

PROJECT

Vision Zero Initiative

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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

Organisation: Vision Zero

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Documents:

 [vzi_presentation_long.pdf](#)

STRIA Roadmaps: Other specified

Transport mode: Multimodal transport

Transport sectors: Passenger transport, Freight transport

Transport policies: Safety/Security