



Better Decision Making for Road Safety European Conference

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Improve Road Safety – A European policy objective

*...halving road deaths
by 2020*

*... move close to zero
deaths and serious
injuries by 2050*



Road Safety in Horizon 2020

Accidentology



Vulnerable
Road Users

Distraction

EU-Africa
road safety

*Influence of
behaviour in
Transport
Safety*

Protection
of all road
users in
crashes

*Human
Factors in
Transport
Safety*

Safety in an
evolving
road
mobility
environment




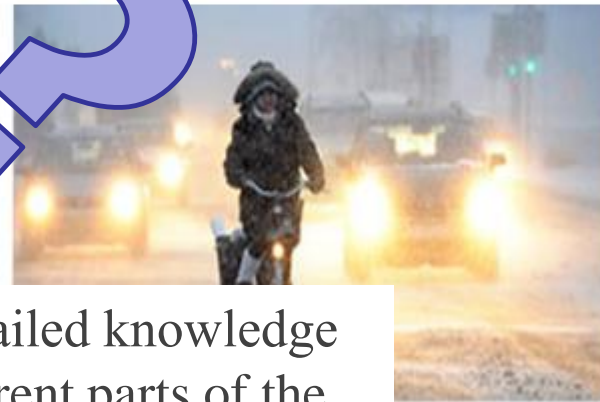
Automated Road Transport

Safety &
end user
acceptance

Support for
networking
activities &
impact assessment
for road automation

MG-3.4-2014 - Traffic safety analysis and integrated approach towards the safety of Vulnerable Road Users

- **Developing an in-depth understanding of road accident causation for all road users**, covering all road users (including vulnerable road users) and all road infrastructure) together with socio-economic costs related to road congestion, and robust cost-benefit analysis of safety measures. This shall include methods related to road congestion, and analysis of safety measures. This shall include socio-economic costs related to road congestion, and robust cost-benefit analysis of safety measures.
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- Research will fill knowledge gaps at both European and national levels, and take into account regional differences. ...
 - Expected impact: Research in this area will contribute to delivering essential knowledge for the design and implementation of an efficient strategy Overall, research will contribute to the achievement of the European policy objective of halving road deaths by 2020, and, in the longer term, to the Transport White Paper's "Vision Zero" objective.



... It is only on the basis of detailed knowledge about the performance of different parts of the system that activity can be focused where it is most effective in reducing deaths and serious injuries...

!Data!

methodology

!Data!

**LEARN BY
DOING!**

TARGETS!

!Data!

!Data!

KNOWLEDGE BASE!

KPIs!

evidence



SafetyCube

IMPLEMENTATION!

stems approach!

Indicators!

measurements

KNOWLEDGE SHARING

Management by objectives!

!Data!

IMPACT ASSESSMENT

New ways to address known
challenges!!

!Data!

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... It is only on the basis of detailed knowledge about the performance of different parts of the system that activity can be focused where it is most effective in reducing deaths and serious injuries...

!Data!



Thank you for your attention!