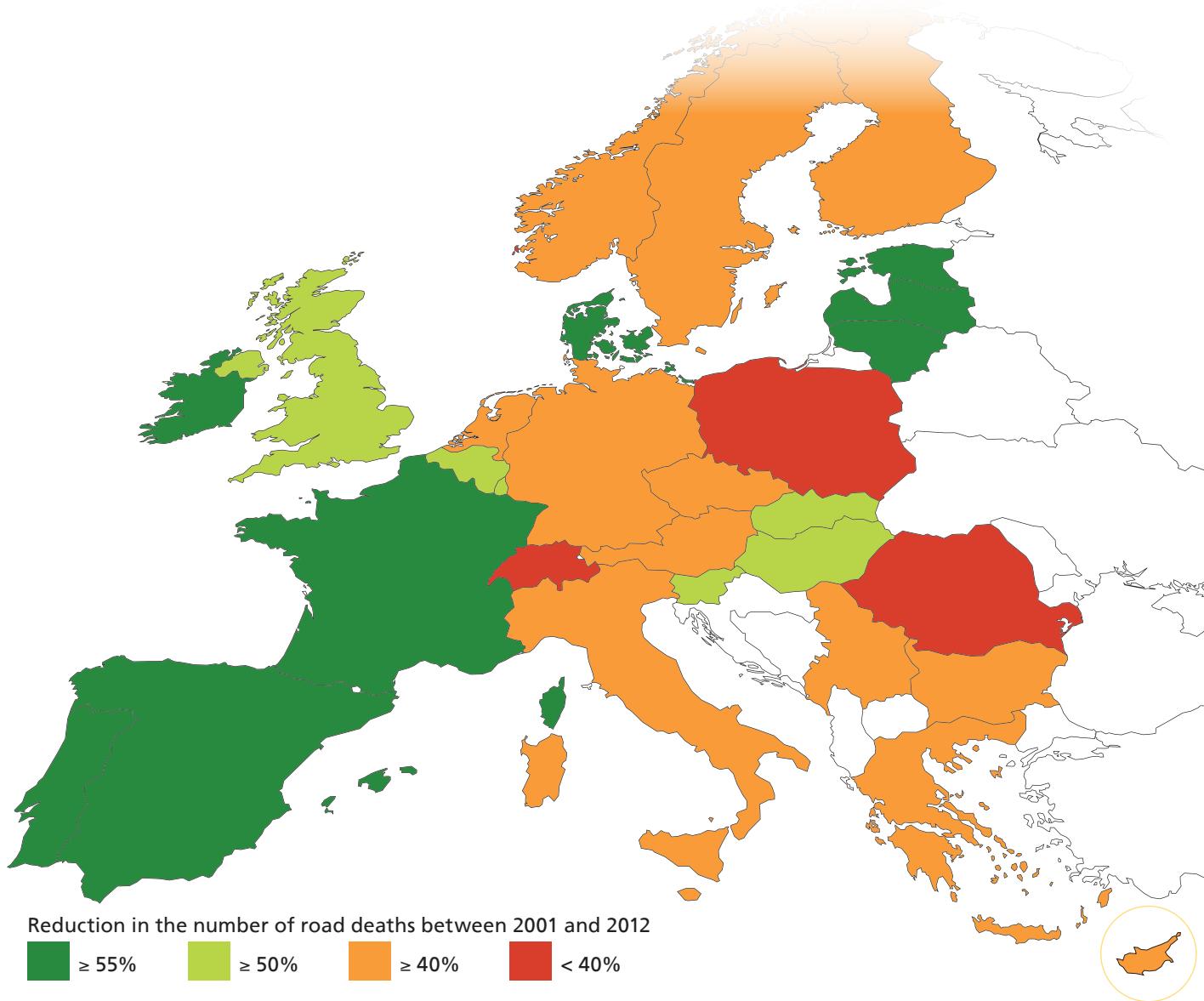


Road Safety Manifesto for the European Parliament Elections May 2014



Mobility is part of our everyday lives. Many decisions concerning road safety are made at European level and the European Parliament has a strong say in shaping EU transport policy. The European Parliament has so far been a keen advocate of road safety and ETSC hopes it will continue doing so. Anyone standing for election to the European Parliament on 22-25 May 2014 should include road safety as a priority for their 2014-2019 mandate.

Road Safety in the EU

There are gross inequalities between Member States in terms of road safety.

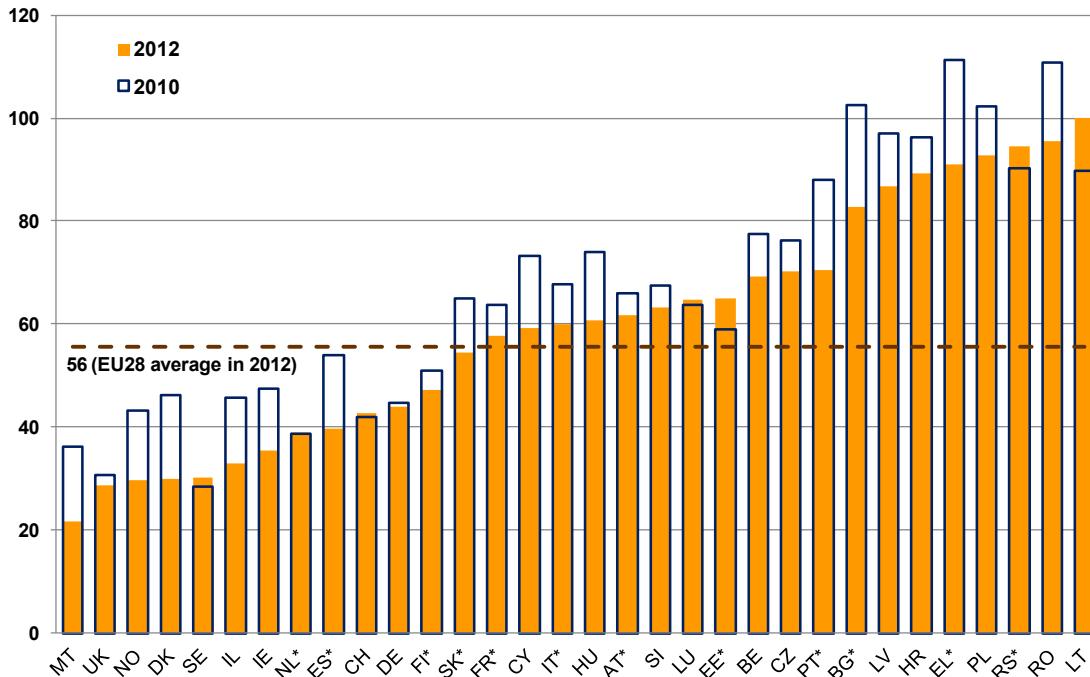


Fig. 1: Road deaths per million inhabitants in 2012 (with road deaths per million inhabitants in 2010 for comparison)¹

The EU must provide for a policy framework that ensures both the highest practicable level of safety and a reduction of differences in safety levels across the European Union. The EU has legislative competences in the road safety area, bringing added value for all the Member States.

The decisions of the European Parliament matter. The new Parliament (2014-2019) could decide to influence the following three areas.

¹ *Provisional estimates used for 2012, as final figures for 2012 are not yet available.

1| Reaching the EU 2020 Target

The European Union has renewed its commitment to improving road safety by setting a target of reducing road deaths by 50% by 2020, compared to 2010 levels. To accompany this target the European Commission adopted a new road safety strategy in 2010 'The Road Safety Policy Orientations 2011-2020' including priority areas and measures for action. The EC has started to implement the plan, which is up for its mid-term review in 2015. In its White Paper on the future of transport, the European Commission committed to working towards a long-term 'zero vision' in road safety.

The adoption of a first quantitative target in 2001 had proved to be a turning point in motivating countries, particularly those facing the greatest challenges, to reduce the number of people killed on the roads. 102,000 road deaths were prevented over the period covered by the first EU road safety target.

In 2012 a total of 27,700 people were killed in the EU27 as a consequence of road collisions. An average annual reduction of 6.7% would be needed over the 2010-2020 period to reach the target through constant progress (see figure 2). MEPs must support combined efforts at both national and EU level and these must be stepped up in order to reach the EU target for 2020.

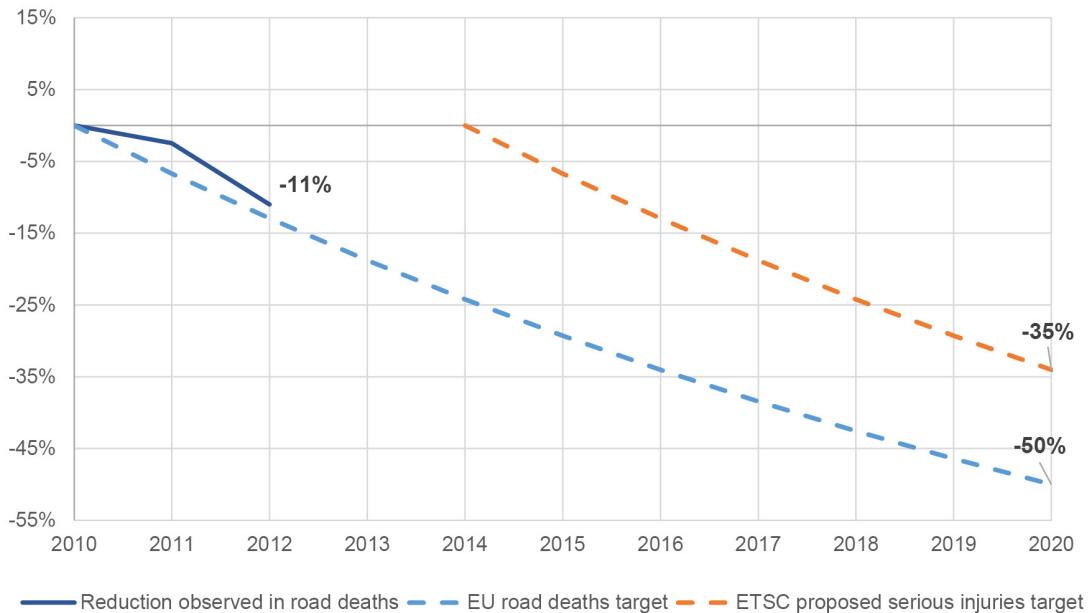


Fig. 2 En route to 2020: Reduction in the number of road deaths (dark blue line) plotted against the EU target for 2020 (light blue line), with ETSC's recommended target for reduction in serious injuries (orange line).

2| Reducing the socio-economic costs

The annual socio-economic cost of road traffic deaths and injuries is estimated to be equivalent to around 2% of GDP, 250 billion EUR in 2012². Alongside legal and moral obligations there is also a strong economic case to include the prevention of road traffic deaths and serious injuries on the EU's health agenda as well as its transport one. ETSC estimates the monetary value to society of the human losses avoided by preventing one fatality to be 1.88 million euro. On this basis the total value to society of the reductions in road deaths in EU27 over the years 2002-2010 compared with 2001 was estimated at around 176 billion euro³.

MEPs should acknowledge the strong return of investment in road safety improvements and prioritise life saving measures. The value for society of the further reductions in road deaths that would be achieved by reaching the 2020 target is estimated to be to the order of 182 billion euro⁴.

3| Reducing serious injuries in the EU: a new Target for 2020

Around 313,000 people were recorded as seriously injured and many more suffered slight injuries in 2012. The cost burden of caring for the injured is borne not only by the health sector but also by the economic sector and employers. The European Commission adopted its 'First Milestone Towards a Serious Injury Strategy' in March 2013 as a first step to reduce the number of people seriously injured.

MEPs must ensure that a detailed roadmap, including a reduction target and concrete measures to reach this target, is adopted by the European Commission by 2015. Special measures to prevent serious injuries should be implemented swiftly at EU and Member State level to reach the proposed road safety targets by 2020. ETSC proposed a 35% reduction target for 2020.

2 WHO (2004), World report on road traffic injury prevention.

3 ETSC (2001) *5th PIN Report*, 2010 Road Safety Target Outcome: 100,000 fewer deaths since 2001.

4 Ibid.

Four Priorities for 2014-2019

ETSC believes the four main priority areas to be addressed in the next European Parliament's mandate. The measures identified relate to the main causes of death and serious injury in the EU⁵.

1| Speeding

Excessive speed is the single biggest contributory factor in road collisions resulting in death⁶

Future MEPs should support:

- An EU wide maximum speed limit of 120km/h or less for the EU TEN-T and encourage Member States to adopt maximum speed limits of 50km/h in urban areas and 30km/h in residential areas and areas with high levels of pedestrians and cyclists.
- The adoption of guidelines promoting best practice in traffic calming measures.
- The roll out of In-vehicle technology devices to manage speed: Intelligent Speed Assistance (ISA)⁷.

2| Drink and Drug driving

Approximately 6,500 lives would have been saved in 2010 if all drivers had obeyed the prevailing drink driving laws⁸

Efforts to tackle drink driving are paying off, through reducing the legally permitted blood alcohol concentration, enforcement efforts and the use of alcohol interlock devices. However, drink drinking remains the second biggest killer on EU roads. At the EU level the range of psychoactive substances available for illicit use is widening and this is further proven by the increased prevalence of illicit drugs in drivers killed in traffic collisions⁹.

Future MEPs should support:

- A Directive setting a zero tolerance to drink driving for all drivers.
- Alcohol interlocks for repeat offenders and professional drivers.
- Common techniques for roadside drug driving enforcement.

5 For a full list of ETSC's recommendations see ETSC's Blueprint for a new Road Safety Action Programme and ETSC's Response to the EC's "Road Safety Policy Orientations".

6 ETSC (2008) Managing Speed Towards Safe and Sustainable Road Transport.

7 ISA is the general term for advanced systems in which the vehicle "knows" the speed limit for any given location and is capable of using that information to give feedback to the driver.

8 ETSC (2012) Drink Driving: Towards Zero Tolerance.

9 ETSC (2012) PRAISE Preventing Accidents and Injuries for the Safety of Employees.

3| Infrastructure Safety

56% of the road deaths recorded annually in the EU occur on rural roads, 7% on motorways and 37% in urban areas¹⁰

On the TEN-T, motorways, rural roads and urban road networks, all EU Member States should be working towards the same high levels of infrastructure safety. The principles of infrastructure safety management, enshrined in Directive 2008/96/EC, should be extended to all other parts of the road network. The newly adopted TEN-T Guidelines and accompanying funding mechanisms assure that European funds will only be granted to infrastructure compliant with the infrastructure safety and tunnel safety Directives.

Future MEPs should support:

- The extension by all EU Member States of the four measures of the Infrastructure Safety Directive to other parts of the road network including all parts of the motorways, rural roads and urban road networks.

4| Vulnerable Road Users

Cyclists and pedestrians

Road deaths among cyclists and pedestrians have not been cut at the same pace as those for other types of road users, most of the progress has been seen among vehicle occupants

The risk of being killed in traffic per kilometre travelled is more than 9 times higher for pedestrians than for car occupants and more than 7 times higher for cyclists than for car occupants¹¹. Yet the advantages of walking and cycling for public health and the environment outweigh their disadvantages.

Future MEPs should support:

- The adoption of a clear hierarchy of transport users in urban transport planning, with pedestrians and cyclists at its top.

Powered two wheelers

In the EU27 PTWs represent 17% of the total number of road deaths while accounting for only 2% of the total kilometers driven¹²

Motorcyclists face a much higher risk of being killed than other road users. For the same distance travelled, the risk for riders of being killed in road collisions is on average 18 times the risk of car drivers¹³.

10 ETSC (2011), 2010 Road Safety Target Outcome: 100,000 fewer deaths since 2001, 5th PIN Report.

11 ETSC (2003) Transport Safety Performance in the EU: a Statistical Overview.

12 ETSC (2011) Position on L-category vehicles.

13 Ibid.

For more information

ETSC (2008), A Blueprint for the EU's 4th Road Safety Action Programme 2010-2020

http://www.etsc.eu/documents/Blueprint_for_a_4th%20Road_Safety_Action_Programme_ETSC_Sept%2008.pdf

ETSC (2011) Position Paper on the Proposal for a Regulation on the approval and market surveillance of two- or three-wheel vehicles and quadricycles

http://etsc.eu/documents/ETSC_Position_on_L-category_vehicles.pdf

ETSC (2011) Future Road Safety in the EU at Stake? ETSC Response to the EC Policy Orientations

http://www.etsc.eu/documents/ETSC%20Response%20to%20EC%20Communication_%2022%20Sept%202010.pdf

ETSC (2011) 2010 Road Safety Target Outcome: 100,000 fewer deaths since 2001, 5th Road Safety PIN Report

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ETSC (2012) Drink Driving: Towards Zero Tolerance

http://www.etsc.eu/documents/Drink_Driving_Towards_Zero_Tolerance.pdf

ETSC (2012) ETSC Raising the Bar: Scientific Review of Cycling Safety Policies

http://www.etsc.eu/documents/scientific_review_of_cycling_safety_web.pdf

ETSC (2013) Response to EC First Milestone Towards a Serious Injury Strategy

http://etsc.eu/documents/ETSC_Response_to_EC_First_Milestone_Towards_an_Injury_Strategy_May_2013.pdf

ETSC (2013) Back on track to reach the EU 2020 Road Safety Target? 7th Road Safety PIN Report

http://etsc.eu/documents/PIN_Annual_report_2013_web.pdf

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The European Transport Safety Council (ETSC) is a Brussels-based independent non-profit making organisation dedicated to reducing the numbers of deaths and injuries in transport in Europe. The ETSC seeks to identify and promote effective measures on the basis of international scientific research and best practice in areas which offer the greatest potential for a reduction in transport crashes and casualties. It brings together 46 national and international organisations concerned with road safety from across Europe.

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