



Making Europe's Roads Safer

EuroRAP 2007-2009 Initiatives

EuroRAP is dedicated to saving lives across Europe by making roads themselves safer. Thanks to strong practical and financial support, EuroRAP has grown from a four-country pilot to become a major force for change in 20 European countries and is now rolling out across the world. Here, EuroRAP sets out its plans for the next three years in Europe.



Taking action to save lives

“ Since its launch in 2001, EuroRAP has successfully highlighted the dangers of poor road design in countries from the Arctic to the Mediterranean through two major programmes of work. These achievements have been underpinned by the new global standards EuroRAP has set for measuring the safety of roads and tracking improvements. But more must now be done if Europe is to achieve its 2010 target of halving the death toll from the year 2000, when 50,000 people were killed in road crashes.

EuroRAP is turning the lessons of its first two programmes into direct action across Europe. At the heart of EuroRAP III, our 2007-2009 programme, is the commitment to forge a relationship with the new EU Member countries in eastern Europe where the risks of dying in serious road crashes are highest. We will use EuroRAP's strengths to help reduce deaths where the need is greatest – engaging with

Europe's many different motoring clubs and road authorities to promote best practice in every country across the continent.

Specifically, EuroRAP III will deliver five major initiatives to tackle directly the root causes of fatal crashes on European roads.



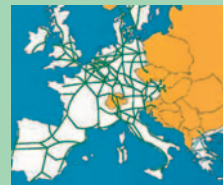
Chairman John Dawson introduces the EuroRAP III programme

These initiatives, outlined on the following three pages, range from upgrading key sections of Europe's primary trade routes to providing compelling examples of how safer roads save lives, and from targeting high-risk users to understanding why people continue to die in low-speed crashes.

Outlined on the back page, the programme's fifth initiative will make the case for modernising the way European law protects road users.

EuroRAP is focused on action over the next three years because Europe must live up to its aspirations for 2010. With your support, EuroRAP will help save the lives of 25,000 people each year.

THE 5 INITIATIVES



The Trans-European Road Network (TERN)

Large-scale safety upgrades



Targeting high-risk road users

Why do safe drivers die in safe cars?



Making roads law protect the consumer

Planning an epic 4-star journey

EuroRAP is calling for high-risk roads to be eliminated along Europe's main routes by bringing key sections of the TERN up to a 4-star standard. Assessing the TERN's safety performance will be an early priority for EuroRAP's programme during 2007-2009. The first step will be Risk Mapping, followed by targeted inspections using a fleet of EuroRAP inspection vehicles.

Following successful trials in Australia, where 28,000kms of road have just been inspected and Star Rated, an upgraded version of EuroRAP's Road Protection Scores will be finalised in EuroRAP III. The new scores rate the likelihood of a crash, as well as the protection provided by a road when a crash happens. The new version will help road engineers better understand, interpret and accept the results. And it will provide benchmarks so that every section of the TERN can be rated – and show where sections of the network are not up to their job as primary trade routes.

EuroRAP's plan to assess the TERN means that every country in Europe will, for the first time, benefit from national

Lighting beacons for safety

EuroRAP has put new focus on the high-risk routes where large numbers die. Now it plans to provide new high-profile evidence.

EuroRAP will work with 'beacon' national, regional and local authorities across Europe. Already 10 authorities from Germany, Ireland, Spain, Sweden and the UK have come together in a special EuroRAP group to transfer expertise quickly into the new EU countries in eastern Europe.

This programme includes work in fast-motorising Poland, the Czech Republic, Hungary and Slovakia where road deaths are high and progress in making roads safer is 30 years behind that of northern Europe.

In a partnership between authorities, expert institutions and national motoring clubs, these beacon demonstrations will examine crashes on route networks. They will show how upgrading safety on the type of roads on which most Europeans die will not only help hit current and future EU targets but also make sound financial sense. Some authorities with EuroRAP



INITIATIVE 1 The Trans-European Road Network (TERN)

JOHN DAWSON COMMENTS:

"We should be as intolerant of 2- or 3-star roads on Europe's main trade routes as we would be of 2- or 3-star safety standards on new cars. These fast, busy roads should be safest of all. Upgrading safety on the TERN is where we need to start our pan-European push to educate professionals and public that tens of thousands of people will die needlessly in the years ahead just because the results of research – known for at least 25 years – are not being applied to our roads."

experience of the same safety assessment. It will provide know-how that can be used to upgrade safety anywhere on the road network, and it will help inform debate on the new infrastructure safety legislation being prepared by the EU.



INITIATIVE 2 Large-scale safety upgrades

JOHN DAWSON COMMENTS:

"Action is nowhere near proportionate to the scale of the problem. Every year €160 billion bleeds away in road crashes. Yet in the original 15 European Union countries alone, road users pay more than €350 billion in taxes and fees, while only €1 in €4 is spent on roads. We will use EuroRAP's strengths to help reduce deaths where the need is greatest – promoting best practice in both the established European Union countries and the new member states."

experience are already so confident in the process that they have budgeted to implement the upgrading schemes even before they are identified!

Better support for bikers

Over the next three years EuroRAP will be focusing on the specific risks faced by different road-user groups. It will examine truck accidents and also spotlight the dangers facing vulnerable road users, particularly motorcyclists.

Motorcyclists make up a very small proportion of overall traffic across Europe, typically 1 or 2 per cent, yet can account for up to 20 per cent of all deaths. When EuroRAP examined severe crashes on some national networks, it found many road sections where 30 per cent or more of the serious crashes involved motorcyclists. EuroRAP will be investigating roads in a number of countries to identify where and how motorcyclists die in crashes.

Drawing on best practice guidelines from the motorcycle industry, EuroRAP will match available road safety features to crash data to identify the countermeasures that will safeguard the highest number of motorcyclists.

Another focus for this initiative will be trucks. Although their safety record is good, when trucks are involved in crashes, their size and weight often result in severe injuries. EuroRAP's Risk

Road and car working together

EuroNCAP crash tests have improved crash protection offered by cars; however the tests are at relatively low speeds – front impact at 70kph, side impact with a vehicle at 50kph, and side impact with a pole at 29kph. Even a 5-star car may not protect the occupant in a crash above these speeds. Other research concludes that rigid objects like trees and road signs are hazardous at speeds over 40kph.

A EuroRAP scoping study showed nearly half the in-car deaths in built-up areas resulted from run-off crashes following impact with a tree, telegraph pole, lamppost, traffic signal or signpost. A third of the deaths occurred at T-junctions or crossroads. Even at low speeds, unforgiving roadside objects – many placed by road engineers – are a major cause of death across Europe. And many junction layouts, which invite side-impact crashes at impact speeds higher than 50kph, are killers.

The aim of this EuroRAP III research project is to reach a greater understanding of 'compatible crumple' – how the road



INITIATIVE 3 Targeting high-risk road-users

JOHN DAWSON COMMENTS:

“For the first time, EuroRAP has the means to make the links between road design and the likelihood of serious crashes involving different road users. We have initiated effort globally on pedestrian and cyclist deaths. EuroRAP III will focus particularly on the high risks to motorcyclists and on accidents involving trucks. Safety is a shared responsibility of road users, vehicle manufacturers and road authorities. I'm sure all stakeholders will fully engage in this powerful initiative.”

Maps and Road Inspections provide a unique opportunity to find out how safer roads can prevent serious crashes involving trucks. The European road haulage industry will work with EuroRAP but the financial package to fund the work is not yet in place.



INITIATIVE 4 Why do safe drivers die in safe cars?

JOHN DAWSON COMMENTS:

“There's no sense requiring manufacturers to crash test new cars to high protection standards if road engineers allow unforgiving objects at the edge of the road and design junctions that are lethal in low speed crashes. This initiative will allow road and vehicle engineers to come out of their industry silos to work together on a single safe road system. It gives a real practical focus to what 'vision zero' is all about.”

and the car must work together to protect the car occupant. EuroRAP will work with on-the-spot accident investigators, as well as continuing to analyse national data. EuroRAP will also link in-depth accident data to its star-rating protocol.

Protecting 'right to life' on roads

Road engineers working on new roads frequently complain that new laws require them to spend more and do more to protect wildlife than people. When a major crash happens on the railways or in the air, governments promise to leave 'no stone unturned' to prevent the same accident ever happening again. New health and safety laws are ever more demanding of enterprises – a factory owner who, before an accident, had only told his workers to be careful of an unguarded spinning blade would expect to be jailed. Companies that sell us products that are not fit for purpose expect to lose money, and those that damage our health expect serious retribution.

How then does the law permit thousands of road sections in Europe to routinely kill and maim more people than a major rail crash? Why do the same predictable, preventable crashes happen over and over again? So much so that statisticians routinely analyse only the previous three years of data, forgetting those who have died in earlier crashes. It is surely immoral to wait until people are seriously hurt before taking remedial action; however, why does it remain legal to take no action at all?

Road crashes are the single largest cause of unnatural death. We face far higher risks on the road than in any other normal activity we undertake. The laws governing our roads appear uniquely frozen in the past, immune to major changes in legislation that have been introduced to protect our lives elsewhere. Wilful offenders or the careless must rightly expect proportionate punishment from the law, but why are our roads not required to protect us from predictable,



INITIATIVE 5 Making roads law protect the consumer

JOHN DAWSON COMMENTS:

"We must have safe drivers in safe cars on safe roads. There are increasing pressures and penalties on drivers to obey tightening driving law. Every sector of industry has felt the pressure of tough legislation on health and safety, and product liability. The legal framework on road infrastructure safety needs to be brought into the 21st century to give road users proper protection as consumers."

everyday driving errors? The costs of losing a life on the roads are high, while the costs of prevention are low – yet the legal framework makes it cheaper for road authorities not to act.

As Europe prepares to debate new legislation on safer road infrastructure, EuroRAP plans to review the fundamental assumptions of laws that tolerate a 'licence to kill' on our roads – and how the shared responsibility of road users, manufacturers, and road authorities is legally allocated.

EuroRAP will work closely with consumer protection experts, the insurance industry and the legal profession to identify what should be the principles of a modern European framework to protect the consumer. The starting point of this initiative will be a review of recent legislation that protects the consumer in other walks of life.

EuroRAP wishes to thank the following members and partners:

- **Clubs and Charities** – ADAC (Germany); M (Sweden); ANWB (Netherlands); RACC and RACE (Spain); ACI (Italy); TCB (Belgium); ÖAMTC (Austria); UAMK (Czech Republic); MAK (Hungary); SATC (Slovakia); FDM (Denmark); ACP (Portugal); UAB (Bulgaria); HAK (Croatia); TCS (Switzerland); FIB (Iceland); and FRSSR (UK).
- **Authorities** – NRA (Ireland); SRA (Sweden); HA, Cheshire County Council, West Sussex County Council, Transport Scotland, Welsh Assembly, and DRNDI (UK); Regions of Catalonia and Murcia (Spain); Bavarian Ministry and Rheinland Pfalz (Germany); GDDKiA (Poland); and AVV (Netherlands).
- **Expert Members and Technical Partners** – ACEM, TRL, VSRC, TMS Consultancy and CSS (UK); SCT and ProIntec (Spain); KTI (Hungary); FRIL (Poland); CityPlan (Czech Republic); Folksam, Karolinska and Sweco (Sweden); SWOV, Mobycon, ViaStat (Netherlands); BRR (Belgium); and TMS Italia (Italy).

EuroRAP III is part of the iRAP global programme whose supporters and partners include:

- The World Bank; Governments and authorities in Chile, Costa Rica, Malaysia and South Africa; AAA and ARRB (Australia); and AAAFTS, MRI and ISU (US).
- The global programme supports UN and WHO initiatives.

EuroRAP's financial partners are:



The views expressed in this publication are EuroRAP's and are not necessarily shared by organisations that support EuroRAP and its 2007-2009 programme