a major role in reducing such collisions and the severe consequences that are typically associated with them.



E. THE SAFE VEHICLE OF THE FUTURE



Vehicles are becoming increasingly safe. However the EU needs to do its utmost in raising vehicle safety standards even further and increasing the safety for its citizens. This includes introducing in-car vehicle technologies linked to the greatest risks mentioned earlier. As a matter of priority this should include: seat belt reminders, ISA and alcohol interlocks.

Another area which needs to progress in the near future is improving front, side and rear underrun protection of heavy vehicles. Such improvements would reduce fatally and severely injured car occupants in underrun impacts in Europe as well as reducing casualties among pedestrians and cyclists.

The EU should in the short term (2012)

- ensure that side protection closes off the open space between the wheels of all new heavy goods vehicles.
- introduce Energy absorbing front underrun protection for all new heavy goods vehicles.
- improve rear underrun protection systems with a lower ground clearance as well as higher test forces.

F. AGGRESSIVE DRIVING

Aggressive driving can be defined as the combination of unsafe and unlawful driving actions demonstrating a conscious disregard for the safety of other road users. According to a survey run 48% of respondents in the European Union reported being a victim of aggressive driving in the previous year (UNECE 2004). The survey also reported that drivers feel more threatened by aggressive behaviour than drink-driving.

The EU should in the short-term (2012)

- conduct a comprehensive research investigating all features of aggressive driving, defining the aggressive behaviour and recommending measures to combat this problem in the area of education, enforcement, engineering and evaluation,

The EU should in the medium-term (2015)

- support the development and use of in-car technologies limiting aggressive behaviour.

The EU should encourage Member States in the short-term (2012)

- to introduce aggressive driving in the national penalty point systems,

G. DRUGS

The use of illegal or psychoactive substances and medicinal drugs whilst driving is a cause for concern. The use of illicit drugs is increasing noticeably among young adults. The effect of drugs on road safety is more complex than that of alcohol, because impairment can be caused by a huge range of prescription drugs, illegal or 'recreational' drugs, solvents, or stimulants used to counter fatigue, many of whose effects are amplified when accompanied by alcohol. Moreover, for drugs other than alcohol, presence in the body does not imply impairment. Hence, it is very difficult to provide an objective enforcement 'benchmark' (as can be done for drink driving enforcement) against which impairment caused by drugs can be measured and related to driving performance and collision involvement.

The EU should in the short term (2012)

- develop a drugs and driving code of practice to enable health professionals to provide advice to the public about the likely effects of medications on driving.

- initiate a publicity campaign targeting younger drivers for illicit drug use and a separate one targeting the older segment of the population for the psychoactive medicine use and effect on driving.
- ensure that steps are taken in all MSs to test for drugs all drivers involved in a fatal collision.
- work towards an appropriate classification and labelling of medicines that affect driving ability.

The EU should in the medium term (2015)

- support research and exchange of existing best practice between EU Member States to develop assessment techniques for police officers to use at the roadside in order to judge whether a driver is impaired by drugs.

H. MOBILE PHONES

Driving while using a mobile phone significantly impairs driving ability. At the Transport Research Laboratory (TRL) in the UK research has shown that reaction time for drivers using mobile phones (hands-free and handheld) is worse than that for drivers over the blood legal alcohol limit (Burns et al, 2002). This leads to increased likelihood and severity of collision. In each country where such a mobile



phone law exists, it stipulates that handheld mobile phone use while driving is forbidden, while hands-free mobile phone use is allowed. The impairment caused by hands-free mobile phones is as significant as that caused by hand-held mobile phones. The impairment primarily occurs through distraction by the conversation, not from taking a hand off the wheel. Continuing to allow hands-free mobile phone use may give the mistaken impression that this is safe driving behaviour.

The EU should in the short term (2012)

- consider adopting EU legislation banning mobile phone (handheld and hands free) use during driving.

I. FATIGUE

Research shows that driver fatigue is a significant factor in approximately 20% of commercial road transport crashes (ETSC, 2001). At present people cannot be 'tested' against fatigue (as opposed to breath tests against drink driving for example). Somewhat a 'grey area', fatigue is therefore often left behind in road safety work. Fatigue affects drivers when they start to become tired as they can't concentrate properly on driving and can't respond as quickly and safely as they should. Furthermore, driving under fatigue is very often combined with driving under the influence of alcohol in the evenings and at night, and particularly among young drivers and the cumulative impact of the two risk factors together is greater than the sum of both alone.

The EU should in the short term (2012)

- ask that infrastructure managers should use rumble strips to alert drivers who drift from the lane they are travelling which may occur if tired.
- extend the planned introduction of Lanekeeping Device Systems to large vehicles in 2013 the EU to all vehicles.
- target professional drivers with measure to combat fatigue.

J. ROAD SAFETY AS A PUBLIC HEALTH PROBLEM

Road injuries and deaths should be treated as a public health problem as well as a complication of mobility. Health professions can be instrumental in placing road safety on the agenda of other sectors. This can be done by promoting awareness about road safety and other transport related health

effects. The WHO proposed that the health sector takes on a more proactive role and brings road traffic injuries back into its core business. The EU health policy makers should take a similar approach. In particular the EU health sector should also act in the same role as proposed by the WHO:

- developing injury information systems based on hospital data and supporting the reconciliation of injury data from different sources.⁷
- developing good practices and guidelines on essential trauma care and emergency services.
- estimating the real social costs of road traffic injuries.

(SUPREME, 2007)

K. POST ACCIDENT CARE

The challenge to prevent road death and injury does not end with the collision. Many people, who die as a result of a road collision, do not die immediately on impact. In many instances, prompt provision of combined emergency care and effective rescue of those trapped can save lives, reduce the incidence of short-term disability and dramatically improve long-term outcomes. Unfortunately, the capacity to provide this basic level of integrated technical rescue and medical care varies considerably throughout Europe. All European Member States should offer equally high standards of rescue and medical care following a collision.

European research indicates that about 50% of deaths from road traffic collisions occur on scene or in transit prior to arrival at hospital. For those patients who arrive at hospital, some deaths occur within the first four hours following the collision (15%).⁸

Professional treatment at the collision site, rapid stabilisation and release of patients for transportation and fast and safe transport to a trauma centre increases the chances of survival and decreases the chances of permanent injury (SUPREME, 2007). A combined medical and rescue capability is needed and systems supporting them need to be integrated.

The EU should in the short term (2012)

- promote Emergency Number 112
- encourage EU Member States to develop effective emergency notification and collaboration between dispatch centers, fast transport of qualified medical and fire/rescue staff, liaison between services on scene, treatment and stabilisation of the casualty, and prompt rescue and removal to an appropriate health care facility.
- promote the widely accepted standard of a 'casualty centred' methodology which ensures a multi service, unified approach that promotes optimum casualty care coupled with specific steps to ensure a rapid but safe rescue⁹.
- encourage in the development of new vehicle technology greater collaboration between vehicle designers, manufacturers and the emergency services to ensure effective intervention and the safety of all involved, casualty and rescuer.

L. E-CALL

E-Call was launched by the EU. One essential part of post collision care is the ability to pinpoint the location of a call. The response to emergency calls must be efficient ensuring a fast arrival of the right emergency services at the collision spot. eCall is a combination of technical solutions to reduce the time between the emergency call and the rescue activity. As well as delivering medical care for critically and severely injured people the death rate will be lowered. A Memorandum of Understanding was launched in the EU, but so far only 8 Member States have signed. The target date is September 2011.

7 This is common practice in Sweden with Swedish Traffic Accident Data Acquisition (STRADA).

8 For those patients who arrive at hospital, 15% of deaths occur within the first four hours following the collision 35% occur after the four hour period (ETSC, 1999).

9 Annex 2 Steps to improve emergency care and rescue systems.

The EU should in the short term (2012)

- already be implementing eCall across the EU.
- include eCall in vehicle type approval.

The EU should in the medium term (2015)

- consider extending eCall to other vehicle types such as PTWs

M. ROAD SAFETY, HEALTH AND MOBILITY PATTERNS

Non-motorised means of transport, such as cycling and walking, account for only a small share of distance travelled by road. But they account for much larger proportions of journeys made and time spent using the roads. It is often claimed that cycling or walking should not be encouraged as they are less safe transport modes than cars. But research rejects this argument because the advantages of walking and cycling for public health (a healthy life through regular exercise) outweigh their disadvantages (the risk of death or injury). Walking and cycling should be a safe travel mode for citizens across the EU.

The EU should in the short term (2010-2012)

- organise the annual EU Mobility Week with a road safety focus for pedestrians and cyclists.



Fear of traffic is an oft cited reason for not walking or cycling and a reluctance to take up these health promoting and sustainable forms of transport is one element of the obesogenic environment (PACTS, 2007).

The EU should encourage Member States to:

- improve the safety of vulnerable road users within the context of health.
- promote walking and cycling but with the emphasis on safe use of the roads.
- take up the model of the Dutch Bicycle Master Plan aimed at promoting bicycle use while simultaneously increasing the safety and appeal of cycling. (SUPREME, 2007)

N. INTEGRATED LAND USE AND TRANSPORT PLANNING

Integrated land use and transport planning should be made a key tool in managing the demand for travel and transport and in influencing road safety and mobility patterns across the EU. Urban design affects travel patterns. Today the aim is often to reduce the movement of non-essential traffic through new housing areas, towns and cities, whilst increasing accessibility to and viability of public transport services here. To deliver integrated land use and transport planning there is a need at the national level for greater collaboration between the Transport Ministry and other ministries that influence transport, such as Finance, Planning, Environment and Industry. Without high-level coordination, the delivery of integrated transport and land use planning will rest in the hands of pioneering authorities rather than being a common deliverable across Europe (EEA 2008).

- The EU should encourage the integration of road safety into land use and transport planning.

6 Targeting User Groups: Motorcyclists, Old, Young, Cyclists, Pedestrians

A. MOTORCYCLING

Scope of the problem

In 2006 at least 6,200 Powered Two Wheeler (PTW) riders were killed in road collisions in the EU25 representing 16% of the total number of road deaths while accounting for only 2% of the total kilometres driven (ETSC, 2008a). It is well known that motorcyclists face a much higher risk of being killed than other road users. For the same distance travelled, the risk for riders to be killed in road accidents is on average 18 times the risk of being killed in traffic for car drivers. While this figure is shocking in itself, the country-by-country variation in the rider/driver risk ratio is just as striking: from 6 times in Norway, safest for motorcycling, to 50 times in Slovenia, the most dangerous for riders among the countries that were able to provide data.

While the number of road deaths has declined considerably in the past decade in Europe, the number of killed PTW riders rose in 13 out of 27 countries. This rise can only partly be attributed to the increase in use of PTWs and should urgently receive special attention from policy makers at the national and European levels (ETSC, 2008a). With increasing congestion in urban areas more people are opting to travel by PTW: this should be taken into account when devising strategies to increase safety amongst PTW users. Also there is the need to take action to prevent the rising deaths of moped riders in EU countries.

The EU should in the short term (2012)

- work to improve data collection on exposure for PTWs. Crash investigation and databases should be standardised and allow for the inclusion of variables specific to PTW safety issues.
- set up a Euro Helmet Scheme for Safety based on the model of EuroNCAP and communicated broadly to consumers across the EU.
- Include PTW issues in the European research agenda.
- ensure that motorcycles can also benefit from eCall, which is going to be introduced as a standard for passenger cars in many EU countries.
- develop minimum standards regarding protective clothing.
- introduce the mandatory fitment of Automatic Braking Systems to PTWs as soon as possible, alongside a cost/benefit study on braking systems for smaller PTWs.
- investigate the extent to which airbags are viable PTW safety measures.



The EU should encourage the Member States in the short term (2012)

- to ensure that road design, particularly curves and intersections is optimised for PTW safety, paying attention to forward visibility and signage.
- to prevent the engine modification of mopeds.
- to address the major cause of motorcycle accidents, by researching the improved PTW.
- to focus enforcement activities on helmet use, number plate visibility and improved accuracy of speed detection, dovetailing with education and rehabilitation.

The EU should encourage Member States in the medium term (2015)

- to ensure that driver training specifically makes reference to and ensures candidate's understanding of PTW issues and safety concerns, with a particular focus on the risk of perception failure.
 - to make sure that while implementing the Driving Licence Directive, they seek to encourage riders to undertake progressive access to PTWs by recognising the experience gained on lower PTW categories.
 - to ensure that RSA and RSI procedures address the needs of PTW riders.
 - to minimise the presence of excessive roadside objects, and where necessary to make them PTW-friendly.
 - to well maintain road surfaces and provide maximum and consistent skid resistance.
- (ETSC, 2008b)

B. CYCLISTS AND PEDESTRIANS

The risk of being killed in traffic per kilometre travelled is more than 9 times higher for pedestrians than for car occupants and more than 7 times higher for cyclists than for car occupants (ETSC, 2003a). The severity of injuries suffered by vulnerable road users is also higher than for car occupants.



The EU should in the short term (2012)

- ensure that the safety of pedestrians and cyclists forms an integral part of the EU's upcoming policy on mobility.
- tackle levels of underreporting amongst pedestrian and cyclist accidents. Statistical analysis based on standard collision data needs to be complemented by approaches such as direct observation in traffic of events that are valid proxies for collisions (traffic conflict techniques); the observation of particular characteristics of traffic behaviour and analysis of their determinants; and in-depth collision injury research.

The EU should encourage Member States to

- make roundabouts safer for vulnerable road users by reducing the width of the circulatory carriageway, increasing deflection on entry and improving signing, road markings and conspicuity.
- provide shorter and safer routes for pedestrians and cyclists by ensuring that routes are direct and that the quickest routes are also the safest. In order to promote safer route choice, travel time should be increased on unsafe routes and decreased on safe routes. "Safe routes to school" schemes should be developed in order to increase the safety of children.

C. PEDESTRIAN PROTECTION

Pedestrian-friendly legislation aimed at reducing deaths and injuries of pedestrian and other vulnerable users should be a fundamental part of the EU's road safety framework. The technical requirements for the construction and functioning of vehicles and frontal protection systems in order to reduce the number and severity of injuries to pedestrians and other vulnerable road users who are hit by the fronts of those vehicles are laid down in the new Regulation on pedestrian protection. This replaces Directive 2003/102/EC on the protection of pedestrians in the event of a collision with a motor vehicle. It also replaces Directive 2005/66/EC related to the use of frontal protection systems on motor vehicles. Passive safety requirements (vehicle design) and also active safety measures such as Brake Assist System (BAS) are included in this Regulation.

The EU should in the short Term (2012)

- regularly monitor developments in passive and active safety technologies at EU level and adopt legislation.
- fund accident studies to compare the injuries risk posed by car models with good and bad bonnet leading edges identified in EuroNCAP tests.

The EU should in the medium Term (2015)

- introduce the mandatory fitment of external airbags as a viable safety measure to improve the protection of pedestrians and other vulnerable users as well as car occupants in case of a collision of two cars.

D. URBAN DWELLERS

In the European Union 60% of citizens live in urban areas of over 10,000 inhabitants (Eurostat). Moreover about two thirds of the accidents and one third of the road deaths are in urban areas and affect the most vulnerable road users. In 2008 the EU adopted a Green Paper: "Towards a New Culture of Urban Mobility". This included certain recommendations specifically targeting road safety. Alongside aforementioned measures to tackle for example speeding in urban areas ETSC would like the EU to consider taking road safety requirements into account in the development of future EU urban transport action programmes.



E. NOVICE DRIVERS

Traffic collisions are the single largest killer of 15-24 year olds (ERSO, 2006b). The highest risk circumstances of young drivers – in particular male drivers – are associated with speeding, drink driving, non-wearing of seat belts and drug driving which have already been covered in other sections. Two other risks however are night-time driving (nearly half of drivers killed at night in the UK are under 25) (HoC, 2007) and driving with peer-age passengers who can distract the driver.

The EU should encourage Member States in the short term (2012)

- to introduce Graduated Driver Licensing systems to address the high risks faced by new drivers thus allowing them to gain initial driving experience under lower-risk conditions between gaining the learner permit and full licensure status.
- to include peer passengers during the training period to expose learner drivers to the impact of distraction from passengers on their concentration.
- to introduce special demerit point systems which make novice drivers subject to punitive (e.g. loss of licence) or rehabilitative (e.g. mandatory traffic risk awareness training) measures if they lose a certain number of points.

F. AGEING AND DRIVING

At least 8,260 people 65 years old and over were killed in the EU27 in 2006. While elderly people account for one sixth of European population, every fifth person killed in road traffic is 65 years old or over. Moreover, due to population ageing, elderly people will represent an increasing share of the total population. This could have a negative impact on road safety development in the future. If the risk rates of elderly people and others decline at the same pace, by 2050 each third accident victim will involve an elderly person. Providing safe mobility to elderly people deserves special attention and requires a rethink of policies and strategies (ETSC, 2008a).



The risk of an elderly road user being killed in a road accident is on average 16 percent higher than the corresponding risk for a younger road user. Elderly people are more vulnerable to trauma than other age groups. When a road accident occurs it affects an elderly person in a more serious manner. Elderly are particularly in danger when walking or cycling in the road environment

The EU should in the short term (2012)

- support and fund projects enabling life-long mobility.
 - involve elderly people in developing policy.
 - stimulate the design of the road environment to fit the abilities of the elderly.
- encourage Member States to stress the role of doctors in influencing how long and under what circumstances an older person continues driving. This influence can range from direct advice to the patient; discussions with family members about an older person's problem with driving; if required, mandatory reporting to the licensing agency of patients with serious medical impairment.

The EU should in the medium term (2015)

- stimulate development of safer vehicles for older people (encourage elderly-friendly design as well as evaluate the impact of new technologies on older drivers).
- (OECD/ECMT 2001, ETSC, 2008a)

G. CHILDREN

In the EU in 2006 around 1000 children died in traffic collisions (ETSC 2007). Children (below 16 years old) in cars or taxis account for more than two-fifths of child deaths, whilst child pedestrians account for just over a quarter (ERSO, 2006c). However in many countries children casualties are going down not because of improved safety but rather due to reduced exposure to risk as they are driven to school and spend less time out on the streets playing. Children's mobility should instead be encouraged but of course this should be safe mobility.

Recommendations (including a repeat of the aforementioned child restraint measures):

The EU should in the short term (2012)

- encourage the development of an EU level scheme, similar to EuroNCAP, to rate child safety restraints and inform consumers.
- collect yearly and monitor progress on usage rates for child restraints.
- collect data and monitor progress in Member States and for the EU as a whole toward the children target.

The EU should in the long term (2020)

- launch a special effort to increase the use of child safety restraints in all EU countries. Health and community NGOs could be encouraged to include seat belt wearing information in their programmes, and co-operate with the EU and governments in campaigns.
- make the fitting of ISOFIX child restraint anchorages mandatory in its vehicle type approval, with provision for an effective third restraint in the front and rear seats.

H. MODAL SHIFT AND PUBLIC TRANSPORT USERS

A key obstacle to achieving a modal shift from private to public transport is the sometimes poor availability, slowness and unreliability of public transport services (European Commission, 2007). It may be easier to deter people from using public transport via low quality than to attract them back via improved quality. The role of non-motorised modes, such as walking and cycling, is particularly important in terms of enabling access to urban public transport and interchanges (EEA 2008).

The EU should in the short term (2012)

- promote working from home (tele-commuting) and car pooling which will reduce risk involved in travelling to work.

The EU should encourage the Member States in the (short term 2010-2012)

- to promote the extension, quality and use of public transport.



7 Business and Markets

A. ENGAGING BUSINESS IN ROAD SAFETY THROUGH CORPORATE SOCIAL RESPONSIBILITY (CSR)

It is essential to build private as well as public sector awareness and engagement for road safety in particular for key countermeasures. A share of European business players have been actively involved in road safety through the Road Safety Charter and before its creation in 2004. An increasing number of European companies are promoting CSR as a response to a variety of social, environmental and economic pressures and in doing so, companies are investing in their future and they expect that the voluntary commitment they adopt will help to increase their profitability. Corporate Social Responsibility also takes on the issue of occupational safety and health and road safety is now a key issue in CSR. Being socially responsible means going beyond legal compliance and investing 'more' into human capital, the environment and relations with stakeholders.

The EU should in the short term (2012)

- integrate road safety into its work on promoting transparency, coherence and best practice in CSR practices.
- encourage business to get involved in regional and national road safety coalitions and offer to lend technical expertise
- engage communities and other stakeholders in the road safety issue.

B. ISO STANDARD FOR ROAD-TRAFFIC SAFETY MANAGEMENT SYSTEMS

The EU should work to promote the new ISO international standard for ISO standard for Road-traffic Safety management systems. The new standard will consist of instructions on how to create continual improvement in road safety work. Any player with an influence on road safety should be able to use the standard as a complementary guidance in its efforts of contributing to safe road traffic. Thus the holistic approach of the standard will make it applicable to a broad range of players such as those involved in designing of roads, production of cars, transports of goods and people, the police, rehabilitation of accident victims. A proposal for the new ISO-standard can be expected in 2010.

The EU should in the short term (2012)

- encourage companies to adopt the new ISO international standard for ISO standard for Road-traffic Safety management systems.

C. ROAD SAFETY IS EVERYONE'S BUSINESS: DRIVING AT WORK



In Europe six out of ten work accidents resulting in death are road collisions, including both collisions while driving for work and commuting collisions (Eurogip 2004). 'Mobile working' where the car becomes a de facto office is an increasing trend. Training should also be introduced to raise the level of safe driving and recognise this as an important workplace skill. Road safety and the pre-safety eco-driving principles, should be included in relevant training schemes (PACTS, 2007).

One effective measure that companies can undertake is to draft a road safety plan. These Road Safety Plans can cover areas such

as fleet safety guidelines developed by road safety organisations, driver selection and induction procedures, vehicle selection, driver training and education, driver management, monitoring fleet safety performance, creating a continuous cycle of improvement.

The EU should in the short term (2012) encourage companies to

- evaluate the extent of the road safety impact on the company, including the burden of road collision and injuries and endeavour to build mitigations into the business model.
- undertake a risk assessment and draw up a road safety action plan, based on priorities identified in the assessment, as part of their health responsibilities.
- implement or improve management systems within the company, to prevent collisions and track cost savings based on reductions in road collisions and incidents.
- introduce Intelligent Speed Adaptation to fleets of company cars to bring about a change of speeding in this sector.
- set up initiatives and internal policies to tackle the risk of drink driving including the use of alcohol interlock devices.
- identify corporate leaders to spread the road safety message: 'road safety is everyone's business' throughout the company.

The EU should in the short term (2012)

- develop a how-to manual or co-finance training for companies wishing to reduce road collisions involving their staff and vehicles.

D. "BE THE MARKET" EURONCAP

The European New Car Assessment Programme (EuroNCAP) tests the collision worthiness of new cars with respect to front and side impacts, pedestrian and child safety. EuroNCAP aims to influence road safety in four ways. Firstly, by providing car manufacturers with an incentive to develop safer cars. Secondly, by encouraging more cars to be tested in the programme. Thirdly, by encouraging more countries to join EuroNCAP. Fourthly by influencing consumer choice by providing information on safety. According to a study the risk of severe or fatal injuries is reduced by approximately 12% for each EuroNCAP star rating (Lie & Tingvall 2001).

The EU should in the short term (2012)

- encourage EuroNCAP to merge its new rating and include the stars for pedestrian protection and other in car vehicle technologies such as seat belt reminders and speed limiters. At present the programme can attribute 5 stars to a car which performs poorly in pedestrian protection.
- make EuroNCAP testing obligatory for all cars entering the European market.
- adopt legislation on advertisement of cars based on the CO2 regulation: advertisement should mention the EuroNCAP ratings

8 Conclusion

ETSC would strongly welcome a new 4th Road Safety Action Programme prepared swiftly in time for 2010. The timetable for its development should also include a consultation with its stakeholders. ETSC would like the Action Programme to focus on EU level actions which clearly set out the EU's competency to tackle road safety. It should also set out which measures it will prioritise in the next decade and rank them according to efficiency in the short term and where most deaths can be prevented at affordable cost. ETSC's contribution proposes new targets, one for reducing deaths amongst adults and one for children. ETSC also proposes that for the first time there should be one for reducing injury.

This paper presents not only a long list of measures but priorities for EU action in the key areas of speeding, drink driving, restraint use, infrastructure and vehicle safety. Priority groups of road users include motorcyclists who are more frequently amongst those killed or injured. Moreover road safety must be integrated into other policy areas and should take on the big challenges facing Europe today. These include the ever increasing implications of climate change and mobility patterns of the future. The makeup of our ageing society needs also to be factored in as a cross-cutting issue for road safety and mobility. EU citizens deserve more EU action in saving lives on our roads in the next decade between 2010 and 2020.

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Annex 1a

A summary of the key priority measures presented according to priority, timescale and level of action (EU or Member State) is included here.

Vision:

- the EU should adopt a vision for the EU in the short term (2010-2012):

“Every citizen has a fundamental right to, and responsibility for, road traffic safety. This right and responsibility serves to protect them from the loss of life and health caused by road traffic.”

Targets for 2020

The EU should:

- adopt a target of a 40% reduction of deaths from 2010 to 2020.
- harmonise the definitions of injury severity in the EU.
- adopt a target of 60% reduction of deaths of children between 2010 and 2020.

The EU should encourage Member States to:

- aim for a 20% reduction of serious injuries according to their current definitions in each country by a specified target date.

Institutional Setups Fit for Road Safety

The EU should in the short term:

- build political commitment and leadership at the highest level in the EU.
- designate a European figure endowed with high authority by the EU and recognised by Member State governments to act as a road safety ‘Ambassador’.
- set up a Road Safety Task Force chaired by the President of the European Commission and include key Commissioners such as Transport, Health, Budget, Research, Enterprise and Industry, Information Society, Employment and Environment and Education and Youth.
- set up a cross party temporary committee on road safety in the European Parliament.
- integrate road safety in all policies that have an impact on road users’ risk levels.
- ask that every EU Presidency holder both individually and in their troika formation make an effort to focus attention on road safety and ensure a regular meeting of Transport Ministers.
- encourage action at a national level and press for the adoption of national targets and road safety action plans to improve road safety performance.
- set up a European Road Safety Agency that should collect and analyse exposure data and accident data and speed up policy developments in road safety.
- fund both EU umbrella NGOs and the extension of networks of NGOs active in the field of road safety within key countries including in particular the new Member States.
- undertake a thorough scientific evaluation of the impact of the efforts of the Road Safety Charter signatories to save lives. It should encourage organisations to collaborate on priority road safety issues such as speed, drinking and driving.

Regional Focus

The EU should:

- focus specific actions on regions with lower levels of road safety and raise the common road safety level in the EU.

Category of Measures-Behaviour	EU	Member State	Short term 2010-2012	Medium Term 2012-2013	Long Term 2015-2020	Page Number
 <p>Category of Measures-Behaviour</p> <p>Restraint Systems</p> <ul style="list-style-type: none"> ■ Encourage the adoption of an EU level scheme similar to EuroNCAP to rate child safety restraints and inform consumers also through consumer organisations. ■ Collect yearly and monitor progress on seat belt wearing rates based on SafetyNet standards for the various road and occupant categories (driver, front and rear passengers). ■ Collect usage rates for child restraints. ■ Launch a special effort to increase the use and proper fastening of child safety restraints in all EU countries. ■ Set up a Euro Helmet Scheme for Safety based on the model of EuroNCAP and communicate it broadly to consumers across the EU. ■ Encourage Member States to enforce helmet wearing of motorcyclists and moped riders more vigorously. 	X		X			
<p>Drugs</p> <ul style="list-style-type: none"> ■ Develop a drugs and driving code of practice to enable health professionals to provide advice to the public about the likely effects of medication on driving. ■ Support research and exchange of existing best practice between EU Member States to develop assessment techniques for police officers to use at the roadside in order to judge whether a driver is impaired by drugs, and the cause of the impairment. ■ Work towards an appropriate classification and labelling of medicines that affect driving ability. ■ Ensure that steps are taken to test drivers involved in a fatal collision for drugs. 	X		X			
<p>Work related road safety measures</p> <ul style="list-style-type: none"> ■ ISO standard for Road-traffic Safety management systems. ■ Get involved in regional and national road safety coalitions and offer to lend technical expertise ■ Engage communities and other stakeholders in the road safety issue. ■ Evaluate the extent of the road safety impact on the company, including the burden of road collision and injuries and endeavour to build in mitigations into the business model. ■ Undertake a risk assessment and draw up a road safety action plan, based on priorities identified in the assessment, as part of their health responsibilities. 	X		X			
<p>Other EU short term measures</p> <ul style="list-style-type: none"> ■ Consider adopting EU legislation banning mobile phone (hand held and hands free) use during driving. ■ Develop good practices and guidelines on essential trauma care and emergency services. ■ Promote Emergency Number 112 ■ Encourage EU Member States to develop effective emergency notification and collaboration and promote the widely accepted standard of a 'casualty centred' methodology. ■ Improve the safety of vulnerable road users within the context of health. ■ Integrate road safety into land use and transport planning especially in the context of urban and housing planning and access to transport and places of work. ■ Ensure that the safety of pedestrians and cyclists forms an integral part of the EU's upcoming policy on Urban mobility. ■ Tackle levels of underreporting amongst pedestrian and cyclist accidents. ■ Support and fund projects enabling life-long mobility. ■ Involve elderly people in developing policy. ■ Stress the role of doctors in influencing how long and under what circumstances an older person continues driving. ■ Promote working from home (tele-commuting) and car pooling which will reduce risk involved in travelling to work. ■ Integrate road safety into the work on promoting transparency, coherence and best practice in CSR practices. ■ Develop a how-to manual or co-finance training for companies wishing to reduce road collisions involving their staff and vehicles. 	X		X			

Category of Measures-Behaviour	EU	Member State	Short term 2010-2012	Medium Term 2012-2013	Long Term 2015-2020	Page Number
 <p>Other Member State short term measures</p> <ul style="list-style-type: none"> ■ Promote walking and cycling but with the emphasis on safe use of the roads. ■ Introduce Graduated Driver Licensing systems to address the high risks faced by new drivers. ■ Introduce special demerit point systems which make novice driver subject to punitive (e.g. loss of licence) or rehabilitative (e.g. mandatory traffic risk awareness training) measures if they lose a certain number of points. ■ Promote the extension, quality and use of public transport. 		X	X			

Category of Measures-Infrastructure	EU	Member State	Short term 2010-2012	Medium Term 2012-2013	Long Term 2015-2020	Page Number
 <p>Draft guidelines for promoting best practice in traffic calming measures, based upon physical measures such as roundabouts, road narrowing, chicanes and road humps.</p> <ul style="list-style-type: none"> ■ Promote the adoption by all EU Member States of the Infrastructure Directive to improve road safety on the Trans-European road network: road safety impact assessment, road safety audit, network safety management and safety inspections. ■ Insist on the application of the four instruments of the EU's Infrastructure Safety Directive in its use of funds both in the EU and in Third Countries. ■ Draw up technical guidelines concerning the harmonised management of high risk sites by means of low cost measures. ■ Promote the concept of "self-explaining roads" and the "forgiving road side". ■ Make roundabouts safer for vulnerable road users by reducing the width of the circulatory carriageway, increasing deflection on entry and improving signing, road markings and conspicuity. ■ Provide shorter and safer routes for pedestrians and cyclists by ensuring that routes are direct and that the quickest routes are also the safest. 	X		X			

Annex 2

EMERGENCY CARE AND RESCUE SYSTEMS INTEGRATION

Pre incident

- If not in existence, a recognised number to call the emergency services.
- Define pre-determined areas of responsibility and authority.
- Collaboration and development of standard protocols between dispatch centres.
- Effective means of incident location pinpointing.
- The ability to respond quickly.
- All services organise and participate in information sharing, joint exercises and training to develop/enhance the 'team approach'.
- Establish links with vehicle manufacturers with regards to vehicle technology.
- Develop sustainability strategies such as challenge concept training.
- Where appropriate basic ABC skills for non medical staff who respond.

Incident –

- Implementation of a safe system of work and dynamic risk assessment.
- Establishment of identifiable incident commanders.
- Effective on scene communications and liaison.
- Incident plan formulation and application.

Post incident

- Ability to be able to audit intervention strategies and capabilities
- Multi agency debriefs and feedback
- Use of performance indicators

Cameron Black Secretary, World Rescue Organisation and Head of International Development,
United Kingdom Rescue Organisation

Annex 3: Road Deaths per million population in 2007

	Number of road deaths	Population	Road deaths per million population
Malta	14	407,810	34
The Netherlands	791	16,357,992	48
Norway	233	4,681,134	50
Switzerland	384	7,508,739	51
Sweden	471	9,113,257	52
Israel	398	7,282,000	55
UK	3,356	60,852,828	55
Germany	4,958*	82,314,906	60
Finland	377	5,276,955	71
France	4,620	63,392,140	73
Denmark	409*	5,447,084	75
Ireland	338*	4,314,634	78
Austria	691	8,298,923	83
Spain	3,821*	44,474,631	86
Italy	5,313*	59,131,287	90
Luxembourg	43	476,187	90
Portugal	974	10,599,095	92
Belgium	1,080*	10,584,534	102
Cyprus	89	778,684	114
Slovakia	627	5,393,637	116
Czech Republic	1,222	10,287,189	119
Hungary	1,230	10,066,158	122
Romania	2,794	21,565,119	130
Bulgaria	1,006	7,679,290	131
Greece	1,605*	11,171,740	144
Slovenia	377*	2,010,377	146
Estonia	196	1,342,409	146
Poland	5,583	38,125,479	146
Latvia	419	2,281,305	184
Lithuania	739	3,384,879	218
<hr/>			
PIN	44,018	514,192,592	86
EU27	43,003	441,610,268	87
EU25	39,203	422,929,789	84
EU15	28,791	210,854,704	73
EU10	10,412	212,075,085	141
EU2	3,800	18,680,479	130

Source: National statistics supplied by the PIN Panellists in each country, completed with Eurostat for population figures

* Provisional figures or national estimates as final figures were not yet available at the time of print

ISBN-NUMBER: 9789076024

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