

**ETSC's 1<sup>st</sup> PIN Conference, 11 June 2007**

# **Beyond Europe and the 10 year plan – the future of the PIN**

# PIN: the beginning



EU Transport Ministers at the informal meeting on road safety, Bregenz, March 2006

## Pinning them down on their promise

Launch of the EU road safety Performance INdex (PIN)

Wednesday 7<sup>th</sup> of June 2006, 11 a.m. - 2 p.m.

Scotland House, Rond Point Schuman 6, 1040 Brussels

**Welcome:** Prof. Richard Allsop (ETSC Board of Directors)

**Speakers:** Jörg Beckmann (ETSC), Prof. Claes Tingvall (Swedish Road Administration), Stephen Stacey (Toyota Motor Europe), Franziska Achterberg (ETSC), Urban Karlström (VTI), Fred Wegman (SWOV) and Stefan Tostmann (European Commission)

**Chair:** MEP Ewa Hedkvist Petersen

- ... an alternative policy instrument
- ... to get national decision-makers to do more
- ... to get countries to compete in the “safety race”
- ... to bridge between science and politics
- ... to let the people know how their leaders perform

# Road Safety Policy: 4 pillars



Safety  
Democracy



Safety  
Equity



Safety  
Literacy



Safety  
Accountability

# Road Safety Democracy

- Safety as a matter of public concern
- Getting stakeholders to “share responsibility”
- Getting stakeholders to “take ownership”: “I do what I can to cut road deaths...”
- Serving society rather than solely protecting one’s own interests

# Safety Equity

- Everyone has the right to mobility without risking life or health.
- Providing a fairer distribution of safety across Europe – at the highest possible level
- In other words, equal access to road safety services, technologies and infrastructures...
- ... across all modes of transport/types of road transport

# Safety literacy

- Cognitive dissonance: there is a huge gap between individual/collective knowledge and individual/collective action
- Helping to ensure that information is transferred into action – both among “experts” and “lay transport users”
- We need more “public scientists” ...
- ... and we you in ETSC

# Safety Accountability

- Assessing to which degree information is transferred into action
- Checking the performance of those in charge
- Visions, (leitbild), targets, strategies, indicators...
- Promoting the various assessment programmes: PIN, Euro NCAP, EuroRAP, etc.

# The next generation of PINdicators

- Progress towards the target
- Seat belt wearing rates
- Progress on reducing drink driving deaths
- Speed changes (on rural roads) “Speed Barometer”
- Infrastructure, e.g. divided roads
- Urban Road Safety – comparing capitols
- Motorcycle safety
- Crash Injuries
- Occupant and pedestrian protection
- Mass compatibility
- Speed limiters

# Coming out of PIN...

...ETSC's new speed reduction programme:

- Make "Speed" the number one priority for European road safety policy makers – *our common Leitbild...*
- Stringent Enforcement: getting the Recommendation/Directive moving
- EU legislation on ISA: getting the Commission to do its job
- Setting appropriate limits: getting the MS to improve their road infrastructure
- Getting manufacturers to question top speed capabilities

# The national PIN-Point

- Promoting the PIN message at national level: “knowledge for leadership”
- Identifying suitable indicators to highlight a particular problem in a country
- Developing regional rankings

# The PIN mechanism

- Put a cap on road deaths: 25.000 for the EU 25
- Find a price for death: 1.000.000 Euros
- Determine "acceptable number of road deaths per capita" per country as a proportion of EU total.
- Establish a European road safety fund. Countries with more fatalities

# Beyond Europe...



# Towards an iPIN?

- Europe's responsibility