

Safety, Sustainability and Health: the good, the bad and the ugly

Triple Whammy: achieving safety, sustainability and health goals in transport

PACTS Conference

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Presentation structure

- Introduction to ETSC
- Safety, Sustainability and Health –the EU framework
- Why integrate?

Triple Whammy: Overview and examples

- Active Transport
- Land-Use Planning in Urban Areas
- Walking in Combination with Public Transport
- Recommendations



Definitions

- **Sustainability:** *“sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”*
Brundtland Commission for UN 1987
- **Health:** *“a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.”* WHO 1946
- **Safe System Approach:** *“Is to ensure that in the event of a crash, the impact energies remain below the threshold likely to produce either death or serious injury.”*
ITF Towards Zero 2008

Introduction to ETSC

- ➔ The **European Transport Safety Council** (ETSC) is a non-governmental organisation promoting independent science-based approach to road safety
- ➔ Supported in our work by **46 member** organisations across Europe.
- ➔ Funded by our members, the European Commission and corporate sponsors
- ➔ Bringing together practitioners, researchers, policy-makers and parliamentarians from across the EU

 www.etsc.eu 

ETSC Activities



Monitoring EU
transport safety
policy



Road Safety Performance
Index (PIN) - Ranking EU
countries' performances



Road Safety 'At'
Work and 'To'
Work

Drink
Driving

SMART
Safe & Sober

Roads to Respect
Infrastructure
Safety



STudents Acting
to Reduce Speed



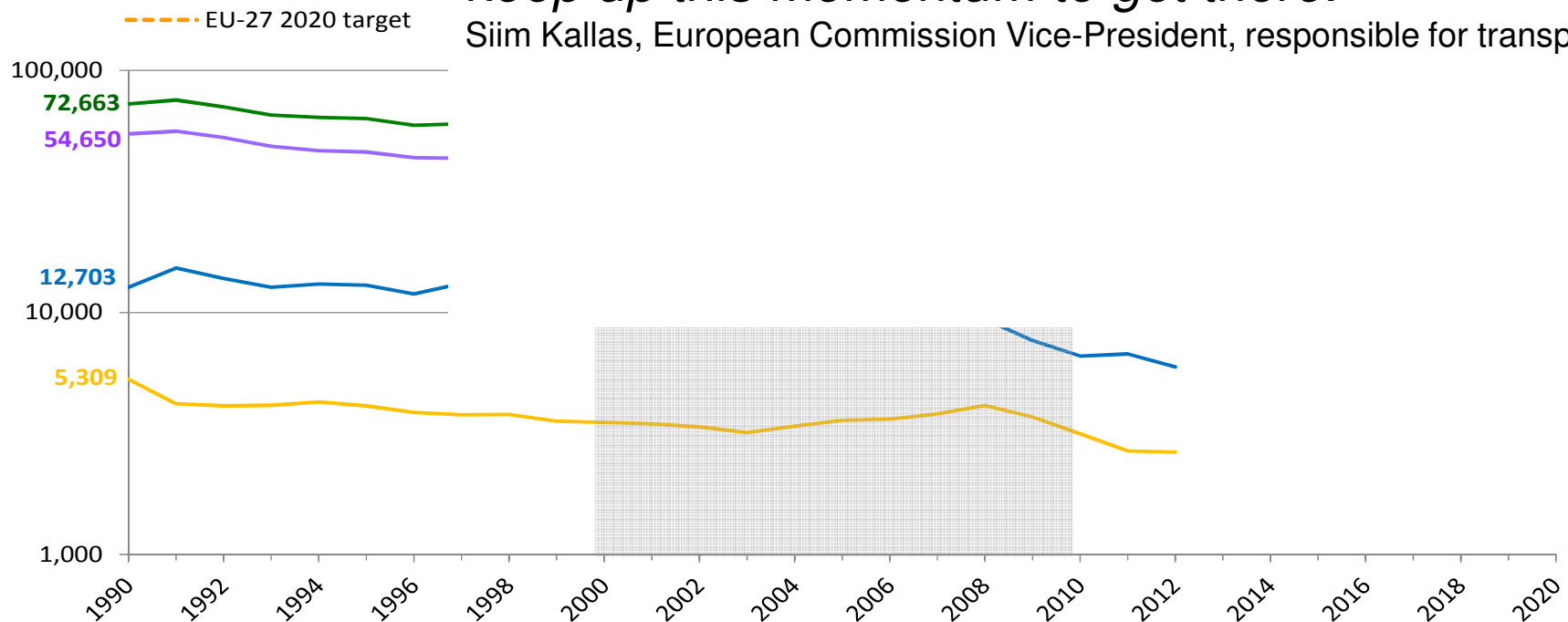
Bike Pal
Cycling
Safety

Back on Track for 2020



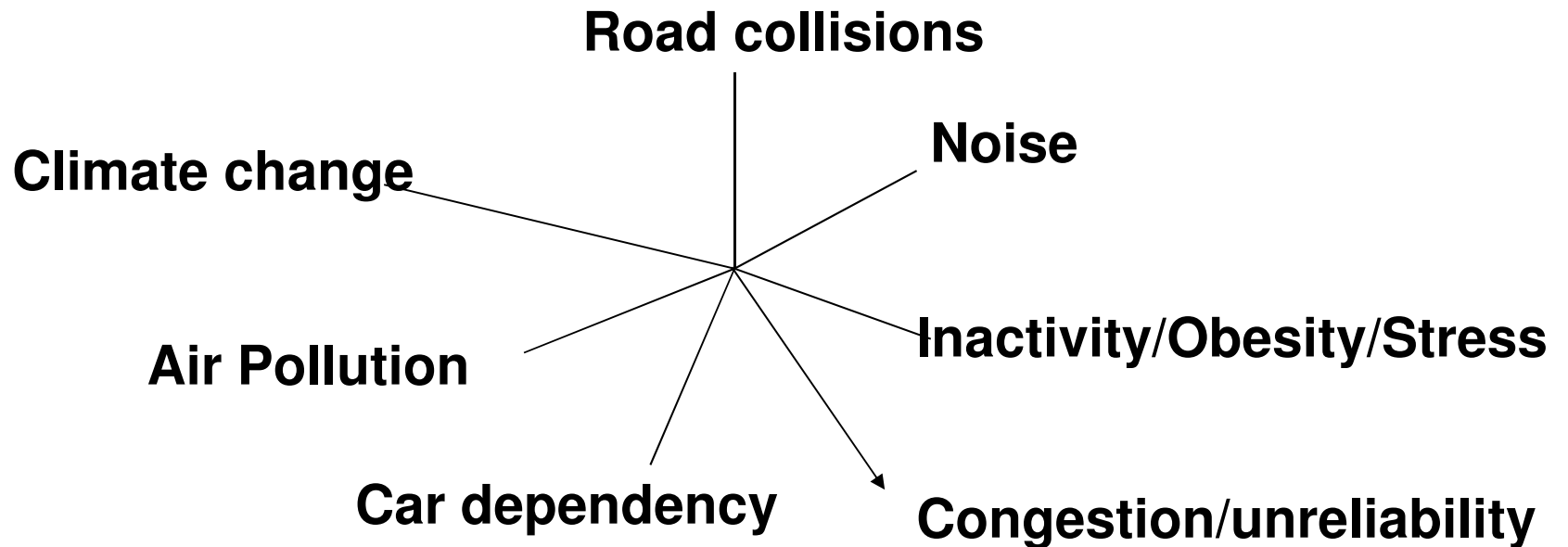
“2012 was a landmark year for European road safety, with the lowest ever number of road deaths recorded. [...] Still 75 people die on Europe's roads every day, so there is no room for complacency. We have ambitious goals to cut EU road deaths in half by 2020 and we need to keep up this momentum to get there.”

Siim Kallas, European Commission Vice-President, responsible for transport.



Road Risk Management

Managing the risks of mobility



➔ **Ensure that all the policies mutually support each other to deliver a clear overall vision**

EU Road Safety Targets and Vision

- “By 2020 half road deaths” and “by 2050 move close to zero fatalities in road transport”
- “EU is a world leader in safety and security in all modes of transport”
- EC Road Safety Policy Orientations 2011-2020
- EC Transport White Paper 2011
- European Parliament Koch Report on Road Safety 2012
- Transport Council Conclusions on road safety Dec 2011

EU Sustainability Targets

EU 2020 Target - Cut CO2 by 20% to below 1990

Transport White Paper

- Cut CO2 by 60% by 2050
- No more conventionally-fuelled cars in cities.
- A 50% shift of medium distance intercity passenger and freight journeys from road to rail and waterborne transport.
- Bike/walk for trips
<5km



EU Strategy: Together for Health

A Strategic Approach for the EU 2008-2013

Main principles:

- shared health values, links between health and economic prosperity, strengthening the EU's voice in global health, 'integration'.

Three strategic objectives:

- Good health in ageing Europe,
- Protecting people from health threats
- Supporting dynamic health systems and new technologies.



Strategy for Europe on Nutrition, Overweight and Obesity-related Health issues (2007)

Inter-ministerial Committee for Road Safety: La France

- 1972 – National Delegate for Road Safety – direct to PM
- Regular meetings of relevant Ministers chaired by PM.
- Breathed into life in 2002 by President Chirac
- Continues today....
- Other EU MSs have similar constellations.

“Denounced ***violence routière*** as a national scandal and reiterated his readiness to fight against road delinquency”



December 2002

Spain – New Road Safety Strategy 2011-2020

- To reduce air pollution.
- To reduce noise pollution.
- To reduce the consumption of fossil fuels.
- To improve the energy efficiency of motor transport.
- To improve the social efficiency of urban space.



- To reduce the number and seriousness of accidents.
- To reduce the accident rate amongst the risk groups - children, young people, elderly and people with reduced mobility.
- To improve the care given to victims.

- To improve the population's physical and mental well-being.
- To promote walking and cycling.
- To contribute towards well-being and socialisation.

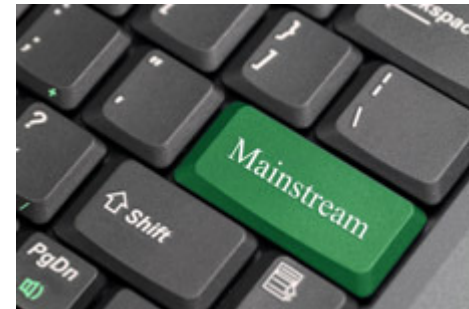
Integration of Road Safety

Benefits

- Added strength in reaching joint objectives due to synergies.
- Pooling of resources.
- Increased efficiency and savings.
- New ideas/partners.

Challenges

- Conflicts, where reaching one objective may provide tensions for another.
- Lose profile/separate identity through integration.



ETSC Recommendations

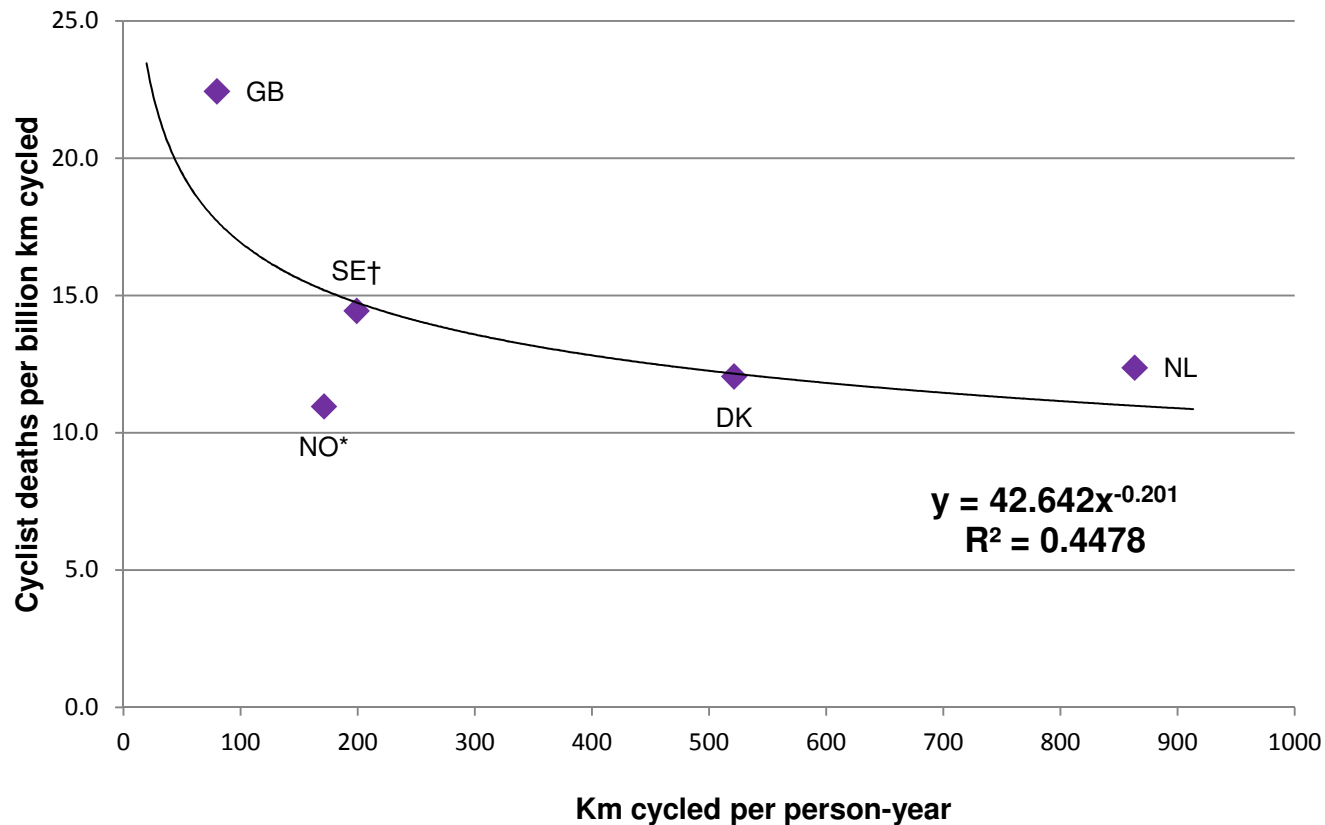
- Designate a Road Safety Ambassador
- Road Safety Task Force
- Mobilise EU budget for financing and incentive models for implementation of the Road Safety Plan
- Link to parallel constellation in European Parliament
- And Transport Council of Ministers – Verona Process

1) Active Transport

- Walking and cycling should be encouraged as travel modes for citizens in the EU.
- Promote “safety in numbers” for both cycling and walking.
(+risk reduction actions)
- Both modes are non-polluting and good for health.
- Over 50% of car journeys are under 5 km. And 30% are under 3 km. (WHO)



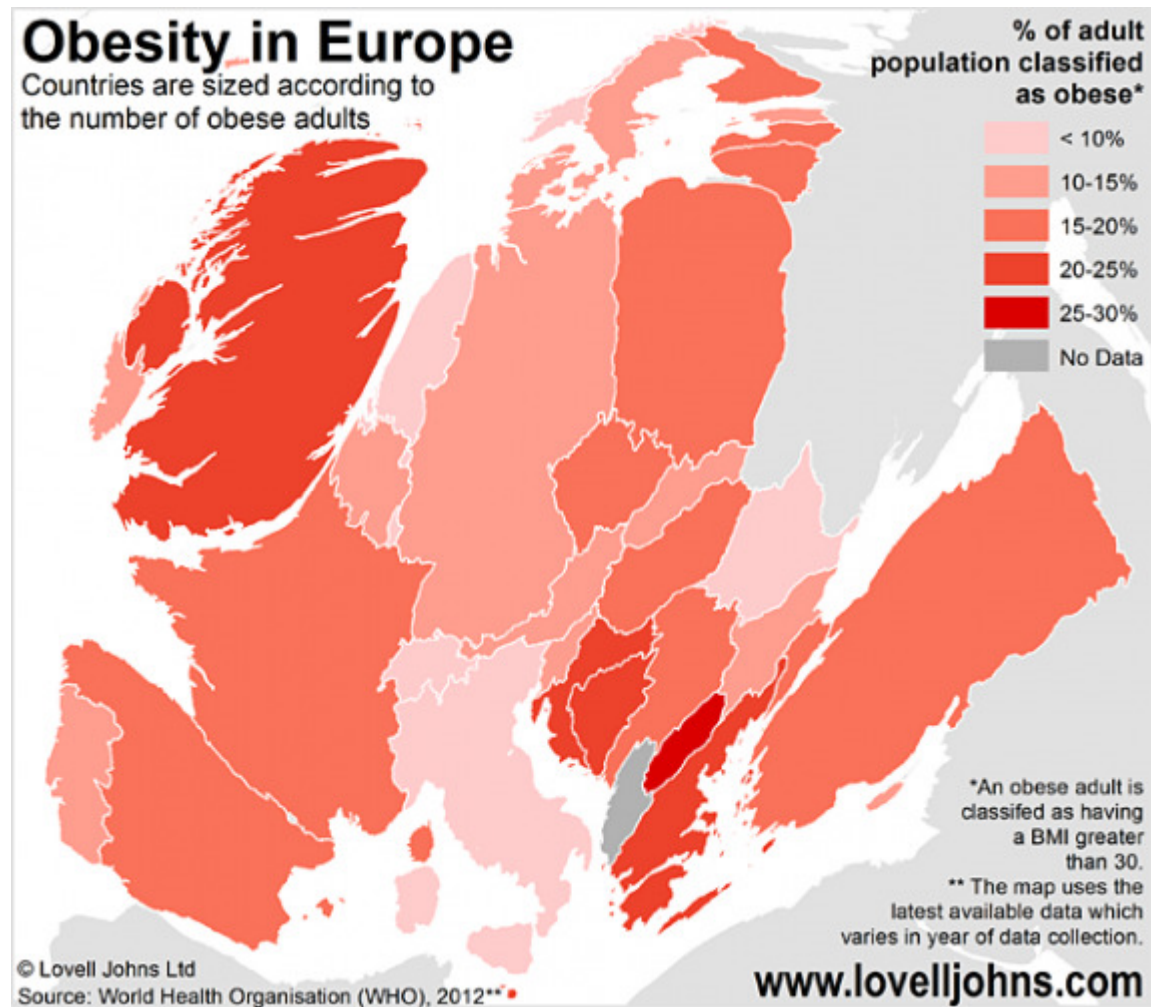
Safety in numbers for cyclists



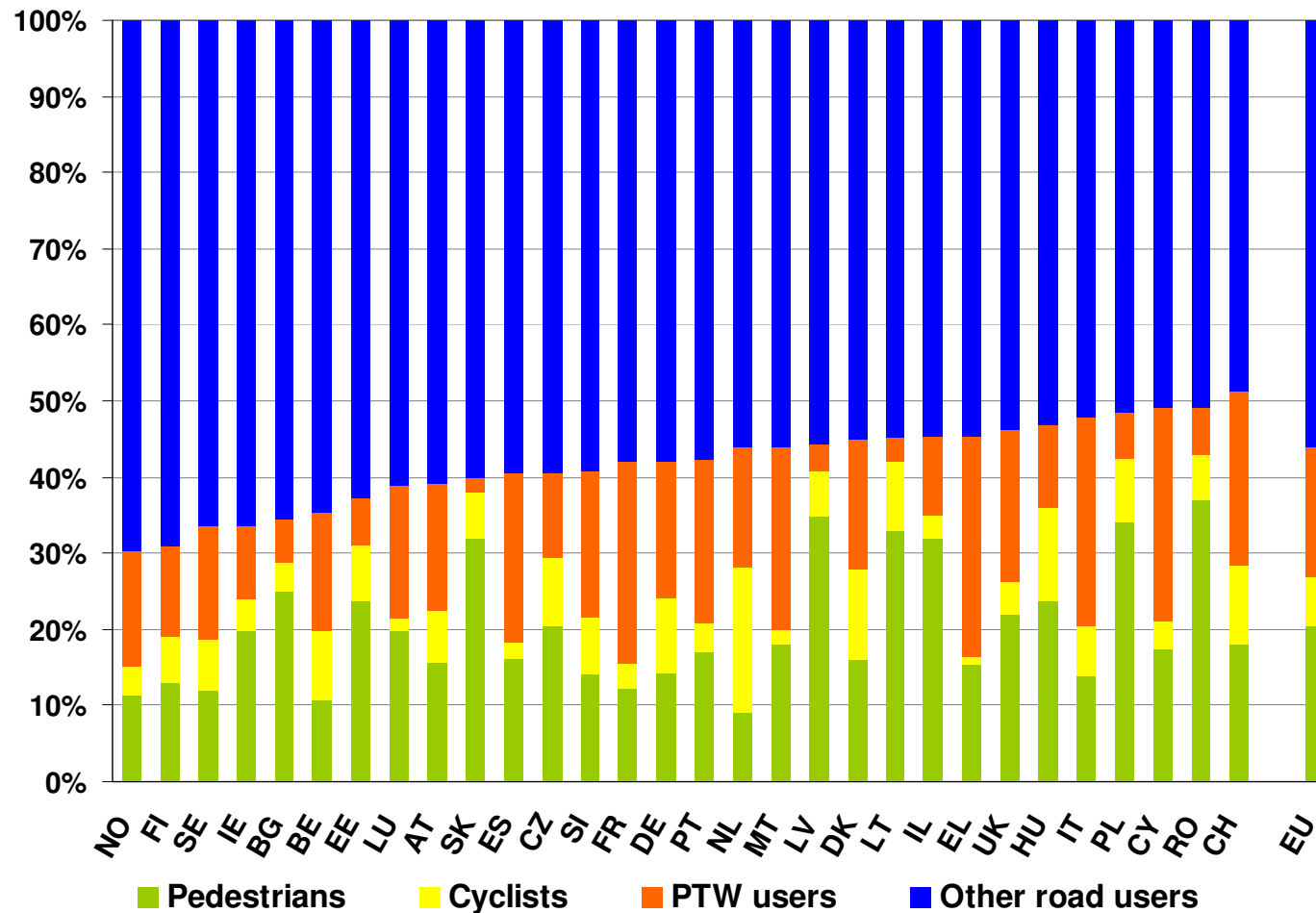
Correlation between distance cycled and safety...

But people must feel safe to cycle

Obesity in Europe



Unprotected road user shares of road deaths in different countries



EU:

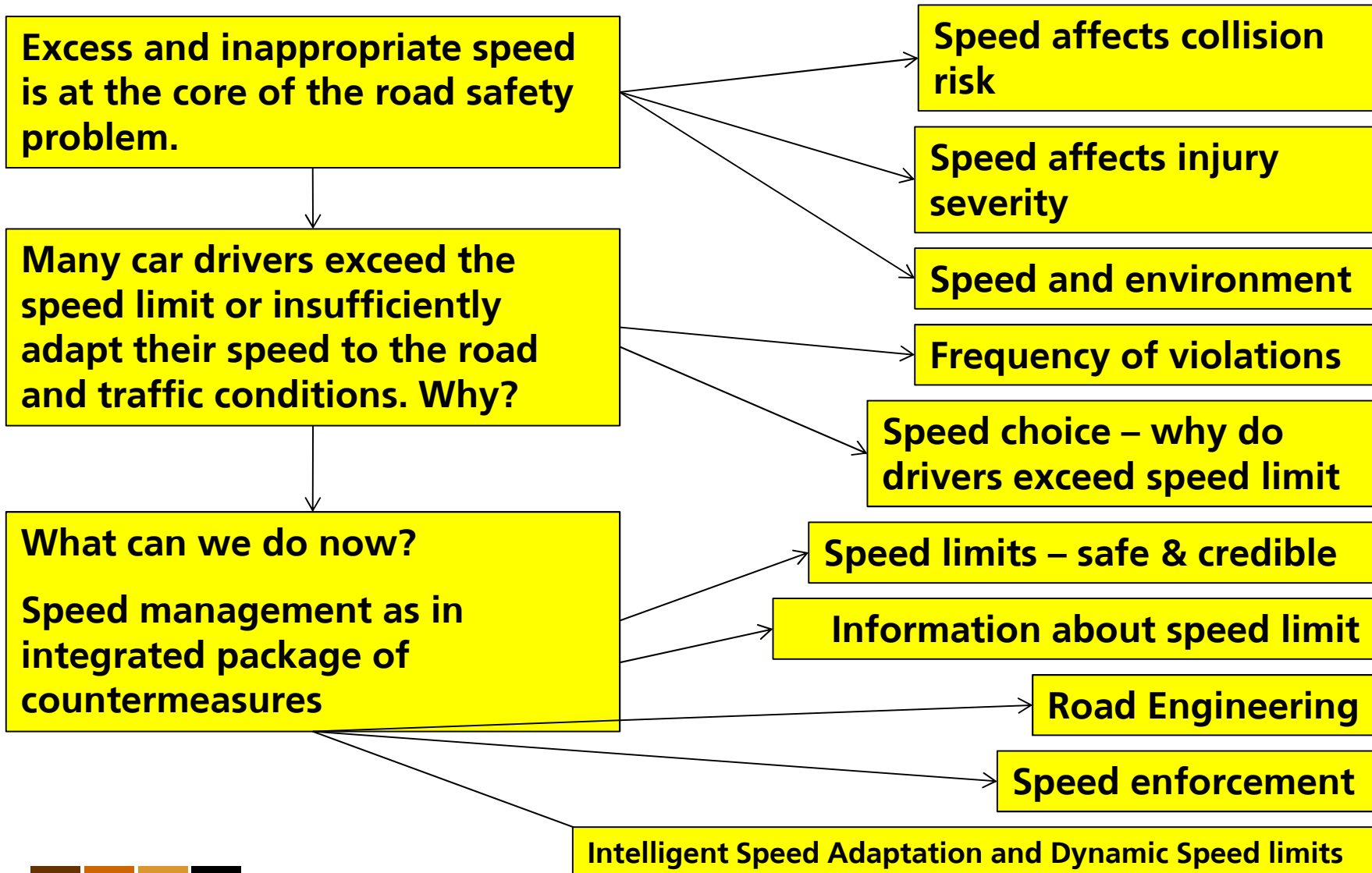
Other road users: 56%
Unprotected:
44% (20%
Pedestrians;
17% PTWs
users; 6%
Cyclists)

Fig. 2d: Pedestrians, cycle users and PTW users' deaths as a percentage of all road deaths ranked by the share of deaths that were unprotected road users of all kinds taken together (2007-2009 average)

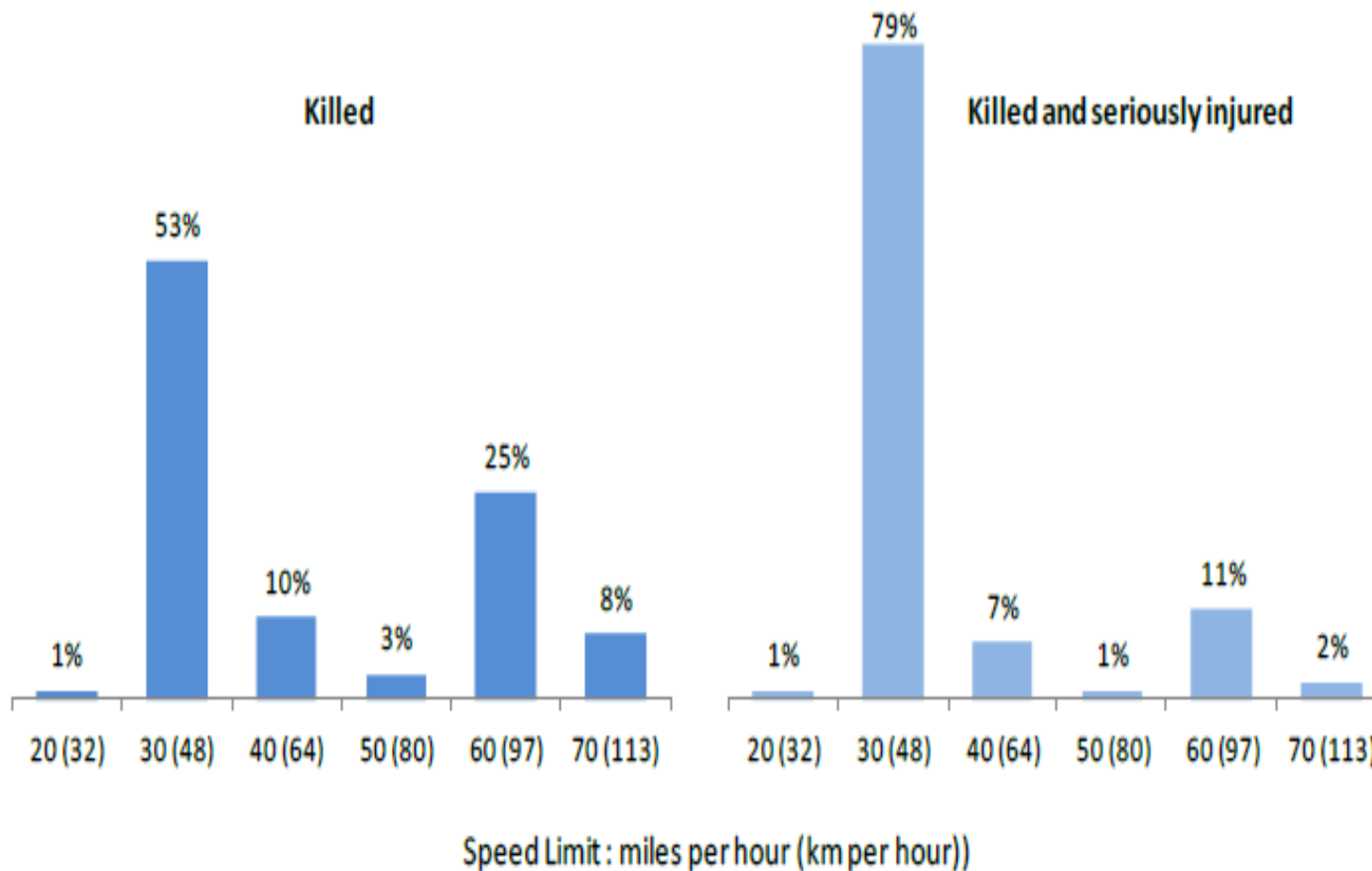
Daily Time Spent in Transport

Country	Year	Public Transport	Bike	Walk
Latvia	2003	32%	5%	30%
Switzerland	2005	12%	5%	45%
Netherlands	2006	5%	25%	22%
Spain	2000	12%		35%
Sweden	2006	11%	9%	23%
Austria	2005	17%	4%	21%
Germany	2002	8%	9%	23%
Finland	2005	8%	9%	22%
Denmark	2003	8%	15%	16%
Norway	2001	10%	4%	22%
UK	2006	9%	2%	24%
France	1994	8%	3%	19%
Belgium	1999	6%	8%	16%
Ireland	2006	11%	2%	13%
Canada	2001	11%	1%	7%
Australia	2006	8%	1%	5%
USA	2001	2%	1%	9%

Managing Speed is Key

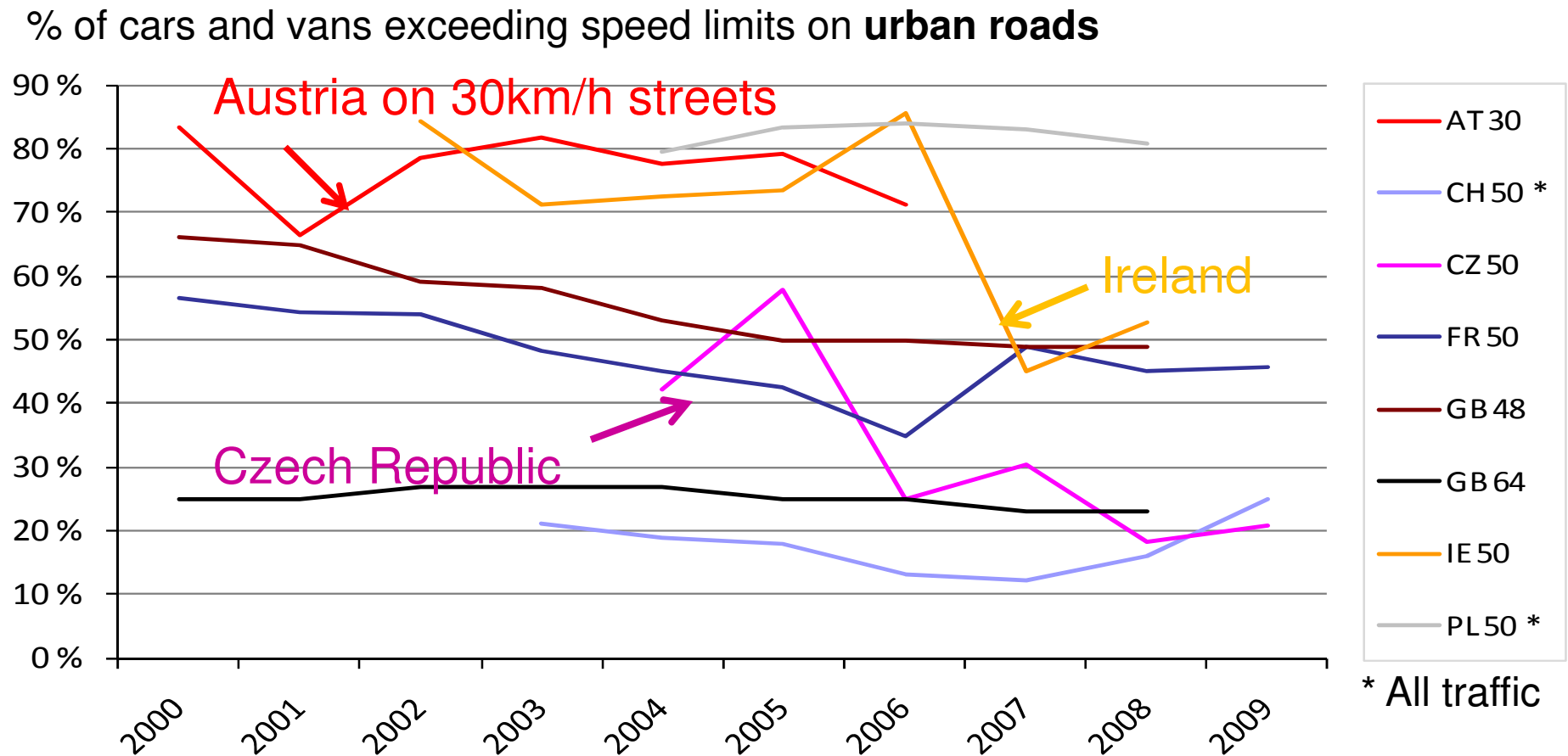


Speed Management as Hidden Infrastructure



Percentage of cyclists killed, or killed and seriously injured, at different speed limits in the UK for the year range 2005-2007 (data from Knowles et al., 2009) in OECD 2012.

Speed in Urban Areas



Progress in reducing pedestrian deaths has been helped by a reduction in mean speed on urban roads

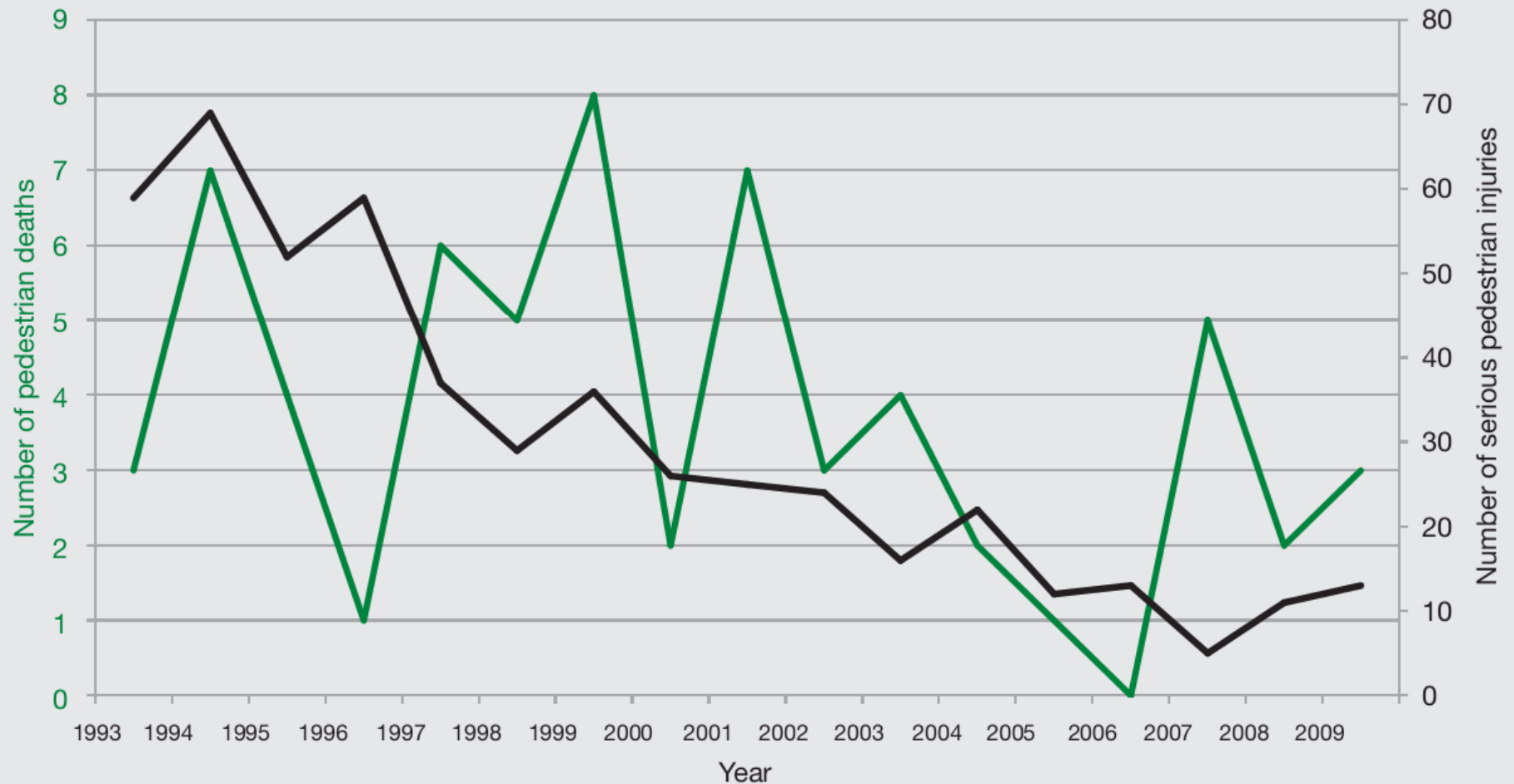
Speed - System-Wide Countermeasures

- Planning and design, operation and use of road network – separate motorised from non-motorised traffic
- Area wide speed reduction (e.g. 30 km/h zones)
- Provision of walking and cycling networks
- Vehicle design – car fronts and side/front underrun protection on HGVs
- Enforcement of Key safety rules: drivers and pedestrians and cyclists
- Improve emergency medical system and post crash care

ETSC, DaCOTA

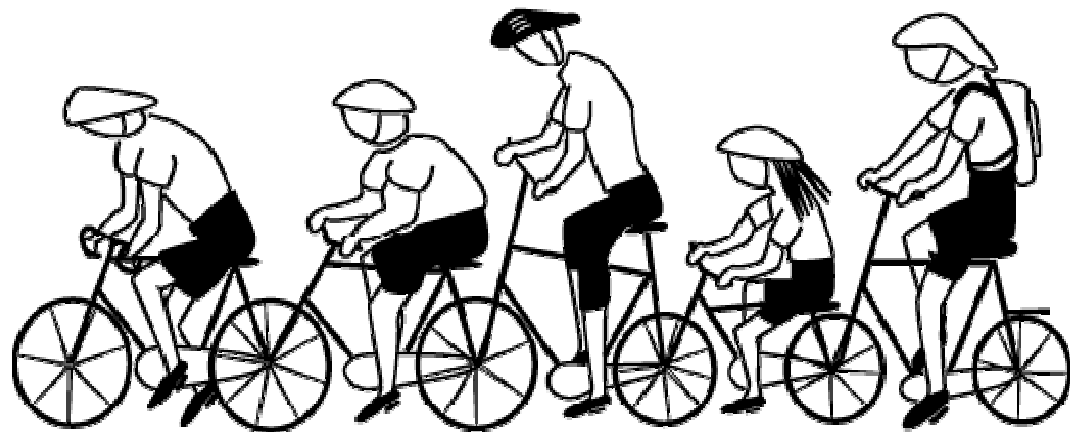
The Hague: “A Healthy Heart for the Inner City” *De Kern Gezond*

Pedestrian deaths and injuries in The Hague (1993–2009)

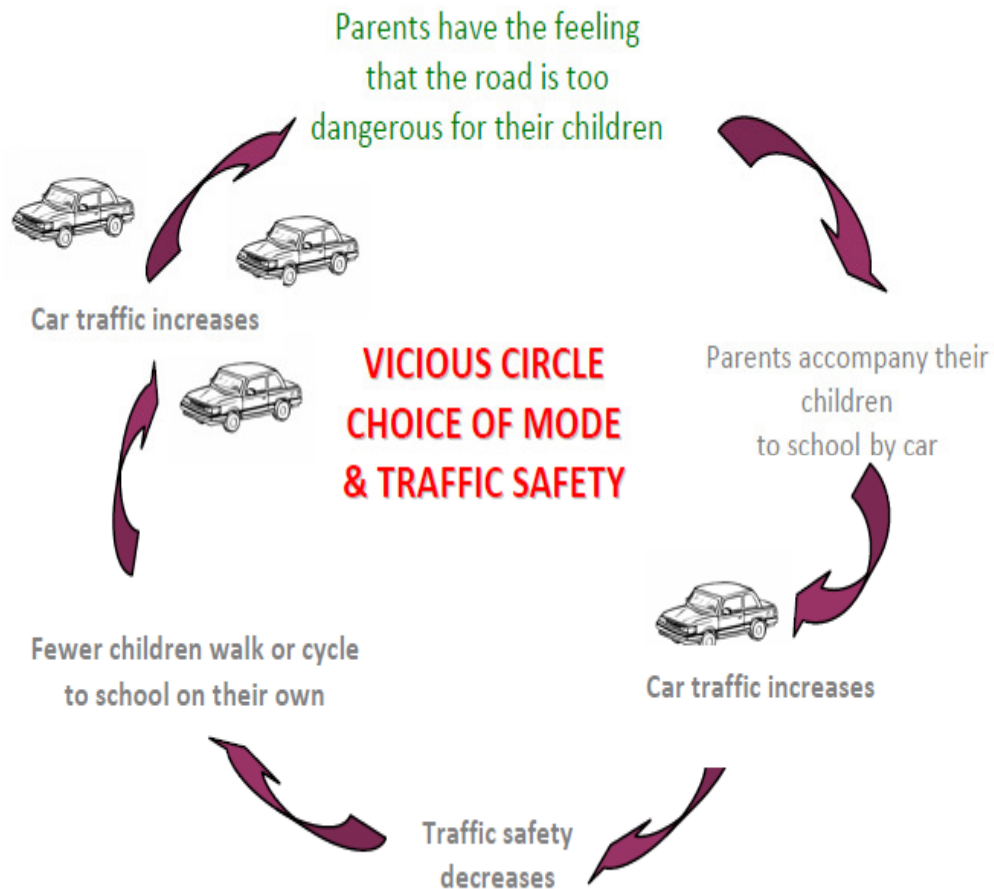


Copenhagen Cycle Bus

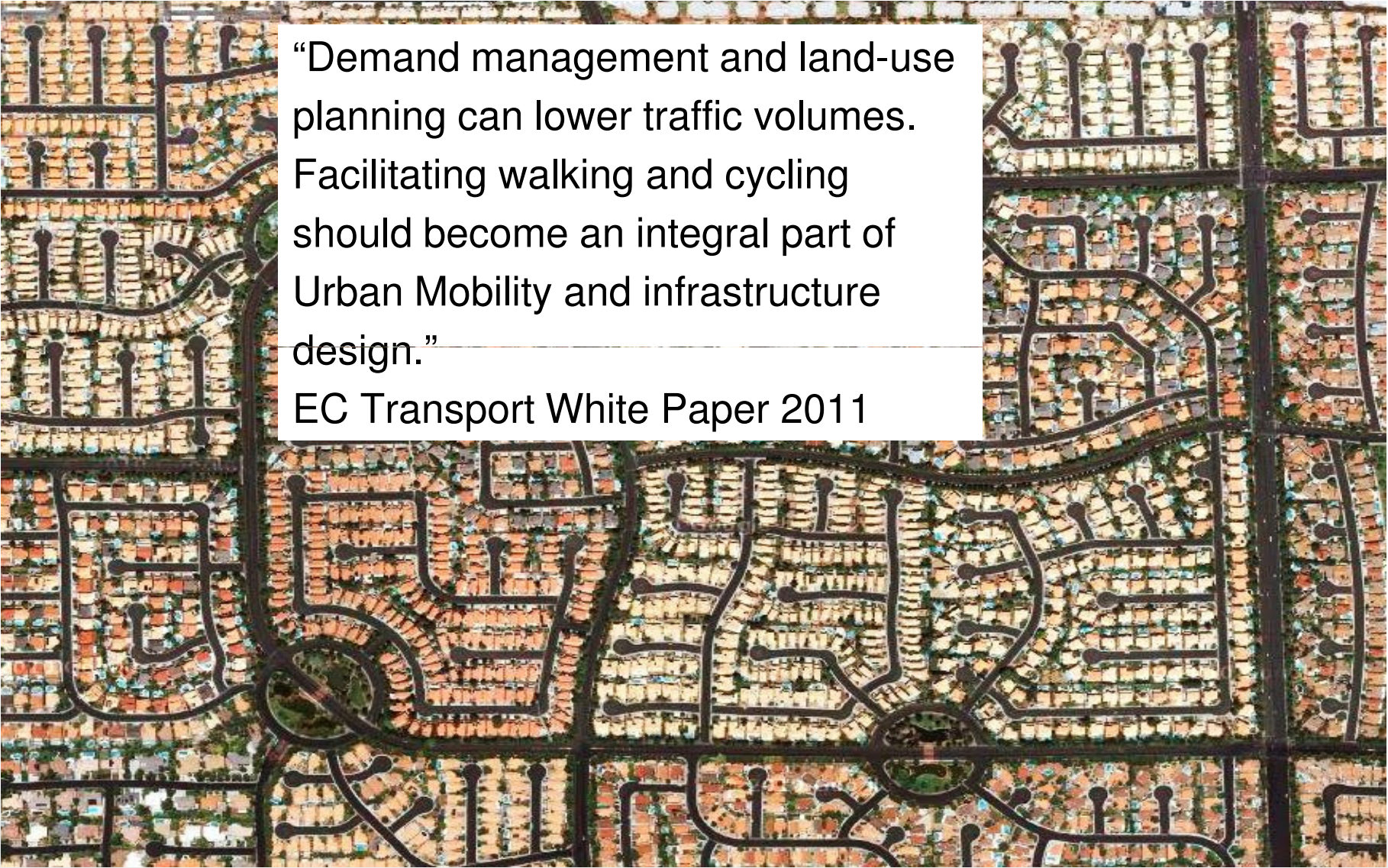
- “Cycle bus” system whereby cyclists meet at set places and times on a route map to commute in and out of town together have also been set up.
- These improve safety and increase the feeling of security of the cyclists themselves



Safe Routes to School Austria and Denmark



2) Land Use Planning



“Demand management and land-use planning can lower traffic volumes. Facilitating walking and cycling should become an integral part of Urban Mobility and infrastructure design.”

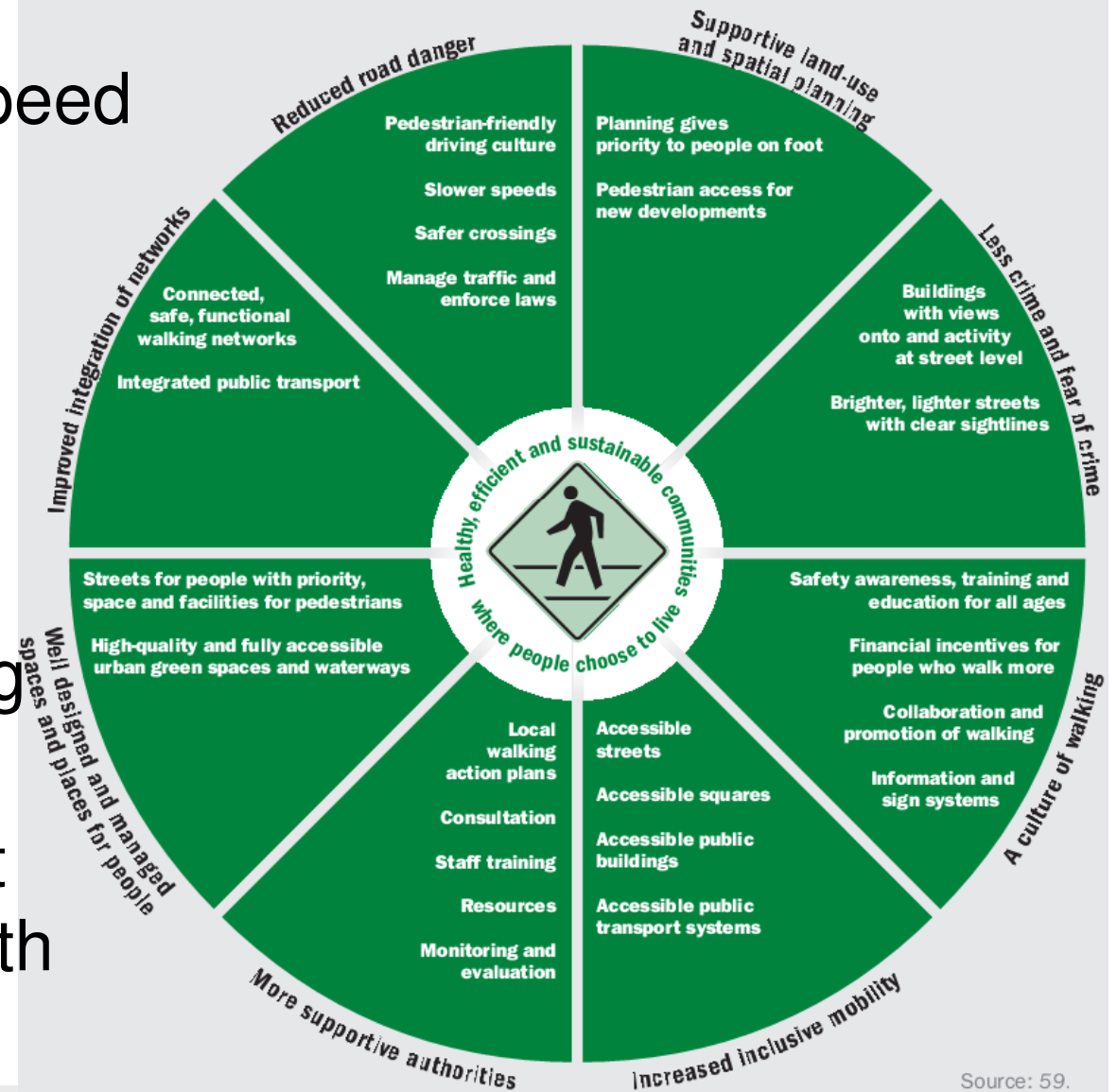
EC Transport White Paper 2011

Land Use Planning: Hierarchy of Users



WHO Framework for Safe Walking

- Control Vehicle Speed
- Develop traffic calming measures
- Enforce traffic law
- Pedestrianise city centres
- Encourage walking and cycling
- Integrate transport planning with health



30 km/h Zones: Example of Graz



European Citizens
Initiative for 30 km/h



ELTIS Urban Mobility Forum

www.30kmh.eu

4) Public Transport

- Recognise the benefit that the core public transport modes (bus and rail) are the safest modes of transport.
- Trips by public transport, including walking or cycling to and from access points are collectively safer than car trips.



“Securing the Benefits of Active Travel in Europe” (POLIS Conference 2011)

- Reference in EU policy documents to improving health through active travel should form the basis of shared objectives, policies and investment to increase levels of walking and cycling.
- **Help create a safe and supportive environment for active travel.**
- Consult stakeholders (health, transport and environment)
- Initiatives on internalisation of external costs should be aim to ensure that all health costs are taken into account – including physical **in**activity. (Use WHO HEAT tool)
- Fund: research, good practice dissemination (Eltis), WHO HEAT, include health in SUMP.

Final Conclusions



Find out more



Safety of Vulnerable Road Users ETSC (2005)

Tackling the Three Main Killers PIN Flash ETSC (2010)

Unprotected Road Users Left Behind PIN Flash ETSC (2011)

Raising the Bar Review of Cycling Safety Policies
in the European Union ETSC (2012) BikePal

Integration of Road Safety...Synergies and Conflicts ETSC (2013)

Securing the Benefits of Active Travel in Europe POLIS

Conference Roundtable Conclusions (2011)

WHO Pedestrian Safety Manual (2013)

OECD Pedestrian Safety, Urban Spaces and Health (2012)

OECD Cycle Safety (2013)

DaCota-Web texts on Pedestrians, Cyclists, Children.

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