



ROAD SAFETY: the European Union Strategy and Efforts

**Conference on improving Road Safety in the BSEC Region
Ioannina, Greece, 18-19 November 2010**

Eleni Geka, Team Europe, on behalf of the European Commission

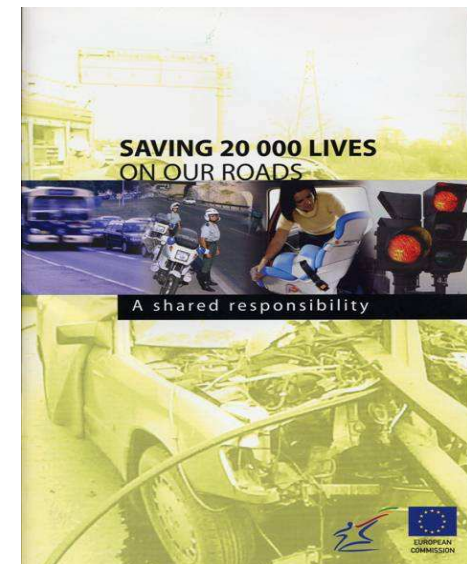
<http://ec.europa.eu/roadsafety>

Towards a European Road Safety Area: Policy orientations on road safety 2011-2020

(Adopted on 20 July 2010)

The EU road safety policy

- **White Paper on Transport (2001)**
- **European Road Safety Action Programme (2003)**
 - ***Halving the number of victims by 2010***
 - ***A shared responsibility***



The “- 50%” objective

- **A political & global commitment**
- **Individual responsibility of Member States to endorse this commitment**
- **Each Member State should strive to perform at least as well as the best-performing ones**

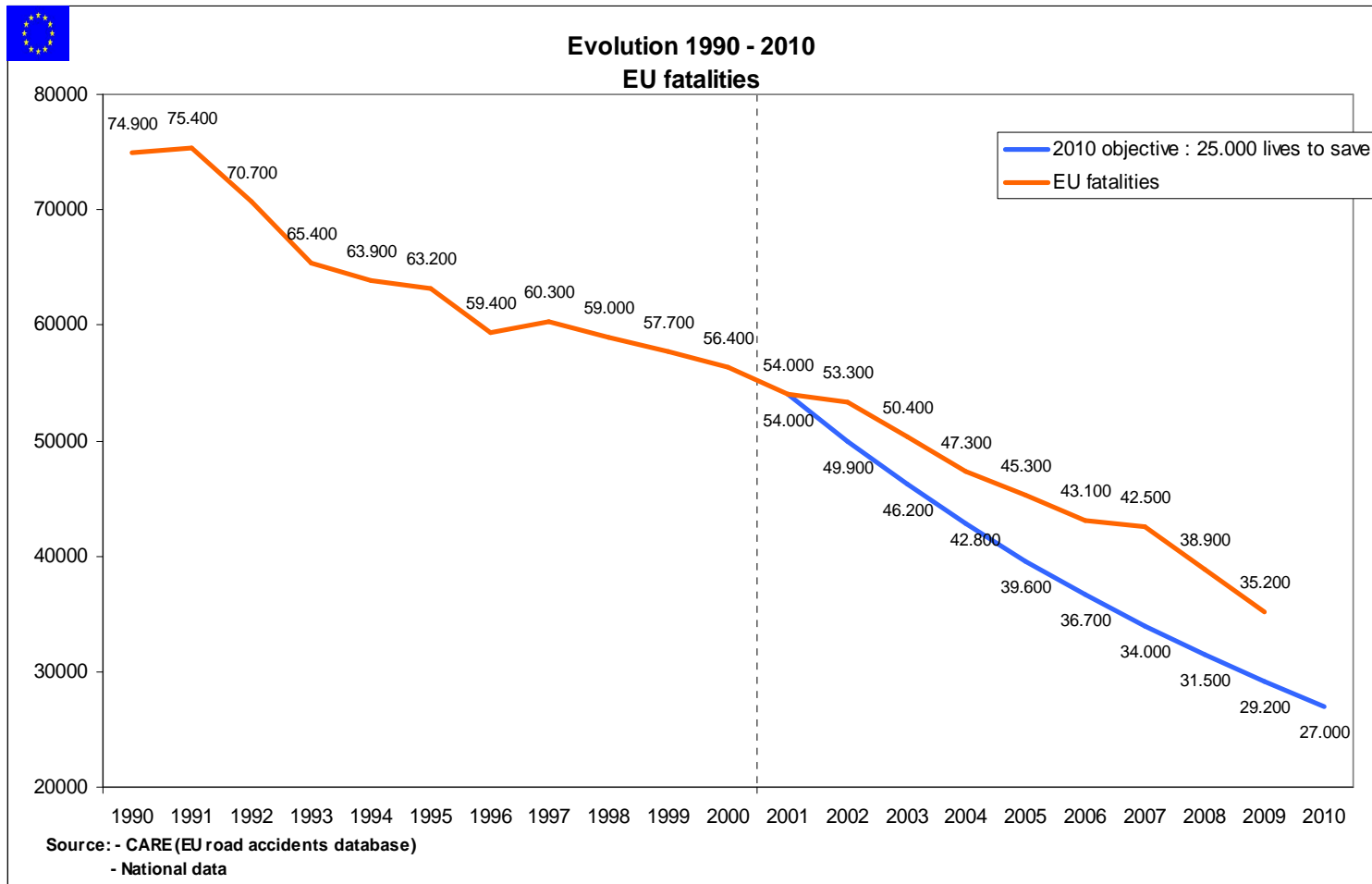
“A shared responsibility”

- **Stakeholders are involved**
- **Actions required at different levels:**
 - Public sector: EU level + Central governments + Local or regional authorities**

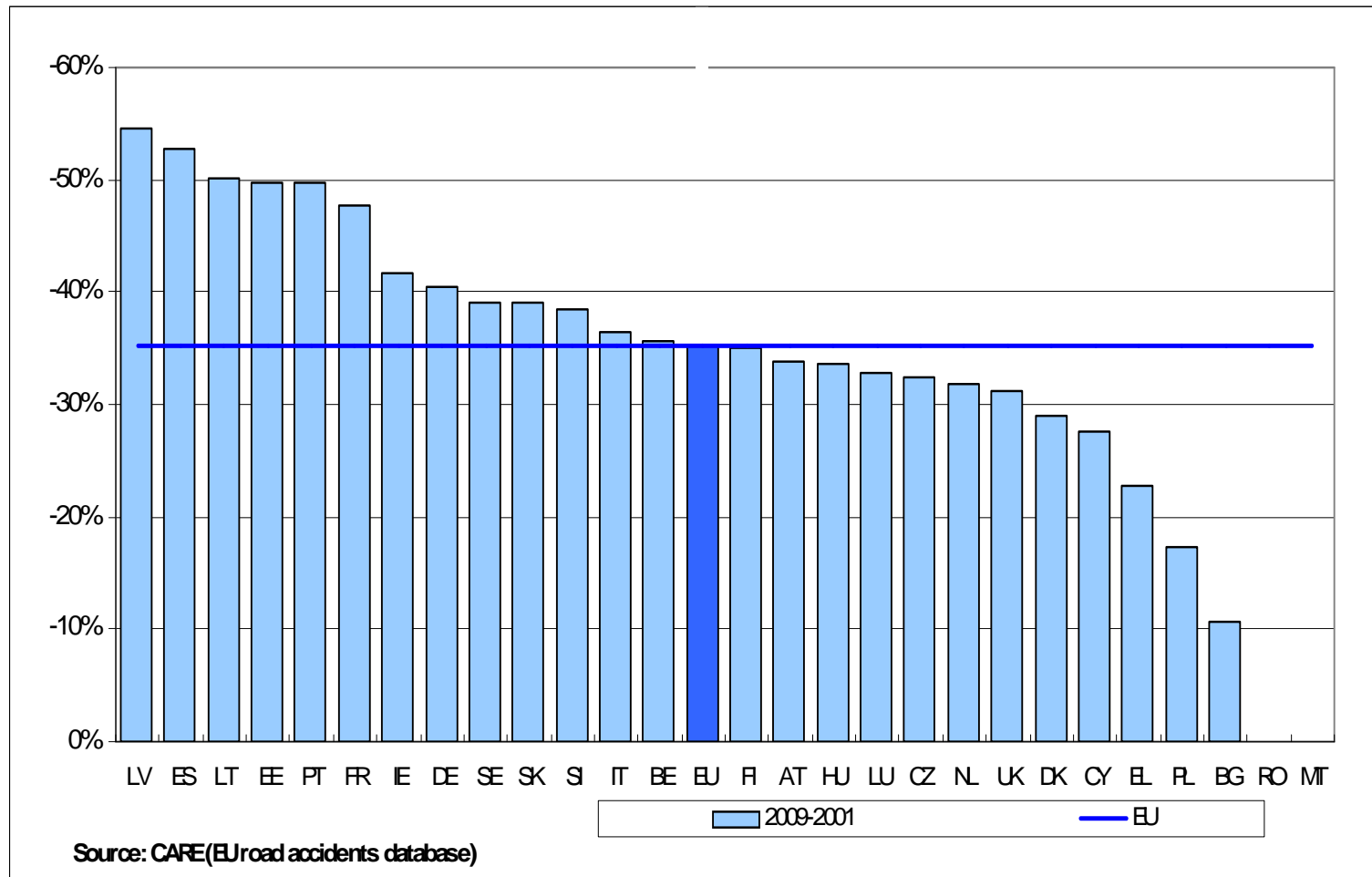
Private sector: Car industry + Transport companies ...

**All users of roads:
Road Safety is Your SAFETY**

Fatalities – evolution 1990-2010



Contrasted progress: Countries



Ex-post evaluation of the 3rd Road Safety Action Programme (2001-2010)

- **62 concrete measures concerning vehicle/infrastructure safety and human behaviour**
- **Results: most of them completed, including a number of important legislative acts:**
 - > **3rd driving licence Directive**
 - > **Training of professional drivers**
 - > **Compulsory use of seat belts**
 - > **Safety management of roads and tunnels**
 - > **Roadworthiness inspections, etc.**

Policy orientations on road safety 2011-2020

● 3 Pillars/Principles:

- > A common European road safety area: Raise the level of road safety and mobility throughout Europe
- > An integrated approach with other policies (health, environment, employment, education, youth, innovation, trade, justice etc.):
Take road safety into account in other policy fields
- > Shared responsibility and commitment (EU, national, local...): Road safety is **our** safety

The “- 50%” objective

**The European Commission proposes
to continue with the ambitious target
of halving the overall number of road deaths
in the European Union
by 2020 starting from 2010**

Policy orientations on road safety 2011-2020

● 7 strategic objectives:

1. Improve education and training of road users
2. Increase compliance with road traffic rules
3. Safer road infrastructure
4. Safer vehicles
5. Promote the use of modern technology to improve road safety
6. Improve emergency and post-care services
7. Improve safety of vulnerable road users

Policy orientations on road safety 2011-2020

- **Objective n°1:** Improve education and training of road users

- **Action:**

The European Commission will work, in cooperation with Member States on the development of a common educational and training road safety strategy and legislation:

Broader driving skills and apprenticeship in the 'pre-licensing' process, post licence training for maintaining aptitude for driving, common minimum requirements for driving instructors, professional drivers etc.

Policy orientations on road safety 2011-2020

- **Objective n°2**: Increase enforcement of road rules

- **Actions:**

The Commission will work together with the European Parliament and the Council on 3 axes:

- cross-border exchange of information on road safety offenders
- common enforcement strategy and more efficient controls (coordination, sharing of best practices and campaigns)
- innovative vehicle technology: fitting of speed limiters to light commercial vehicles, compulsory installation of alcohol interlock devices in f.ex. school buses etc.

Policy orientations on road safety 2011-2020

- **Objective n°3 : Safer road infrastructure**

- **Actions:**

The European Commission will :

- **Ensure that European funds will only be granted to infrastructure compliant with the principles of the road safety and tunnel safety Directives.**
- **Promote the application of the relevant principles on infrastructure safety management to secondary roads (rural and urban) of Member States, in particular through the exchange of best practices.**

Policy orientations on road safety 2011-2020

- **Objective n°4: Safer vehicles**

- **Actions:**

The European Commission will:

→ **Encourage the use of passive safety devices (seatbelts, airbags, helmets) and electronic safety systems in all vehicles including motorcycles and electric vehicles.**

→ **Promote the harmonisation and progressive strengthening of legislation on mutual recognition of vehicle inspection, roadworthiness tests and technical roadside inspections.**

→ **Assess the benefits of co-operative systems (improving traffic flows, informing drivers about risks etc), identify most beneficial applications and recommend measures for their synchronised deployment.**

Policy orientations on road safety 2011-2020

- **Objective n°5** : Promote the use of modern technology to increase road safety

- **Actions:**

Within the context of the implementation of the ITS Action Plan (2009), the European Commission will cooperate with the Member States with a view to:

- Evaluate the feasibility of retrofitting commercial vehicles and private cars with Advanced Driver Assistance Systems (pedestrian recognition systems, lane departure warning, anti-collision warning etc).
- Accelerate the deployment of e-Call (pan-European emergency call service) fitted to vehicles.

Policy orientations on road safety 2011-2020

● **Objective n°6** : Improve emergency and post-injuries services

● **Action:**

In collaboration with Member States and other actors involved in road safety, the Commission will propose the setting-up of a global strategy of action on road injuries and first aid.

→ **availability of emergency aid**

→ **speed and efficiency of intervention**

→ **rehabilitation of injuries etc**

Policy orientations on road safety 2011-2020

- **Objective n°7**: Protect vulnerable road users (pedestrians, part. elderly people and people with disabilities, cyclists, mopeds, motorcycles etc)- 45% of all road deaths

- **Actions**

The European Commission will make appropriate proposals with a view to:

→ Monitor and further develop technical standards for the protection of vulnerable road users.

→ Encourage the establishment of appropriate infrastructures (separation of traffic).

→ Include powered-two wheelers in vehicle inspections.

Member States should develop information, communication and dialogue between road users and the competent authorities. The European Commission will contribute to this effort.

Policy orientations on road safety 2011-2020

● *How to reach the objectives ?*

- ***Improved enforcement of EU law***
 - > *Control of the implementation and correct application of EU legislation on road safety by Member States*
- ***Improved cooperation with Member States***
 - > *Cooperation between Member States and the European Commission (data collection, exchange of information and best practices, twinning)*
- ***Improved monitoring through data collection and analysis tools***
 - > *CARE accidents database, ERSO (European Road safety Observatory), the European Road Safety Charter etc.*

Web sites

- **European Commission transport website**
http://ec.europa.eu/transport/index_fr.html
- **Shortcut to the Road safety section**
<http://ec.europa.eu/roadsafety>
- (The framework to develop your own national objectives)

<http://ec.europa.eu/roadsafety>

The screenshot shows the website <http://ec.europa.eu/roadsafety> in a Microsoft Internet Explorer browser window. The page features a blue header with the European Commission logo and navigation links. The main content area is divided into several sections:

- Did you know?**: A text box stating "About 1.100 children died in road traffic accidents in 2008."
- Facts and figures**: A text box stating "The obligation to use seat belts has been extended to ALL categories of vehicles. It is also required to use restraint systems specially adapted for children."
- Going abroad**: A dropdown menu set to "België / Belgique" and a link to "Traffic rules at a glance".
- Users**: A list of user categories including Children, Cyclists, Elderly drivers, Motorcyclists and mopeds users, Novice drivers, Pedestrians, and Professional drivers.
- Topics**: A list of topics including Behaviour (Training, Fitness to drive, Enforcement, Distraction...), Infrastructure, and Vehicles (Vehicle inspection, Vehicle categories, eSafety).
- For the specialist (English only)**: A section for specialists with links to EU road safety policy, Road safety knowledge base, Projects, and Statistics.
- Take part**: A section for public participation with links to "Join the European Road Safety Charter", "Funding", and "Public consultations".
- Useful links**: A sidebar with links to "European Road Safety Charter", "Cars 21", and "Road Safety Knowledge Base".

The browser's address bar shows the URL <http://ec.europa.eu/roadsafety>. The status bar at the bottom indicates "Local intranet" and "100%" zoom.

**Thank you
for your attention!**