Concept Note: Vision Zero In Cities

The "VISION ZERO In Cities" program is a concrete response to the challenge of better safety for vulnerable road users, a goal of reducing the number of road crash victims towards Zero by 2030, in built up areas, starting in the EU and spreading to the world.

Road Victims can never accept a target where we will still have 50% of deaths and serious injuries. Vision Zero should be the only target that all stakeholders should try to reach by working together, from Streets in cities to the whole road network.

We would like to reach Zero deaths and Zero serious Injuries till 2030 in built up areas

There are many reasons for this:

1. In urban road traffic the number victims, especially the most vulnerable one, are not decreasing as fast as they could and should (ETSC PIN report 37 (2019)*

2. By reducing the serious collisions in cities, we could come closer to the target 50 by 30, reduce by half the fatalities AND serious injuries by 2030. This target already set by the European Commission will be confirmed as global target at the Stockholm Ministerial Conference.

3. This could be a push to make more efforts towards the global Zero Vision by 2050 which unfortunately many of us, the silver generation today, will probably not experience

   "As already nowadays many cities had achieved the Vision Zero during one or even several following years one can also show that it is really possible and that the Vision Zero can become a reality everywhere. Supporters are growing worldwide One by One." (J.Mersch)

We put the spotlight on safe walking and cycling and the benefits it can have for our health, our environment, and our bank balance! Active, sustainable transport modes such as walking, and cycling are emission-free and help to keep our hearts and bodies healthy. Cities that promote walking and cycling over private vehicles have also been found to be more attractive, with less congestion and a higher quality of life.

"We all have to help reach this target"

*ETSC study HERE