Freedom.
Mobility = prosperity.
Prosperity = increased traffic.
1,2 million dead.
Today

1. Ischemic heart disease
2. Cerebrovascular disease
3. Lower respiratory infections
4. Chronic obstructive pulmonary disease
5. Diarrhoea obal diseases
6. HIV/AIDS
7. Tuberculosis
8. Trachea, bronchus, lung cancer
9. Road traffic injuries
10. Prematurity and low birth weight

Source: WHO 2009
2030

1. Ischemic heart disease
2. Cerebrovascular disease
3. Chronic obstructive pulmonary disease
4. Lower respiratory infections
5. Road traffic injuries
6. Trachea, bronchus, lung cancer
7. Diabetes mellitus
8. Hypertensive heart disease
9. Stomach cancer
10. HIV/AIDS

Source: WHO 2009
2009 Most common cause of death among young people.
Traffic is a deadly threat.
Would you fly if it was as dangerous as traveling on the road?
<table>
<thead>
<tr>
<th>Mode</th>
<th>Deaths per 1000 million person kilometres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motorcycle/moped</td>
<td>138</td>
</tr>
<tr>
<td>Pedestrian</td>
<td>64</td>
</tr>
<tr>
<td>Bicycle</td>
<td>54</td>
</tr>
<tr>
<td>Car</td>
<td>7</td>
</tr>
<tr>
<td>Bus and coach</td>
<td>0.7</td>
</tr>
<tr>
<td>Rail</td>
<td>0.35</td>
</tr>
<tr>
<td>Air (civil aviation)</td>
<td>0.035</td>
</tr>
</tbody>
</table>

Source: The Swedish Road Administration
Any loss of life is unacceptable!
“No one shall be killed or seriously injured within the road traffic system.”
Changing our mindset: Safety as a precondition for mobility.
Human biomechanical limits.
Human behaviour.
Traditional thinking

- Focus on accidents
- Perfect human behavior
- Individual responsibility
- Industry must be forced
- Saving lives is expensive

Vision Zero

- Focus on fatalities and serious injuries
- Integrate the failing human in design
- Shared responsibility between system and design
- Industry can be stimulated
- Saving lives is cheap
Vision Zero. Does it work?
Number of deaths
Traffic volume

Swedish Road Administration
### Road traffic deaths per 100,000 (2008)

<table>
<thead>
<tr>
<th>Region</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweden</td>
<td>4.3</td>
</tr>
<tr>
<td>Nordic countries</td>
<td>5.5</td>
</tr>
<tr>
<td>Western Europe</td>
<td>5–6</td>
</tr>
<tr>
<td>Southern Europe</td>
<td>8–10</td>
</tr>
<tr>
<td>North America</td>
<td>10–12</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>15–20</td>
</tr>
<tr>
<td>Baltic states</td>
<td>20–25</td>
</tr>
</tbody>
</table>

**Swedish Road Administration**
90%

Sweden: from 450 to 45 killed
EU: from 40 000 to 4000 killed
Vision Zero Solutions.
Experience and knowledge.
Promote industrial standards.
Holistic approach.
Sharing the vision

Politicians
Road network managers
Police
Vehicle manufacturers
Transport procurement (public and private)
Health sector
Insurance sector
Industry
A living process.
Get your vision going.
Vision Zero Academy → 2010
Analysis and evaluation
Policy advice
Professional training