



European Commission

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Road Safety Newsletter



EU takes stock of road safety policy framework

The EU's road safety work is primarily guided by its policy orientations for 2011-20. They set a target of halving numbers of EU road deaths between 2010 and 2020 and propose EU-level actions for achieving this.

As 2015 marks the midpoint of the decade covered by the orientations, the EU has recently performed an evaluation of this policy framework. The intention is to take stock of the work done so far and that is still to be completed, while assessing progress towards the overall strategic target.

As Szabolcs Schmidt, Head of the European Commission Road Safety Unit, explains, 'The evaluation shows that work is ongoing in all main areas and several milestones have been reached. However, some actions still need to be implemented, especially in fields including cooperative systems allowing vehicles to exchange data and interact with infrastructure, driver assistance technologies and serious road injuries. We will also have to take account of new challenges in

the coming years, for instance Europe's ageing population and the possibilities and potential distractions of modern technology'.

The evaluation found that the policy framework elaborated in the orientations remains relevant and no major structural changes are needed. Moreover, any eventual modifications must be made in such a way as to ensure that the framework continues to cover all road user groups.

'Renewed focus is needed on both road users in motorised transport, who account for most road deaths, and vulnerable road users, among whom fatality rates have decreased at a lower rate than average. In order to reach our target, a bigger annual drop in deaths is needed; 7.8% between now and 2020. This is challenging, but not impossible,' says Mr Schmidt.



Among the completed milestones are the new roadworthiness legislation, the recently adopted rules on cross-border enforcement of dangerous traffic offenses and type approval legislation reviews. Work has also progressed substantially in the area of serious road traffic injuries, where a common EU definition has been identified and a new data collection process has been set up to enable further analysis and monitoring of developments.

→ **The evaluation report will be available via the Commission website**
ec.europa.eu/roadsafety

Data on serious road injuries

A common EU definition for serious road injuries has been identified and substantial work has been done by the Commission in close coordination with Member State experts to set up a reliable and solid data collection system. EU Member States began collecting data on serious road traffic injuries based on the common EU definition in 2014. The data collection process is complicated and it will take some time to get data from all Member States. The first reports will undergo

further quality controls and by the end of 2015 the Commission expects to release figures. Commission road safety expert, María Teresa Sanz Villegas explains more.

What is the basis of the common definition?

It is based on specific medical criteria related to the severity of individual injuries, and particularly traumatic injuries, whereas before, various different criteria were used. The new definition is precise and targets the most serious injuries, i.e. those with lifelong or life-changing effects. A common basis on which to decide whether an injury is serious will make new data comparable across the EU.

Why is this kind of data collection necessary?

For every death on the roads, many more people suffer serious injuries. The suffering is immense and the costs are high both to the victims and to society. It is time to show that the EU takes tackling injuries as seriously as tackling fatalities. Also, numbers of serious road injuries are not dropping as quickly as numbers of deaths, so we must step up efforts in this area. In order to identify the most efficient actions, we need to know more about the problem. That's why data collection is so important.

Third UN Global Road Safety Week takes place

In 2010, the United Nations General Assembly designated 2011–20 as the UN Decade of Action for Road Safety. The aim is to highlight road safety issues and mobilise road safety partners around the world to step up their efforts, with the goal of saving 5 million lives.



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A key event in the Decade is the third UN Global Road Safety Week which took place from 4-10 May 2015. The first two UN Road Safety Weeks were organised in 2007 and 2013 and this year's event highlighted the plight of children on the roads so as generate action to better ensure their safety under the theme of the #SaveKidsLives Campaign.

In her video message for the UN Week, European Commissioner for Transport Violeta Bulc said, 'It is an opportunity for discussing and promoting road safety world-wide. We need to keep this topic at the top of the political agenda in all countries.'

Around 186 300 under-18s die on the world's roads each year and road accidents are among the top four causes of death for children over five and the leading cause in the 15-17 age group. Together, pedestrians and car passengers account for almost three quarters of road deaths among the young, while boys are almost twice as likely as girls to die on the roads.

Road death rates are nearly three times higher in developing countries than in developed countries and the EU is the safest region worldwide, with a fatality rate of around 51 per million inhabitants. The rate in the USA is around twice as high and in Africa it is almost five times higher.

Child road safety in the EU is a great success story. Road deaths among children have decreased by more than among any other age group over the last two decades and under-15s are today by far the safest road user group in the EU. Less than 3% of all road traffic victims are children.

Road Safety Week events were organised across the globe by actors including governments, international bodies, civil society and companies. Children were at the forefront and presented a Child Declaration for Road Safety in which they asked policy makers to act to make roads safer.

Road safety features at EU Open Doors Day

Activities to mark UN Global Road Safety Week in the EU included video messages and social media campaigns. In addition, the Week coincided with Europe Day on 9 May, when the EU institutions held their annual Open Doors Day in Brussels.



Transport-related [Open Doors Day](#) activities were therefore dedicated to road safety, in line with the UN Week. The EU pledged its support for the [#SaveKidsLives](#) Campaign and the Child Declaration for Road Safety, with Transport Commissioner Bulc issuing a video statement in support of the Campaign.

A road safety exhibition showed visitors how their country fares in terms of cutting road deaths and provided facts and figures on the overall EU road safety situation. Other activities included the chance to try out Alcovision goggles to see how alcohol affects vision and car and motorbike simulators allowing people to show off their driving skills and learn how to make driving safer. Children took part in a road safety quiz, and the European Road Safety [App](#) featuring road safety rules and games was introduced.

Recipients of road safety grants announced

In 2014, the EU published a call for proposals for actions aimed at tackling problems related to vulnerable road users, children, the elderly and young drivers with a view to awarding grants. Three projects have now been selected.

The **European Traffic Education Contest** is a 20-month project for cyclists aged 10-12 run by the Fédération Internationale de l'Automobile. It aims to address high levels of fatalities among teenage cyclists by targeting youngsters before they reach that age.

Two traffic education contests are to be held in Austria and the Czech Republic and attended by four young cyclists from each of at least 20 participating countries. Participants will take part in a safe cycling contest and attend traffic education courses to gain road safety knowledge and master the skills needed to ride safely in traffic. The winners will be invited to participate in future EU Road Safety events. Two conferences on road safety education for children involving national stakeholders are to take place in the same two countries, while communication actions will be carried out in all participating countries.

Forschungsgesellschaft Mobilität – Austrian Mobility Research heads up a group of partners from eight EU Member States running the **European Road Safety Tunes** project. This is set to take place over two years and aims at developing and implementing an awareness-raising methodology for 15-24-year-olds, a high-risk group as regards road safety.

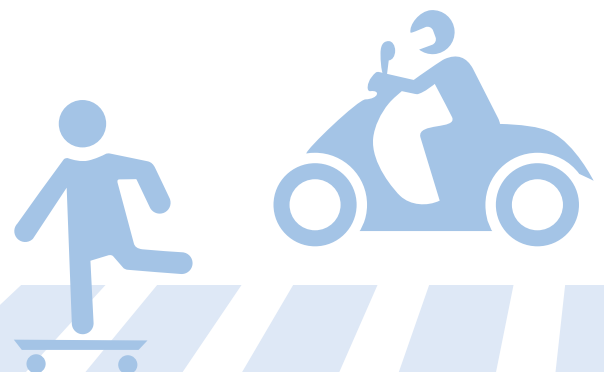
The methodology includes social art, peer education and social media and should reach 3 500 people directly and a further 8 000 indirectly. It will be implemented in the eight partner countries (Belgium, Czech Republic, Spain, Hungary, Netherlands, Austria, Poland and Slovenia), and transferred to a further five Member States.

YEARS, run by the European Transport Safety Council and its partner, the UK Parliamentary Advisory Council for Transport Safety, is a



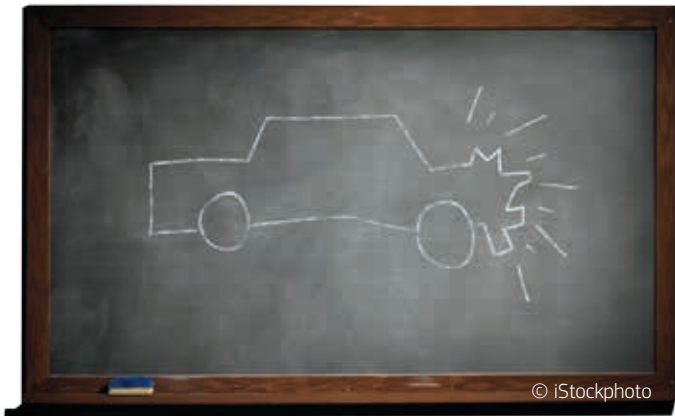
three-year project that aims to reach a better understanding of young drivers as a risk group. It will look at the situation in Member States, latest data on road deaths involving young people, main risks they face and how to address them, and draw up a policy paper to promote good practice.

Six national events will be held to promote and disseminate good Member State practices in order to raise awareness and spur national administrations to act to cut road deaths among young people. **YEARS** will also perform 15 university presentations aimed at encouraging students to run projects to improve safety of vulnerable road users in their community. Students will develop their ideas at a week-long training camp in Brussels, with the best three projects receiving prizes at a Brussels conference.





European Road Safety Charter launches Education in Road Safety Challenge



To participate, visit www.erscharter.eu and join the Charter's community. Enter your activity, describe your plan and tick the 'Education in school or in community organisations' box and the box for the age range of the students involved. You can then publish your activity.

Provide as much detail as possible. Evaluators will use the information you give to gauge your project's potential to meet the Challenge criteria and reach your own goals.

The activity should take place at least over the 2015-16 academic year and may include projects which have already started. Schools can work with partners (who should be listed in the application form) as long as the school retains leadership.

Projects can be registered from 11 May-31 December 2015.

The European Road Safety Charter is a civil society platform of over 2 500 private and public entities. Established in 2004 by the European Commission, it works to reduce road accidents through projects promoting responsible conduct, especially among young people.

Schools can play a key role through teachers working with students to change risky behaviour. The first Education in Road Safety Challenge is now being launched to encourage schools to develop road safety projects and to reward the best initiatives.

Road safety efforts in Europe have led to a big drop in fatalities, but road accidents remain the leading cause of death among under-25s, with children especially vulnerable. Education from an early age gives children the tools they need to be safer. It is also essential for developing safe and responsible attitudes among the principal road users of tomorrow.

Projects can take several forms. They can take place within the school or through interaction with the local community or another partner and can involve awareness-raising events or actions, or inclusion of road safety in teaching activities.

They will be judged on sustainability over time, creativity of approach, impact on students' thinking and behaviour and on the community, participation by students and possibilities for replication in other schools. Winners will be selected from two age categories: infants and children, and pre-teens and adolescents. The winning schools will be invited to an award ceremony in Brussels in March 2016.

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Find out more...

If these subjects have revved up your interest, then check out the Road Safety website at: ec.europa.eu/roadsafety

Please visit @Transport_EU twitter account for regular updates on #roadsafety" and #EUtransport

European Youth Forum for Road Safety (EYFRS) also has a Facebook page at: www.facebook.com/EYFRS

Visit these sites for inspiration and information.

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