

Keynote Speech Jeannot Mersch Polis Conference 2019

Thank you for Inviting me to tell you a bit about Road Traffic Victims approach to Road Safety.

How or Why it started for me? In February 1993, a day I will never ever forget.

How (WHY) it started

5. February 1993



The picture shows this street dividing our village in Luxembourg in 2 parts, downhill, uphill; where a lot of drivers had the tendency to speed.

So, the Transport Minister at this time also responsible for the Road Administration decided to have 10 pedestrian crossings painted on this stretch to slow down traffic. Today we, you know that this was not a very effective measure indeed:

And from this day on I felt a strong need, yes like a call to act, to react by helping getting roads and especially streets safer so that what happened to us should not happen to anyone else. I



Polis FEVR 28.11.19

joined the Luxembourg Road Victim Association AVR whose president I was for 15 years and later the FEVR.

More on www.fevr.org

That's just now **25 years** volunteering for victims' rights and reduction of the dangers on the road and especially in the streets, in urban areas.

But one cannot do this work alone: we need strong partners- collaboration; cooperation on every level, **we need all of you**, city planners, mobility researcher and data experts.

The 2. picture shows an event we had in Brussels 10 days ago commemorating the World Day of Remembrance for Road Traffic Victims with Road Safety colleges and fellow victims, with all our friends.

FEVR who had initiated the Day of Remembrance **25 years ago**, proposed also the last 10 years the slogan and offered the poster/video material (*more on www.wdor.org*)

This day is for us not only an opportunity to remember victims but also to send a strong reminder that much more needs to be done, that all of you should help, that we don't have every year thousands of victims to be added to the already existing huge number of deaths and serious injuries from road traffic.

A horrifying number, during the last **25 years** we had to count 250 million victims worldwide. All those who died or got seriously injured.

The slogans are following the **5 pillars** of the UN Decade of Action for Road Safety with a *common slogan: From Global Remembrance to Global Action across the Decade*

A decade who started in 2011 after a 1. Ministerial conference in Moscow, a mid term High Level conference in Brasilia in 2015 and now ending with the High-Level Ministerial conference in Stockholm February 2020. We will be there

The 5 pillars as you may know cover: 1. Road Safety Management, 2. Infrastructure Safety and Mobility, 3. Vehicle Safety, 4. Road users with a 5th Pillar very important for us:

Post-Crash Response: Health Care – Investigation - Justice

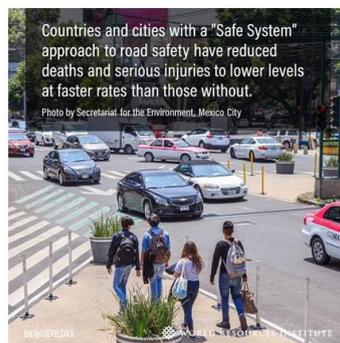
The 5 S

Safe Vehicles

Safe System Approach

Safe vehicles
Safe infrastructure
Safe users
Safe speeds

Setting Targets:
Vision Zero



Polis FEVR 26.11.19

We all know that 25 years ago the vehicles were less safe than those of today, that's now fine and contributes without a doubt to reduce the number of victims.

FEVR supported with others the European Commission **Vehicle Safety Regulation**

THESE WERE OFFICIALLY SIGNED BY THE NEW EP PRESIDENT, Yesterday

WOULD these features have been available in 1993 maybe Sandy would have survived: slightly injured? If?

Vehicle Safety was also pointed out in this year slogan for the World Day of Remembrance 2019 with the slogan:

Live is not a car part, one cannot repair a broken live or health like you can repair a car part.

But those **outside the cars were forgotten at those early days**, today luckily these are much more considered on all levels.

By reducing the number of motor vehicles on our streets one can also reduce the danger that they pose. (that's from the Polis Paradigm for safe city streets)

Safe Infrastructure:

With self-explaining and forgiving streets we will have Streets for people

The WDoR2018 slogan: Road shave stories (to tell)

Again, from the Polis Paradigm Safe Streets in Cities declaration: **Don't blame, protect:**

We know that **25** years ago the victim was often blamed, luckily today those who built and maintain the road infrastructure are hold responsible following the Safe System Approach.

And the EC Road infrastructure management Infrastructure directive should also be applied to urban areas, 3 or better 4-star streets.

And city planners should understand that Investing in safe infrastructure is quite sustainable and reduces also the huge Socio-Economic costs of collisions on the long run.

Safe users

From the new approach to road safety the Safe System Approach, also sometimes called sustainable safety or Vision Zero who all have in common the paradigm shift that: If the user makes an error, the system (vehicle-environment) should help that the outcome is not severe.

Safe Speed 50/30 There are now more and more cities in Europe who introduce a general speed limit of 30km/h making 50 the exception.

This is for me a silver bullet in this new approach. We know very well that the speed at which a vulnerable road user is hit decides about live, survive or die. It's all about physics

Very simply: Hit at 30 km/h most survive, hit at 70km/m most will die.

WDoR 2014 slogan: speed kills- design out speeding

Setting targets the target 50 by 30, reduce fatalities and serious injuries by half till 2030 should be considered as an interim target only, as Victims cannot accept still 13.000 in the EU 600.000 killed worldwide & many more seriously Injured, especially as no provision is given for their support.

We also know that the last 5 years in the EU there was a slow progress in reducing the numbers of casualties, the target 2020 is out of reach.

The number of people who die every week on EU roads is equivalent to 3 Boeing 737s going down and killing everyone on board, 3 planes every week. **Unimaginable for aviation is the everyday on our roads.**

WDoR 2017 : 2020 Target: reduce road fatalities **AND** serious injuries by 50%

As **25** years ago the injured were the forgotten victims, luckily this has also changed as today they are also taken into consideration after the Valetta Transport Minister declaration and a lot of lobbying with the ETSC with the Let's Go campaign and Meeting with President Juncker (**5.2.2016**)

ETSC PIN FLASH 37 June 2019:

This is as all of ETSC studies a must to read, I learned that 50% killed victims are in Cities (39% pedestrian's + 12% cyclists)

As this report shows, deaths and serious injuries on urban roads are not declining as fast as on other types of roads in many countries.

Vulnerable (Valuable) Road Users



In most European cities and towns, the transport modes that cause the least risk to other people, i.e. walking and cycling, carry the highest risks for those that use them.

- Adopt a local road safety strategy based on the **Safe System approach**, set road safety **targets** and dedicate an appropriate **budget**.
- Include road safety as an essential component in developing and implementing Sustainable Urban Mobility Plans (SUMP).
- Adopt 30 km/h zones supported by traffic calming measures in residential areas, areas used by many pedestrians and cyclists and on the way to schools.

The Priority Pyramid

Adopt and promote a policy of modal priority for road users, the hierarchy being based on safety, vulnerability and sustainability. Walking should be at the top of the hierarchy, followed by cycling and use of public transport

THE SAVE SYSTEM APPROACH TO PROTECT CHILDREN IN TRAFFIC



we live VISION ZERO

The safety of a street depends on the safety provided to its vulnerable users.

If a street is safe for children it will be safe for everyone, including elderly road users.

How many of your children would you accept to die or get seriously injured in a road collision?
#WeLiveVisionZero with a :4DeadVictims

1. The vulnerability of the human body
2. That humans (children) will always make mistakes

Children are far from behaving like small adults

Most vulnerable: **children** elderly, people with a handicap

Safe System Approach for Children:

Vulnerability of the human body: tday = same as 25 years

Road Users make mistakes, errors in 25 years = same

Alarming: 38% of all road deaths & 50% of serious injuries occur on urban roads.

Who is the Hero towards Zero

I truly believe that everyone, all of you here can be a **hero for Zero**:

You can if you are willing to act

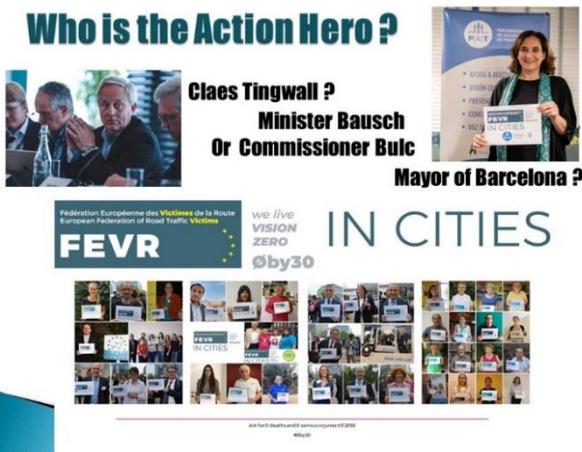
I started the speech with a sadder issue and want to finish in a positive way

Bringing you to Vision Zero by singing, there are only 2 words to remember: **Vision** and **Zero**

Ending by a quote from ETSC executive director A. Avenoso at our WDoR 18.11.19:

Who is the Action Hero ?

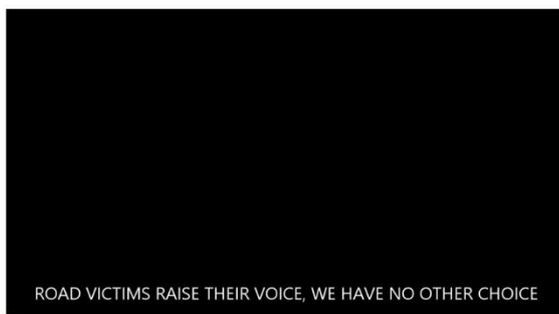
Claes Tingwall ?
Minister Bausch
Or Commissioner Bulc
Mayor of Barcelona ?



Fédération Européenne des Victimes de la Route
European Federation of Road Traffic Victims
we live VISION ZERO
IN CITIES
@by30

"We are all responsible and should do all our best so that we will hopefully one day have no need any more for remembering victims on the 3. Sunday of November."

We need all of you to be a Hero



Let's all sing:

(Road Victims raise their voice,

We have no other choice)

... the only target to go, is in Cities Vision Zero

You all should raise your voice- You have no other choice
The only target to (*all together now*) 1, 2

Vision Zero

Thank you