



VISION ZERO INITIATIVE

TRAFFIC SAFETY BY SWEDEN



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 and other diseases
- 6 HIV/AIDS
- 7 Tuberculosis
- 8 Trachea, bronchus, lung cancer
- 9 Road traffic injuries
- 10 Prematurity and low birth weight



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



2009

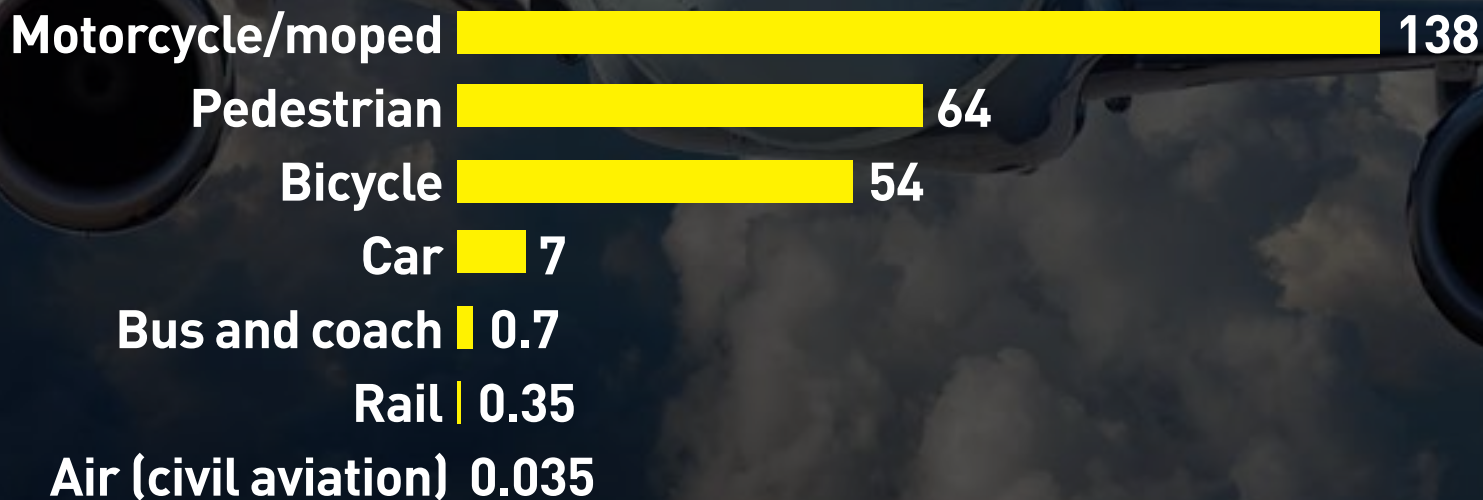
Most common cause of death among young people.

Traffic is a deadly threat.



Would you fly if it was as dangerous as traveling on the road?

Deaths in the EU per 1000 million person kilometres (2001–2002):



Source: The Swedish Road Administration



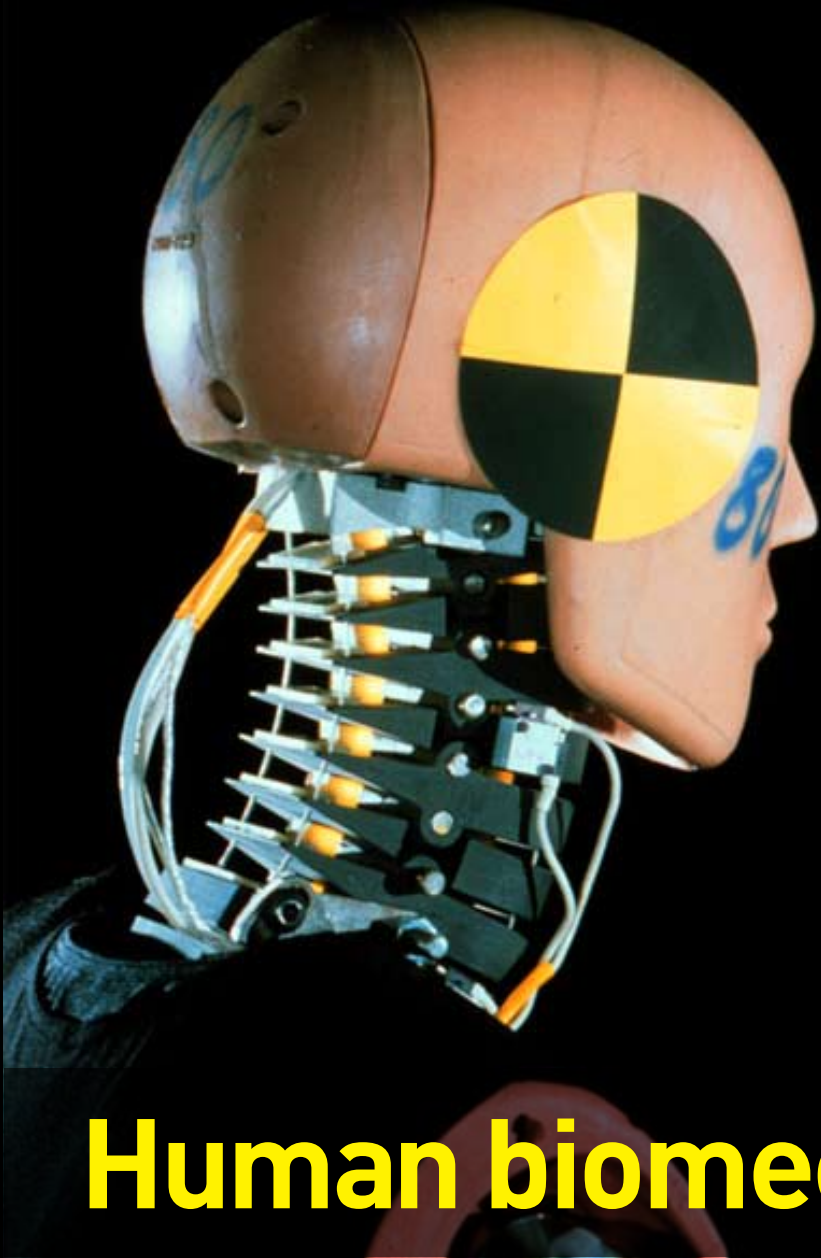
Any loss of life is unacceptable!

1997

**“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



Vision Zero



Focus on accidents

Perfect human behavior

Individual responsibility

Industry must be forced

Saving lives is expensive

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

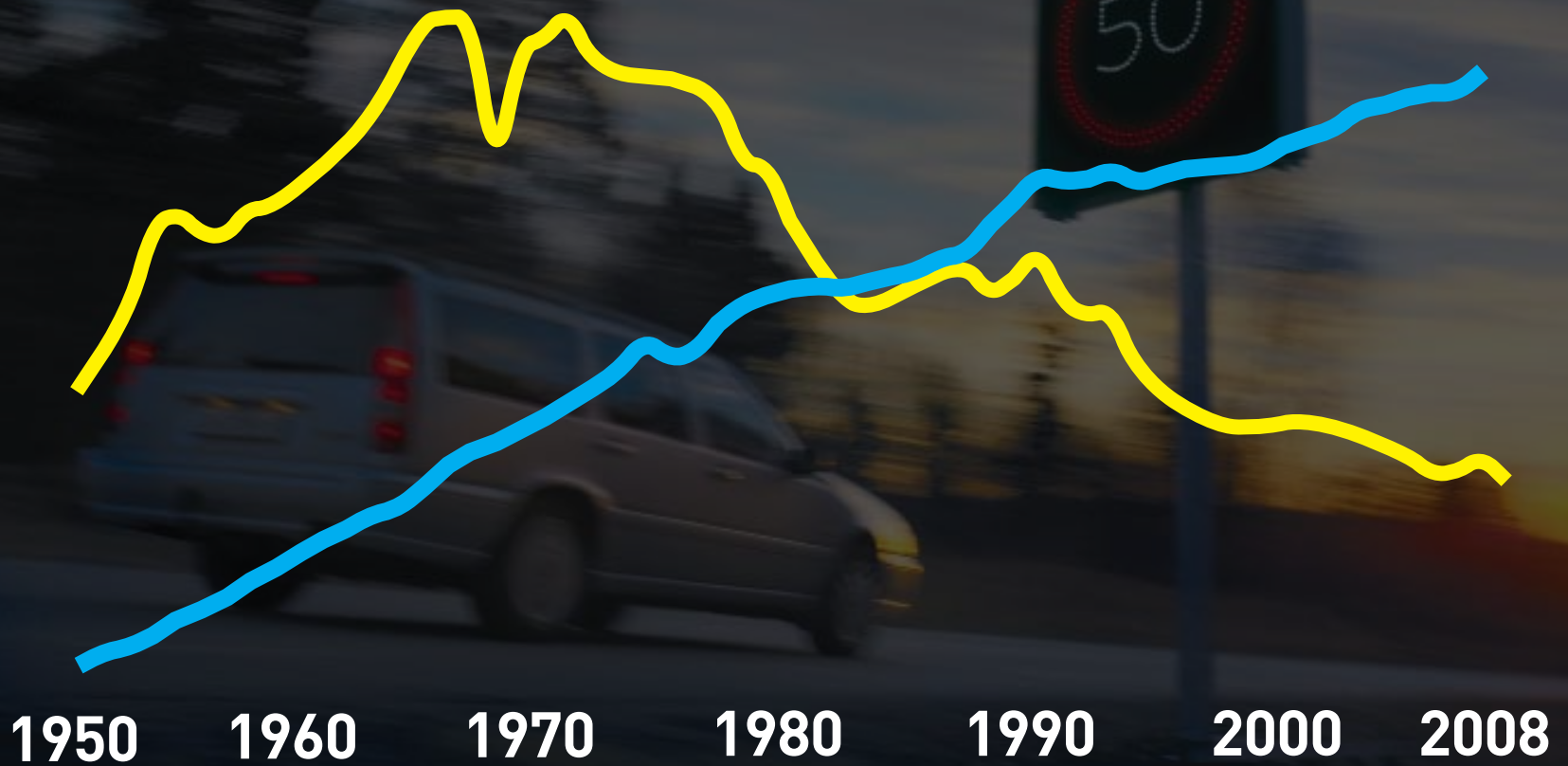


Vision Zero. Does it work?



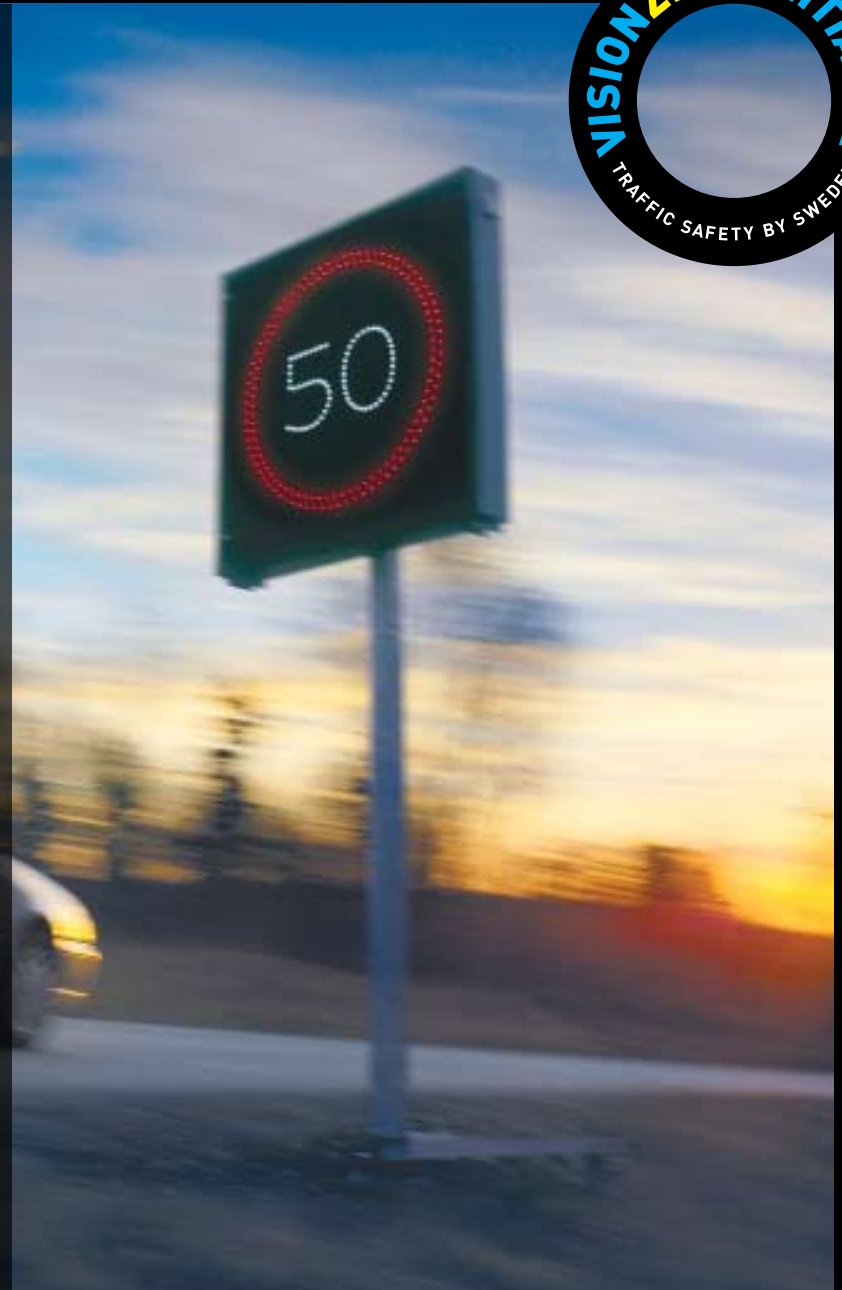
Number of deaths

Traffic volume



Road traffic deaths per 100 000 (2008)

Sweden	4,3
Nordic countries	5,5
Western Europe	5–6
Southern Europe	8–10
North America	10–12
Eastern Europe	15–20
Baltic states	20–25





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



www.visionzeroinitiative.com