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**Ministry of Enterprise, Energy and
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**TREN-ROAD-SAFETY-ACTION-
PROGRAMME@ec.europa.eu**

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Swedish views on the next European Road Safety Action Programme

1. THE SCOPE OF THE NEXT EUROPEAN ROAD SAFETY ACTION PROGRAMME

1.1 The main problems and issues at stake in road safety

The main problem for road safety on a overall level is that roads, streets and vehicles as an integrated system is not adapted to human capacity and tolerance. This fact is the limiting factor for and the challenge when designing the transport system. In Sweden we consider road accidents as one of the major health problems in modern society. You can also say that the main problem or the starting point is that killed or seriously injured on the road can never be ethically acceptable.

1.2 The most important countermeasures amongst infrastructure, road user and vehicle safety measures

We all need to make investments in safe mobility. In general we need *roads and streets* to be well designed and well maintained to meet the fact that peoples sometimes make mistakes. For example median barriers and roundabouts, as well as different types of speed calming measures in built-up areas have in Sweden been important measures in order to improve our road environment. Median barriers are reducing the risk for fatalities by proximally 80 %.

A big challenge is to achieve a state where the individual *road user* to take his or her obvious responsibility to follow the rules that are set up. Impaired drivers (especially alcohol, drugs, tiredness), over speeding and driving unbelted are serious problems. We have to work

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with a package of efforts which supports and stimulates positive behavior but also, if necessary, compulsory rules. Sweden has introduced several measures in order to support this. New regulation has resulted that a large number of municipal authorities have established zones with a 30 km/h speed limit in built up areas. We have recently introduced new speed limits in order to put proper speed limits according to the safety standard on the road. Sweden now has around 1000 automatic speed cameras which reduce the number fatalities by 20-30 % and are saving approximately 15-20 lives per year. A new regulation is implemented for a compulsory training in risk awareness concerning alcohol and other drugs, speeding and other risky driving behaviour. Such reforms supported by information gives important contributions to improved behavior by the public.

We have seen a great improvement in the area of *vehicle safety* in recent years. Improved passive safety has resulted in proximally 50 saved lives in Sweden every year. But there is still a need of increased rule compliance in this area, especially when it comes to the use of seatbelt in buses and correct use of in car equipment for small children. As vehicle safety is an area where EU has an important role, our views are further explained in chapter 2.3.

1.3 Key problems or issues for institutional management of road safety

Sweden supports a new road safety program and believes that it is reasonable with new challenging *objectives*. It could be a halving of the number of killed on the roads. To identify *indicators* (such as vehicle safety, speed enforcement, seat belt use) facilitates to focus on road safety problems which are most important to influence and which ones have the most potential. The new Swedish strategy to set targets for a number of important indicators could eventually be considered at European level.

A recurring problem for road safety issues is the lack of *institutional responsibility*. There are good reasons to, even within the EU, point out the responsibility for these issues more clearly. Sweden is willing to be responsible for developing a better management system for European road safety issues in the forthcoming EU road safety programme and provide support in developing it. The purpose of a new management system is to create a clear systematic monitoring of road safety development. Follow-ups and clearly identified responsibilities for the monitoring activities are a prerequisite for the set targets to be achieved.

The *responsibility for the outcome* rests not only on individual institutions, but on a broad group of actors. Road safety is created by society and road users in collaboration. It is important to ensure that authorities at various levels, organizations, businesses and other stakeholders are involved in the work towards improved road safety.

The role of business can be illustrated by the fact that proximally half of the transport on the roads are performed by professional actors.

2. THE ROLE OF THE EU

2.1 Integrating road safety concerns into other EU policies

Road safety policy should be integrated into other policy areas, such as supporting the overall climate target, which is one of the main EU goals. It should be stated that road safety policy is a part of public health policy. Road safety must also be recognized as a crucial prerequisite for a good working environment and in line with this, as a part of the responsibility of management and monitoring and inspection of the work environment.

2.2 Priority areas for action in the next programme 2011-2020

As said above, Sweden considers ambitious road safety *objectives* as well as pointing out *institutional responsibility*, as very important ingredients in a new EU Road Safety Action Programme.

In view of the European internal market, the EU has a crucial role to promote the emergence of innovative *in-vehicle technical solutions* to tackle serious road safety problems. This is also embodied in the EU's ITS Action Plan, which the Council decided conclusions on in March 2009. The Council conclusions particularly stated as a priority to promote the deployment of advanced driver assistance systems that bring about the greatest injury and life saving potential. The ITS Action Plan also includes other applications and services that will contribute to improved road safety, especially eCall.

2.3 Increase the market acceptance of new technologies, innovative and intelligent transport solutions

The *migration of safety into the vehicle* is one important trend to be supported. Technology now supports the driver in everyday driving. This trend is mainly driven by economical and technical forces, and also by natural progress as a result of the competition between manufacturers and, in particular, car manufacturer suppliers. This development is rapid and mainly unrelated to regulatory initiatives. Automotive industry is now learning to manage the entire chain of events that can lead to a crash resulting in serious injury or fatality. In doing so, the industry is on a steep learning curve towards better understanding the human in terms of factors such as cognition, motor response and attention.

Relatively soon, however, innovations will *interact with social and individual norms* as vehicle functionality interacts with the normal

driving process. Sensitive social values and behaviour such as speeding and the illicit use of alcohol will become more controllable through the use of interacting technology. While technology can support norms, it will seldom change them. The change of norms will, however, be a prerequisite for innovative traffic safety development and market penetration. The interaction between society and innovation will therefore be crucial and must be seen as a societal process. Communication between infrastructure and vehicles, as well as communication between vehicles, will also involve national and local authorities as partners.

Generally, there is a lack of structured, documented and effective processes and tools for the innovation, implementation and penetration of safety actions, particularly those that take place in a market climate. Sweden is for these reasons developing a *Vision Zero Academy* as a public entity that will combine private goods, common goods and commercial gains. The role of the Academy is to build knowledge on how innovation and penetration can be more effective, and transfer knowledge and best practices to all relevant stakeholders in an open and inclusive way. The Academy will be open to cooperation with any serious stakeholders worldwide.

When it comes to *specific technical applications*, these have to address the main problems, especially speeding and drunk driving. Sweden believes this to be essential in order to reach ambitious EU targets. There are technical solutions to these problems that have proven to be efficient. Speed Alert or ISA, a support system that informs the driver when speeding, and alcohol ignition interlocks have been tried in many MS. It should be noted that what we see today is only the first generation of solutions. For instance, the vision is to develop and to offer low-cost alcolocks that are not discovered during normal sober driving. Swedish companies have already developed a second generation of alcolocks that does not demand blowing into a special device.

When it comes to technology such as ISA and alcolocks the benefits for the individual user are less clear, while it has an obvious benefit for society. As mentioned before the interaction with social and individual norms has to be handled. Therefore, society has an important role in *promoting* these life saving technologies in various ways. In addition to regulating new technologies, society should support the development and implementation through research, product information, recommendations of use as well as by means of including certain technologies in public owned vehicles or procured transportation.

Drivers under the influence of alcohol cause the deaths of at least 10 000 people on the EU's roads every year. Equipping vehicles with *alcolocks* or other similar technical systems that prevent drink-driving

is a particularly effective way of tackling the problem. In order to achieve this aim, Sweden is working both to stimulate the market for the voluntary introduction of alcolocks and to develop the alcolock technology itself. We are also working to change the rules so that convicted drink-drivers can generally only hold a driving license if they use an alcolock. Also, we promote the use of alcolocks as a tool for companies and authorities to guarantee sober transports. More than 50 000 alcolocks are used today in Sweden on a voluntary basis as a tool to guarantee safe transports.

Sweden would like to work within the EU to stimulate the voluntary introduction of alcolocks in commercial traffic. In the context of the Road Safety Action Programme the Swedish Minister of Transport Åsa Torstensson has in a letter to Vice President Tajani in November 2008 proposed the Commission to include a strategy for the introduction of technologies that prevent drink-driving. Such a strategy should contain a recommendation to use alcolocks to prevent drink-drivers from reoffending and objectives for the introduction of preventive use of alcolocks in commercial traffic. It should also include objectives for developing and introducing new technologies that discover and warn if a driver is under the influence of alcohol or drugs or suffering from tiredness or illness in all vehicles.

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