

Reducing serious injuries in Europe

Venue: Online

Date and time: 4 November 2025, 10.00-12.45

Moderator: Ellen Townsend, ETSC

10.00	Welcome and introductions Toyota Motor Europe
10.10	Reducing serious injuries in Europe: the data – Jenny Carson, ETSC
10.25	Serious injury target and KPIs – Peter Whitten, European Commission (tbc)
10.40	Improving Serious Injury reporting – four national approaches Sweden: Linking police and hospital data, a national approach – Marie Skyving, Swedish Transport Agency Ireland: Underreporting of serious injuries – Sinead Bracken, RSA (tbc) Finland: Converting ICD to AIS codes – Noora Airaksinen, Finnish Transport Infrastructure Agency France: Estimations based on the Rhone registry – Celine Vernet, Gustave Eiffel University (tbc)
11.20	Q&A
11.35	BREAK
11.45	Reducing serious injuries – what can be done? Forgiving road design – Veronika Valentová, CDV Protective equipment for Powered Two Wheeler riders – Martin Winkelbauer, KfV Male and female risk: Astrid Linder, VTI Infrastructure changes to reduce single bicycle crashes – Masha Odijk, SWOV
12.20	Q&A

FOR FURTHER INFORMATION CONTACT jc@etsc.eu

About the PIN programme:

ETSC's Road Safety Performance Index (PIN) programme was set up in 2006 as a response to the first road safety target set by the European Union to halve road deaths between 2001 and 2010. Following this target, the 27 EU Member States together with the UK agreed to, and worked towards, the aim of achieving the common target to halve the number of road deaths in the EU over the period 2010- 2020. A new target to halve road deaths and the first target to halve the number of serious road traffic injuries by 2030 compared to 2020 levels in the EU were announced by the European Commission on 17 May 2018. By comparing Member State performance, the PIN serves to identify and promote best practice and inspire the kind of political leadership needed to deliver a road transport system that is as safe as possible. ETSC also organises PIN Talks in several member states each year. www.etsc.eu/pin

The PIN programme receives financial support from the German Road Safety Council (DVR), Toyota Motor Europe, the Norwegian Public Roads Administration, the MAPFRE Foundation and CITA - the International Motor Vehicle Inspection Committee.