



25 YEARS OF THE EUROPEAN TRANSPORT SAFETY COUNCIL



European Transport Safety Council



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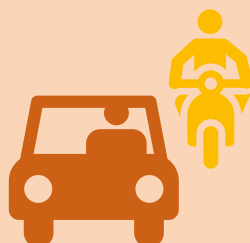
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Policymakers, as well as carmakers, are becoming so obsessed with the dream of an autonomous future that they are ignoring many of the causes of road collisions that could be avoided today through the use of existing, widely available and affordable technologies.

Antonio Avenoso, Financial Times, 26 February 2018

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ETSC Executive Director Antonio Avenoso receives a copy of the Valetta Declaration on Road Safety from Violetta Bulc, European Commissioner for Transport. The declaration, by all 28 EU Ministers of Transport called, for the first time, for a European target to reduce serious road injuries as well as deaths. 29 March 2017, Malta. Photo: Maltese Presidency of the EU

Public policy is often about numbers. What are the costs? What are the benefits? How many people will be impacted? What will be the effect on GDP? But at ETSC, one number is on our mind every day we come to work: 25,000. It's the number of deaths on EU roads every year. It's a number that motivates us, our members, and thousands of people across Europe who are dedicated to saving lives in transport.

But occasionally it's good to remember how far we've come and how much has already been achieved. Our 25th anniversary offers such an opportunity to take a step back and reflect.

In the 1980s and early 1990s, when there were fewer vehicles, road transport was much more lethal than today. 65,000 people died on European roads in 1993, the year ETSC was founded.

Since then road deaths have been reduced by around 60%. That is a massive achievement and reflects the hard work of a huge range of individuals, organisations, companies, governments and the European Union.

What was ETSC's contribution? It's impossible to say. But looking back over the achievements we highlight in the next chapter, there are a number of key moments when our organisation was a key player in shaping and driving forward the debate and pushing for meaningful policies that, without question, have saved lives.

ANTONIO AVENOSO, EXECUTIVE DIRECTOR

Signing of the
Maastricht
Treaty, 1992.
Photo: European
Communities





HOW IT ALL BEGAN

In the late 1980s and early 1990s, transport was much more lethal than today. The first formal recognition of the need for action at European level came with the Treaty of Maastricht, signed on 7 February 1992 by the then twelve members of the European Communities. The treaty, for the first time, made improving transport safety a formal competence of the European institutions.

Two years before Maastricht, the European transport commissioner Karel Van Miert had put together a panel of European experts chaired by Christian Gerondeau, a former senior French road safety official, to examine what action should be taken at European level, and to lay the groundwork for setting up a European-wide road safety body. Van Miert also asked Peter Van Vollenhoven, Chairman of the Dutch Transport Safety Council to examine the possibility of establishing an independent transport safety council for Europe.



1993

In Germany, Herbert Warnke, executive director of DVR, the German Road Safety Council, had also been thinking of how to promote improvements to road safety across Europe. In 1989 he had written a paper on the subject that he shared with his Dutch counterpart.

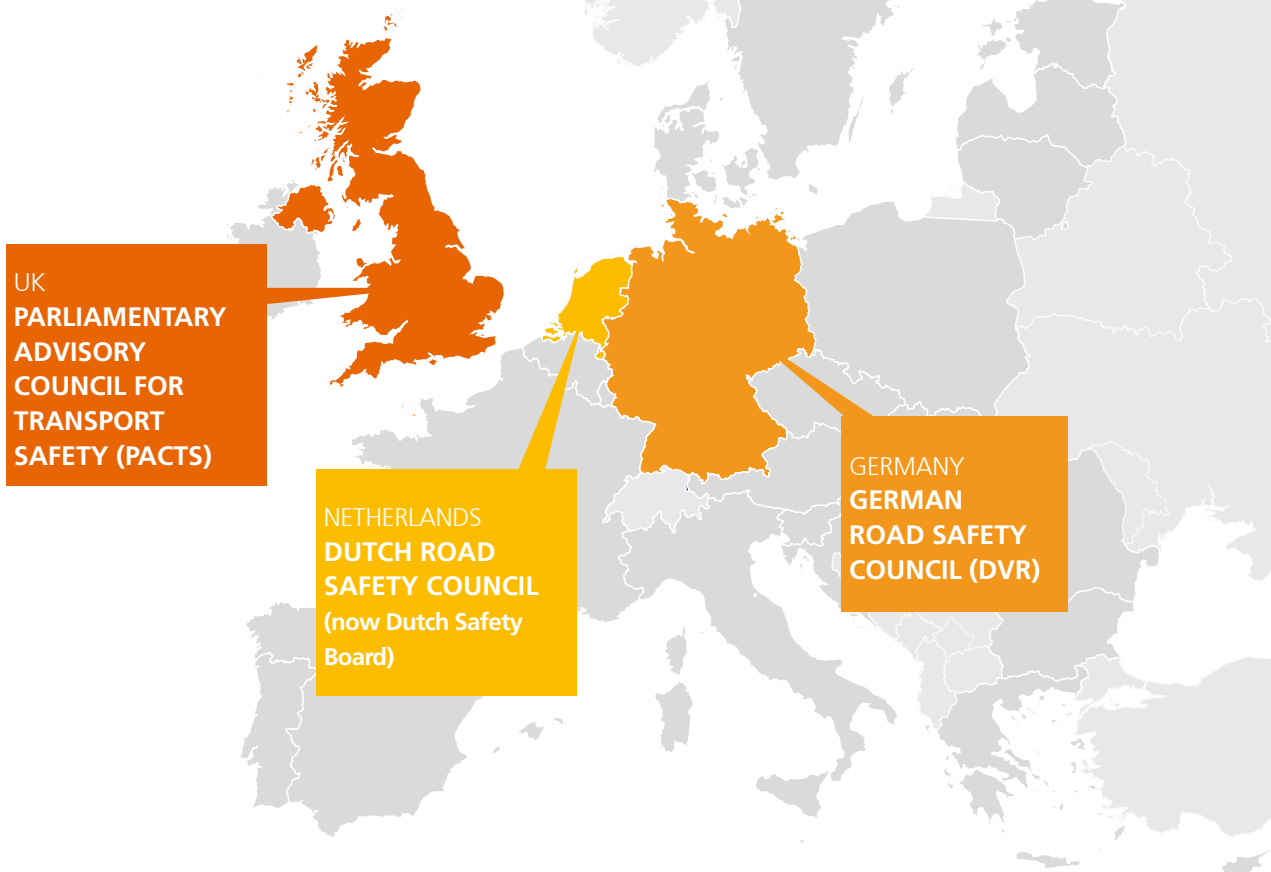
Meanwhile, in the UK, Jeanne Breen, a former road crash injury researcher and director of the Parliamentary Advisory Council on Transport Safety (PACTS), had become convinced that, as the single market became a reality, European legislation to improve vehicle safety standards would soon be essential. Frustrated that advanced research in the UK and across Europe into improved vehicle design was not translating into safer cars, it was clear to Breen that a European body would be needed to push for legislation at the European level. The board of PACTS, chaired by Barry Sheerman MP, was keen for the idea to be taken forward.

In 1990 DVR, on behalf of the three road safety organisations, commissioned the consultants KPMG to conduct a feasibility study into setting up a European road safety council.

As discussions continued, it soon became clear that the European institutions were not ready to set-up an official European road safety body. The Dutch, German and British organisations were left to figure out next steps.

Perhaps unsurprisingly, all three were looking to create a European organisation in their own image. The Dutch model was to use expertise in independent road crash investigation to influence policy, the German approach was built around exchange of prevention strategies such as road safety campaigns, education and public outreach, while the British favoured advocacy – in other words direct lobbying of policy makers and the EU institutions- for improved safety standards.





As is often the case in European debates those early discussions were sometimes difficult, but in the end a compromise was reached and the **European Transport Safety Council** was born. It was to be an independent, member-based organisation established as a Belgian international non-profit organisation. Jeanne Breen was seconded from PACTS to set up the Brussels office as the first Executive Director for ETSC's first decade.



A high profile but independent chairperson was needed to help steer the organisation in its early days, to open doors, and to help the three founding organisations reach an agreement on a successful strategy.

Karel van Miert suggested a fellow Belgian politician, Herman De Croo. As a former national transport minister, De Croo was a well-qualified and high-profile choice. He had also been instrumental in the foundation of Belgium's national road safety institute IBSR/BIVV (now known as Vias Institute) in 1986. It would have been hard to find a more suitable candidate. De Croo accepted the role of chairman of the board alongside representatives of the founding organisations including Professor Murray Mackay, a leading British expert in vehicle crash investigation.

De Croo was also crucial in forming links with the European Parliament in the early days. Pam Cornelissen, the Dutch MEP and chair of the Parliament's transport committee, became an early supporter of ETSC's work. The good relationship with MEPs remains, and four serving MEPs are currently observers on the ETSC board.



1993

Not every voice in Brussels wanted ETSC to succeed. A competing 'European Road Safety Federation', backed by the car and road industry associations ACEA and IRU was also set up in 1993. Within a few years it had folded.

ETSC's first success was setting up an expert group on vehicle safety headed by Claes Tingvall, who would later take on the role of president of Euro NCAP, the consumer vehicle safety testing body, and write Sweden's Vision Zero strategy for road safety.



The vehicle safety group's first report 'Reducing traffic injuries through vehicle safety improvements: the role of car design', published in 1993, would be highly influential, and was followed in 1996 by formal EU proposals to improve the frontal and side-impact protection of new vehicles.



A 1990s crash test. Photo: Euro NCAP

ETSC was also influential, together with others (notably the FIA), in supporting the setting-up of Euro NCAP in 1997. Euro NCAP's establishment and success was not inevitable. The car industry was vehemently opposed, and refused to cooperate initially. But consumers valued an independent assessment of crashworthiness. The Euro NCAP model has now been copied around the world. Many thousands of deaths have been prevented thanks to dramatically improved vehicle safety standards and consumer ratings that have since driven competition in safety above and beyond the minimum regulatory requirements.

ETSC's advocacy for tighter vehicle safety standards has continued until the present day. The EU proposed new standards in May 2018 that will require advanced technologies including Automated Emergency Braking and Intelligent Speed Assistance as standard.



1997

SINCE 2001, ROAD DEATHS IN EUROPE HAVE BEEN CUT IN HALF – THANKS IN NO SMALL PART TO NATIONAL AND EUROPEAN-WIDE TARGETS AND STRATEGIES PROMOTED BY ETSC AND ITS MEMBERS.

2007

2001

Early on, ETSC also recognised the need for strategic road safety targets and strategies. The 1997 report 'A Strategic Road Safety Plan for the European Union' was crucial in laying out proposals for the first European road safety targets adopted by the EU in 2001 and updated in 2011. Since 2001, road deaths in Europe have been cut in half – thanks in no small part to national and European-wide targets and strategies promoted by ETSC and its members. A new EU target and strategy to reduce serious injuries on the roads is also on the table thanks to ETSC's efforts in recent years.

Although research and political lobbying for improved safety standards were crucial to ETSC's first decade, the organisation's role in promoting the sharing of best practices among member states has also developed in parallel. A conference series known as 'Best in Europe' promoted the idea of rewarding the best policies and results. Since 2007, the Road Safety Performance Index programme (PIN), chaired by Professor Richard Allsop OBE until 2015, has presented an annual award to the European country making the best progress in reducing road deaths. The annual PIN ranking of progress has inspired many poor performing countries to up their game.



Despite the name European Transport Safety Council, some may rightly question the heavy emphasis on road safety. The reason is simple: road deaths dwarf those of other modes such as rail, maritime and aviation which are counted in triple figures. Despite this, ETSC has monitored and offered advice on other aspects of transport safety over the years. Early research into pilot working hours and the influence of automation was prescient. But the prioritisation of road will likely remain as standards in rail, aviation and maritime have continued to improve.



IN 2017, THERE WERE STILL MORE THAN 25,000 DEATHS ON EUROPEAN ROADS. AND ETSC'S WORK WILL NOT STOP UNTIL THAT NUMBER IS AS CLOSE TO ZERO AS IS POSSIBLE.

25

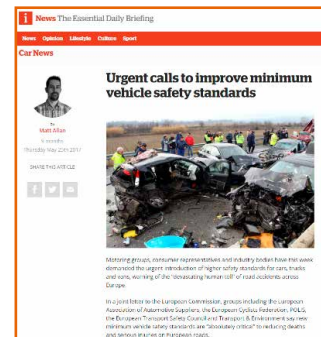
As the organisation celebrates its 25th anniversary in 2018, the scope of the work has expanded even further. A team of twelve in the Brussels secretariat works on a wide range of safety issues including drink and drug driving, road safety at work, young road users, automated driving as well as continuing to advocate for improved EU legislation on issues such as cross-border enforcement of traffic offences, safe infrastructure and improved vehicle safety standards.

2018

The fight is far from over. But ETSC remains in a strong position to continue its work for better safety. With 60 member organisations across Europe, a secure funding base and stable management, the work continues. The threats and challenges have evolved. Distraction from electronic devices, drug driving and increased automation have developed, as old threats such as speeding, drink driving and failure to wear seatbelts stubbornly remain despite some good progress.

WHERE WILL WE BE IN ANOTHER 25 YEARS? WILL AUTOMATION HAVE SOLVED EVERYTHING? IT'S UNLIKELY. IF WE ARE TO ERADICATE ROAD DEATHS ONLY ONE THING IS FOR CERTAIN, IT WILL TAKE THE COOPERATION, HARD WORK AND DEDICATION OF THOSE, LIKE ETSC, WHO BELIEVE ONE UNNECESSARY DEATH IS TOO MANY.

ETSC IN 2017



INDEPENDENT [2](#) [NEWS](#) [OPINION](#) [BUSINESS](#) [SPORT](#) [LIFE](#) [STYLE](#) [ENTERTAINMENT](#)

[Health & Wellbeing](#) [Travel & Garden](#) [Family](#) [Food & Drink](#) [Money](#) [Christmas](#)

Tuesday 16 January 2020

 **Life Motor News**

Target of halving deaths by 2020 is slipping through Europe's fingers

Our RSA expert says: If Europe was on track then 4,040 more people would be alive today



Progress reducing road deaths has slowed

June 21 2017 2:20 AM

Progress in reducing road deaths across Europe has "virtually ground to a halt" since 2004.

"That is the blunt assessment of the European Transport Safety Council (ETSC).

In its annual review of European countries' road safety performance in 2016, it highlights how last year was the third consecutive year period for safety on roads.

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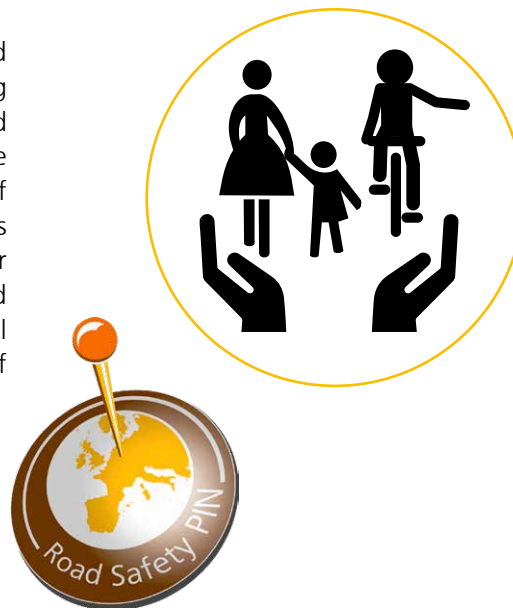
European Commissioner for Transport Violeta Bulc presents the 2017 PIN Award to Jürg Röthlisberger, Director of the Swiss Federal Road Office..

Photo: Viviane Hertz

THE ROAD SAFETY PERFORMANCE INDEX (PIN) PROGRAMME



The PIN programme measures progress on road safety across 32 European countries. By comparing countries, it enables policymakers to identify and promote best practice. Launched in 2006, the programme has tracked progress on a wide range of road safety indicators and themes including cyclists and pedestrians, motorways, gender, age, car occupant safety and more. The annual PIN Award recognises countries that have made substantial progress in road safety thanks to a programme of proven measures.





The European Union has been a major force for progress on road safety in Europe through the setting of targets, better vehicle safety standards, infrastructure safety rules and cross-border enforcement. As the main voice of transport safety at the EU level, we maintain close working relationships with the European Commission, European Parliament and Member State representations, advocating for bold action to cut deaths and serious injuries.



EU ADVOCACY

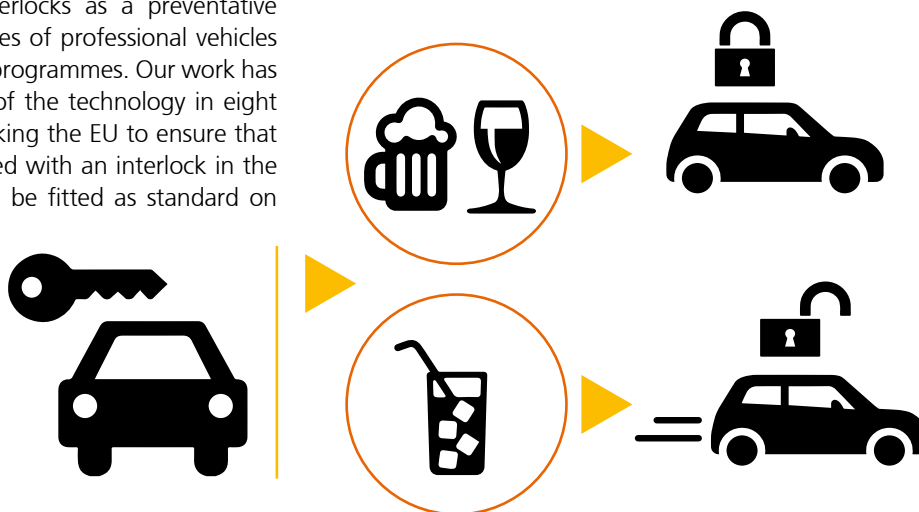
ETSC Executive Director Antonio Avenoso and European Federation of Road Traffic Victims (FEVR) President Jeannot Mersch present ETSC's Let's Go campaign for a European target to reduce serious injuries to the President of the European Commission Jean-Claude Juncker.
Photo: European Commission

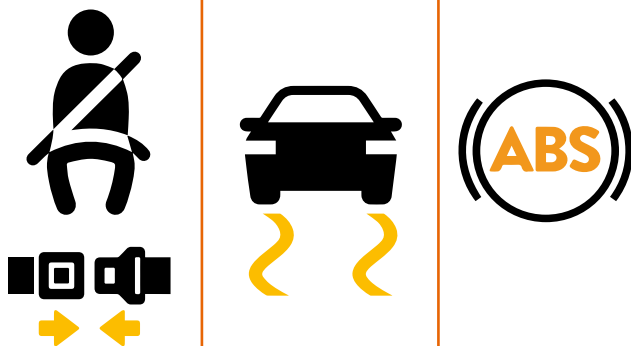
Demonstration of an alcohol
interlock device at an ETSC drink-
driving event in Belgrade, July 2017.
Photo: Republic of Serbia Road
Traffic Safety Agency

DRINK- DRIVING

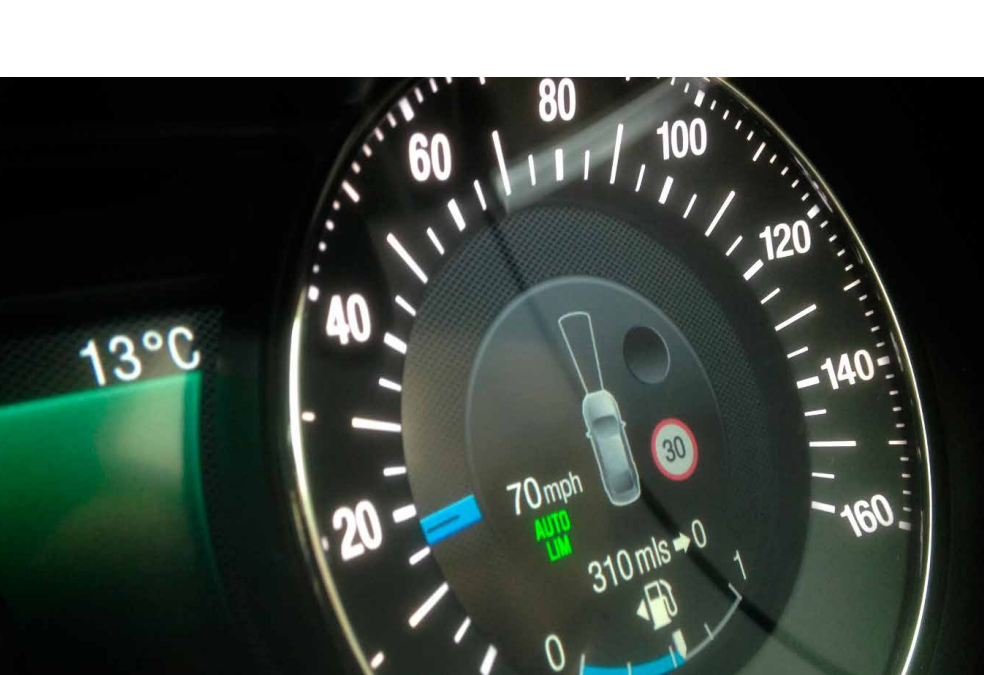


Our SMART and Safe and Sober projects focus on policy interventions that can help eradicate the scourge of drink-driving. A key focus of our work is promoting the take up of alcohol interlocks as a preventative measure for certain categories of professional vehicles and for use in rehabilitation programmes. Our work has contributed to the take-up of the technology in eight EU countries, and we are asking the EU to ensure that all vehicles can be easily fitted with an interlock in the future, and for interlocks to be fitted as standard on commercial vehicles.





The European Union has the power to regulate vehicle safety across 28 EU member states. Safety technologies such as seat belts, anti-lock braking (ABS) and electronic stability control (ESC) are now mandatory on new cars across the EU thanks to safety requirements set in Brussels. We are calling for the latest technologies to be fitted as standard. Our iSafer project focuses on making the case for overridable Intelligent Speed Assistance (ISA). We are also calling for automated emergency braking and alcohol interlocks on certain categories of professional vehicles.



VEHICLE SAFETY

The dashboard display of a vehicle with a factory-fitted Intelligent Speed Assistance System. The car will not exceed the 30 mph posted speed limit.

Photo: ETSC

Deirdre Sinnott (HSA, Ireland), Michael Rowland (RSA, Ireland), Jacqueline Lacroix (DVR, Germany) and Antonio Avenoso (ETSC) present the PRAISE Award 2017 for a Large Company to representatives of National Vehicle Distribution, Ireland.

Photo: ETSC

WORK-RELATED ROAD SAFETY



Using the road for business is the leading cause of work-related deaths and injuries. Our PRAISE project and annual awards are all about making the business case for organisations to put road safety at the heart of their operations. Our latest reports look at the specifics of managing van fleets, and how to manage young drivers at work. We also publish regular case studies on how individual organisations have improved the bottom line by investing in road safety.





Around 135,000 people suffer a life-changing, serious injury on Europe's roads each year, according to European Commission data. Improvements in emergency response can help prevent deaths and life-changing injuries in road collisions. However, emergency response has not been getting the fair share of attention in terms of research, best practice exchange and measures in the European Union.

The aim of ETSC's REVIVE project is to map Emergency Medical Service (EMS) and Rescue and Fire Service (RFS) practices in the EU28 and raise the profile of both EMS and RFS on the national and European political agendas. One of the key outcomes of the project is to have established an international network of experts, researchers and practitioners in the field of post-collision care and emergency response. The REVIVE project has also contributed to promoting the need for EU-wide action on tackling serious road traffic injuries.



REVIVE
IMPROVING POST-COLLISION
RESPONSE AND EMERGENCY
CARE IN EUROPE

**POST-
COLLISION
CARE**

SPONSORS

ETSC's work is financed by its members, through projects co-funded by the European Commission, and public and private sector sponsorship.

Our entry on the European Union transparency register can be viewed at:
<https://goo.gl/pbBdfH>

Public sponsors

- European Commission
- Flemish Government
- Norwegian Public Roads Administration
- Swedish Transport Administration

Members

All members pay a membership fee, the following organisations support specific ETSC projects with additional funds.

- VIAS Institute
- Flemish Foundation for Traffic Knowledge (VSV)
- Fundación MAPFRE
- German Road Safety Council (DVR)
- Safer Roads Foundation

Private-sector sponsors

- 3M
- Alcohol Countermeasure Systems
- The Brewers of Europe
- Dräger Foundation
- MiX Telematics
- Securetec AG
- Toyota Motor Europe
- Volvo Group



ETSC team building, September 2018. Photo: ETSC

OUR TEAM

LEFT TO RIGHT:

Ellen Townsend, Policy Director

Riccardo Ferraresi, Finance Assistant

Graziella Jost, Projects Director

Laurence Atchison, Project Manager

Dovile Adminaite, Project Manager

Frank Mütze, Policy and Project Officer

Theodora Calinescu, Project Officer

Antonio Avenoso, Executive Director

Paolo Ferraresi, Finance Manager

Priscilla Le Lièvre, Project Manager

Dudley Curtis, Communications Manager

OUR MEMBERS

Albania

Albanian Road Safety Council

Austria

Austrian Institute of Technology (AIT)
Austrian Road Safety Board (KfV)

Belarus

BeSafe

Belgium

Agence wallonne pour la Sécurité routière (AWSR)
Flemish Foundation for Traffic Knowledge (VSV)
Vias Institute (formerly BRSI/IBSR/BIVV)

Bosnia and Herzegovina

Traffic Safety Agency of Republika Srpska

Bulgaria

Association in Defence of Insured and Injured in Road Accidents

Czech Republic

Czech Transport Research Center

Denmark

Region Midtjylland – Central Region
Denmark
Danish Road Safety Council

Finland

Finnish Crash Data Institute (OTI)
Finnish Traffic Safety Agency (Trafli)
Liikenneturva

The former Yugoslav Republic of Macedonia

Republic Council for Road Traffic Safety (RCRTS)

France

Association Prévention Routière

Germany

Accident Research Unit, Medical University Hannover
Automobile and Travel Club Germany (ARCD)
German Road Safety Council (Deutscher Verkehrssicherheitsrat) (DVR)
VdTÜV

Greece

Hellenic Institute of Transport (HIT)
Road Safety Institute Panos Mylonas

Ireland

Health and Safety Authority
Road Safety Authority

Italy

Automobile Club d'Italia
Centre for Transport and Logistics (CTL), University of Rome "La Sapienza"
Centro Studi Città Amica (CeSCAm), University of Brescia
Fondazione Ania
UNASCA

Kosovo*

AMRKS

Lithuania

Lithuanian National Association
Helping Traffic Victims (NPNAA)

Netherlands

Dutch Safety Board

Norway

MA - The Norwegian Motorists Association
Trygg Trafikk - The Norwegian Council for Road Safety

Poland

Motor Transport Institute (ITS)

Portugal

Prevenção Rodoviária Portuguesa

Romania

A.R.P.E.R.

Serbia

Road Traffic Safety Agency, Republic of Serbia

Slovenia

Slovenian Traffic Safety Agency

Spain

Catalan Traffic Service - Servei Català de Trànsit
Confederación Nacional de Autoescuelas (CNAE)
Fundación MAPFRE

Sweden

Chalmers University of Technology
Folksam Research
Swedish Abstaining Motorists' Association (MHF)

Switzerland

Swiss Council for Accident Prevention (bfu)

United Kingdom

Institute for Transport Studies, University of Leeds
Parliamentary Advisory Council for Transport Safety (PACTS)
Road Safety Support
Safer Roads Foundation
Towards Zero Foundation
Transport Safety Research Centre, University of Loughborough
Transport Scotland
University of Birmingham

** This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ opinion on the Kosovo declaration of independence.*

International organisations

European Driving Schools Association (EFA)
European Federation of Road Traffic Victims (FEVR)
Fédération Internationale de Motocyclisme (FIM)
Global Road Safety Partnership
MOVING International Road Safety Association e.V.



European Transport Safety Council

25

YEARS

1993-2018