EuroRAP’s priorities

Road Safety: no Safe System without forgiving roads
what drives us
Our European Context

Last 10 years

• 500,000 killed or serious trauma
  • Majority outside cities & towns

• 5 serious traumas per km on main roads

Annual crash cost 2% of GDP

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50% Reduction by 2020

It will not happen with ‘business as usual’… but it can be done

Action target

• Reducing the number of road traffic deaths and injuries by 50% in 2020 compared to 2011
• In understandable figures: saving 1.9 million lives worldwide

DEATHS PER 100,000 POPULATION

High Income Countries: 8.7
Middle Income Countries: 20.1
Low Income Countries: 18.3

Together we can save millions of lives.
When your ambition is big
Then your efforts should be even bigger

-unknown
Number of road fatalities is rising:

- Worldwide: 1.25 million
Road Safety Development

As well as the number of casualties:

- Netherlands: approx. 21,000
- European Union: approx. 300,000
- Worldwide: don’t know!
Vehicle safety, we came a long way

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But there are limits

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The Human Factor

- Don’t use the quality of the road user as an excuse!
- People make mistakes, make the system forgiving.

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Old “Fix the Driver” Model

Over 90% of accidents result from human error

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Death Reducing Model

Forgiving design risk assessment nudge

Road & Vehicle

Criminal & Unstable

Drink drive law penalties
Enforcement
Jail

Foolish

Nudge education training

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Mission statement

EuroRAP helps to increase road safety (less victims and casualties) by assessing and certifying safety aspects of road infrastructure.

“That’s our new mission statement.”
We measure safety

**Risk Maps**: measure system safety as users, vehicles and roads combine

Once you can measure, you can track - and benchmark

**Maps**: one language for public, members, police, engineers, Treasury

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Hundreds of clubs, NGOs, universities, charities, governments, banks, volunteers

70 countries; 500,000 km inspected

5,000 flawed pedestrian crossings in south east Europe!

82% of roads where pedestrians are present and traffic flows at 40km/h or more have no formal footpaths

47% of curves where traffic flows at 80km/h or more have hazardous roadides
Crashes that Kill

1) Head-on crashes

2) Brutal side impacts at junctions

3) Run-off crashes with roadside objects

4) Pedestrians and cyclists hit at speed
Economic Cost per km Travelled

CRASH COSTS HALVED FOR EACH STAR RATING IMPROVEMENT

VDA
Road Safety: no Safe System without forgiving roads
INTELLIGENCE WITHOUT AMBITION IS A BIRD WITHOUT WINGS.

SALVADOR DALI
Impact of Communication

- Benefit
- Action
- Belief
- Why
- How
- What

Communicate
Mobility related trends and issues

- Sensing, I.O.T
- Automated vehicles and connected car
- Sustainability
- Urbanisation
- Smart cities
- Ageing population
- Government has utter confidence in technology
Machines, people - the same needs

- Digital cars need guidance as analogue people do
- Uniform lining and signing will speed up implementation of ADAS and automated driving
- Safe infrastructure as a safety net when something goes wrong
Trend: Automated driving and connected car

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New entrants, different business

Remote Diagnostics
We will fix a fault before you knew you had one.
Automated driving

- Automated cars do not yet ‘communicate’ with infrastructure (roads that cars can read)

- Automated vehicle trials are focussed on the safest roads: motorways and low speed areas

- In 2020 pilot with automated driving on motorways in Europe; what kind of infrastructure is needed?

- Businesses independently go ahead and develop automated cars without taking infrastructure into account (e.g. Nissan)

- Autonomous develops into ‘autistic’ and ‘selfish’

- Full benefits only after V2I / V2X communication.

- Deployment in 15 years at least!
The need to invest in Safe Roads

How quickly will the fleet change?

Supported by
Department for Transport
ageas

Making Road Travel as Safe as Rail and Air

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Urbanisation

• In 2020, 80% of the European population lives in urban regions.
• In 2030, over 60% of the world population lives in urban regions.
• Accelerated growth of urban populations imposes higher requirements on mobility and the infrastructure in and around cities.
• 21 of the 25 most fast-growing cities are in countries with upcoming economies.
• Livability and road safety increasingly under pressure.
• Need for efficient and safe use of limited space.
• More bicycle use!
• Every second serious injured in the Netherlands is a cyclist!
• New means of transport are emerging.

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Road Safety: no Safe System without forgiving roads
...more bicycle types...

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New means of transport…

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...including LMV’s...

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...and multiple purpose vehicles
Effect on Road Safety

- Urban Mobility is in terms of road safety an upcoming challenge
- Political pressure to use environmental friendly modes of transportation
- Lighter vehicles, less protection, less safety systems
- Merging with conventional traffic, less compatible crash partners
- Infrastructure is not designed to accommodate those modalities

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To continue

• We can’t ignore the raising number of KSI’s
• In the next three years in Europe approx. 75,000 people will lose their life and 900,000 will be seriously injured in road crashes
• We need a safe system with safe vehicles and safe infrastructure
• We have collaborate, to make it work
• Let’s start to share our knowledge and insights now!

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Let’s work together

KEEP CALM AND DO IT BETTER

5-star drivers
5-star cars
5-star roads

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