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Road Safety Funding and it's potential sources

Road safety funding:

- In a short term utopia - Avoid specific road safety funding
- Include road safety in the initial planning process
- Long term investment for the society, not a cost
- Cost effectiveness is the most important perspective, injury vs. accident prevention
- Evidence based, funding of research (R&D) when needed
- Make different road safety solutions visible, eg. demonstrations

Every organisation responsible for the planning and the maintenance of our transport system are to fund road safety!