



“Project conference organisation”

Deliverable 1.5



Project conference organisation

Work package 1, Deliverable 1.5

Please refer to this document as follows:

(2018) Project conference organisation, Deliverable 1.5 of the H2020 project SafetyCube.

Grant agreement No 633485 - SafetyCube - H2020-MG-2014-2015/ H2020-MG-2014_TwoStages

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Project Start date: 01/05/2015

Duration: 36 months

Organisation name of lead contractor for this deliverable:

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**Due date of
deliverable:**

28/02/2018

Submission date:

29/03/2018

Project co-funded by the by the Horizon 2020 Framework Programme of the European Union

Version: Draft 1

Dissemination Level: PU Public



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

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1 SafetyCube Final Conference - Better decision making for road safety in Europe



1.1 INTRODUCTION-PURPOSE OF THIS DELIVERABLE

The SafetyCube project team has organised the SafetyCube European Conference on Better Decision Making for Road Safety, held on 22-23 March 2018, in Vienna, Austria. This brief management document aims to provide evidence of the project conference organisation, containing information from the conference website, emails to invite attendance, the final conference program and photos from the conference.

1.2 INFORMATION AVAILABLE IN THE CONFERENCE WEBSITE

SafetyCube European Conference on Better Decision Making for Road Safety, Vienna – March 2018

The SafetyCube European Conference on Better Decision Making for Road Safety was held on 22-23 March 2018, at Palais Auersperg in the city centre of Vienna, Austria. The SafetyCube project started on May 1st, 2015 and run for a period of three years. Its results were presented in the conference, with special focus on the SafetyCube Decision Support System (DSS), which is the primary objective of the project. The DSS is expected to enable policy-makers and stakeholders to select and implement the most appropriate strategies, measures and cost-effective approaches to reduce casualties of all road user types and all severities in Europe and worldwide.

The conference brought together experts, stakeholders and decision makers from across Europe to discuss the latest developments in road safety: European Commission, FERSI, ETSC, IRTAD, FIA, individual research institutes, consultants as well as national, regional and local road safety experts. There was a simultaneous interpretation in English and German.

Sessions overview

- ✓ **Vision for Decision Support Systems and Tools:** What are the stakeholder needs when faced with safety issues?
- ✓ **Consequences of Crashes:** How to document societal costs of crashes in an accessible way for stakeholders?
- ✓ **Application of the Road Safety Decision Support System in everyday life:** Testimonials & user feedback by international respondents
- ✓ **Hands-on user testing** of the DSS with support of SafetyCube “personal trainers”
- ✓ **Challenges for road safety decision making:** Important lessons learned from the development of the Road Safety DSS
- ✓ **The Future of the European Road Safety Decision Support System:** Panel discussion with high-ranking representatives of international institutions

A link to the conference website can be found here:

<https://www.safetycube-project.eu/safetycube-final-conference-vienna-march-2018/>

1.3 EMAILS TO INVITE ATTENDANCE

In this section, the information included in the emails sent for attendance is provided.



Interested in better decision making in road safety? Don't miss the European conference on March 22 and 23 in Vienna. Around one hundred delegates from over 20 different countries have already registered. Attendance of the event is free, but availability is limited, so make sure to reserve your seat in time!

You will be introduced to [SafetyCube](#)'s innovative [European Road Safety Decision Support System \(DSS\)](#) that will help policy-makers as well as decision makers and other stakeholders in road safety to identify the best solutions to their road safety problems.



When and where?

- 22 March (9am) - 23 March (1pm) 2018
- Palais Auersperg in the city centre of Vienna, Austria



Hotels & how to get there?

- Check this list of [hotels](#)
- Download this map of [Vienna's public transport](#)

Who should attend?

The conference will bring together experts, stakeholders and decision makers from across Europe and the rest of the world to discuss the latest developments in road safety: European Commission, FERSI, ETSC, IRTAD, FIA, individual research institutes, consultants as well as national, regional and local road safety experts. There will be simultaneous interpretation in English and German

Sessions

- **Vision for Decision Support Systems and Tools:** What are the stakeholder needs when faced with safety issues?
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- **The Future of the European Road Safety Decision Support System:** Panel discussion with high-ranking representatives of international institutions

Registration

Please join us in Vienna for this high-profile conference! Attendance is free of charge, but the number of seats is limited.

More information on SafetyCube

Please visit our website at safetycube-project.eu and subscribe to the SafetyCube **Newsletter** to stay informed.

Any questions? Please send an email to safetycube@lboro.ac.uk

The screenshots below present the exact email that was sent to invite attendance.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 633485

[Email not displaying correctly?](#)
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BETTER DECISION MAKING FOR ROAD SAFETY

European Conference
March 22 & 23 2018 - Vienna

Interested in better decision making in road safety? Don't miss the European conference on March 22 and 23 in Vienna. Around one hundred delegates from over 20 different countries have already registered. Attendance of the event is free, but availability is limited, so make sure to reserve your seat in time!

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REGISTRATION IS STILL OPEN!

More information on SafetyCube

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Any questions? Please send an email to safetycube@lboro.ac.uk

Preview

Feel free to tryout the
European Road Safety Decision
Support System:

roadsafety-dss.eu



Video

Let us tell you more about the Road
Safety Decision Support System and
the Conference in March!



Austrian Road Safety Board
Schleiergasse 18, 1100 Vienna



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1.4 CONFERENCE PROGRAMME

DAY 1 - 22 March 2018

09:00 Registration

Welcome Address

09:30 **Prof. Pete Thomas**, SafetyCube Coordinator | Loughborough University,
Eva Eichinger-Vill, Austrian Ministry for Transport, Innovation and Technology
Othmar Thann, Director | KFV – Austrian Road Safety Board

Keynote Speeches

Violeta Bulc, Commissioner for Transport | European Commission (Video Address)
Jean Todt, President of FIA, UN Special Envoy for Road Safety (Video Address)
Antonio Avenoso, European Transport Safety Council

Overview of the project

Maura van Strijp | SWOV
Klaus Machata | KFV

10:45 **Refreshment Break**

Session 1: Vision for Decision Support Systems and Tools

Chair: George Yannis | NTUA

What are the stakeholder needs when faced with safety issues? What information, what analyses, how to investigate further?

11:00 Ingrid Skogsmo, European Commission | DG-Research
The SafetyCube European research project – Prof. Pete Thomas | Loughborough University
The SafetyCube Methodology - Heike Martensen | VIAS
Linking road safety risk factors and measures - Eleonora Papadimitriou | NTUA

Session 2: Consequences of Crashes

Chair: Wouter Van den Berghe | VIAS

The societal costs of crashes must be documented in a way that stakeholders can assess and choose different solutions to a road safety issue.

12:00 International road safety overview – Dinesh Mohan | IIT Dehli
Serious injuries - Wendy Weijermars | SWOV
Socio-economic costs of crashes in Europe - Wim Wijnen | SWOV/ W2Economics

12:45 - 13:45 **LUNCH**

Session 3: Implementation of a Decision Support System – SafetyCube

Chair: Klaus Machata | KFV

13:45 The SafetyCube European Road Safety Decision Support System – Prof. George Yannis, NTUA, Discussion

Testimonials & User Feedback

Fred Wegman | IRTAD/ SWOV/ TU Delft

David Davies | PACTS

Horst Schulze | FERSI

James Bradford | EuroRap

João Queiroz | Estrada Mais Segura

15:00 **Refreshment Break**

15:30 **Hands-on user testing of the DSS with support of SafetyCube “personal trainers”**

17:00 **End of Day 1**

19:00 **Conference Dinner** at Justizcafe, Schmerlingplatz 10, 1016 Vienna

DAY 2 - 23 March 2018

Session 4: Challenges for road safety decision making

Chair: Heike Martensen | VIAS

This session brings forward the important lessons learned from the development of the SafetyCube DSS and discusses the current and future potential of the DSS in meeting the global challenges of decision support in road safety.

9:30 Lessons from applying the systems approach - Ashleigh Filtness | Loughborough University

Challenges for transferability - Rune Elvik | TØI

Meeting the needs of different stakeholders - Klaus Machata | KFV

Integrating new measures and new technologies – Anne Guillaume | LAB

11:00 **Refreshment break**

Session 5: The Future of the European Road Safety Decision Support System

Chair: Pete Thomas | Loughborough University

The Road Safety DSS is now open and fully operational. It offers great potential to improving evidence-based approaches in road safety decision making. The following open questions for its future will be discussed:

- What are the steps and actions needed for making evidence-base a routine in Europe?
- What will be the future questions that policy makers will face in an era of rapid changes?
- How should the Road Safety DSS further develop? What are the needs and priorities for improvement?

11:30 International Discussion Panel. **Chair: Prof. Pete Thomas** | Loughborough University

Maria-Theresa Sanz-Villegas | European Commission

Horst Schulze | FERSI
IRTAD - Veronique Feypell | IRTAD
Antonio Avenoso | ETSC
Ferry Smith | EuroRAP
Eva Eichinger-Vill | Austrian Ministry for Transport, Innovation and Technology

12:30 **Lunch**

Conference Adjournment

1.5 CONFERENCE PHOTOGRAPHS



















