

The Finnish Road Safety Council - Liikenneturva, Traficom, Finnish Crash Data Institute (OTI) and the European Transport Safety Council (ETSC) invite you to a high level Road Safety Performance Index debate

# EFFECTIVE ROAD SAFETY STRATEGIES SAVE LIVES

**Venue:** Finlandia Hall, Mannerheimintie 13e, 00100 Helsinki

**Date and time:** 30 September 2019, 12.00 – 16.00

**Moderator:** Arimo Laakkonen, Liikenneturva

12.00	<b>Registration, lunch and coffee</b>
	<b>Welcome and introductions</b>
12.45	Marko Sillanpää, Director of Road Transport, Traficom Kari Skogster, President & CEO of Toyota Auto Finland; Toyota Motor Europe
13.00	<b>How the EU is going to move towards safe system in the upcoming decade? EU road safety strategy 2030</b> , Matthew Baldwin, European Coordinator for Road Safety, European Commission
13.20	<b>Road safety strategies in Europe: current best practice and future opportunities for synergies with the EU road safety strategy</b> , Antonio Avenoso, Executive Director, European Transport Safety Council
13.45	<b>Ireland's strategic approach to road safety: critical success factors</b> , Michael Rowland, Director of Road Safety, Research and Driver Education, Road Safety Authority (RSA), Ireland
14.10	Coffee break
14.30	<b>The role of science-based strategy in Norwegian road safety success: from planning to implementation and evaluation</b> , Guro Ranes, Director of Road Traffic Safety, Norwegian Public Roads Administration
	<b>Panel discussion: how effective road safety strategies can address future challenges</b> <b>Moderator:</b> Pasi Anteroinen, Finnish Road Safety Council <b>Panel:</b>
14.55	Juha-Pekka Halmeenmäki, Insurance center, managing Director from 1.1.2020 Elina Immonen, Ministry of Transport and Communications, Director of Safety and Security Unit Matthew Baldwin, European Coordinator for Road Safety, European Commission Guro Ranes, Director of Road Traffic Safety, Norwegian Public Roads Administration Antonio Avenoso, Executive Director, European Transport Safety Council
16.00	<b>End of the event</b>

## PLEASE REGISTER ONLINE BEFORE 20 OF SEPTEMBER AT THE LATEST

The event language is English.

## FOR FURTHER INFORMATION CONTACT

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### **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. In 2010, the European Union renewed its commitment to reduce road deaths by 50% by 2020, compared to 2010 levels. 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](http://www.etsc.eu/pin)

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