Vision Zero Initiative

Funding: National (Sweden)
Duration: Jan 2005 - Dec 2030
Status: Ongoing

Background & policy context:
The Vision Zero Initiative is a platform for the collected knowledge about and technology around traffic safety in Sweden. Founded by the Swedish Government and Swedish Industry, it summarises the Swedish approach to traffic safety. The Vision Zero Initiative is administrated by Business Sweden – The Swedish Trade and Invest Council, with offices in more than 60 countries. Our headquarters is located in Stockholm, Sweden.

The Vision Zero was conceived in 1994. Like all good ideas, this one travelled fast. Just three years later, Parliament passed a Road Traffic Safety Bill that wrote the Vision Zero into Swedish law. The bill sets an ultimate target of no deaths or serious injuries on Sweden’s roads and is not satisfied with merely reducing accidents to an economically manageable level. Sweden has since modelled its road safety reform strategy on the Vision Zero approach.

Objectives:
The Vision Zero is the Swedish approach to road safety thinking. It can be summarized in one sentence: No loss of life is acceptable. The Vision Zero approach has proven highly successful. It is based on the simple fact that we are human and make mistakes. The road system needs to keep us moving. But it must also be designed to protect us at every turn.

Methodology:
Vehicle technology Key part of road safety
Solutions: Traffic control & surveillance Safety in information and traffic systems
Solutions: Education & training Providing safety through education and planning
Solutions: Infrastructure Making mobility safe from the start
Solutions: A proven concept Taking safety to new levels
The Vision Zero concept Making errors part of the equation
MOBILITY The freedom to move
A deadly threat One million lives at stake

Other funding sources: Ministry of Enterprise and Innovation
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STRIA Roadmaps: Other specified
Transport mode: Multimodal transport
Transport sectors: Passenger transport, Freight transport
Transport policies: Safety/Security