

FEVR – Vizija NULA - Bezbedni životi – Bezbedna mobilnost

FEVR Vision ZERO – Safe Lives – Safe Mobilliy

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Rezime: Broj poginulih lica u saobraćajnim nezgodama na putevima širom sveta predstavlja ozbiljan problem. U toku 2017. godine, 25,300 ljudi izgubilo je svoje živote na putevima u Evropskoj uniji, a više od 135,000 ljudi zadobilo je teške telesne povrede. Na globalnom nivou, saobraćajne nezgode su vodeći uzrok smrtnog stradanja dece i mladih učesnika u saobraćaju, odnosno osmi među vodećim uzrocima smrtnog stradanja ljudi svih uzrasta. Vizija Nula je filozofija bezbednosti saobraćaja koja se zalaže za sistem saobraćaja na putevima u kome neće biti poginulih ili teško povređenih. Ona se zasniva na ideji da, iako su saobraćajne nezgode neizbežne, u principu, mogu da se izbegnu sve teške povrede. Osnovna ideja je stvaranje “bezbednog sistema” u kome će sve predviđene saobraćajne nezgode imati zanemarljive gubitke u pogledu zdravlja ljudi. Principi Vizije Nula podrazumevaju da vozači i projektanti dele odgovornost za bezbednost saobraćajnog sistema, pri čemu vozači moraju i dalje da poštuju saobraćajne propise. Program pod nazivom Živimo Viziju Nula u organizaciji Evropske federacije žrtava saobraćajnih nezgoda (FEVR) zasniva se na principima Vizije Nula i odgovoru žrtava saobraćajnih nezgoda na Deklaraciju iz Valete i na pet stubova u okviru saradnje u oblasti bezbednosti saobraćaja UN (UNRSC): organizacija i upravljanje bezbednošću saobraćaja, bezbedniji putevi i mobilnost, bezbednija vozila, bezbedniji korisnici puta i delovanje nakon saobraćajne nezgode. Programom se podstiče lični doprinos svakog pojedinca s ciljem smanjenja negativnih posledica saobraćajnih nezgoda. Kada FEVR dodeli nacionalnoj NVO “Sertifikat za program Mi živimo Viziju Nula”, ta organizacija počinje da sprovodi svoje aktivnosti i programe namenjene pojedincima, kompanijama, obrazovnim institucijama, lokalnim samoupravama, državnim organima, itd.

Ključne reči: Vizija Nula, mobilnost, bezbednost saobraćaja, saobraćajne nezgode, žrtve saobraćajnih nezgoda

Abstract: The number of road traffic deaths on the world’s roads remains a serious problem. In 2017, 25,300 people lost their lives on European Union roads and 135,000 more were seriously injured. Globally, road traffic injuries are the leading killer of children and young adults and are the

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8th leading cause of death for people of all ages. Vision Zero is a philosophy of road safety, which proposes that eventually no one will be killed or seriously injured within the road transport system. It is built around the basic idea that not all crashes can be avoided, but that we can, in principle, avoid all severe injuries. The basic idea is to create a “safe system” where all predicted crashes and collisions have tolerable health losses. Under Vision Zero principles, drivers and designers share responsibility for the safety of the road transport system, whereas drivers still need to comply with traffic regulations. The FEVR We Live VISION ZERO is an program based on the principles of Vision Zero and the response of road victims to the Valleta Declaration and to the five pillars of the UN Road Safety collaboration: road safety management, safer roads and mobility, safer vehicles, safer road users and post-crash response. It encourages personal contribution of each individual to lower the negative consequences of road crash. When a national NGO is granted the FEVR “We Live VISION ZERO Certification”, it starts to carry out activities and programs for individuals, companies, educational institutions, local communities, state authorities etc.

Keywords: Vision Zero, mobility, road safety, crashes, road victims.

1. INTRODUCTION

As the global world population increases, so does the need for mobility. It is no longer a choice, it is an important part of our everyday life. But with increasing mobility, road traffic incidents are likely to become more frequent. Both the risk of dying and the number killed as a result of road crashes is considerably greater within the road transport system than in other kinds of transport systems (Belin, Johansson, Lindberg, & Tingvall, 1997).

The number of road traffic deaths in the world remains unacceptably high, reaching 1.35 million in 2016 (World Health Organization, 2018). The statistics show that road traffic injury is now the leading cause of death for children and young adults aged 5–29 years and the 8th leading cause of death for all age groups surpassing HIV/AIDS, tuberculosis and diarrhoeal diseases. The burden of road traffic injuries and deaths is disproportionately borne by vulnerable road users (pedestrians, cyclists and motorcyclists) and those living in low- and middle-income countries (World Health Organization, 2018). In low-income countries, the risk is more than 3 times higher (average rate of 27,5 deaths per 100,000 population) than in high-income countries (average rate is 8,3 deaths 100,000 population) (World Health Organization, 2018).

In 2017, The European Commission (2018b) issued the preliminary road safety statistics. The numbers show, that for the second year in a row, a decrease in the number of fatalities of around 2 %. This trend is encouraging, but 25,300 people still lost their lives on EU roads in 2017 and 135,000 more were seriously injured. However, Europe is considered to be the safest continent, which means that the global problem is all the more pressing. Beside the victims, road fatalities and injuries also affect the society as a whole, with an estimated socio-economic cost of € 120 billion a year. For every person killed in traffic crashes, about five more suffer serious injuries with life-changing consequences. Serious injuries are common and often more costly to the society because of long-time rehabilitation and healthcare needs year (The European Commission, 2018a).

The European Commission (2003) identifies the main causes of road crashes in the Member States as being:

- Excessive and improper speed (the cause of approximately one third of fatal and serious road crashes and a major factor in determining the severity of injuries).

- The consumption of alcohol and drugs or fatigue (responsible for approximately 10,000 deaths each year).
- Failure to wear a seat belt or crash helmet is a major aggravating factor in road crashes (more than 7,000 deaths each year).
- The lack of sufficient protection provided by vehicles in the event of an impact.
- High-risk road crash sites (black spots).
- Non-compliance with driving and rest times by professional drivers.
- Poor visibility of other users or an insufficient field of vision for the driver (500 deaths a year).

In 2017, Member States with the best road safety scores were Sweden and the UK (The European Commission, 2018a). On the other hand, Member States with the highest fatality rate were Romania and Bulgaria. While the EU average decrease in the number of road deaths from 2016 to 2017 was only 2 %, some countries made much more progress (Estonia with -32% and Slovenia with -20 %). Slovenia has recently made good progress in its road safety performance, ranking now very close to the EU average with 50 deaths per million inhabitants (The European Commission, 2018a).

1.1. Vision Zero

Vision Zero was first introduced in 1995 and it represented a whole new way of viewing the problems concerning safety in road traffic – including how those problems should be solved (Trafikverket - Swedish Transport Administration, 2015). In October 1997, the Road Traffic Safety Bill founded on Vision Zero was passed by a large majority in the Swedish parliament (Tingvall & Haworth, 2000). Vision Zero became not only the foundation for road safety operations in Sweden, but in the following years and decade, the cornerstone, the driving force and the goal of any road safety program for individual countries, the European Union and the whole world.

Vision Zero is the Swedish approach to road safety thinking. It can be summarized in one sentence: *No loss of life is acceptable*. The only acceptable figure for the number of fatalities and serious injuries in traffic is zero (Johansson, 2009; Tingvall & Haworth, 2000; Trafikverket - Swedish Transport Administration, 2015). Surprisingly, Vision Zero was not implemented in response to a relatively high death rate from road traffic collisions; Sweden already had one of the lowest rates of road traffic casualties in the world (Kim, Muennig, & Rosen, 2017). Vision Zero was implemented because advocates argued that any deaths were too high of a price to pay for mobility (Elvebakk 2007). Zero is not a target to be achieved by a certain date. It is a change from an emphasis on current problems and possible ways of reducing these to being guided by what the optimum state of the road transport system should be (Tingvall & Haworth, 2000).

Vision Zero is based on the simple fact that we are human and make mistakes. While effort is being made to prevent road crashes, we must design the road transport system bearing in mind that they cannot be avoided completely. We must accept that road crashes will occur, but not that they result in serious human injury (Trafikverket - Swedish Transport Administration, 2015). The basic idea was to build a “safe system” where all predicted crashes and collisions had tolerable health losses (Johansson, 2009). This new approach will also alter the question from “what can we do?” to “what must we do?” (Belin, Johansson, Lindberg, & Tingvall, 1997; Johansson, 2009).

The road transport system is an entity in which the different components such as roads, vehicles and road users must interact in order to ensure safety (Trafikverket - Swedish Transport Administration, 2015). Those who design the road transport system bear the ultimate responsibility for safety: road managers, vehicle manufacturers, road transport carriers, politicians, public employees, legislative authorities and the police. Vision Zero presumes a new division of responsibility for road traffic safety (Belin, Johansson, Lindberg, & Tingvall, 1997; Johansson, 2009; Kim, Muennig, & Rosen, 2017; Tingvall & Haworth, 2000):

1. The designers of the system are always ultimately responsible for the design, operations and use of the road transport system. They are responsible for the level of safety within the entire system.
2. Road users are responsible for following the rules for using the road transport system set by the system designers.
3. If road users fail to obey these rules (a lack of knowledge, acceptance or ability) or if injuries do occur, the system designers are required to take the necessary further steps to counter-act people being killed and seriously injured. Prior to this, practically all the responsibility had been put on the individual road user.

To prevent severe injuries and deaths in the traffic, we have to take into account human limitations. The level of violence that the human body can tolerate without being killed or seriously injured shall be the basic parameter in the design of the road transport system (Belin, Johansson, Lindberg, & Tingvall, 1997; Johansson, 2009). We can rely on the scientifically established limit values based on the design of modern vehicles and roads: most pedestrians survive if they are hit by a car travelling at 30 km/h, while at 50km/h, most pedestrians die. A safe car can protect occupants at speeds up to 65-70 km/h in a head-collision and at speeds up to 45-50 km/h in a side impact collision, assuming of course that everyone is wearing a seat belt (Johansson, 2009; Trafikverket - Swedish Transport Administration, 2015).

To sum up, Vision Zero has three main strategic principles (Whitelegg, J. & Haq, G.). First, the traffic system has to adapt to take better account of the needs, mistakes and vulnerabilities of road users. Second, the level of violence that the human body can tolerate without being killed or seriously injured forms the basic parameter in the design of the road transport system. And third, vehicle speed is the most important regulating factor for safe road traffic. It should be determined by the technical standards for roads and vehicles so as not to exceed the level of violence that the human body can tolerate (Whitelegg, J. & Haq, G.).

1.1.1. Promising Results

The official statistics in Sweden show that the number of road deaths was halved and that the number of deaths among car users decreased by 60% during 2000–2010. On the other hand, the decrease has stagnated somewhat after 2010 (Swedish Transport Administration, 2016). Nonetheless, Sweden's roads are still among the world's safest. Only 3 of every 100,000 Swedes dying on the roads each year, compared to 10 in the USA (OECD, 2016). Kristianssen, Andersson, Belin & Nilsen (2018) note that few studies show a direct cause-and-effect between the Vision Zero policy as a whole and the positive development, but point out studies indicating such a connection (Strandroth, 2015).

While road safety in the EU has improved in recent decades (and EU roads are the safest in the world), the number of deaths and injuries is still far too high and it will be

almost impossible for the EU to reach its goal of halving the number of road deaths between 2010 and 2020. To counter the trend of stagnating road safety figures in the EU and move closer to the long-term goal of zero road fatalities in the EU by 2050 ("Vision Zero"), a new approach is needed (The European Commission, 2018b).

1.2. The Valleta Declaration on Road Safety

In March 2017, due to the stagnation of the road safety situation in the last years, the Commissioner for transport and mobility Violeta Bulc organized a High Level Ministerial Stakeholders Road Safety and Maritime Conference that took place in Malta. Ministers of transport of all EU member countries and members of the following organizations participated: FIA, Tispol, EuroRAP, ETSC, ACEM, ECF and FEVR (European Federation of Road Traffic Victims).

At the Conference, the speakers pointed out that if we want to improve road safety, we should not measure it only by counting road deaths, but we should also take into account serious injuries. The situation of road safety varies widely across the Member States and we should make a special effort in cases where road safety is below the European Average (The Valleta Declaration on Road Safety, 2017). Speeding, driving under the influence of alcohol or drugs, and being distracted or tired while driving continue to be among the major causes of road traffic collisions, so particular attention should be paid to improving road user's behavior. The instruments relating to, in particular, better enforcement of traffic rules in the Member States and across borders, better education of, and awareness-raising among road users, all well as improvement of infrastructure and vehicle safety, should be readily applied.

The conclusions were summarized in the Valleta Declaration on Road Safety (2017). It presented a new reduction target for serious injuries by 50 % between 2020 and 2030.

The transport ministers will undertake to continue and reinforce measures necessary to halve the number of road deaths in the EU by 2020 from 2010 to baseline; improve the safety of the road users by developing safe road infrastructure; engage with relevant stakeholders on the possibility of expanding and integrating reduced speed limits (such as 30 km/h) into high-risking areas (where people work, cycle and play); promote the undertaking of in-depth investigations of severe traffic collisions and analyse the data for identifying priority areas for intervention; continue to reduce the number of serious injuries and traffic collisions; continue developing measures to ensure post-collision care, early rehabilitation and social reintegration of road traffic accident victims; ensure adequate levels of funding for future road safety policies, programs and research; support the deployment of compatible and interoperable connected and automated vehicles with proven safety benefits etc.

The transport ministers called upon the Commission to enhance the protection of road users, and in particular vulnerable road users, by ensuring the deployment of new safety features for vehicles; work with all stakeholders to establish projects and initiatives to protect vulnerable road users and facilitate the exchange of knowledge and best practices; explore the potential of connected and automated driving technologies; cooperate with Member States and other key stakeholders on developing a Europe-wide road safety culture etc.

The transport ministers invited industry, in cooperation with civil society in the sector, to develop secure cooperative intelligent transport systems; develop and promote new technologies, especially those automated driving functions and driver assistance systems

that reduce the effects of human error and distraction (advanced Intelligent Speed Assistance or Autonomous Emergency Braking); promote road safety potential of cooperative, connected and automated vehicles.

The Commissioner for transport and mobility Violeta Bulc highlighted the importance of continuous work and cooperation on road safety (The Valletta Declaration on Road Safety, 2017).

1.3. FEVR We Live VISION ZERO

The FEVR We Live VISION ZERO program was born at the World Day of Remembrance for Road Traffic Victims 2017 ceremony in Ljubljana, Slovenia. The program is based on the principles of Vision Zero, represents the response to the Valletta Declaration and the FEVRs decision to encourage NGOs and FEVR members to promote the Vision Zero within their countries on 2 levels: to eliminate the causes of the road crashes and to offer help and support to road crash victims (post-crash care).

Goals of the FEVR We Live VISION ZERO program are:

1. Active support of road victim organizations, programs, and activities on a national level.
2. Achieving the goals of the 5th EU Road Safety Action Program 2020-2030.
3. Achieving the goals of the Valletta Declaration on Road Safety.
4. To improve road safety, and to contribute to the achievement of national and local targets of fatalities and injuries resulting from road crashes.
5. To reduce the level of road crashes in urban areas and along the major transport corridors.
6. To improve road and community safety, particularly for the most vulnerable users of the transport network.
7. To work closely with the government, private sector, and other stakeholders to develop a coordinated approach and solutions to problems through the delivery of joint road safety projects, and exchange of information on the best practice, development, and the best value for money.

As supporters of the UN Road Safety Collaboration Decade of Action, they carry out specific activities, projects and programs in the five basic areas: road safety management, safer roads and mobility, safer vehicles, safer road users and post-crash response.

Within the framework of these pillars the FEVR We Live Vision Zero program will issue a certificate on the basis of the activities and programs implemented by FEVR members or other organizations, which authorize them to promote those activities within their respective countries. First, the national NGO obtains the FEVR Certificate and then enables the member organization to grant a national certificate FEVR *We live VISION ZERO* to individuals, companies, educational institutions, state authorities, local communities and NGOs. The FEVR member certificate is acquired on the basis of an application and a presentation of activities carried out in accordance with the five basic pillars at national level.

Of course, there are certain conditions for acquiring the certificate: the applicant (individuals, companies, educational institutions, state authorities, local communities etc.) must be mature in its managerial work to accept and implement the education and

lectures on safe mobility and its co-creation, the reason why we co-create it, what is the essence of life and health, and why we do it primarily for ourselves and then for all the others. Because it will never be taken for granted that we come from point A to point B on the daily base healthy and safe. In doing so, we want to present the tragic loss of health or life, and on the other hand also the unnecessary economic damage that occurs in sickness, medical treatment, absence from work, broken relationships, etc. ... When the applicant adopts the education part, a systemic placement in its structure is needed. Then it can have an effect on our behavior and our relationship and assistance towards the victims of road crashes.

1.3.1. Personal Approach

The aim of the FEVR We Live VISION ZERO program is to connect the stakeholders both from professional and emotional/humane perspective. They pose questions such as “What am I ready to do for better safety in mobility?” and “Why are we confronted with this particular situation and what must we do to change/improve it?” Through personal stories of road crash victims, they communicate the message that such accidents can and must be prevented altogether.

1.3.2. National Activities of FEVR We Live VISION ZERO

There are different national activities of FEVR We Live VISION ZERO, while in this paper, we will mention two examples of good practice. The first is a Spanish organization P(AT) - Asociación Española de Prevención de Accidentes de Tráfico (website: <http://www.pat-apat.org/en/>), and the second is a Slovenian Zavod varna pot (ang. Safe Journey Institute, website: <https://varna-pot.si>). In both countries, there was a very successful social media campaign that was running on the web site of Safe Journey Institute with the video about Vision Zero (<https://www.youtube.com/watch?v=2KfMc5Nvcbl>). The views on social networks reached 2.25 million, while people reacted more than 540,000 times on the video itself. The campaign was followed by numerous presentations in kindergartens, schools, local communities, companies, state organizations, etc. People who have been affected by road crashes participated in numerous lectures and preventive educational programs.

The project of Safe Journey Institute is trying to achieve Vision Zero with preventive-education programs (Zavod varna pot, 2019). Their experts have more than 10-year history of working in road safety. The internationally recognized programs offer professional content related to every-day safe mobility and the removal of the prejudices or taboos in connection to victims of road crashes. The program is adapted to the age and target group. The Safe Journey Institute offers puppet shows for children and road safety workshops for children and teenagers, while parents, education staff and other interested adults can attend presentations.

Their programs are included in the catalogue of compulsory and elective courses of the National Education Institute of the Republic of Slovenia. Their activities are included in the National Road Safety Program of Slovenia for the period 2013-2022 and the programs have the support of the Ministry of Education, Science and Sport–Office for Youth, the Ministry of Health, the Slovenian Traffic Safety Agency, the City of Ljubljana, and the Police.

2. CONCLUSION

The life and health of an individual and our close ones are values, that we become only aware of when they are endangered or lost. This is especially true for the worst consequences of road crashes, when we lose a beloved person, when we become the victims of serious injuries or when we take care of a loved person that has been seriously injured. In all cases, the loss of a life or health, affects from 5 to 7 people close to the victim. While road safety in the EU has improved greatly in recent decades (and EU roads are the safest in the world), the number of deaths and injuries is still far too high and remains a serious problem globally. In the EU, about 160,000 people die or get seriously injured by road crashes in a year. It is difficult to imagine this number on an annual or two-year level, but impossible to comprehend that behind those numbers, there are names, surnames, lives, which will never be the same again. The costs of road crashes – borne by affected families and the whole society – are enormous.

This is why the EU has adopted the Vision Zero and Safe System approach. The aim is to eliminate deaths and serious injuries on European roads. In actual practice, Vision Zero has led to a number of implementation measures, such as the construction of roundabouts and safer roadsides. However, despite the steps that have been taken to reach Vision Zero, the goal is still far from being realized. The EU continues to work closely on road safety with the authorities in its member countries.

Benevolent people who suffer all this pain from losing a beloved person are united in national or European association FEVR. Their goal is to offer different activities to reduce the number of victims in road crashes. Many of them, especially in those countries of the SE EU, where they are statistically the annual reports on road safety are still bad, the Vision of Sweden seems impossible, utopian. But the reports from some of the most secure countries show small progress from year to year. Where there is will, there is the path. The FEVR We Live VISION ZERO program emphasize the personal responsibility of every individual in a safe road system. The idea is that we can co-create the quality of mobility and should always choose a secure mobility.

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