

WELCOME! BEM VINDOS!
¡BIENVENIDOS!



Please **say hello!**

WELCOME! BEM VINDOS!
¡BIENVENIDOS!



Today's presentation is in English with
simultaneous translation to
Spanish and Portuguese

WELCOME! BEM VINDOS!
¡BIENVENIDOS!



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**VISION ZERO CHALLENGE WEBINAR SERIES:
GOVERNANCE AND LEADERSHIP; DATA-DRIVEN SAFETY
APPROACHES**



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Q&A

Please use
the chat
**"all panelists
and attendees"**
function to submit
your questions!

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INTRODUCING TODAY'S GUESTS

VISION ZERO
CHALLENGE



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**VISION
ZERO**

ACADEMY

STRIVING
FOR EXCELLENCE IN

TRANSPORT

SAFETY

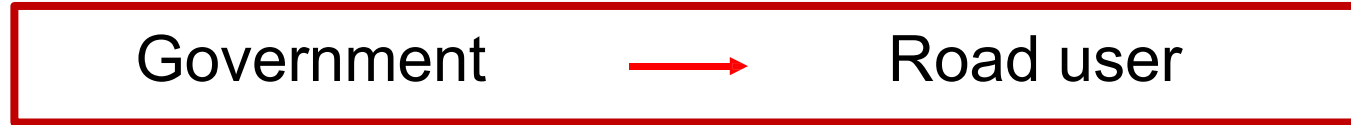


Vision Zero
training program

Governance and leadership

Peter Larsson, Senior advisor

Traditional road safety governance



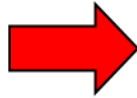
Regulations

Enforcement

Education

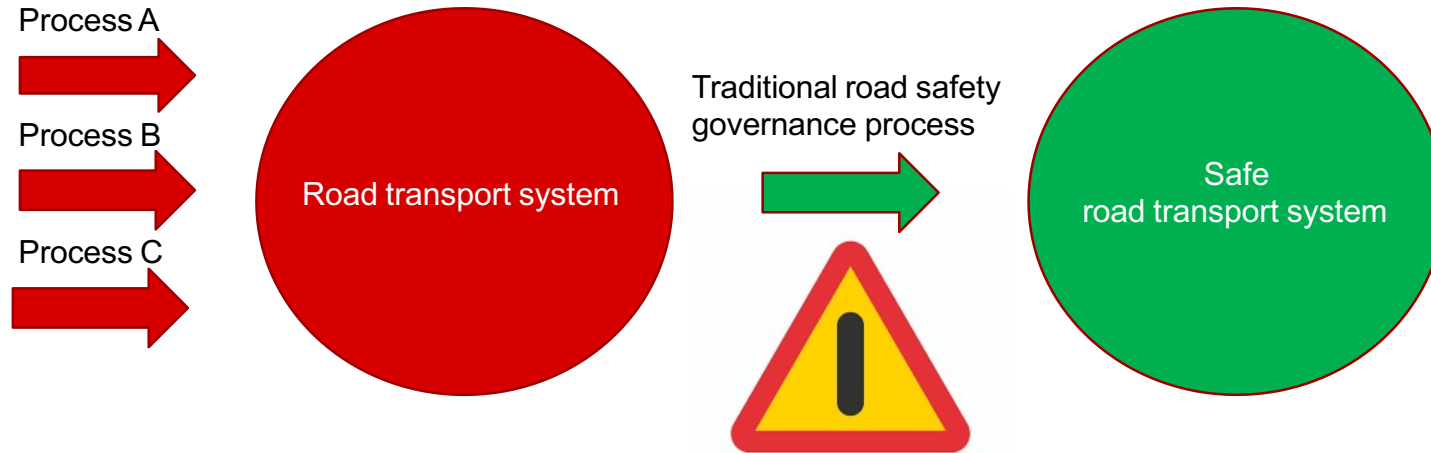
Information

Campaigns



Make the individual road-user behave correctly in traffic (follow the rules)

Road safety cannot be an isolated process in society



Road safety must be integrated in all processes

Policy instruments

- **Legal instruments**
(directed also towards "system designers", e.g. SMS, sustainability reporting)
- **Economic instruments**
(public procurement, taxes, grants etc.)
- **Communicative instruments**
(e.g. NCAP, R&D-results)
-

Lead agency

Process A

Road Safety

Process B

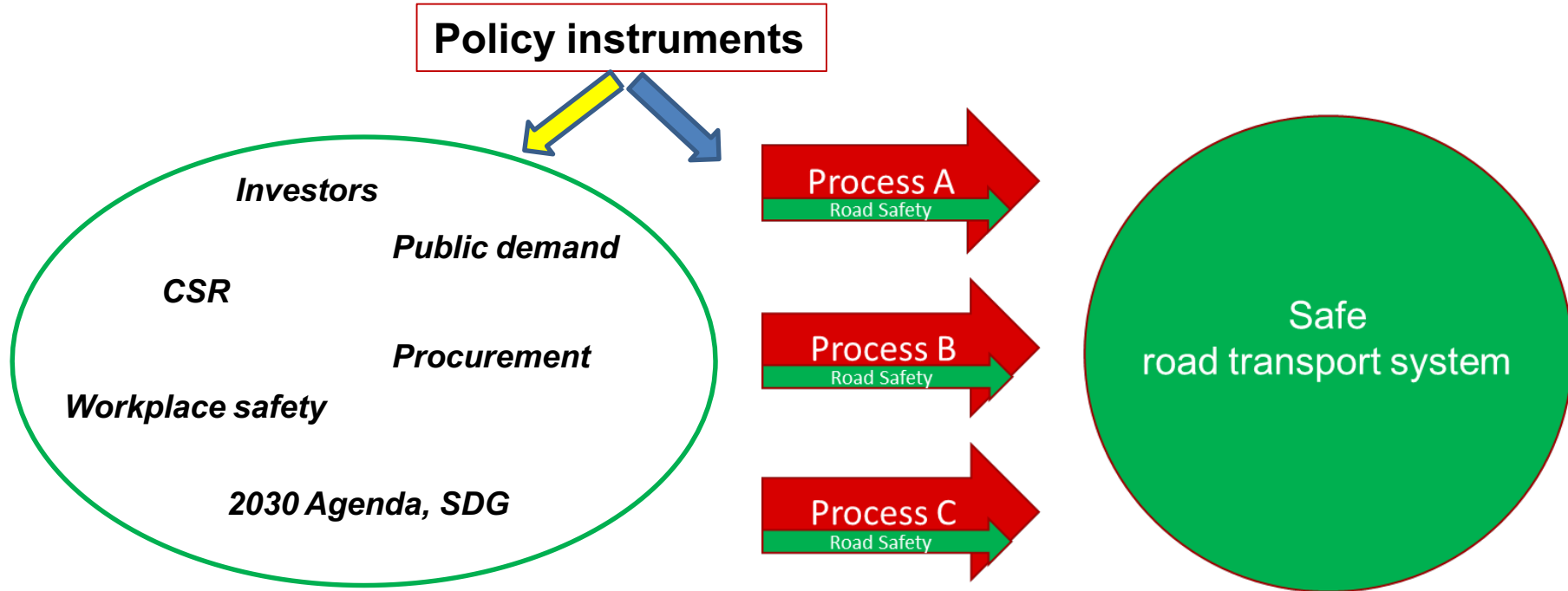
Road Safety

Process C

Road Safety

Safe
road transport system

How?



Private sector contribution

12.6: “Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle”



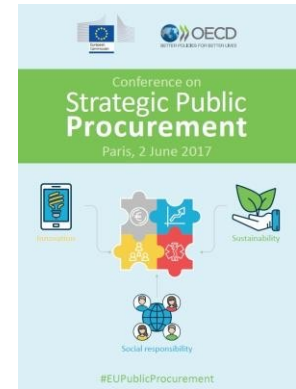
New ways for governments to contribute

12.7: “Promote public procurement practices that are sustainable, in accordance with national policies and priorities”



Stockholm declaration

- *Call upon* businesses and industries of all sizes and sectors to contribute to the attainment of the road safety related SDGs by applying safe system principles to their entire value chain and to include reporting of safety performance in their sustainability reports
- *Call upon* public organizations at all levels to procure safe and sustainable transport services and vehicles and encourage the private sector to follow this example, including the purchase of safe and sustainable vehicle fleets



Sustainability in value chains



Many people are killed in someone's value chain



Road safety in value chains



Road safety in value chains (cont.)



Commuting



Business trips



Road safety in value chains – third party



Sustainability reporting

- Increased demands on companies and organisations to report on their commitment to and work with social and environmental issues
- Transparent statement of how the operation of a company or organisation contributes to or impacts these issues and the systematic way of taking responsibility for and working with them
- A management system to increase the commitment and the systematics in order to contribute to sustainable development
- Legislation on sustainability reporting is in place in many jurisdictions but is vague regarding road safety



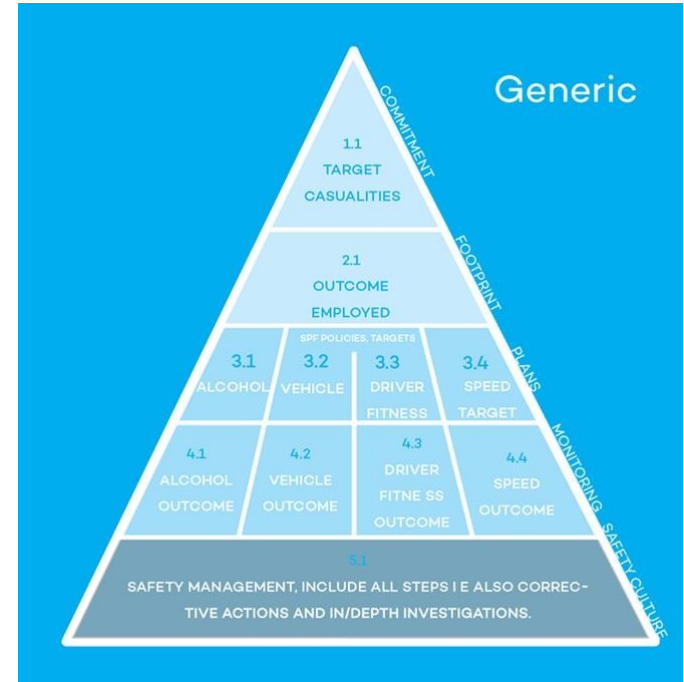
Standards and guidelines

- **Global Reporting Initiative (GRI)**
- United Nations Global Compact
- Sustainability Accounting Standards Board (SASB)
- OECD Guidelines for Multinational Enterprises
- Principles for Responsible Investments (PRI)
- The International Integrated Reporting Council (IIRC International Framework)



FIA Road Safety Index

- Commitment
- Footprint
- Plans
- Monitoring
- Safety Culture Management



Thank you!



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SAFETY



Evidence based approach -
the need of data

Evidence based approach - the need of data

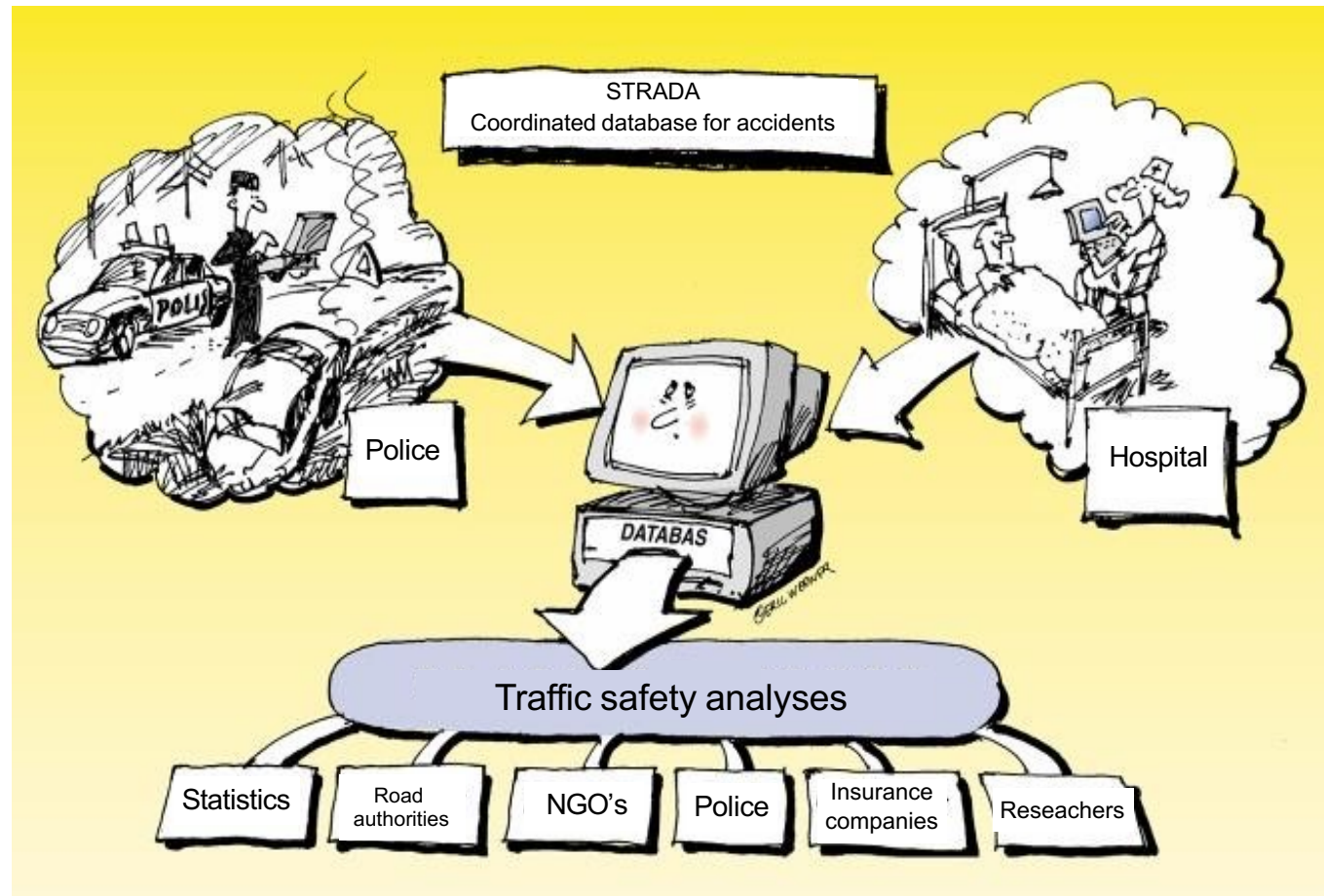
Kenneth Svensson

Special adviser traffic safety

Swedish Transport Administration

STRADA

Swedish Traffic Accident Data Acquisition



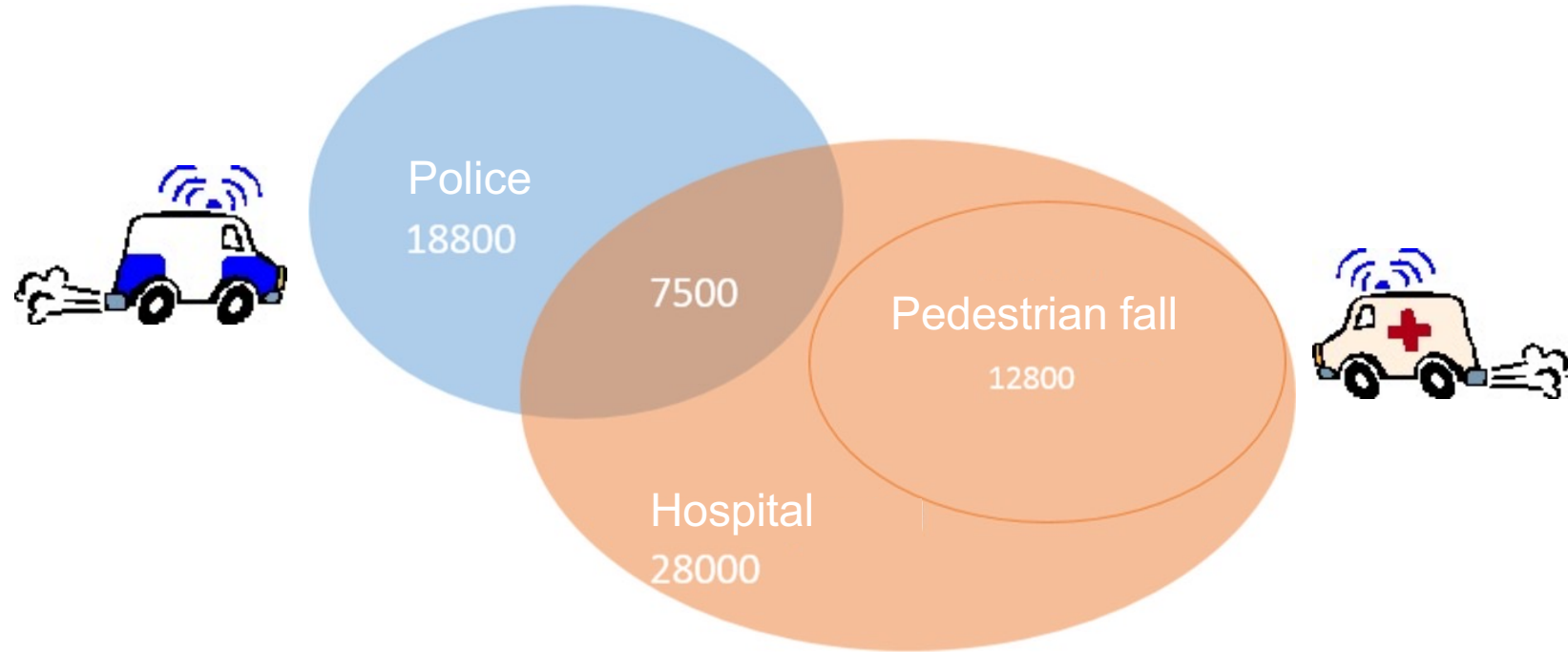
Police report

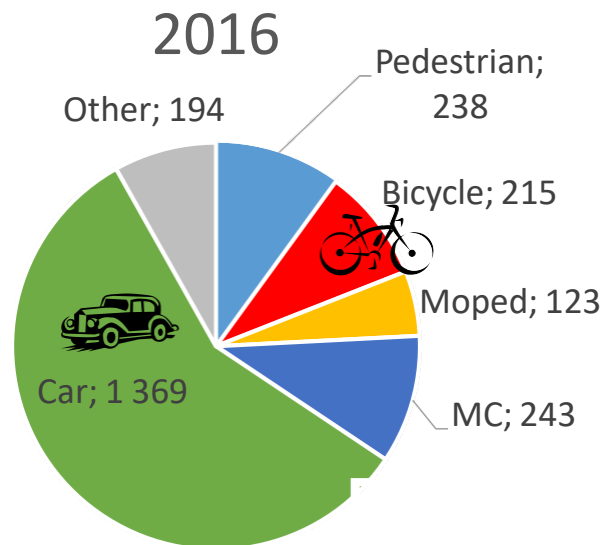
Polisrapport Vägtrafikolycka		Diycks-ID 1247774	Polisens diarienummer K-837151/17											
Län Skåne län	Kommun Kristianstad	Diyckstillfälle 2017-07-06 18:15 Osaker tid	Diyckstyp K (korsande-motorfordon)											
Olycksplats Industrigatan, Korsningen till Tegelbruksvägen i Kristianstad		Position i kartan Säker position												
Skiss över olycksplatsen														
Originalskiss finns														
Beskrivning av händelseförloppet Mc kommer körandes på Industrigatan. Pb1 kommer på Tegelbruksvägen. Pb1 har väjningsplikt men ser inte Mc. Mc kör in i vänster sida av bilen.														
Värelseförhållanden	Väglag	Bebyggelsestyp												
Upphållsväder	Vägbanan torr	Tättbebyggt område												
Ljusförhållanden	Plattvåg	Attribut												
Dagstjus	Gatu-/vägkorsning													
Vägnummer/Gatunamn	Väg A: Tegelbruksvägen	Väg B: Industrigatan												
Högsta tillåtna hastighet	40 km/h													
Vägtyp	Annan allmän väg		Annan allmän väg											
Trafikanvisning	Okänt													
Trafikreglering	Väjningsplikt													
Trafiksignal	Saknas													
Gatu-/vägbelysning	Uppgift saknas													
Nr	Trafikantkategori (antal personer totalt i fordonet)	Refrnr	Ålder och kön	Förare	Passagerare	Personskada					Missgånkt övervakad	Övningskörning	Rapporterad av sjv.	
					Fram Bak Okänt	Död	Svår	Lindrig	Oskadad	Okänt				
1	Personbil (1)	878619	45-K	X					X			N	N	
2	Motorcykel (tung) (1)	232294	25-M	X				X			N	N	J	

Hospital report

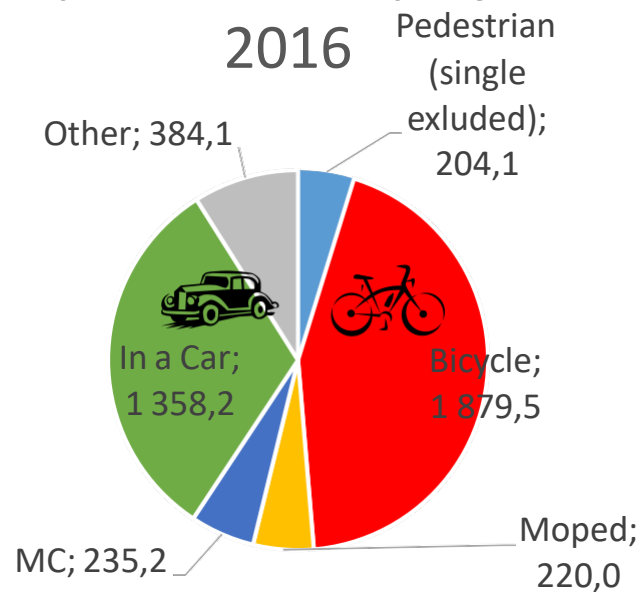
Trafikskadejournal										
Sjukhus Stockholm, Södersjukhuset		Diyckstillfälle 2010- Osaker datum Osaker klockslag		Inkom 2010- Okänt		Inkom med Okänt		Pola på plats Nej		Diycks-ID
Ålder och kön 90 - Kvinna		Referansnr		<input checked="" type="checkbox"/> Hem		<input type="checkbox"/> Inlagd på avd		Vårdtid (dagar)		
<input type="checkbox"/> Död vid ankomst		<input type="checkbox"/> Avvek		<input type="checkbox"/> Annat sjukhus		Sjukhus				
Län Stockholms län		Kommun Stockholm		Diyckplats Högdalens busstation		Position i kartan Säker position				
Händelseförlopp Snavade på den väldigt höga kanten vid busstationen										
Placering		Buss-/Spårvagnshållplats		Bebyggelsestyp Tättbebyggt område						
Vägmärksdigheter										
Annat										
Trafikanten var		i konflikt med		Diyckan inräffade						
Fotgängare		Trafikanntid		på fribiden						
Förare										
Max AIS	ISS	RPMI 1%	RPMI 10%	Diyckstyp						
2	4	0,35	0,03	G0 (fotgängare singel)						
Lätt sk. <input type="checkbox"/> Måttlig sk. <input type="checkbox"/> Allvarlig sk. <input type="checkbox"/> Svår sk. <input type="checkbox"/> Kritisk sk. <input type="checkbox"/> Maximal sk. <input type="checkbox"/> Okänd sk. <input type="checkbox"/>										
Skador										
<ul style="list-style-type: none"> Skeletal - Ulna fracture NFS - Proximal - Ulna fracture [olecranon] 										

Coverage, from Police and Hospital

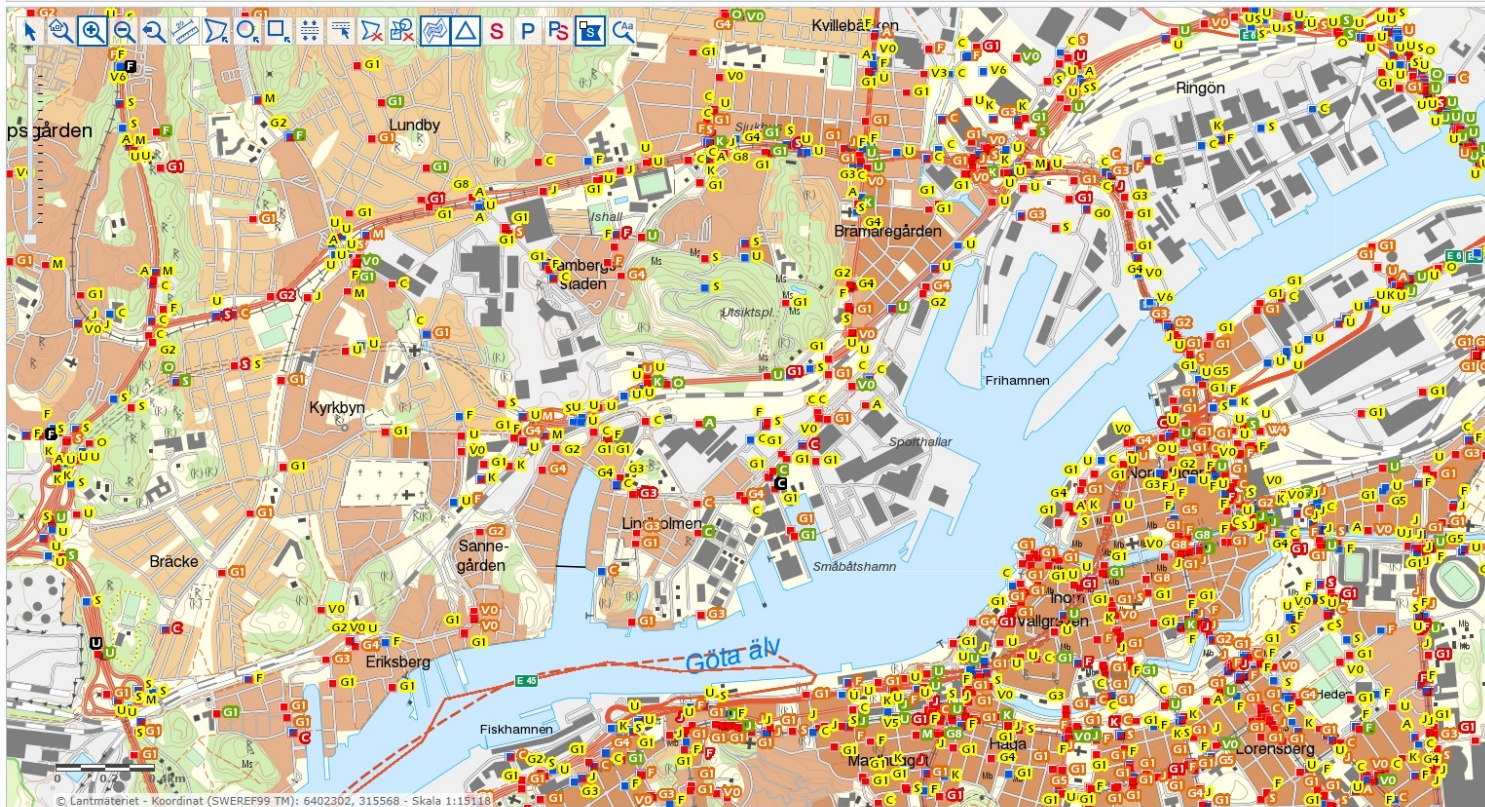




Hospital Seriously injured



injuries



5256

olyckor varav 5142 visas i kartan

Sida 1 av 27



Olycksid:

Sök

Expandera

- ▷ 1126456, P + S 2015-01-05 ×
- ▷ 1126493, P 2015-01-04 ×
- ▷ 1126494, P + S 2015-01-05 ×
- ▷ 1126804, P 2015-01-06 ×
- ▷ 1126950, S 2015-01-05 ×
- ▷ 1127507, P 2015-01-04 ×
- ▷ 1127524, P + S 2015-01-07 ×
- ▷ 1127591, P 2015-01-09 ×
- ▷ 1127610, P + S 2015-01-10 ×
- ▷ 1127641, P 2015-01-11 ×
- ▷ 1127675, P + S 2015-01-12 ×
- ▷ 1127806, P 2015-01-12 ×
- ▷ 1127842, P 2015-01-08 ×
- ▷ 1127857, P 2015-01-09 ×
- ▷ 1128037, P + S 2015-01-11 ×
- ▷ 1128215, P + S 2015-01-13 ×
- ▷ 1128337, P + S 2015-01-12 ×
- ▷ 1128372, P 2015-01-13 ×
- ▷ 1128377, P + S 2015-01-13 ×
- ▷ 1128384, P 2015-01-13 ×
- ▷ 1128387, P 2015-01-13 ×
- ▷ 1128391, P 2015-01-13 ×
- ▷ 1128394, P + S 2015-01-12 ×
- ▷ 1128502, P 2015-01-13 ×
- ▷ 1128545, P + S 2015-01-14 ×
- ▷ 1128559, P 2015-01-13 ×
- ▷ 1128600, P 2015-01-15 ×
- ▷ 1128779, P 2015-01-16 ×
- ▷ 1128841, S 2015-01-08 ×
- ▷ 1129212, S 2015-01-17 ×
- ▷ 1129255, S 2015-01-14 ×
- ▷ 1129266, S 2015-01-07 ×
- ▷ 1129332, S 2015-01-13 ×
- ▷ 1129347, S 2015-01-14 ×
- ▷ 1129530, P 2015-01-16 ×
- ▷ 1129532, P + S 2015-01-17 ×
- ▷ 1129537, P 2015-01-17 ×

NU ÄR DET DAGS FÖR NÄSTA TRÄNING.

ÄR DU REDO ATT BÖRJA?

JÄ SENSARE HOPPA ÖVER



In-depth studies of fatal accidents

In Sweden all fatalities in road traffic undergo an in-depth study by accident investigators at the Swedish Transport Administration.



What is an in-depth study?

Detailed investigation into each fatal road accident with the main objective to identify what caused the fatal injuries

Routine since 1997 and is regulated in the government's instruction to the Transport administration

Accident investigators gather information on each fatal accident

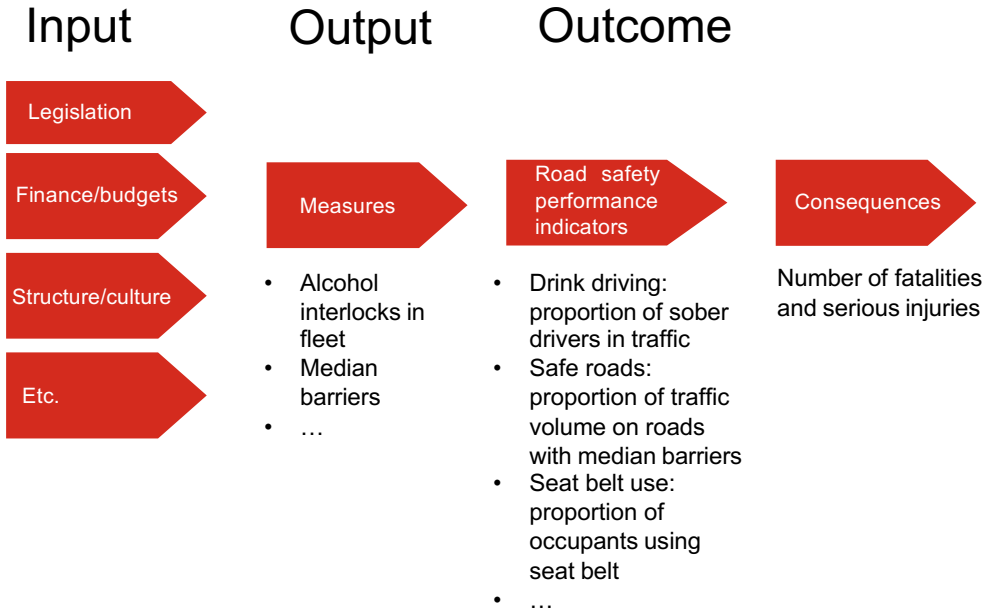


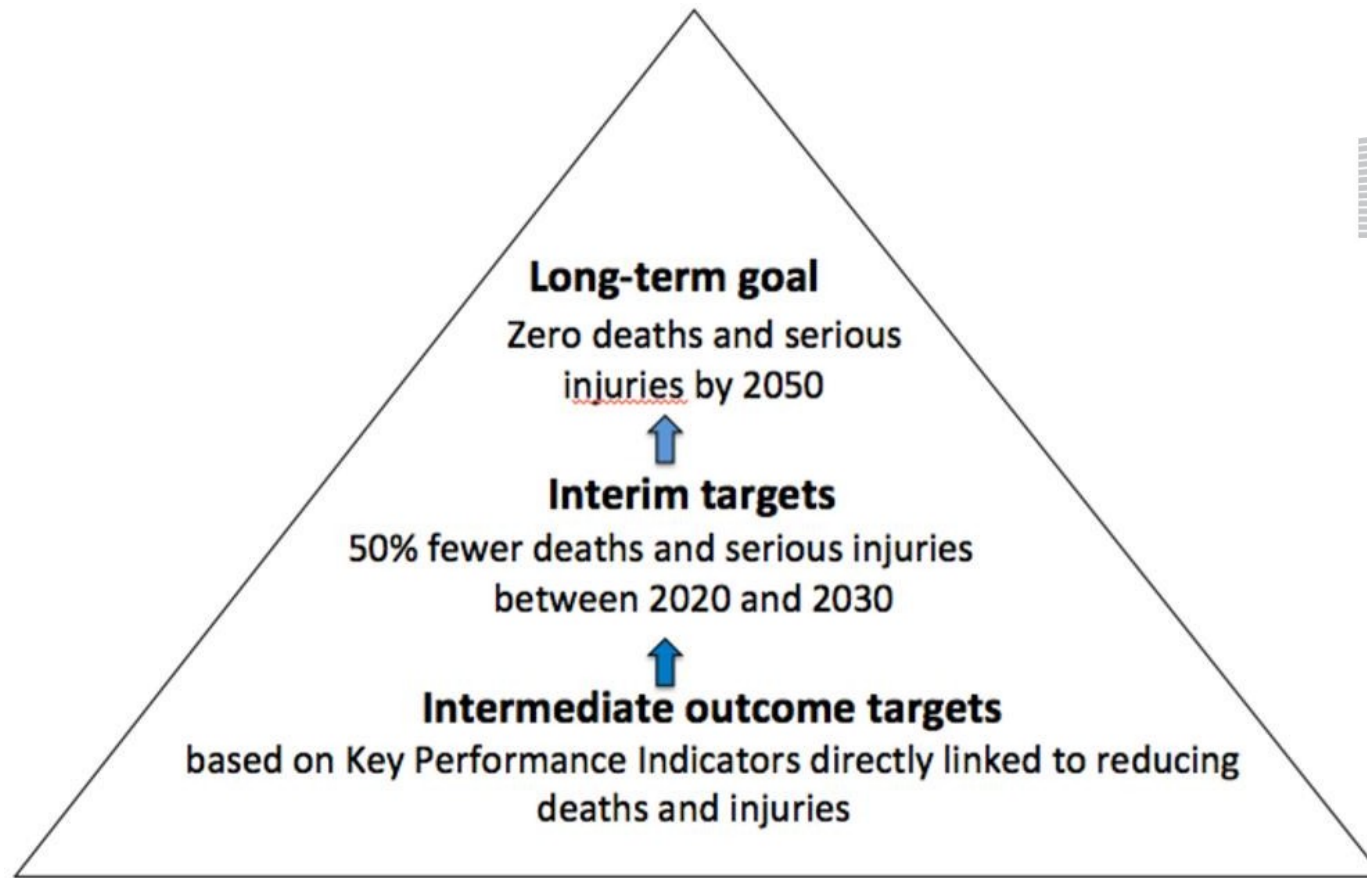
Three questions to be answered

- What happened?
- Why did it happen?
- What can be done to ensure that it does not happen again?



Road Safety Performance Indicators



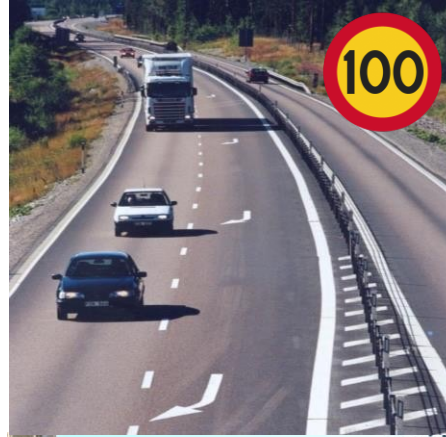


Key Performance Indicators EU



Indicator	Proposed definition
1. Speed	Percentage of vehicles traveling within the speed limit.
2. Safety belt	Percentage of occupants using the safety belt and percentage of children using a child restraint system
3. Helmet	Percentage of motorcyclists, moped riders and cyclists wearing a protective helmet.
4. Alcohol and drugs	Percentage of drivers, riders and cyclists without alcohol or drugs impairing driving.
5. Distraction	Driver distraction indicator.
6. Vehicle fleet	Vehicle fleet safety indicator.
7. Infrastructure	Road infrastructure safety indicator.
8. Post-crash care	Post-crash care performance indicator.

Controlling of harmful energy



When data is missing

Even if there is a lack of data it is possible to work proactively with traffic safety if the work is based on the principles of Vision Zero



Thank you for listening!

Kenneth Svensson

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