



European Transport Safety Council

PIN CONFERENCE 2026

ETSC PIN PROGRAMME

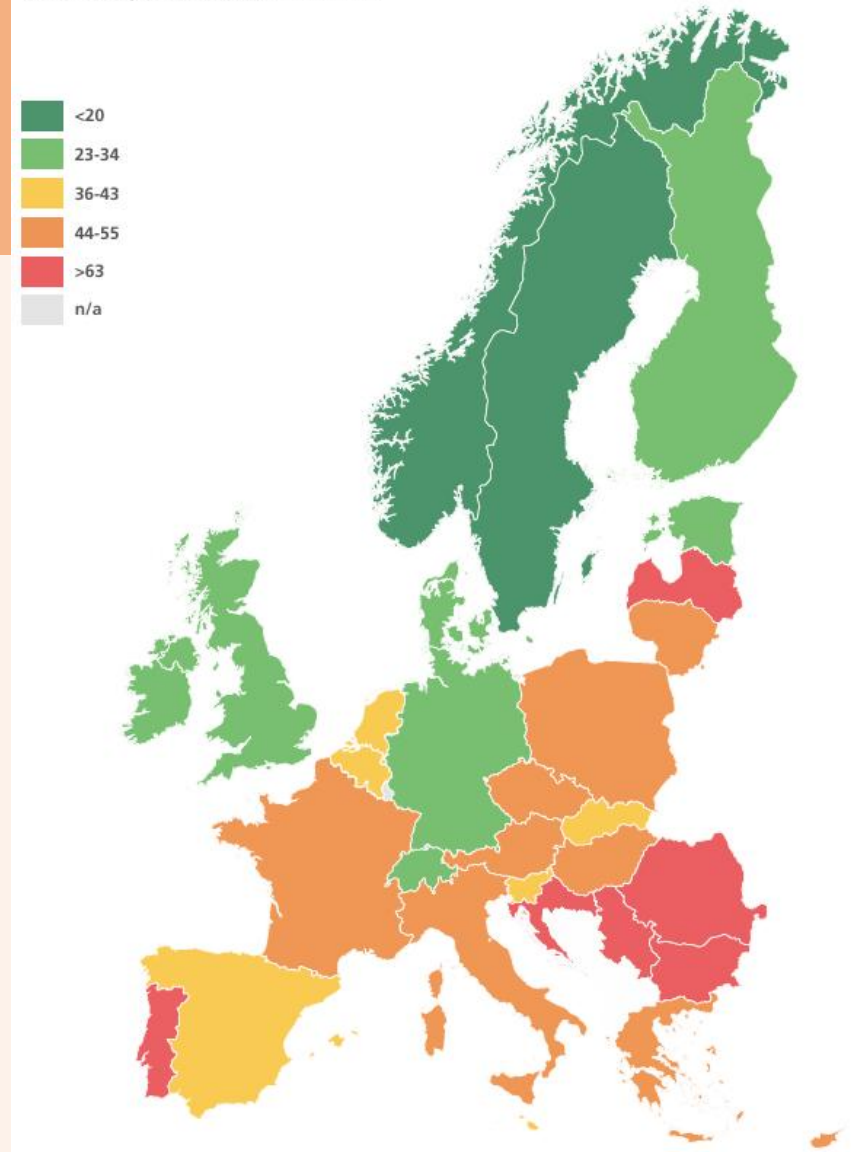
- ✓ Ranking road safety performance across participating countries since 2006
- ✓ Reflecting road safety conditions and progress
- ✓ Identifying best practice
- ✓ Recognising achievements, identifying shortcomings



TOYOTA



Road deaths per million inhabitants in 2025

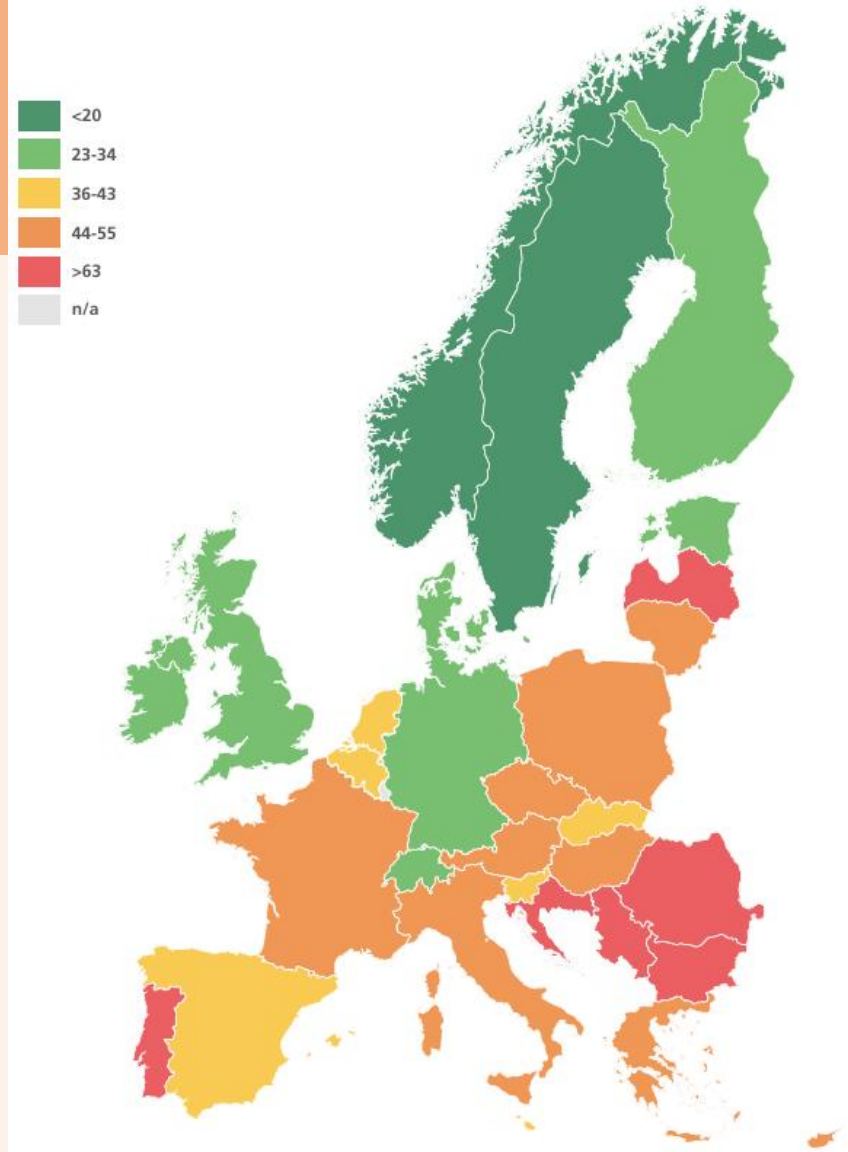


**Fundación
MAPFRE**

ETSC PIN PROGRAMME

- ✓ Experts from the 31 participating countries, including all EU Member States
- ✓ Steering group
- ✓ Project team in the ETSC secretariat
- ✓ 50 PIN Flash reports published
- ✓ 4 PIN Talks every year

Road deaths per million inhabitants in 2025



TOYOTA

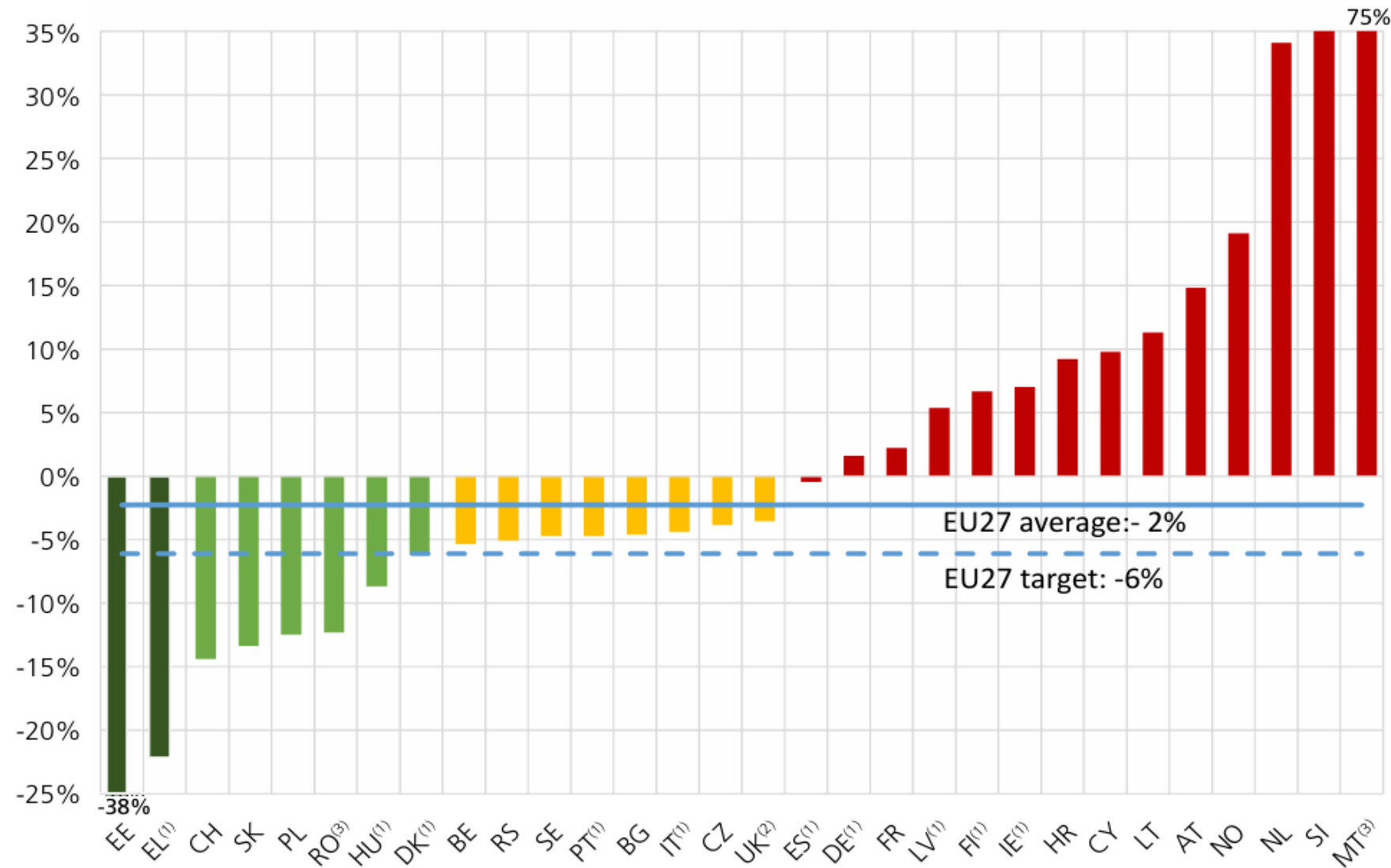


**Fundación
MAPFRE**

19,492

**people died in road traffic
in the EU in 2025**

PROGRESS 2024-2025



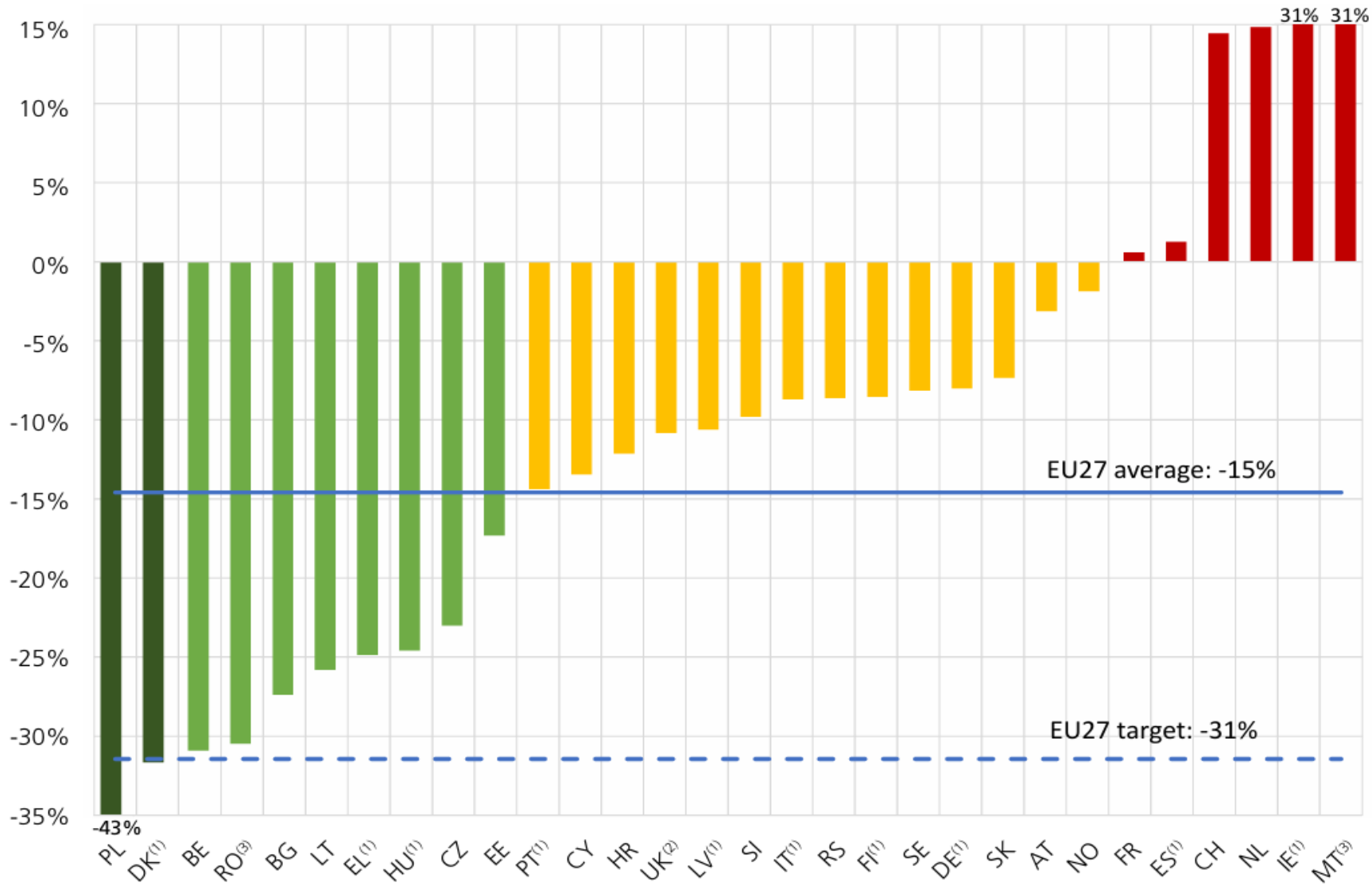
EE: -38%

EL: -22%

MT: 75%

SI: 35%

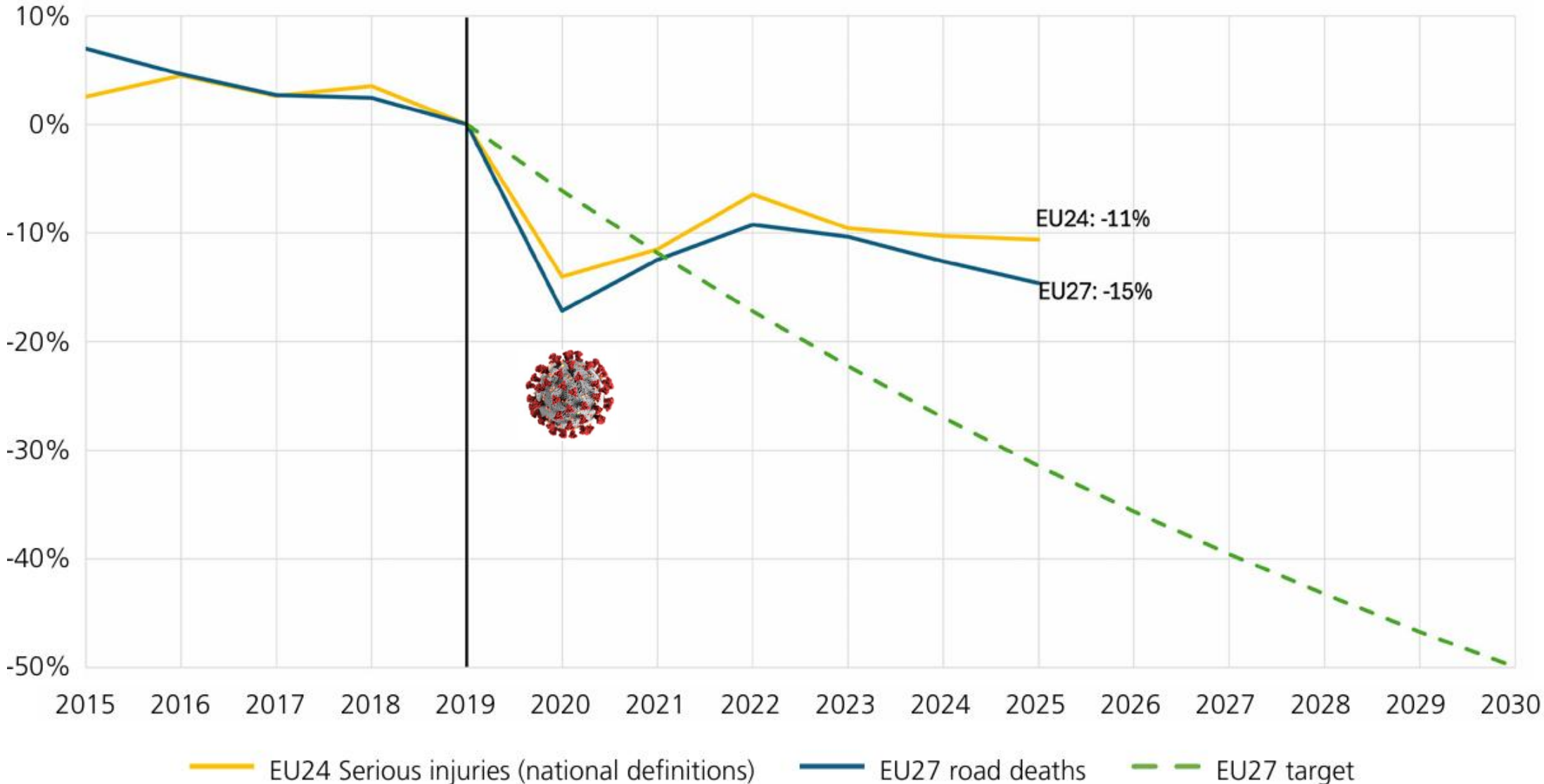
PROGRESS 2019-2025



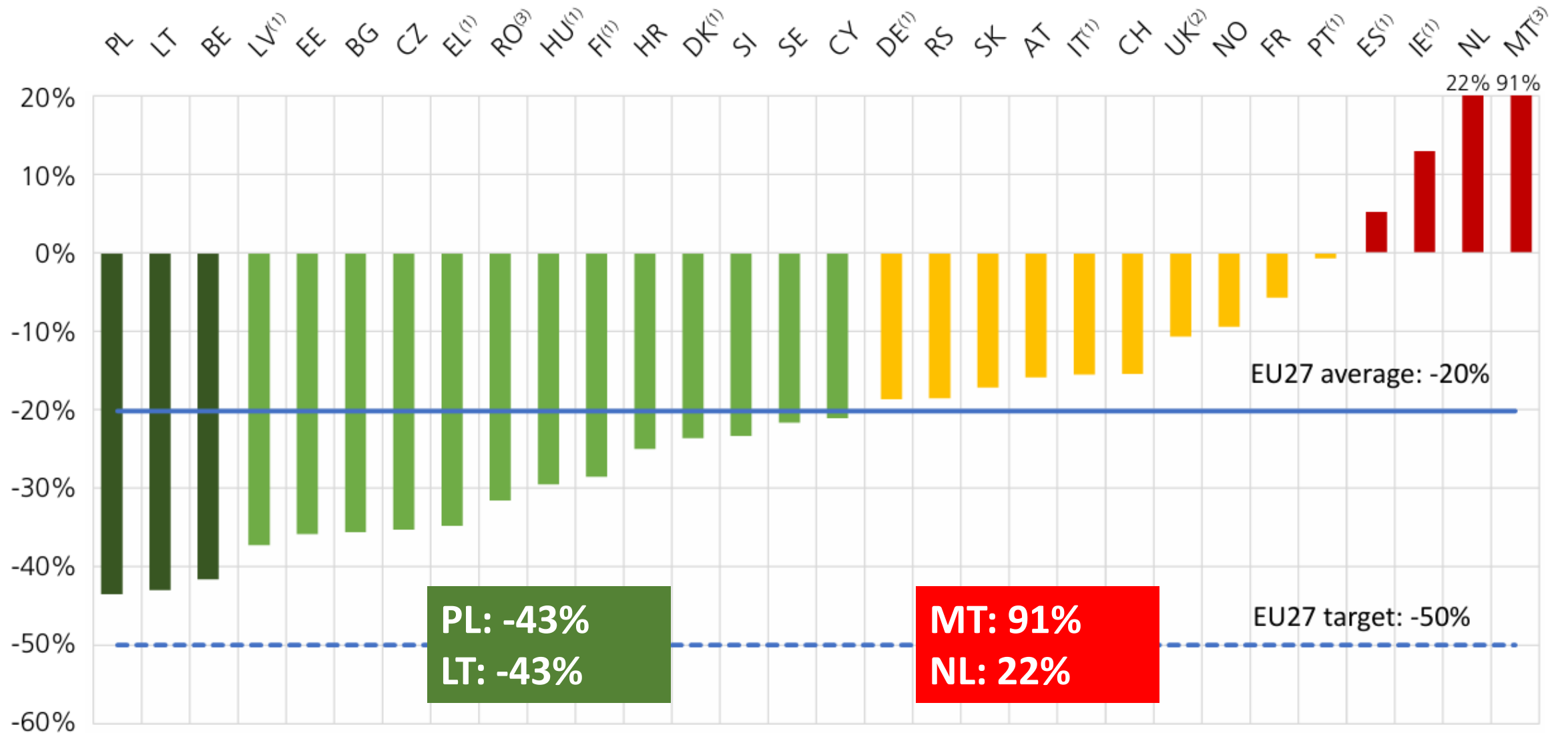
PL: -43%
DK: -32%

MT : 31%
IE: 31%

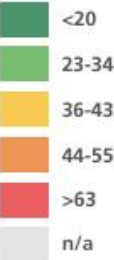
ROAD SAFETY PROGRESS 2015-2025



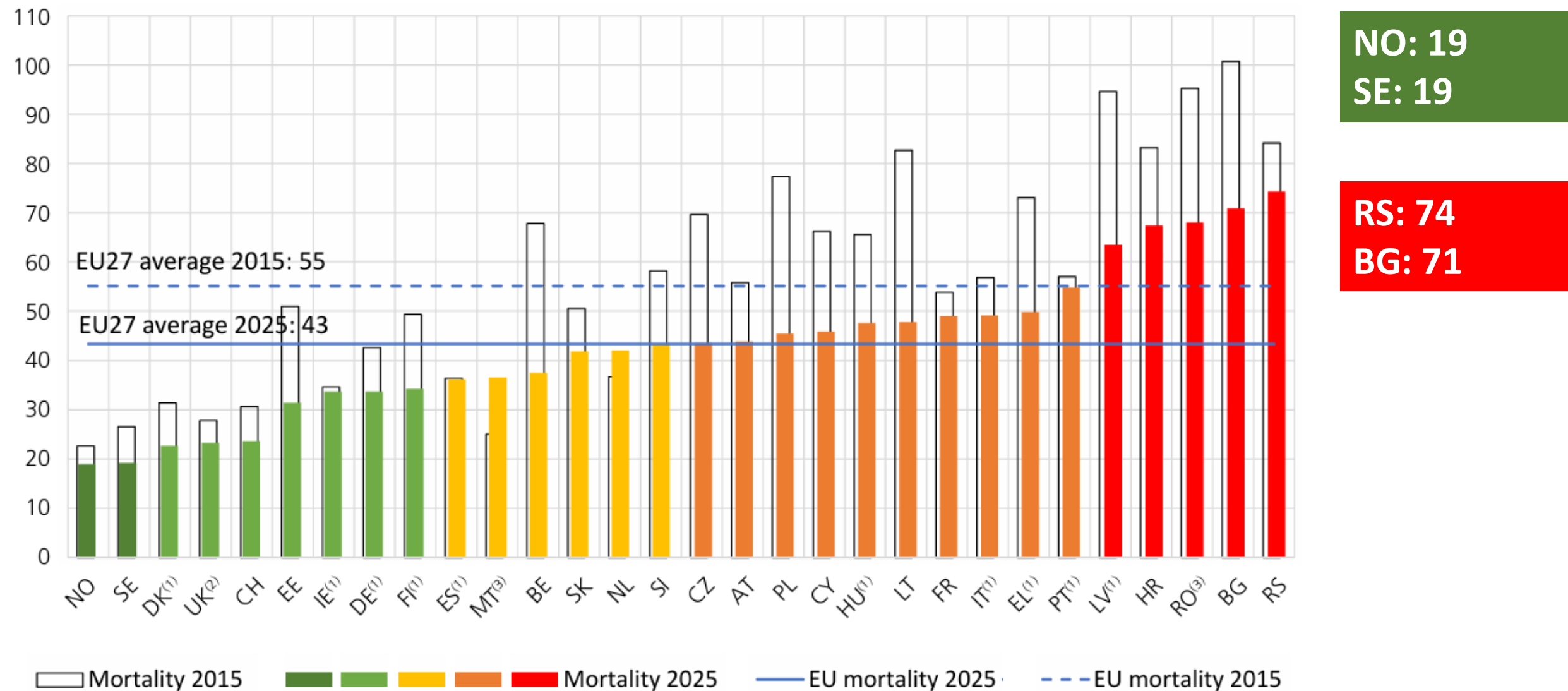
PROGRESS 2015-2025



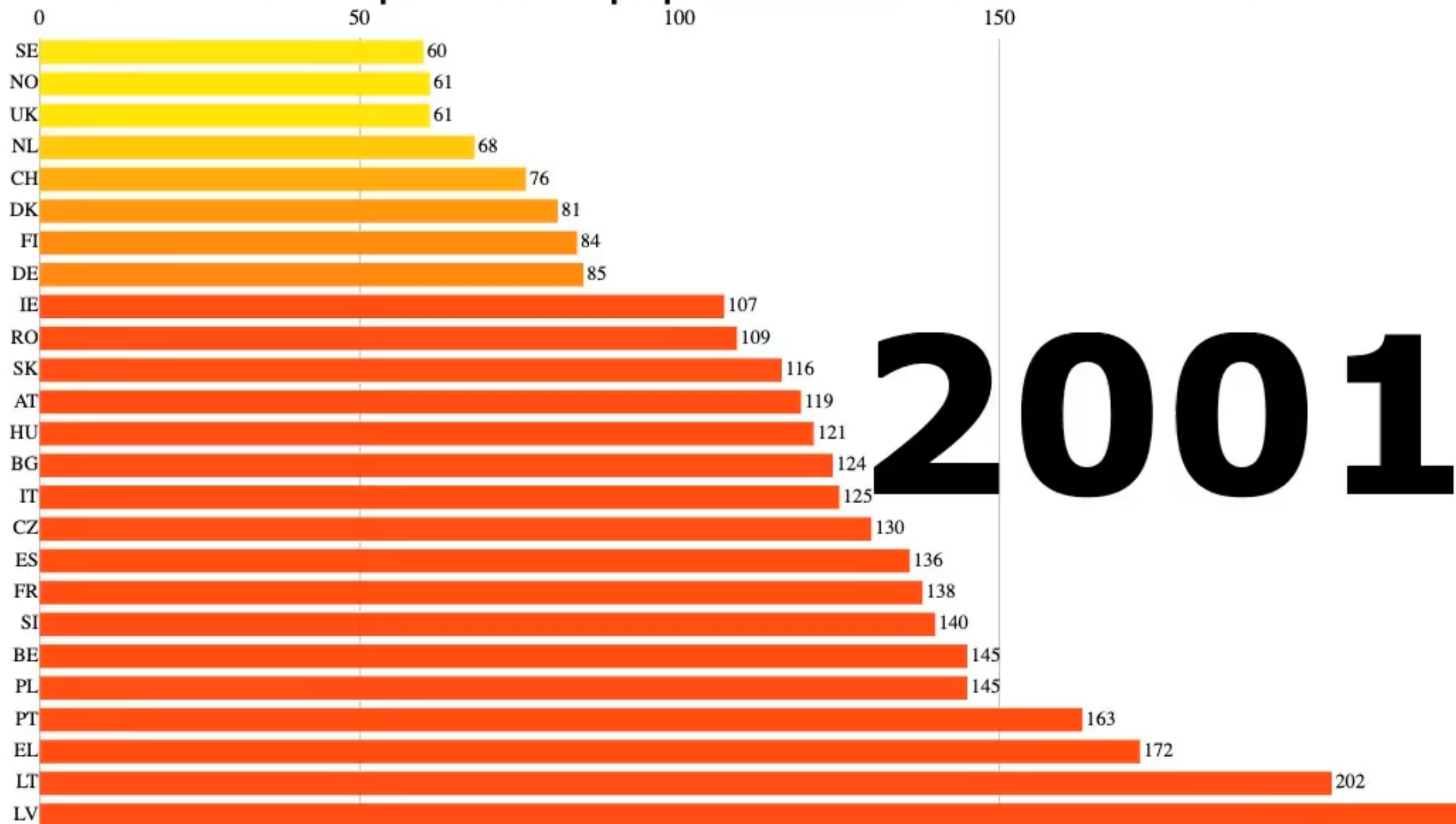
Road deaths per million inhabitants in 2025



EU ROAD MORTALITY 2025 AND 2015



Road deaths per million population in ETSC PIN countries



100,000

seriously injured in the EU
in 2023 (MAIS 3+)

RECOMMENDATIONS FOR NATIONAL POLICY

- Adopt and implement the Safe System approach
- Provide sufficient funds for road safety and enforcement
- Make the choice of measures based on sound evaluation studies

RECOMMENDATIONS FOR EU POLICY

- Redouble road safety action in light of the conclusions of the Commission's Report on the Implementation of the EU Road Safety Policy Framework at the Mid-Point.
- Create a new EU agency to support safe, smart and sustainable road transport operations.
- Encourage Member States to apply safe speed limits in line with the Safe System approach.



DENMARK

Reduction in road deaths 2015 – 2025

-24%*

*provisional data

-20%



EU average

DENMARK

Deaths per million inhabitants 2025

23*

*provisional data

43



EU average

WHY DENMARK?

- Consistent decrease in road deaths in the last decade
- Strong tradition of cooperation on road safety between authorities, police, municipalities, schools, universities, companies, foundations, interest organizations, and NGOs.
- Increase in speed compliance throughout the country
- Significant decrease in the number of people killed in alcohol related collisions
- Prioritisation of traffic safety education for primary and lower secondary school students
- Road Safety education is mandatory in primary schools

Signe Munk

Minister for Cities, Rural Areas, and Transport

Denmark



European Transport Safety Council

Jernbaner i Danmark

banedanmark

