Toward Zero in Sweden

Lars Ekman
Responsibility must be shared by all those who participates in and create safe road traffic

- Politicians
- Road network responsible
- The Police
- Vehicle manufacturers
- Private companies, public entities who buy transport services and vehicles
- Health sector, Working environment sector
- Insurance companies etc
Vision Zero’s 5 main components

• Vision for many stakeholder

• Ethical platform

• Shared responsibility

• Driving forces for change

• Safety philosophy
Our Vision is that no one is killed or injured in a Volvo by 2020

Volvo Cars’ Vision 2020
The vehicle of the future - Just like the farmer’s horse:

- Can be steered actively and in full control by the farmer but

- It can handle a situation where the farmer falls asleep and still find its way home and

- It will not accept being steered into a tree or off a cliff
Shared responsibility

**System designers** are responsible for the design, operation and the use of the road transport system and are thereby responsible for the level of safety within the entire system.

**Road users** are responsible for following the rules for using the road transport system set by the system designers.

**If the users fail to comply** with these rules due to a lack of knowledge, acceptance or ability, the system designers are required to take the necessary further steps to counteract people being killed or injured.
## Vision Zero a road safety policy innovation

<table>
<thead>
<tr>
<th>Traditional approach</th>
<th>Vision Zero approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accidents</td>
<td>Serious injuries</td>
</tr>
<tr>
<td>Individual road user behavior</td>
<td>The system is not designed according to human capability and human tolerance against external violence – in other words what the human body can stand.</td>
</tr>
<tr>
<td>Road users have primary responsibility</td>
<td>System designers have primary responsibility</td>
</tr>
<tr>
<td>People don’t want safety</td>
<td>People demand safety</td>
</tr>
<tr>
<td>Change individual road user behavior</td>
<td>Change the environment (road environment, vehicles, support good social norms)</td>
</tr>
<tr>
<td>Risk reduction</td>
<td>Eliminate fatalities and serious injuries</td>
</tr>
</tbody>
</table>

Vision Zero – a road safety policy innovation DOI:10.1080/17457300.2011.635213
Matts-Åke Belin, Per Tillgren & Evert Vedung
Speed limit, road design and car design goes hand in hand!

- Crash test 90km/h into tree

- Crash test 90km/h into guard rail
Speed limits based on injury related criteria – rural area

- 80
- 100
- 110
- 120 or
90 km/h roads

Risk

Two lane, narrow

Two lane, normal

Two lane, wide

2+1

MLV

MML

Motorway (C)

Motorway (A)
Developements for indicators

- Speed rural roads (80%)
- Speed urban roads (80%)
- Sober traffic (99.9%)
- The use of seatbelt (99%)
- The use of helmets
  - Bicycle (70%)
  - Moped (99%)
- Safe cars (80%)
- ABS-brakes on MC (70%)
- Safe rural roads (75%)
- Safe crossings for vulnerable road users (next year)
- Maintenance on pedestrian and bicycle paths (next year)
Lund C

Km: 601 + 27

Bdl: 912 - Tornhill [Thl]
Fatalities 12-month value – and our new target for 2020

Omkomna i järnvägstrafik samt mål 2020

- Omkomna-12 mån
- Trafikverkets mål max 55 omkomna
Vision Zero - how close are we?

- Road traffic
  - Child safety in cars
  - Drivers and passengers
  - Suicidal
  - Vulnerable road users

- Railroad
  - Passengers
  - Trespassers
  - Suicidal
Conclusions

• A challenging vision is very useful
• it is important to put it on the political agenda
• A systematic work with measurable targets
• and effective countermeasures
Thanks!

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