

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

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VISION ZERO CHALLENGE WEBINAR SERIES: ROAD SAFETY IN SWEDEN; POLICY INNOVATION

VISION ZERO
CHALLENGE

WELCOME, VISION ZERO CITIES!

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2. Belo Horizonte, Brazil
3. Buenos Aires, Argentina
4. Bogotá, Colombia
5. Cali, Colombia
6. Curitiba, Brazil
7. Colima, Mexico
8. Cusco, Peru
9. Fortaleza, Brazil
10. Guadalajara, Mexico
11. Indaiatuba, Brazil
12. La Paz, Bolivia
13. Lima, Peru
14. Medellín, Colombia
15. Merida, Mexico
16. Montevideo, Uruguay
17. Pachuca, Mexico
18. Rosario, Argentina
19. Salvador, Brazil
20. Santiago, Chile
21. Sao Paulo, Brazil
22. San Jose, Costa Rica
23. San Salvador, El Salvador
24. Santa Cruz, Bolivia

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Q&A

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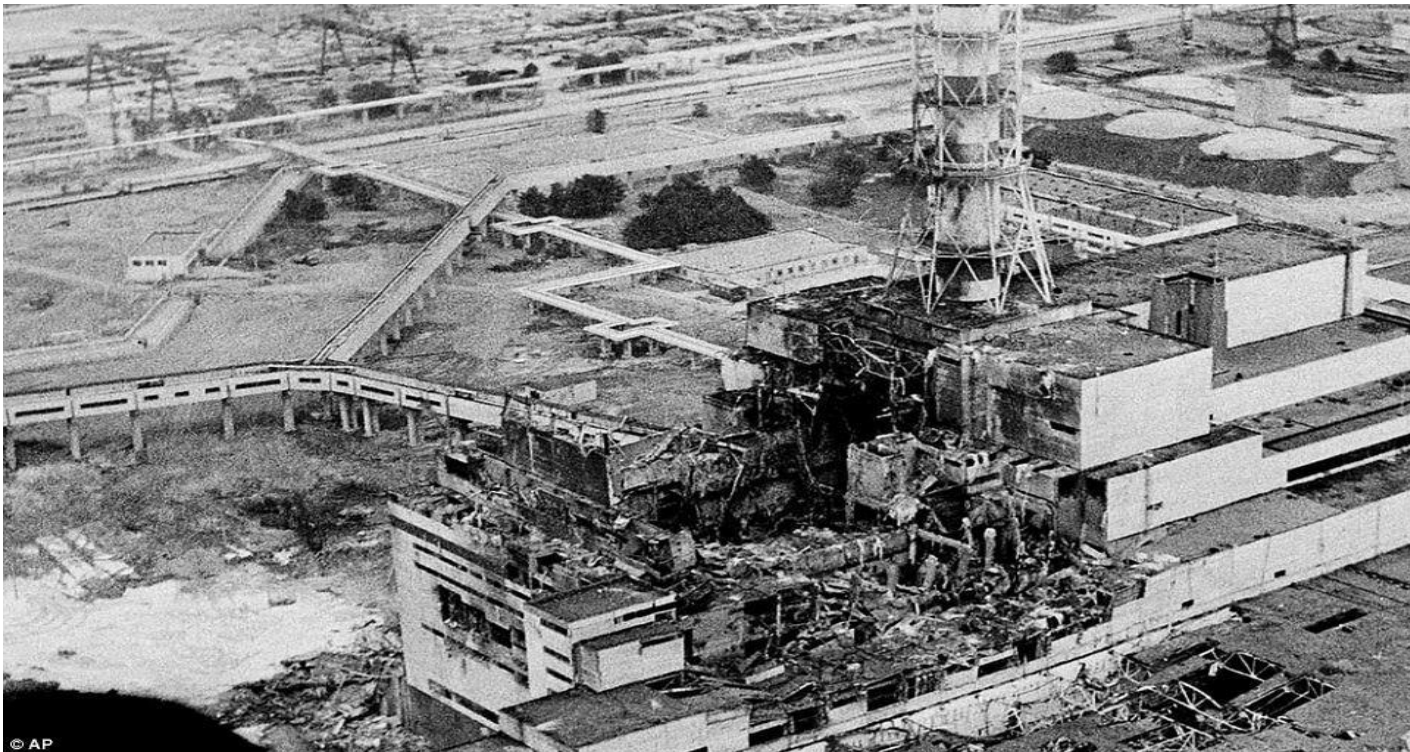
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TRAFIKVERKET
SWEDISH TRANSPORT ADMINISTRATION

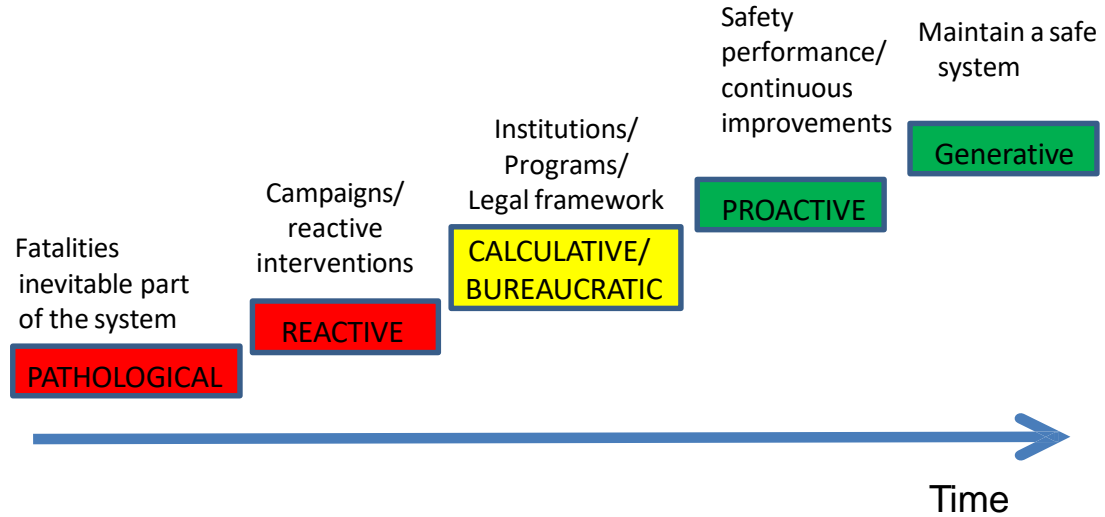




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From <http://www.dailymail.co.uk/news/article-1380432/Chernobyl-Pictures-abandoned-disaster-zone-25-years-nuclear-meltdown.html>

The road safety culture ladder within a society

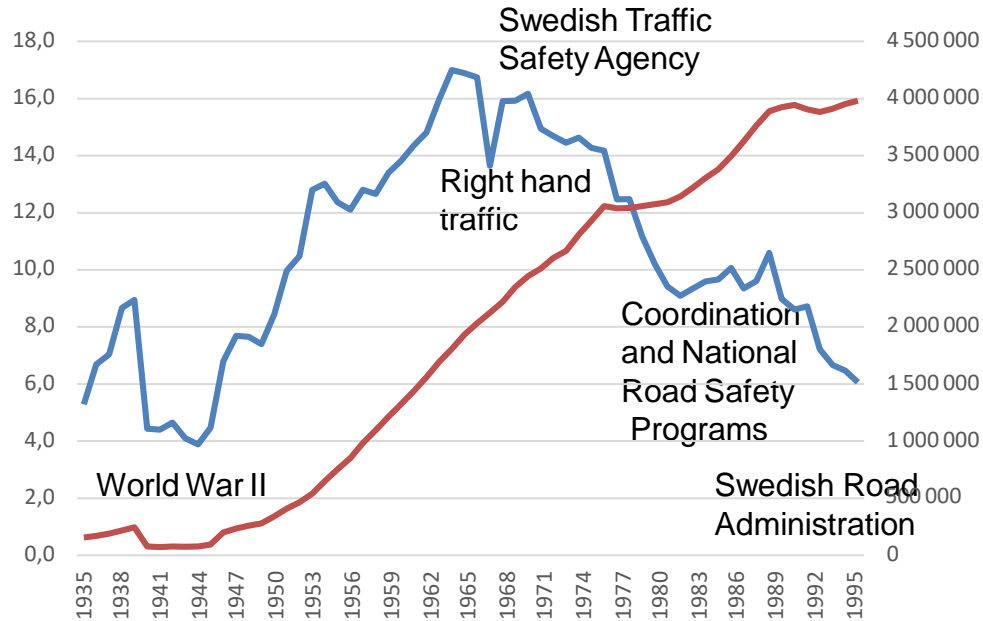


The ladder applied in road sector by Dr. Belin based on:
Westrum R (2004) Qual Saf Health Care 2004;13(Suppl 1):i22-i27, Hudson P (2007) Safety Science 45 697-722

Before 1940

- Driving license regime
- Car registration
- Basic traffic safety rules
- Official road traffic safety data
- NGO (National Society for road safety) established in 1934

Number of deaths in road traffic accidents per 100 000 population and cars in use in Sweden (1935-1996) - the time before Vision Zero



Vision Zero - a Swedish contribution to the global community

In October 1997, Vision Zero was passed by a large majority in the Swedish parliament.

The Vision is an expression of the ethical imperative that It can never be ethically acceptable that people are killed or seriously injured when moving within the transport system

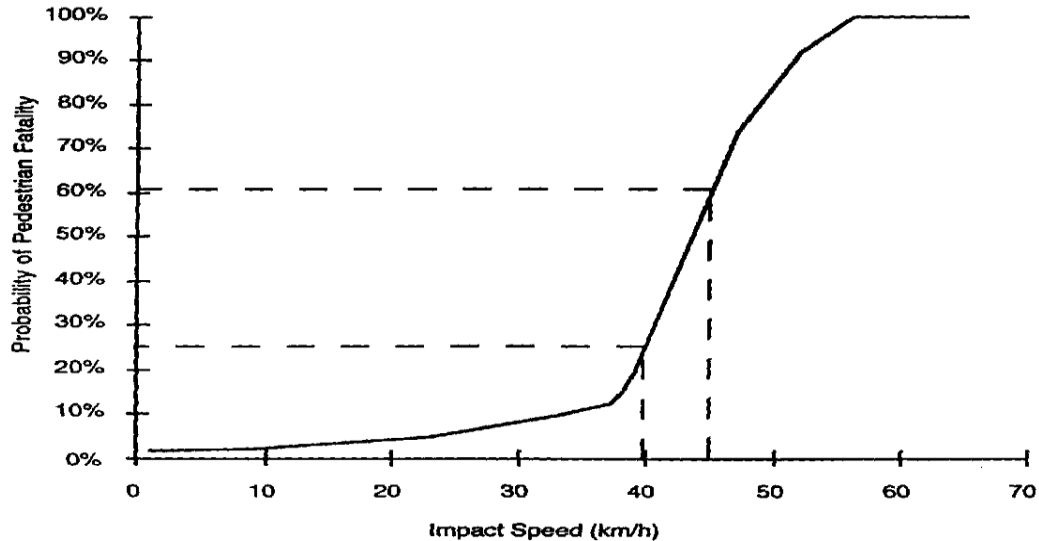


Vision Zero a policy innovation

	Traditional	Vision Zero
What is the problem?	Accidents /Crashes	Fatalities and serious injuries
What causes the problem?	Human errors	Humans make mistakes Humans are fragile
Responsibility?	Individual road users	System designers
Peoples demand for road safety?	People don't want safety	People want safety
What is the appropriate goal?	Optimum number of fatalities and serious injuries	Eliminate fatalities and serious injuries

Probability of Pedestrian Fatality by Impact Speed

Figure 2: Probability of Pedestrian Fatality by Impact Speed.
Derived from the Interdisciplinary Working Group for Accident Mechanics (1986) and Watz, Hoefliger and Fehlmann (1983)





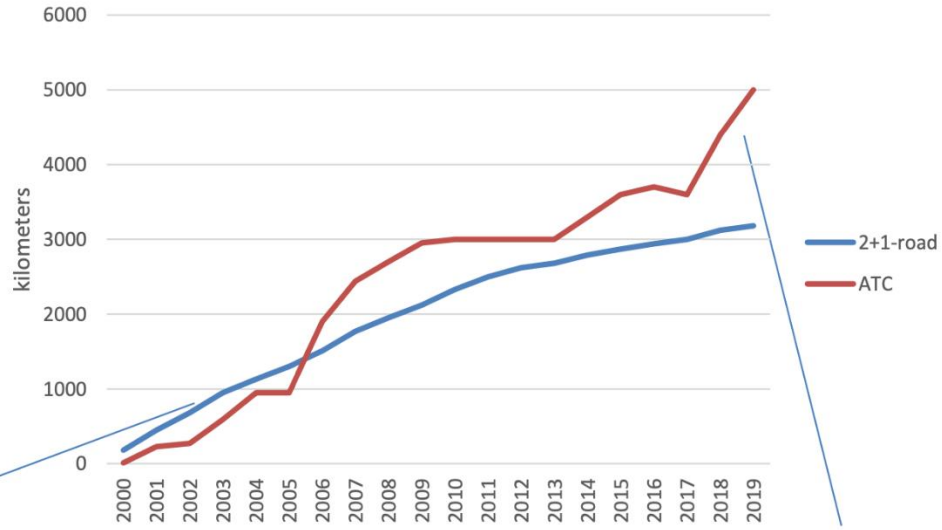
Urban safety



Rural safety



Rural safety

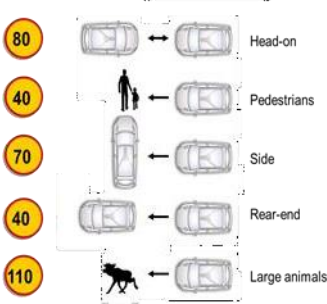


Example on interventions promoted in a Vision Zero framework

Rural areas



Speed limits



Urban areas

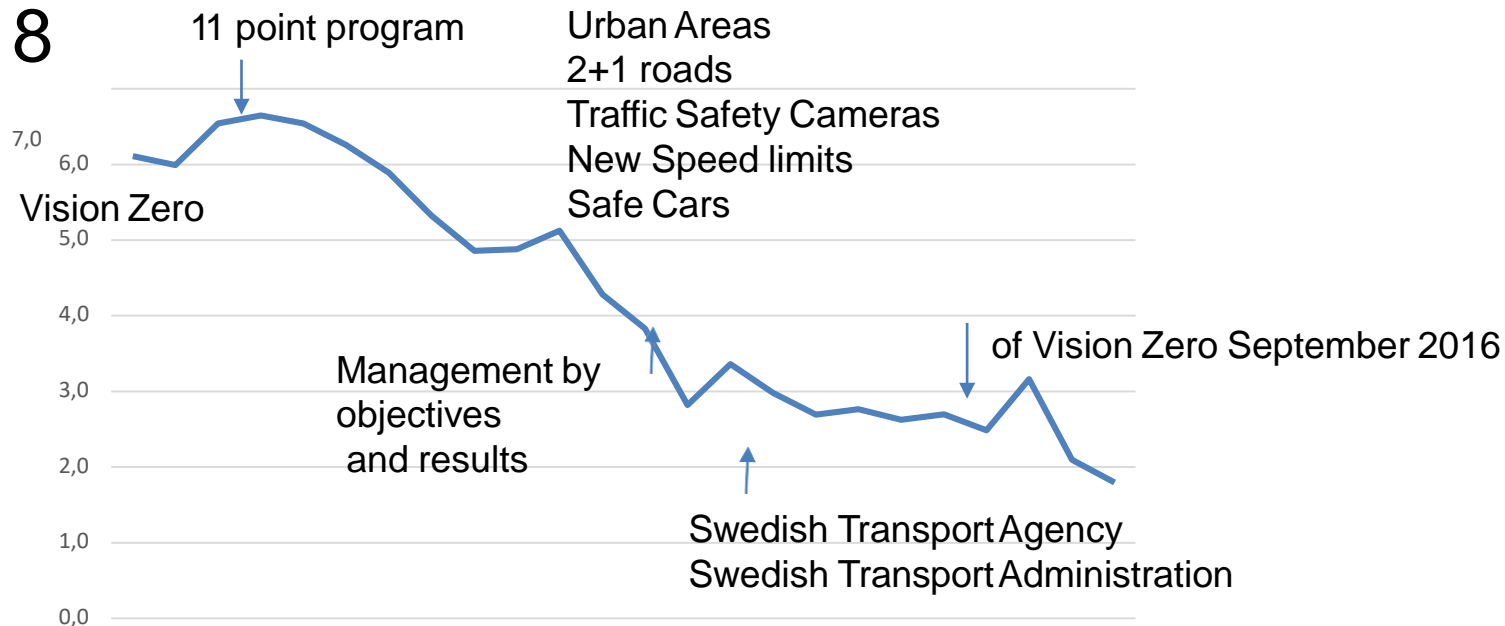


Vehicle technology



After Vision Zero - Number of persons killed in road traffic crashes/100 000 inhabitants in Sweden

1997-2018



Vison Zero – How to make things happen

- From 7 fatalities per 100 000 inhabitants to 2 f/100 000
- The process to strive for a safe system requires multi-sectorial efforts among multi-goal organizations
- Lead Agency (a facilitator) needed – things will not happen by itself
- Culture shift among system designers (professionals) – increase responsabilization in order to deliver safety to consumers and citizens
- A expanded toolbox beyond regulation and bureaucracy in order to influence the system designers

Vision Zero, Safe System, Road to Zero....

"We Have Many Names for the Things We Love!"

