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Inventory of Local Requirements for Improvement of Vulnerable Road User Safety



NEWSLETTER 1

The aim of SaferBrain is to increase the level of safety of the whole road transport system and its components, focusing the attention on vulnerable road users, thus contributing to the overall scope of reducing the number of fatalities and the severity of injuries caused by road accidents. We work together with India and Brazil aiming at adopting EU experiences thus improving VRU's safety in these Countries.

Content

The Safer Brain project is steaming ahead. On [the website](#) the first results can be found on:

- Analyses of Local Requirements** (newsletter 1)
- Conditions for transferability** (newsletter 2)
- Methodologies and tools** (newsletter 3)
- Recommendations and guidelines** (newsletter 4)
- Pilot projects** (newsletter 5)

In newsletter 6 we will be able to report on the planned trainings and details of the final conferences that will be held in India and Brazil. In this first newsletter we will introduce the relevant issues short and snappy. Easy access can be gained in the content letters that can be found on the website. Obviously you can also read all full documents.

Portuguese

We offer translations of some of the work done in Portuguese; for now we have available for you:

- Inventário das necessidades locais para a melhoria da segurança no Trânsito dos Usuários Vulneráveis de Rodovias (UVR)**
- Relatório sobre Auditoria de Transferibilidade**
- Relatório da Auditoria de Transmissibilidade**
- Inventário das necessidades locais para a melhoria da Revisão das experiências e práticas sobre a gestão da segurança rodoviária, a auditoria de segurança rodoviária, o projeto de infra-estrutura e planejamento**
- Funcionalidades e especificações do Sistema de Apoio à decisão**
- Sistema de Apoio à Decisão**



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Short and snappy

Analyses of Local Requirements

The **original document** gives an introduction to the chosen approach in gaining insight in the local requirements regarding the position of Vulnerable Road User in Emerging Economies. The results of a comparative analysis on these requirements as well as a short overview of the conclusions are presented.

Walking and cycling are transport modes where relatively unprotected road users interact with traffic of high speed and mass. This makes pedestrians and cyclists vulnerable. The analyses of local requirements has been done in a Macro-Meso-Micro approach. The Macro level, the highest research level, is defined as the decisions made or actions taken by the Government.

Focus
1. National Policy on Mobility/Road safety/VRU safety
2. Accountability
3. Safety standards
4. Gender Issues

The Meso level refers to organizations or institutions, both public and private that are related to the implementation, maintenance and/or support of policy that was instituted on a Macro level.

Focus
5. Data collection
6. Identification of risks for road users
7. Performance reviews
8. Enforcement of safety standards
9. Specific VRU programs
10. Role of lead agency for road safety
11. Research

Finally, the Micro level focuses on the Road user. Topics analyzed in this category mainly focus on findings in the most tangible aspect of road safety: the situation on the roads or streets.

Focus
12. Entry/Exit to traffic
13. Enforcement of safety rules
14. Behavioural differences in traffic



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Conclusions and recommendations

The conclusions of the comparison, based on the main commonalities and differences for each level are:

Macro level:

The national policies in the EU are very different from Brazil and India. In the EU there are national policies, based on targets, with permanent monitoring.

This has led to a proactive and integrated approach, recognizing that road design and land use planning influence human behavior. This main difference is due to the existence of data monitoring collected in Europe and the lack of it in Brazil and India.

All the countries analysed have the existence of road design standards, as well as safety and equipment for vehicle standards in common. The main difference between India and Brazil in relation to the EU is the focus of the approach. EU countries benefit from an integrated approach.

Meso level:

At the meso level there are many differences between the EU, Brazil and India. Data collection, performance reviews, the enforcement of vehicle standards and driver behavior exist in every region, but in a different way and at a different level. Programs for VRU's are widespread in the EU, but not in Brazil and India.

In the EU safety is a national issue, with several organisations responsible for road safety and coordinated by ministries. In general the situation in Europe is well structured compared to India and Brazil.

Brazil and India are both significantly larger than European countries in terms of population, while at the same time showing a much lower average income.

Similarities can be seen in the male/female allocation of fatalities for each country. The overall tendency of the roughly 80% to 20% allocation is remarkable.

Further research is requested in order to be able to interpret the presented accident information per road user group, trends in road traffic deaths, road traffic fatalities /million population.

Europe has a relatively high rate of registered vehicles compared to Brazil and India, but Europe has a relatively low number of fatalities per registered vehicle. Although this is not the most sufficient indicator for road safety, we have to find an explanation for this.

The identification of risk for road users appears to be quite different between Brazil, India and Europe.

In all the regions analysed the performance review is considered fundamental for road safety improvement. Differences appear between India and Brazil: in India the focus is at national level, with particular attention to highways (even if with low transparency), while in Brazil the local reviews are better than the national ones. All the three regions are investing in permanent review processes.

Europe is now more focusing on cultural and behavioral aspects.

Concerning the enforcement of safety standards the focus is different in every region.



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Also the standards can be different at regional and local level. The situation in Europe is very different as the enforcement of both vehicle standards and driver behavior is one of the main instruments used to reduce road accidents. Programs and initiatives for VRU's are widespread in Europe (e.g. education campaigns, cycle training programs, etc.).

Both in India and Brazil the lead agencies for road safety present some deficiencies related with coordination of local authorities, campaigning and long term road safety vision. In general the situation in Europe is well structured compared to India and Brazil. Institutional power to coordinate and monitor policies can be an area of transfer.

While in India the lead organisation develops multi-disciplinary research, in Brazil there is no national or local strategy for research in traffic safety. In Europe the European Commission that defines the main aspects to be investigated in Europe ensures the research coordination.

Micro level:

At the micro level there are also differences between the EU, Brazil and India. The main difference is the focus of the EU on a behavioral approach including the position of VRU's. Brazil and India have a big problem with the effectiveness of VRU's priority on the road, which is generally not respected. Some countries in the EU consider that changing the design of urban infrastructures (creation of "home zones" for instance) can trigger a huge change in traffic behavior.

General entry and exit processes to participate in traffic are given for all the analysed countries. The enforcement of safety rules is very important for the encouragement of responsible driving.

In common one can find the existence of driver testing and road checks that put in practice an effective road safety control, sanctioning violations to general prohibitions (drunk driving, speeding and seatbelt e.g.).

India deals very superficially with the need of having educational activities related to behavioral influences. Police involvement in these matters sticks only with strict police operations.

Brazil goes further in this field and promotes actively some education programmes like seatbelts and helmets for motorcyclists.

As to EU countries, the situation is slightly different as they benefit from the same and even more diversified education programs and measures. Some of these countries choose a deeper approach, when considering that changing the design of urban infrastructures (creation of "home zones" for instance) can trigger a huge change in traffic behavior.

The full document can be found here: in full with appendices, or in an abbreviated version in the content letter.

Also available are online short documents on:

[Executive Summary](#)


[An overview of relevant figures from India, Brazil and a European country The Netherlands](#)

[Road Safety for 7 countries](#)

[Deaths by Road User Category](#)

The content can also be read in Portuguese. Documents in Portuguese on the analyses of local requirements can be found here:

[Inventário das necessidades locais para a melhoria da segurança no Trânsito dos Usuários Vulneráveis de Rodovias \(UVR\)](#)



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This News Letter was produced by [Velo Mondial](#) in the context of its dissemination tasks for Safer Brain. Please send any comments, queries, advice you may have to [Safer Brain](#) c/o Antonino Tripodi: tripodi@ctl.uniroma1.it

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- Volkswagen India Pvt. Ltd., India
- I&D Consulting, Belgium
- I.T. Ingegneria dei Trasporti srl, Italy

Articles about road safety

- In poll season, better traffic flow ideas likely to fall on deaf ears, Times India, 25.5.2011
- Decade of action
- Cycle path with room for improvement
- Critical Mass in Brazil, 25.2.2011, VERY SAD NEWS!
- Pune: Mishaps down, but deaths are a worry, TOI 30 Nov 2010
- DHL Deutsche Post, Global Road Safety Initiative
- PROMISING: Cost-benefit analysis of measures for vulnerable road users
- Need for evolving a hassle-free system for pedestrians
- India streets
- Gehl & Hook: a cool duo
- Europe: more action on road safety
- Punes Pilot Project, TOI 4 Sep 2010
- Walkers have little space on many widened roads, TOI 03 Sep 2010
- Walkability in Asian cities: state and issues
- GTZ Sourcebook Module on Financing Sustainable Urban Transport
- Deadliest for Walkers: Male Drivers, Left Turns
- Bottom-up urban planning, Standard / New Delhi 18 Jul. 2010
- India and Brazil Green
- Shimlas' strategy to curb road accidents: Build a temple
- Traffic in the Era of Climate Change - Walking, Cycling, Public Transport Need Priority
- Pune gets ready for skywalks, TOI 30 Jun. 2010
- Commuting school children TOI 27 Jun. 2010
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- Drunk driving, TOI 22 Jun. 2010
- LordRobertsonCommGRoadSafety DecadeofAction BBC4 20110511 by Morten7an
- Parking norms, TOI 8 Jun. 2010
- Road Safety Patrol, Pune
- Traffic offences, TOI 15 Apr. 2010
- 'Killer' roads to turn safe, one by one
- Volvo introduces helmet to protect against Volvos
- "Where are we to walk?", from Pune in Maharashtra, India (video)
- Jaipal Reddy urges states to promote public transport