

Improving Road Safety: a continuous challenge

From Plans to Action

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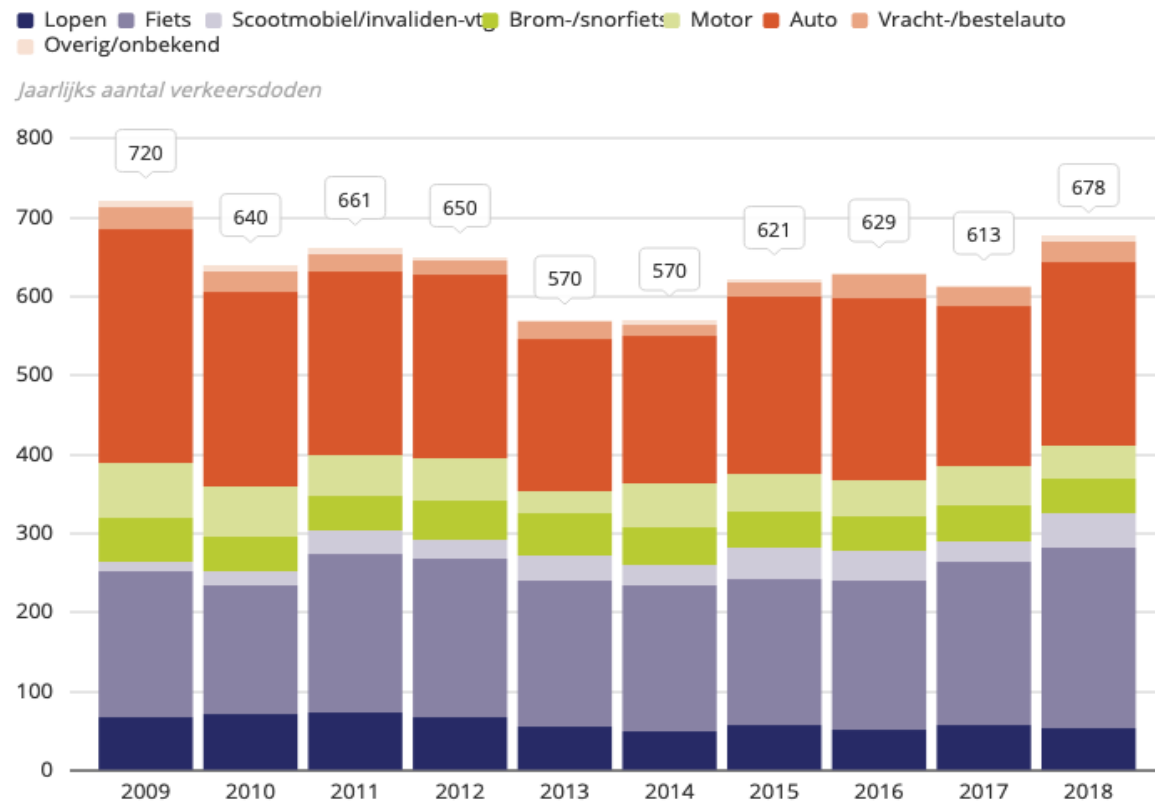


Verkeersveiligheidscoalitie



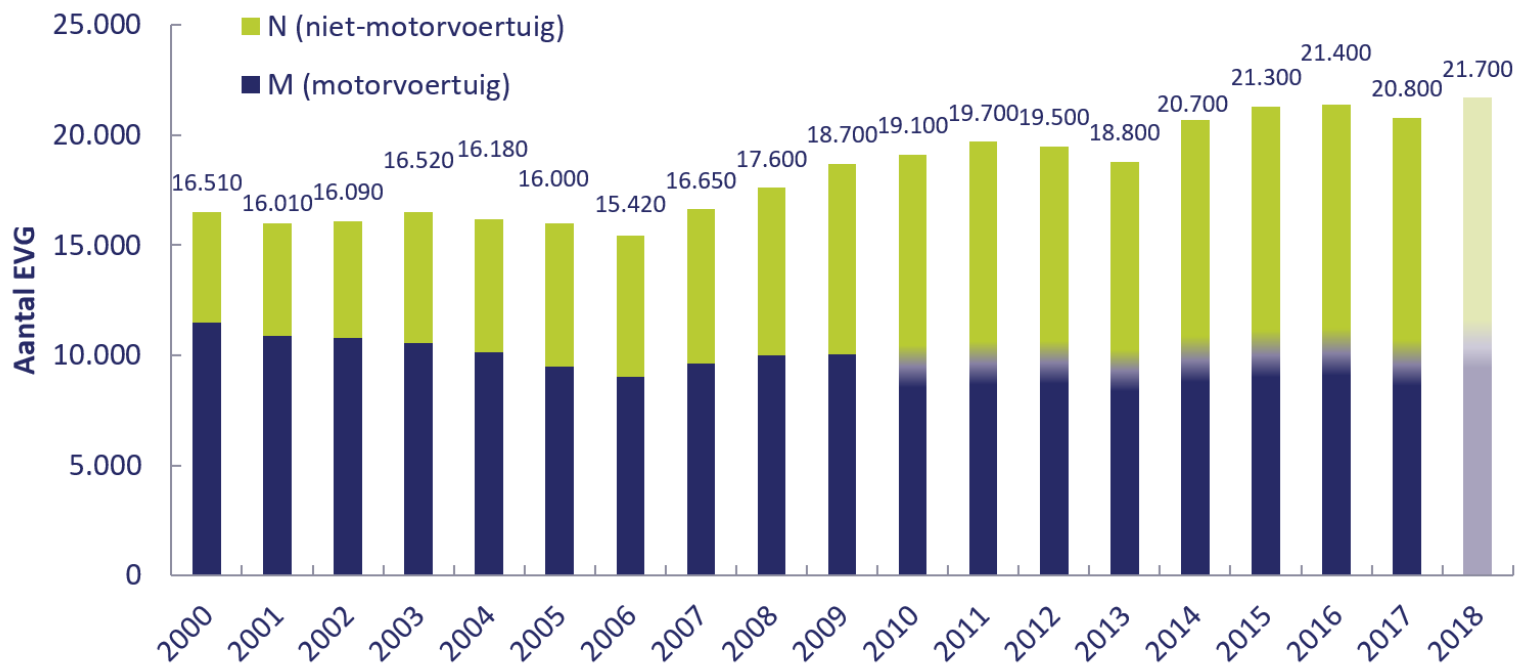
Road Safety in the Netherlands (1)

- In 2018: 678 traffic fatalities
- Downward trend seems to have stagnated

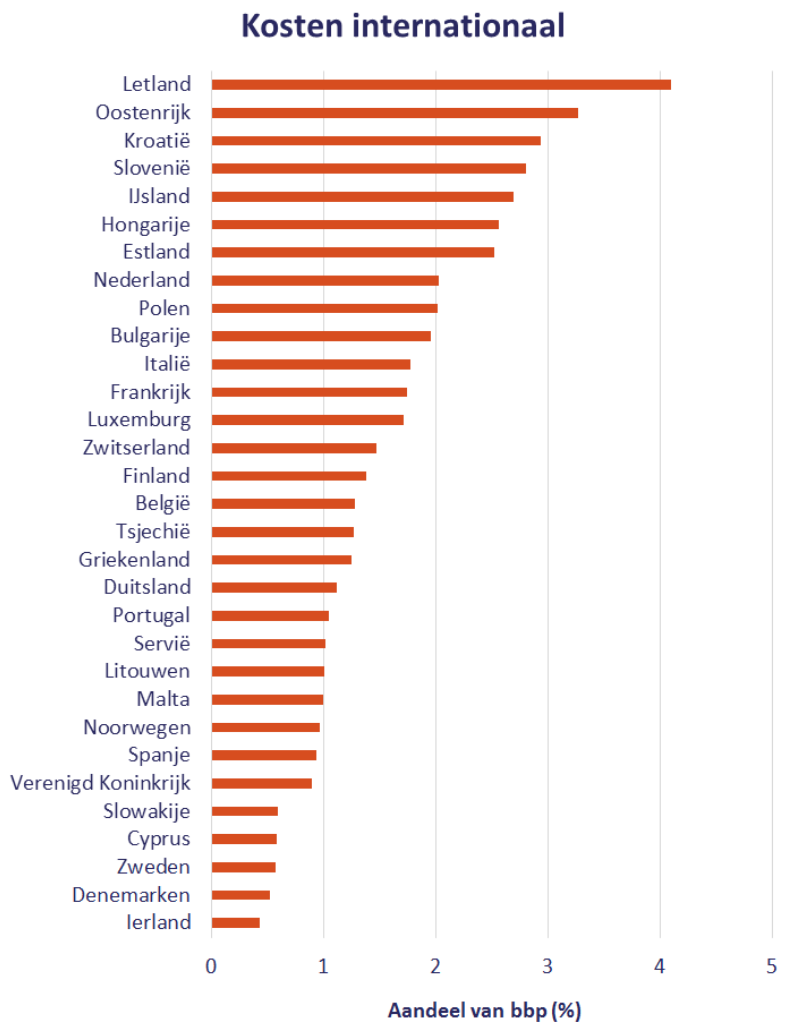


Road Safety in The Netherlands (2)

- Number of seriously injured is increasing (21,700 in 2018)
- Upward trend since 2006



Costs of road unsafety in NL

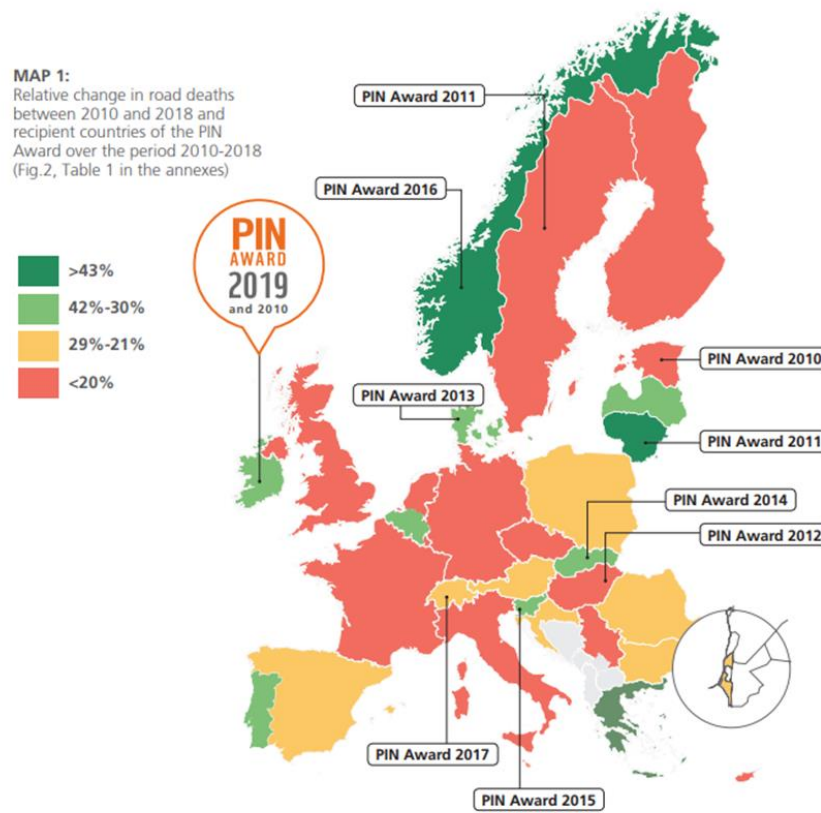


- Societal costs app. 15 billion € per year
- 2,2 % of GDP
- Relatively high percentage compared to other European countries



Plateau

- No more front runner: Netherlands from 4th to 11th position in EU ranking in 8 years time



Some influencing factors

- Road safety has not been a top priority in the past years
- Level of investments has decreased
- Effects of existing policies unclear
- Low-hanging fruit picked; paths to solution are increasingly complex => need for innovation



2015: 1st Road Safety Dinner



Goals

- Contribute to the reduction of number of road victims, by:
 - Strengthening a (common) sense of urgency.
 - Stimulating synergy, cooperation and commitment.
 - Involving **(new)** stakeholders
 - Offering inspiration
 - Working dinner
- Bottom-up, not top-down
 - Interviews with app. 50 stakeholders



Themes

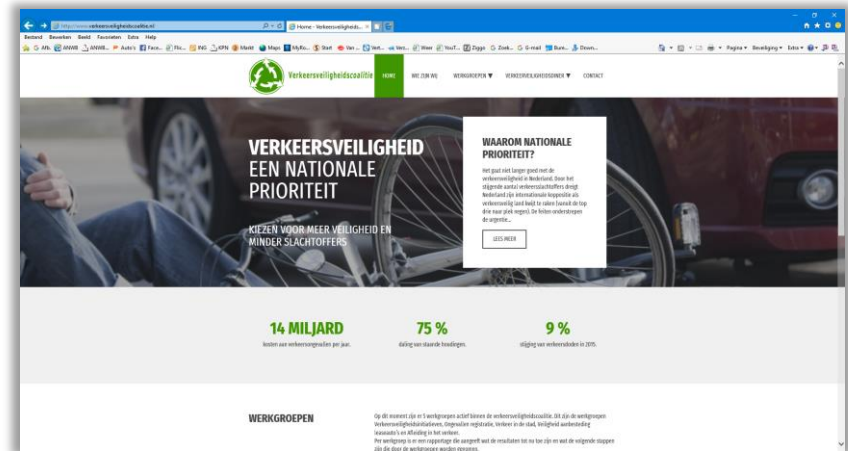
- Can a business case be made of road safety
- Impact on international road safety practices
- Distraction in traffic (e.g. smartphone)
- Safe Infrastructure
- Urban road safety
- Road safety & technology
- Accident registration
- Safe behaviour in traffic



Create continuity

www.verkeersveiligheidscoalitie.nl

- Working groups
- Involving new stakeholders, e.g. employers, health insurance companies.
- ‘Steering committee’ of participants.
- Creation of website (2017): enable the exchange of information.
- Annual road safety dinner since 2015, app. 70 stakeholders



Verkeersveiligheidscoalitie



2017: Road safety coalition



Road Safety Manifesto (1)

 **Verkeersveiligheid: een nationale prioriteit**




Road Safety Manifesto (2)

From ambition to 'paths to solution', five priorities

- Safe infrastructure
- Innovative methods
- Education and behaviour
- Enforcement
- Registration, monitoring and policy

→ 'Offer' to national government

→ Create own initiatives

→ Starting point: no cherry picking



2017: Road Safety Manifesto included in government coalition agreement (2017-2021)



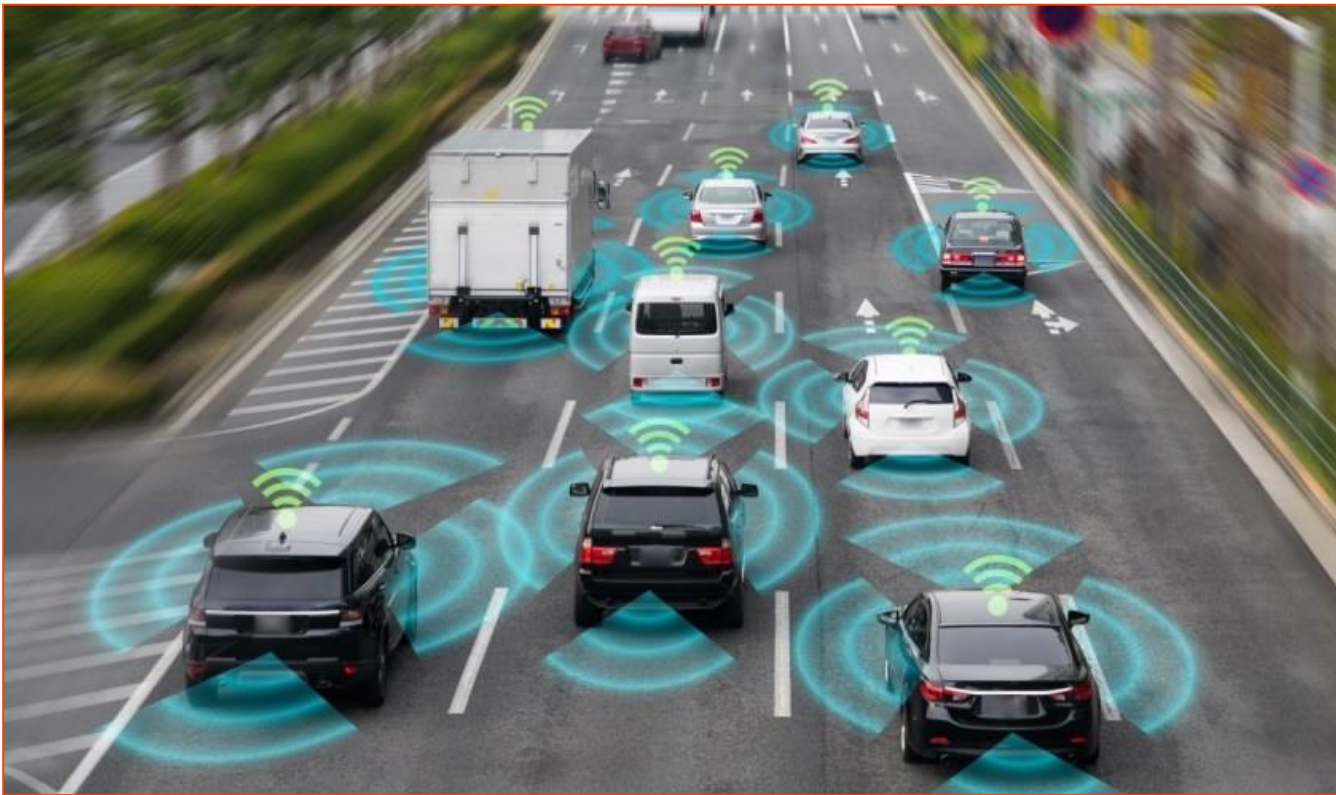
Case: action against traffic distraction

- Follow-up of the Road Safety Manifesto
- 44 Organisations signed a covenant against traffic distraction
- Joint action: public/private cooperation led to start of a national campaign “*Drive MONO*”



Case: ADAS

- Cooperation between government and private partners to increase the uptake of ADAS systems by road users



Current situation

- Number of road victims is rising
- Strategic Road Safety Plan developed by government, including elements from Road Safety Manifesto
- Discussion has started about extra investments; 50 mln €/year for 10 years → cofinancing needed from regional and local governments
- Issue: road safety still not a priority in many provinces and cities
 - Lack of capacity and finances to develop and run projects



Road Safety Coalition: taking stock

• Achievements:

- Road Safety back on the political agenda
- National Road Safety Strategy was developed as a result
- Cooperation traffic distraction and ADAS

• Challenges:

- Develop and deploy more innovations
- From ideas to (more) action



Conclusions

- Rising numbers of road victims require urgent action
- Road Safety back at the top of the national political agenda
 - Road Safety Coalition can play an important role in keeping the issue on the agenda
- The challenge: from plans to action
 - Continuous attention and investments needed at all government levels
 - Road Safety coalition can develop and stimulate innovations

ACTION NEEDED





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