



Folksam



## WHAT IS THE WAY FORWARD ON IMPROVED SPEED MANAGEMENT?

**Tuesday 19<sup>th</sup> April 2016, 08:30-13:00, Chalmers Conference Centre**  
Johanneberg, Chalmers platsen 1, 412 58 Göteborg

For years, speed has been recognised as one of the three main contributing factors to deaths and injuries on our roads. And for more than a decade, ETSC has been advocating the benefits of Intelligent Speed Assistance (ISA), a driver assistance system that a 2014 Norwegian study found to be the 'most effective' in saving lives. 2016 could prove to be a turning point in wide adoption of the technology.

Chair : Professor Mats Svensson, Chalmers University of Technology

08:30 Registration

**09:00 Welcome and Introduction**

09:05 **Göteborg's road safety strategy for 2020**, Suzanne Andersson, Road Safety Manager, Traffic and Public Transport Authority, City of Göteborg

09:20 **Reducing Speed: Why does it matter so much?** - Anders Kullgren, Head of road traffic safety research, Folksam

09:40 **Speed management in a new scenario**, Astrid Linder, Research Director, Swedish National Road and Transport Research Institute (VTI)

09:55 Question and Answer session

10:10 **ISA video**

10:15 Coffee break

10:35 **Science behind Intelligent Speed Assistance (ISA)**, Professor Oliver Carsten, Institute of Transport Studies, UK

10:55 **Euro NCAP's and the Swedish Transport Administration's efforts in promoting improved speed management**, Anders Lie, Swedish Transport Administration, Euro NCAP Board member

- 11:10 **ISA: a priority for common European vehicle safety standards**, Graziella Jost, ETSC Programme Director
- 11:20 Question and Answer session
- 11:35 **From the national road database to road safety data in digital maps**, Jenny Rasmus, Swedish Transport Administration
- 11:50 **Who is using ISA now?** - Mikael Wik, Technical Manager, SEPAB Sweden
- 12:00 Question and Answer session
- 12:20 Closing Address**
- 12:30 Lunch

The event is part of the iSafer campaign which aims to contribute to reducing speed-related road deaths and injuries through the identification and promotion of best practice. The campaign includes seminars at a national and European level, aiming to raise awareness of the risks of speeding and exploring the best strategies for introduction of Intelligent Speed Assistance.

The project receives financial support from the Flemish Government, Fundación MAPFRE and 3M.

<http://etsc.eu/projects/isafer/>

