



SafetyCube

# SafetyCube Workshop

Brussels, September 27, 2016



Co-funded by the Horizon 2020  
Framework Programme of the European Union

9/27/2016

## Inspiration and implementation

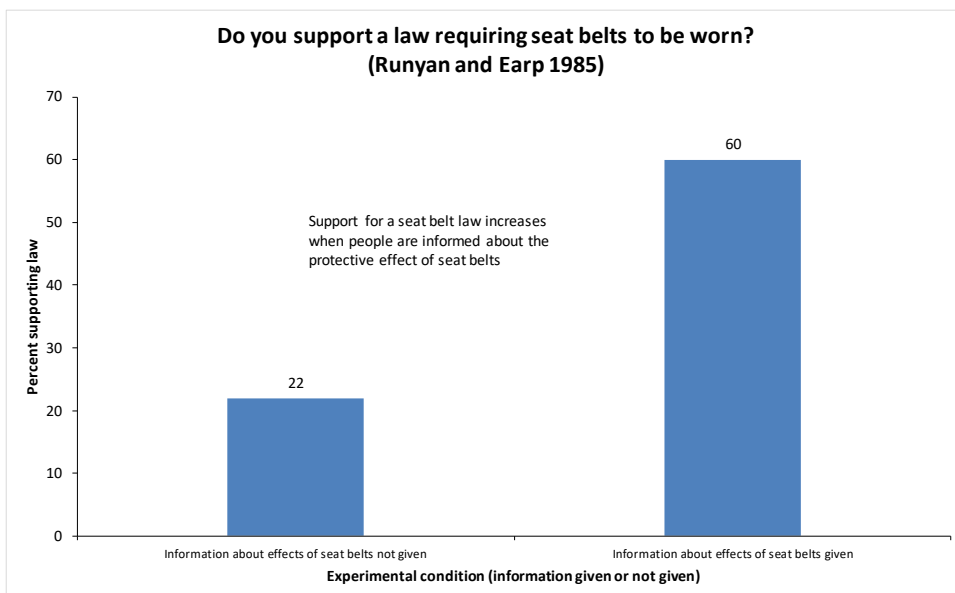
How the SafetyCube DSS will lift road safety

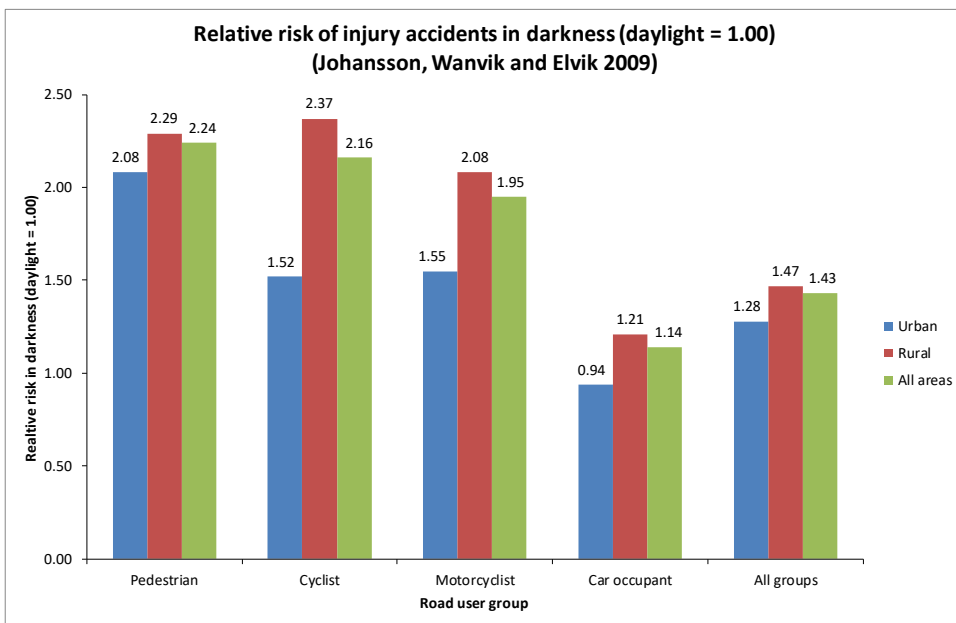
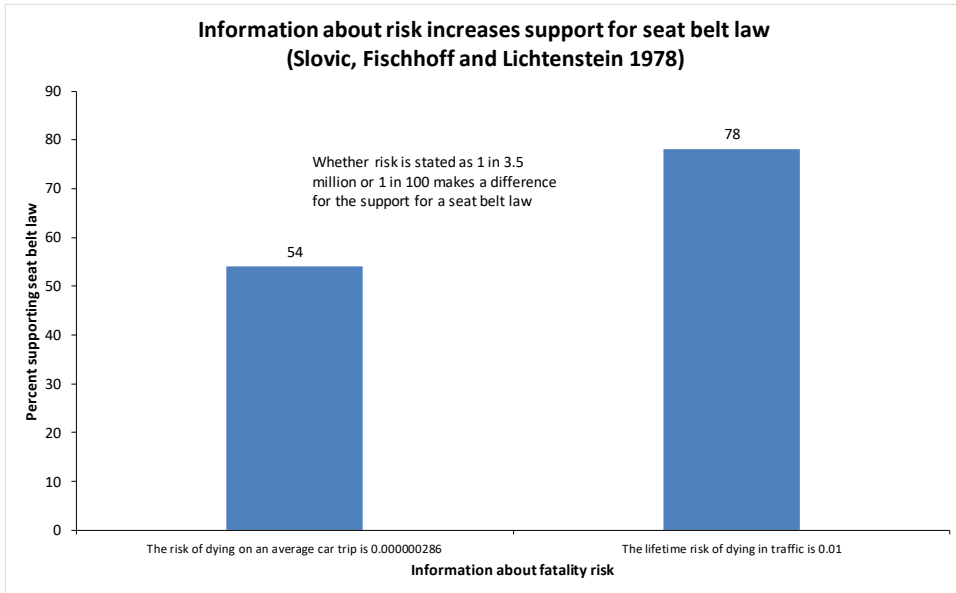
Rune Elvik, Institute of Transport Economics  
(re@toi.no)

## Knowledge is inspirational



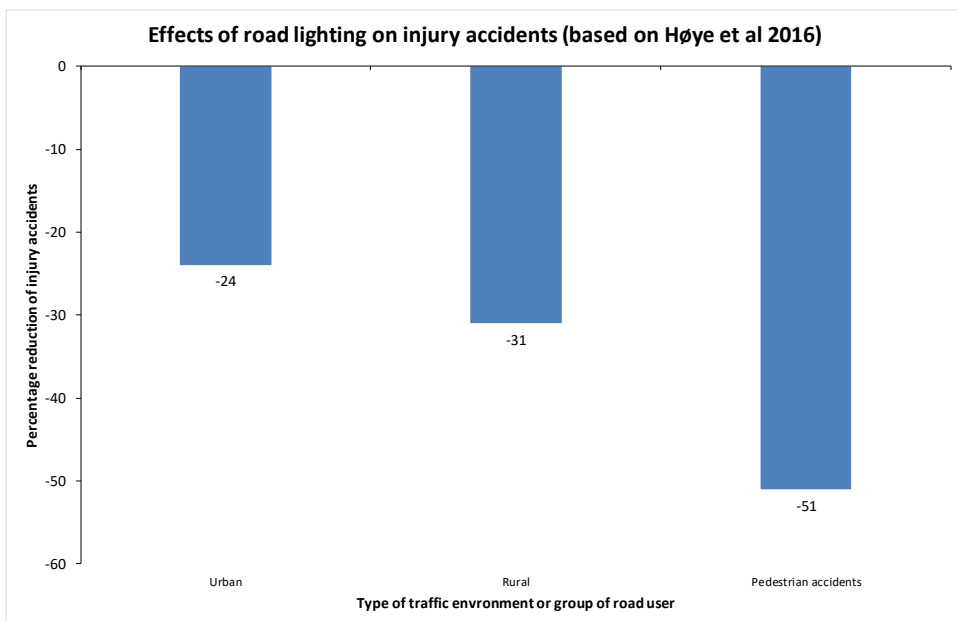
- In 1962, the Norwegian Ministry of Justice wrote the following in a White Paper to the Norwegian Parliament:
- *"It is important to take great care in planning road safety measures in order to successfully prevent accidents. ... However, a rational use of road safety measures is still not possible. Too little is known about the real causes of accidents to select the best measures for preventing them."*
- Could such a statement have been made today?
- Most probably not – and definitely not when the SafetyCube Decision Support System is in place





## What do these examples tell us?

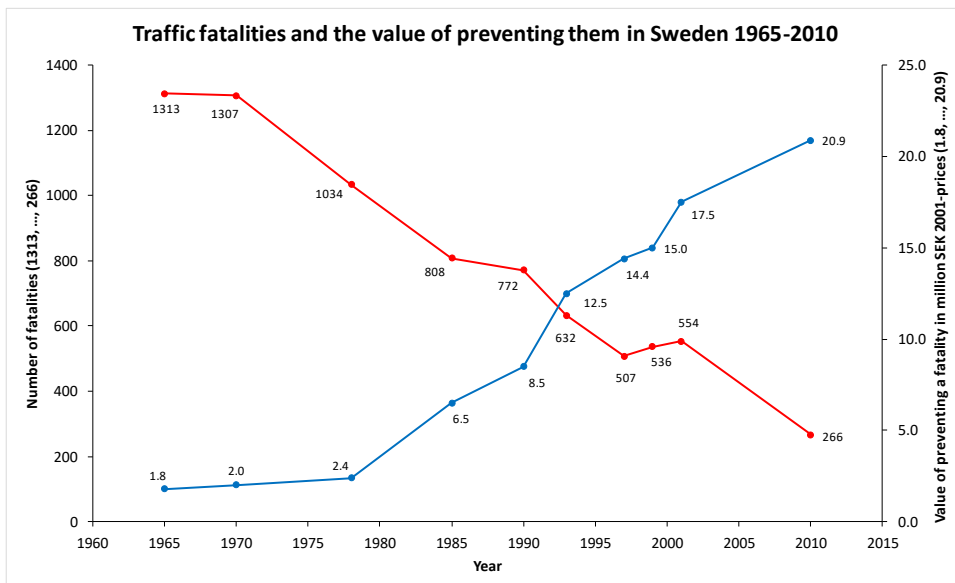
- Information about risk is important and useful in identifying target groups for road safety measures
- Support for the use of road safety measures increases when people are informed about their effects
- Patterns in risk may help us predict patterns in the effect of road safety measures, thus:
- Road lighting should be more effective for pedestrians than for car occupants
- Road lighting should be more effective in rural areas than in urban areas



## Knowledge and ambitions grow in parallel



- Knowledge about both risk factors and road safety measures is growing rapidly
- It is an increasing challenge to effectively access this growing body of knowledge
- The SafetyCube Decision Support System will provide easy access to a greater amount of knowledge relevant for road safety policy than any existing policy support system
- Success in improving road safety is self-reinforcing and increases the ambitions for further improvement



## The prospects are great



- We are witnessing a rapid growth in knowledge and technological innovations promising to deliver great improvements in road safety
- It is more important than ever to be updated on these developments to harvest their benefits for road safety
- Our ambition is that the SafetyCube Decision Support System should become the first source a policy maker consults to learn about how best to improve road safety