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TRAFIKVERKET
SWEDISH TRANSPORT ADMINISTRATION



Vision Zero a policy innovation

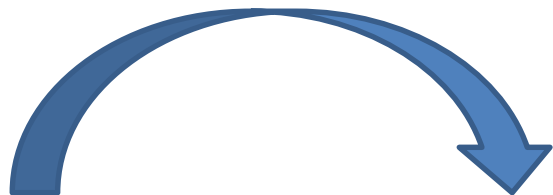
- Ethical imperative that it can never be ethically acceptable that people are killed or seriously injured when moving within the road transport system
- A safe philosophy based on the overall aim to control for harmful energy
- System perspective where humans (biological, psychological and social capabilities) are put at the center (People will make mistakes. Plan, design and maintain a system for people rather than the other way around)
- Working methods and processes which includes the whole society, research, business, industry, public stakeholders and non governmental organizations. (Not only a matter for public authorities)
- A chain of responsibility which starts and ends with all professional organizations which have a stake in the function, design and the use of the road transport system

Vision Zero change also the way we do things



Traditional road safety implementation model

Identify risk groups/risk locations/risk factors



Unacceptable risk

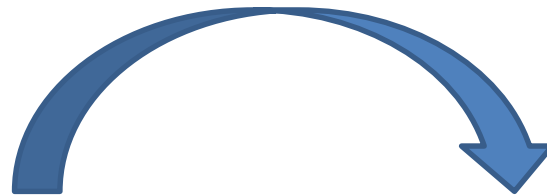
Acceptable risk/
Normal



Remedy deficiencies – Reactive riskreduction approach

Vision Zero implementation model

Identify system deficiencies
According to a definition of a safe system



Safe System – no harmful energy reach individuals



Integrate proactive safety into infrastructure, urban development vehicle, transport chains

Traditional vs Vision Zero

Lead Agency



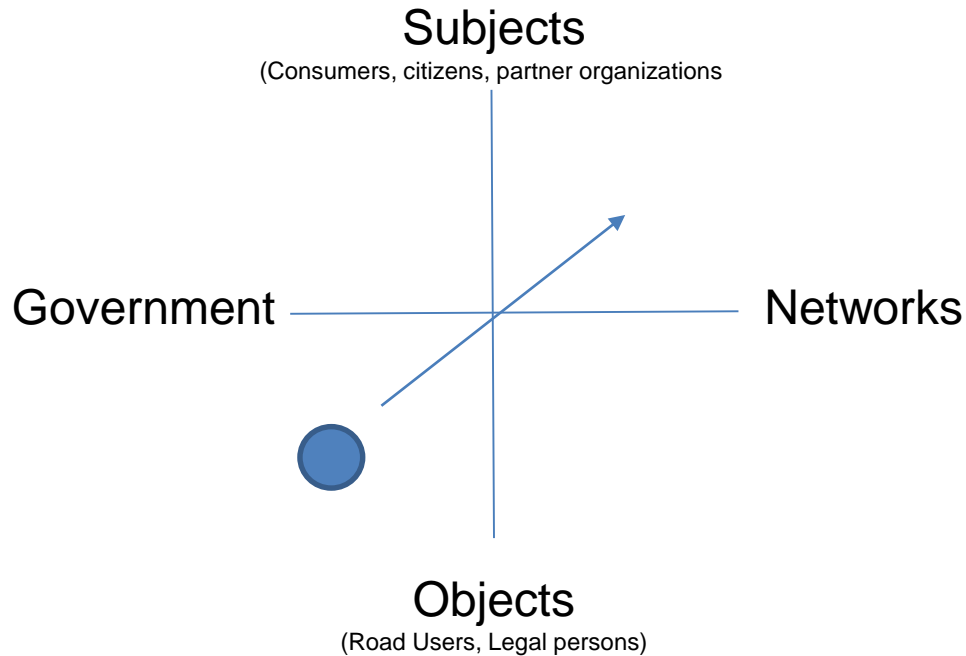
Facilitator Agency

Segregation
approach

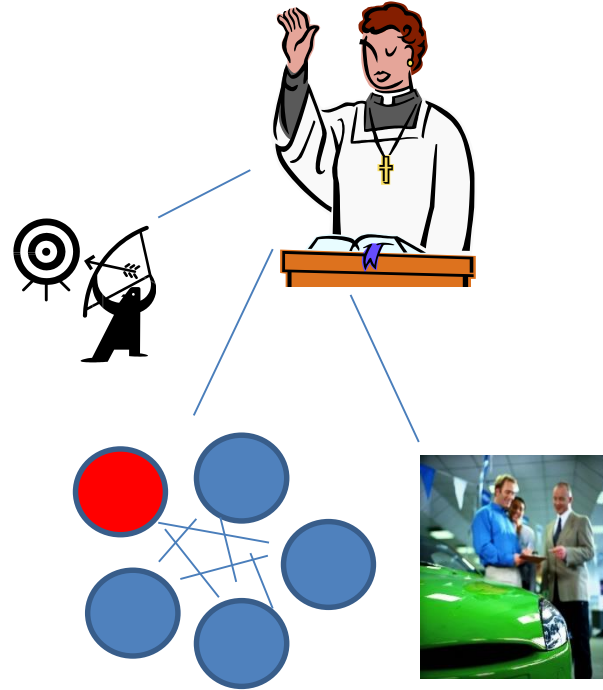
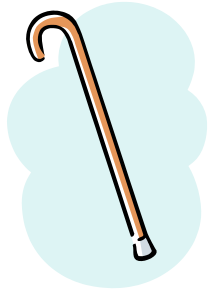


Integration
approach

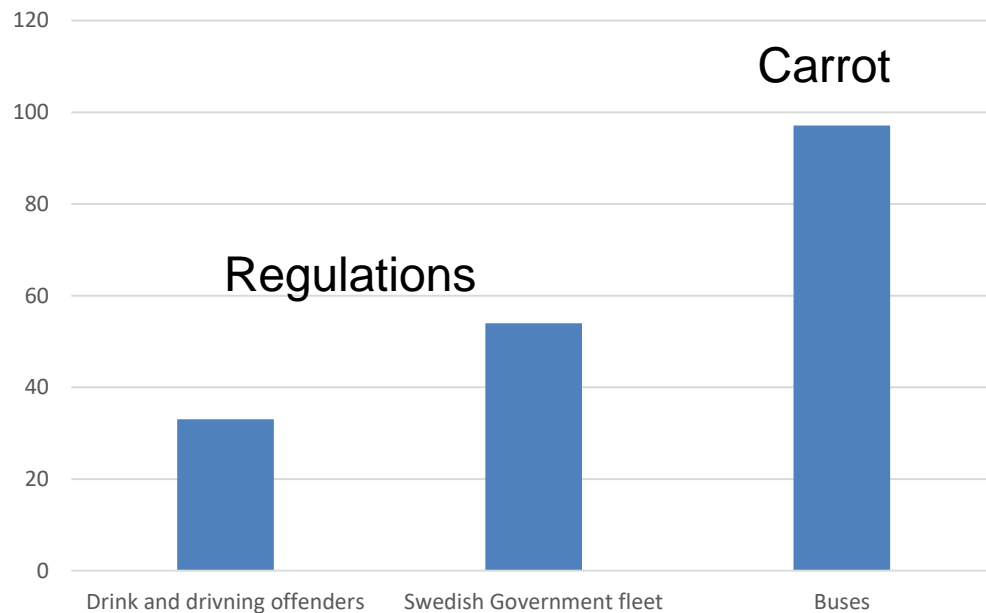
Vision Zero – the Implementation Landscape



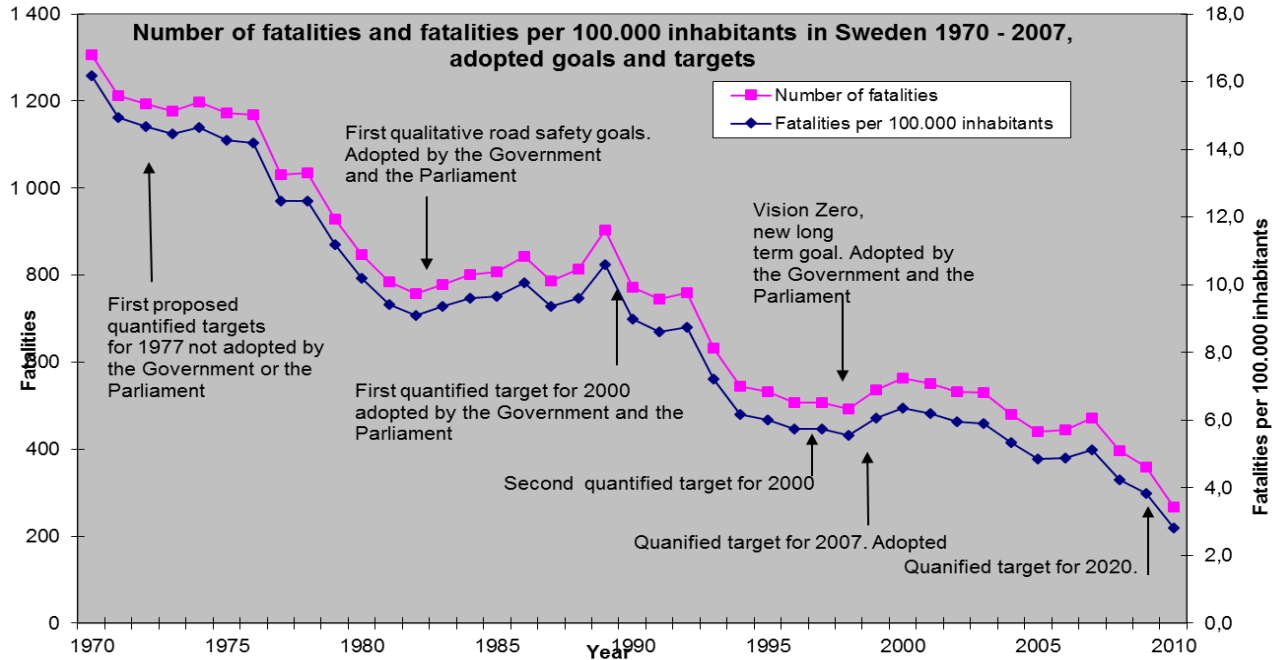
Facilitator tools to influence different stakeholders



Alco lock (%) Regulation vs Public Procurement



Management by objectives – Sweden has a long tradition



Quantified target – 50 % reduction same figure but Vision Zero emphasis a different approach

	Traditional planning approach	Vision Zero
What is starting point?	Acceptable risk	Create a safe road transport system
Method for setting the target?	Quantified targets more or less a calculated outcome	Quantified targets based on appropriate pace
What is the major strategy?	Incremental approach to reduce problems	Innovate approach to achieve a safe system
What role does the target play? ?	Targets should be reached	Targets and indicators is a mean to achieve a safe system
What is the general approach?	Remedy oriented	Safe System oriented

Network collaboration

Volvo Cars and the Swedish National Road Administration in joint offensive against traffic accidents

Sep 08, 2008 | ID: 16852

Aa- | Aa+   

Volvo Car Corporation and the Swedish National Road Administration will work together to avoid or lessen the effects of road accidents. This is the thrust of the declaration of intent that Volvo Cars' President and CEO Fredrik Arp and the Swedish National Road Administration's Director General Ingemar Skogö signed at the start of the traffic safety seminar today in Tylösand.

The Swedish National Road Administration has worked on its Vision Zero approach since 1997, while Volvo Car Corporation presented a vision in 2007 whose aim is to design cars that do not crash. In the shorter term, this means that by the year 2020, nobody should be injured or killed in a Volvo.

Related news traffic accidents traffic accidents traffic accidents traffic accidents traffic accidents

Media Contacts

Per-Åke Fröberg

Director Volvo Cars Heritage

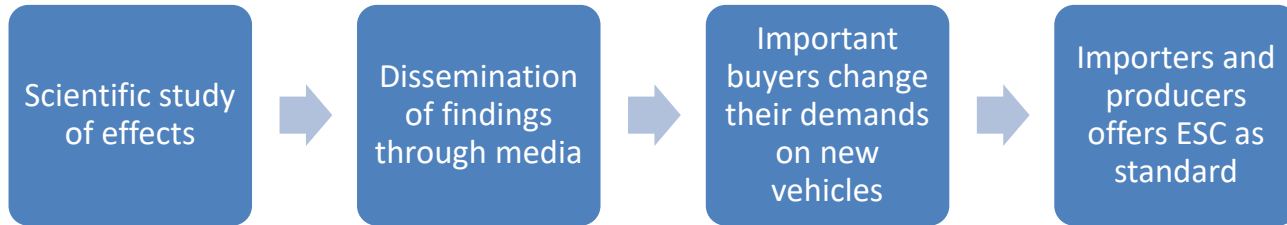
Volvo Car Group

Phone: +46 31 3257654

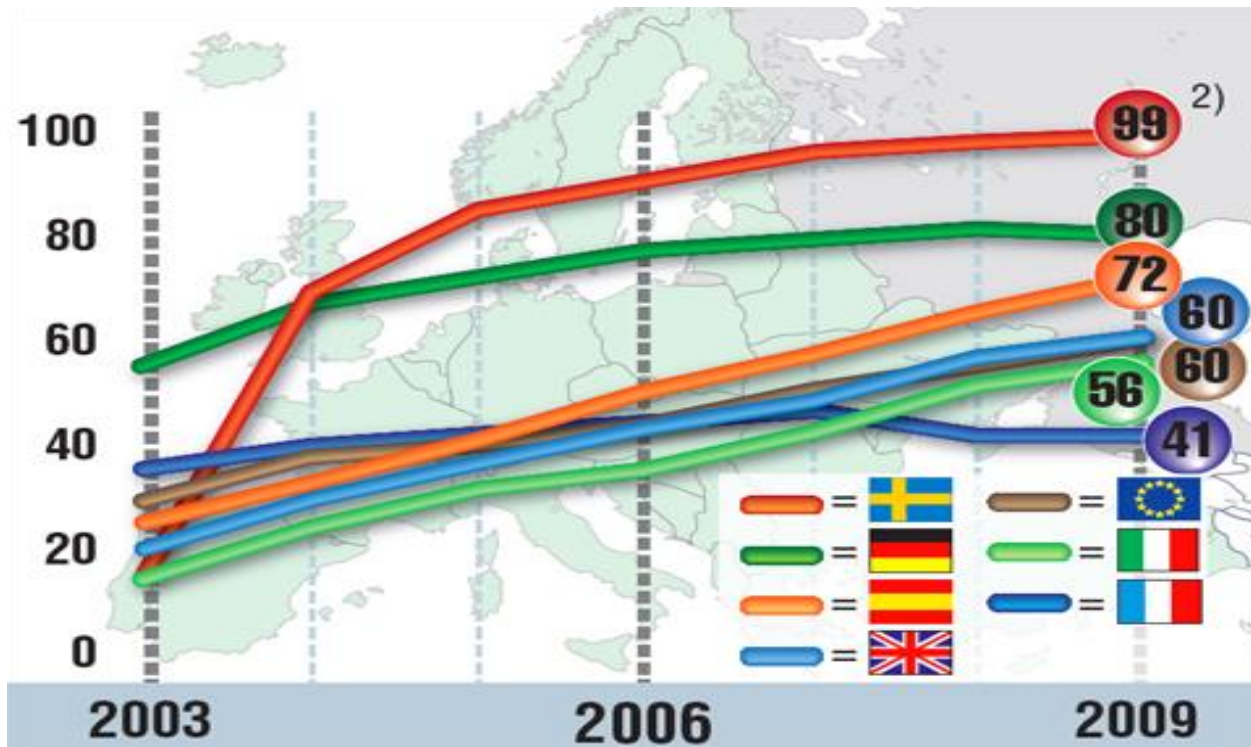
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ESC new cars fitment rate 2009



Research program on policy and implementation

