

Report of FEVR Pre-Event „Vision Zero In Cities”

Stockholm 18 February 2020



The video One by One (music © iRAP) was shown as Introduction [here](#)

Then FEVR president Jeannot Mersch welcomed the speakers and the guests and gave the floor to Banita Fidyova, FEVR Policy Officer who moderated the event.



First Speaker was Minister Francois Bausch from Luxemburg.

In his keynote he addressed the safety in cities topic as a main issue of the Ministerial Conference.



The discussion should be how to make cities more livable in the future. Cities should be there for people but in the last 40-50 years we were developing cities for cars. There was nearly no space foreseen for people in cities. Some exceptions are cities like Copenhagen who already in the sixties tried to stop this development and kept with the help of some well-known urbanists, like Jan Gehl, space for cyclists and pedestrians. And the results are there, nearly 60% of the daily movements are done by bicycle in Copenhagen. You have even a greater risk as pedestrian to be hit by a bicycle over there than by a car.

In Luxemburg city we eliminated an ancient tramway when I was a young boy and I remember this was celebrated as a victory to stop this tram and replace it by cars and a little bit by busses. And then during the sixties and seventies the whole city was designed for cars.

But now from around 2000/2001 there was a change, I took over mobility as a deputy mayor in 2005, before being in the government and then we started to redesign the streets again for people.

I was difficult to start because every space we took from cars raises as also elsewhere in the world



big discussions. But we must understand if we want to improve road safety in the city the main concern is to redesign the city. And many cities in Europe are following this example, Stockholm is one of those as they already started 15-20 years ago as many Nordic countries who are best in class.

But also, big cities like Paris are following, hopefully Mrs. Hidalgo will be reelected as mayor in one months because

she started an amazing job to redesign Paris completely.

To be successful you need a complete strategy built on multi-modality. A combination of walking cycling, public transport and also sometimes cars brings back the quality of live in the city, to improve the quality of the mobility itself and also to improve road safety. It's also about planification to move people and not to move cars. And that's what we are doing now since 2013 in a country with the highest car ownership per population in the world. But even there it is possible to change the culture. When I started in 2013 many of my political colleagues warned me that I would not survive the next elections. But that was not true, in 2018 I had been reconducted with even a better score, I doubled the number of votes.



And we have also results, in 2014 when I had to present the road victim figures from 2013 there were 43 fatalities in Luxemburg. Last year we had 22, so we reduced in 5 years the deaths by nearly 50%, the target set by the UN.

So, you see if you do a bit it's possible to have results.

Geert Van Waeg from IFP (International Federation of Pedestrians)

I was asked to talk about the pedestrian issue. What's the issue? They get killed. 5000 pedestrians are killed every year in the EU. But I would like to not focus on this, protecting the pedestrians and cyclists, and so on. We need to think a little bit further. Not how we are going to protect them, how



we are going to fence them off or to put them in certain places. I don't want to be in the blaming game, we must look, by whom are they killed. And what we all know, 95% of pedestrians are killed by motorized vehicles. I don't want to blame, you as a driver, you as a pedestrian, you as a cyclist.

We are basically multi modal ourselves, and everything depends on what choices we have. Is it comfortable to get somewhere by bicycle,

by bus or is it just so simple to take my car and get there? But that's also about governments who can nudge us to make the right choice.

Modal shift IS road safety



What are the right choices? Get out of this individual car, as you mentioned it also (Minister *Bausch*), getting on your bike, public transport or car sharing. And I think that it is important to understand that **modal shift is road safety**.

Let's go on a global scale, 40.0000 pedestrians have already been killed this year (mid-February), there will be 400.000 killed in 2020. We know what to do.

If we just **manage speed, that's the most**

important part. Half of these people would survive. Especially elderly people, they don't jump so well when a car comes out. I often ask myself is my 94 old aunt allowed on public space. Should we keep her in her little room or is she allowed out. If we can make the street safe for her, we will make it safe for us and for all our children too.

Infrastructure could save another 10.000 people. Its also about limiting car traffic to certain zones. Cars are fine, we are not anti-car but we have to limit their use to their proper use, what they are good for and what makes sense.



It's also about education and enforcement. I call it **education by enforcement**. We know that proper speed, infrastructure, education and enforcement do save lives. The question is: WHY DON'T WE DO IT?



Henk Swarttouw ECF (European Cyclist Federation).

Thank you, it feels a bit like preaching to the converted, A lot what I have to say is also what Geert had said, because pedestrians and cyclists are in the same boat, we are in there together.

We represent our members at the European level. We also run EU funded projects, mostly the EuroVelo network and we provide evidence and research on cycling.

Thanks to European Transport Safety Council for producing this, a recent report on the safety of pedestrians and cyclists. The Corona Virus is all over the headlines and evening news, but this year 1,3 million people will be killed in traffic, many of them pedestrians and cyclists.

Cycling is increasing and fortunately the number of victims is not increasing, that's good news. But there is also bad news as the cyclist's fatalities is stalling across the EU whilst all the other users are falling.

There is an interesting research on a correlation that says whilst the number of cyclists is increasing the better is their safety, that's a correlation, the causality has not been proved, yet so we need to address this.



What Geert has also said is obvious, walking, cycling, public transport should be the basis of our urban mobility policies. It's a public necessity for clean air, CO2 reduction, health, livable, lovable cities, less noise. Its doable now, technology is going to help us, with e-bikes, with sharing systems, last mile delivery options etc.

If we have to choose one measure that we can implement now, it's the reduction of speed,

particularly in urban areas. We have known this for years, but we have to put this in practice now.



These are the road traffic accident deaths in Helsinki. And here you see the cyclists and pedestrians, down to zero. Why could this be? Because they introduced a 30km/h speed limit, 2 years ago in central Helsinki. So, it can be done, it's not rocket science.

So, what should the ministers do, tomorrow or the day after tomorrow? They should commit to

reduce the speed and that is the quick win. This is easily done in a couple of months, changing the traffic lights, introducing the signs, changing legislation. Making walking, cycling the core of your urban mobility that takes time, it can also be done but it takes twenty or thirty years to go through the whole program.

Next slide, its like a commercial break. This can be downloaded from the ECF website, a guide based on best practices from the Netherlands and Denmark, it's for free, spread it.

Karen Vancluysen, Polis Secretary General

For me the biggest disruption in transport remains the road safety challenge. The road safety problem is a global problem but at the same time it's also a very local issue. And cities recognize this and the crucial role they have to address this. The thing is that we have the knowledge and the



means to eliminate traffic deaths and injuries and still we are not changing the numbers as fast as we would like to see. So, what is needed to come to that Vision Zero and to realize that Vision Zero. Obviously as was already mentioned by the minister, we need political leadership. But also need strategic clarity, where do we want to go and for that we need decisive action. We should not wait for something magical to happen, we need to act now.



- Political leadership
- Strategic clarity
- Decisive action
- Ownership of all stakeholders

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We felt that there was a need for a new kind of paradigm: the paradigm for safer city streets.

We put ten principles together based on which a good road safety policy can be designed. The safe system approach involving infrastructure vehicle and users should be at the heart of a good road safety policy before anything else. Don't blame but protect, we have different needs and capabilities, people make mistakes and some people are not aware on the danger

they are imposing to other users. And then we have users that are simply more vulnerable, this should be considered in our policies.

The city streets are really at the heart of our communities, quality of life, healthy living, streets were we like to be in. And the safety of a street depends on how safe it is for the most vulnerable users.

We should invest for making the conditions for walking and cycling safer and that way mobility will also become more sustainable.

Safety also leads to efficiency and that is linking to reduce speeds because that will directly improve safety. If we are talking about efficiency, we should not talk only about car driver as we have done till now but efficiency for all modes.

Reduce the risk at the source is also something that we should do and that is motorized transport. So we have to focus on taking the risk away on that side and not restricting the mobility of other users. This also links what we call the fairness and freedom of choice. And decades of mobility policies that had been planned around motorized traffic have really created an imbalance in our city.

This also links to allocation of space and there we see also an imbalance in our cities. We should as the minister mentioned give back our streets to the people.

We see also with current micro mobility evolution that people are obsessed with the negative externalities of the e-scooters, but we should not forget the elephant in the room and that is the car



who is taking up too much space. If you would reallocate more fairly the space in cities many of the negative externalities which are quoted when it comes to micro mobility will naturally disappear.

The right to know, what is happening in our streets, collecting data is needed when we want to have evidence driven policies.

Technology which is coming tomorrow can never be an excuse for not acting today with the solutions that we already have. Let the cities lead.

Lina Konstantinopoulou EuroRAP Secretary General

Similar to EuroNCAP rating the safety of cars EuroRAP is rating the road infrastructure on safety.

So, what is a five-star city? We are talking about pedestrians and cyclists, about crossing streets and about a high-speed environment. We are talking about streets with multiple lanes, need of safe sidewalks.

What we need is a five-star street, a street that has low speed environment, side walks and crossing facilities. What we are measuring



What is 5 Star Street?



in the RAP protocol is the attributes. Talking about intersection time, talking about the road conditions, skip resistance. Its not one variable and its not only about speed.

EuroRap provides tools to authorities and agencies to make the roads safe. Researchers are behind this methodology and our fact sheets are available in several languages which are the base now for all iRAP partners worldwide.

We are also researching about safety in cities, around schools and safety for cyclists.

The human impact of road injuries is also about people who have been injured. A business case.

We want to make 75% of travel three star or better. We have an initiative and you are welcome to join to make cities better, safer.

We need training and education, innovation. Working on our protocols to be future proofed. We have a shared vision with our members. EuroRap started small and is now big.



Robert Torvelainen, UBER

Creating a culture of road safety

This means not only having the average person do what is right, but empowering them to remind others around them to do the same.



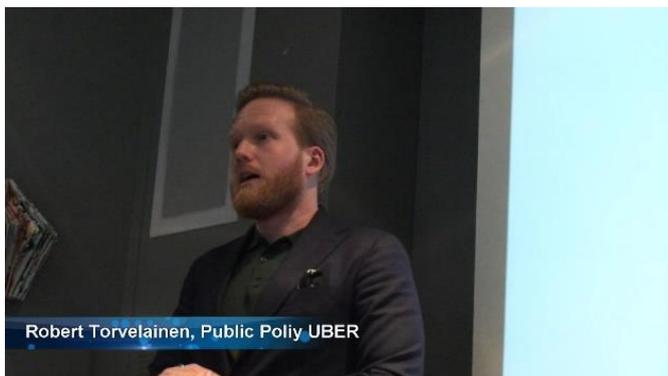
Happy to be here. There was a question outside before we started, why is Uber here? Uber is here because safety is a core focus area for us and really a key priority for us. It's the safety of the whole system and the safety of our cities.

One key going to that is also transparency. Last year we released an US safety report. The progress we made on safety is positive, the direction of travel is good. In the US the rate of road incidents is half of that of the national average.

Uber is a technology company so I will speak about the features we are using to make our roads safer. This is just a snapshot of some features we have introduced in our app. One key feature is that we brought speed limits in our app. So, if you are an UBER driver you can see in the app how fast you can at most drive. Something which I like and which came up last year is that you can see in the app if there is a bike lane. Sometimes if stepping out you are in a rush you may not think that there is a cyclist who is coming.

We are also a big believer in the power of partnerships and that's also one reason why we are happy to be here. We cannot do these things alone and we should not do these things alone.

We are very proud of our collaboration with MADD, mothers against drink driving in the US. I think we are partner with them for five years now. Its quite easy to understand why we are partners. If you are out in the city and want to have some fun, I think it's better that you leave your car home and find a safer way home by using our service.



We work on campaigns, wearing seat belts, raising awareness, how everyone as an individual can behave to increase safety.

We are also a proud supporter of the Swedish and Finnish cycling associations.

Linked to be a technology company we are also looking at how data can make cities safer. We are piloting travel data but also

speed data, where the speeds are higher than they should be. This is available to everyone.

Jean Todt, UN Special Envoy for Road Safety



We have indeed a very important week which started yesterday with a unique opportunity to unite people to who have passion to create a better world on better roads. I want to commend all the actions from FEVR.

You know about my professional past, I was used to run racing teams which created some emotions when I was asked to be more involved in road safety.

And maybe some clarification, motor racing must be disciplined if you want to be successful and you need to implement as much safety as possible.

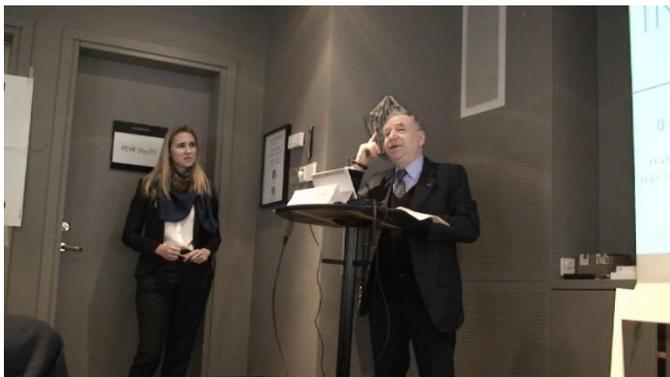


And if you see over the decades all the progress which has been made in safety in motor racing its fascinating. And motor racing for me its not only a show but also a laboratory, which should be beneficial to any road users around the world.

We are in a country who are among the best in the class, Denmark, Norway, UK,

Switzerland, Sweden. But unfortunately, 90% of the victims are from the worst in the class, and that's something which needs to be seriously addressed. And contrary to other pandemics we have the prescriptions.

Its around education, law enforcement, level of vehicles, level of infrastructure and here I commend the work of EuroRAP and iRAP globally, and ... post-crash care.



If we manage to monitor clearly, we will have vision zero.

Now for one week we will hear the prescriptions, we will hear the solutions and a resolution, a declaration which will also be essential.

But what we need is proper action. And proper action it starts with lobbying, like your organization, which does it very well. Contact with governments to make sure that they are listening. And here we will have the unique opportunity with more than 140 governments represented. And they must understand the importance of signing the UN conventions, only one third have done so till now.

Manufacturers are talking a lot about autonomous vehicles, but in the developing world no one will have quick access to autonomous vehicles. So, we must insure that those countries have access to very simple and effective technologies.

Some of us met ten years ago to launch the decade of action for Road Safety with the target to halve the number of fatalities by half, a target which unfortunately we will not achieve. Luckily over the years we created a very strong team which we did not have ten years back. We must use this team to work together so that if we meet again in ten years, we will have more significant results, with less victims on the roads.

Matthew Baldwin European Commission Road Safety coordinator.

I am sorry that I missed earlier speeches. I want to address why I am intrigued by this FEVR challenge.



Many people say to me Zero by 2030, not very realistic. Is that practical? I don't care, it's welcome, it's the right target for European cities. So, let's go for this and I think for the world cities as well.

Because what is happening right now is nothing of short revolutionary, everyone wants nicer cities, wants greener more sustainable cities, more livable cities,

right?

For the specific steps to make our cities safer we know what needs to be done. And we can do it as many of our cities are pledged to do it, many of our cities are introducing these measures.

Broadly speaking we still face a design problem. Too many of our cities are designed to be dominated by cars. If you look at the pattern of fatalities, even just here in Stockholm, over the last ten years 70% of them have involved motorized vehicles. If you look at the global pattern in our cities 80% are vulnerable road users. And why, it's obvious, if you are in a car in a Swedish city, you are safe. That's great news, we have made road safety for people inside the cars definitively made safer.

But we have not done it if you look at the curves for the pedestrians and then cyclists, motorcyclists, they are not declining as fast as the for the people inside the cars.

So, we need to ask radical questions. And this week it's the right moment to do so. And I like to address the costs, if you look at the external costs in the European Union: 1 trillion Euro, 7% of GDP. Its 40% of environment costs, CO2, air quality, habitat, 30% is the cost of road congestion and another 30% of it's the cost of road crashes. So, if we must address the overdependence on cars in cities.



And I pay tribute to the boldness, to the audacity of your vision to go for zero by 2030. And if we can address measures, like speed, like road pricing, we can do it.

Zoleka Mandela, Road Safety Activist & Bereaved mother



I would also like to apologize for being late. I had such a great opportunity to spend part of the morning engaging with school children, the British International School of Stockholm. I could speak the entire time dedicated to me here talking about the outcome, and it was just such a great opportunity to be reminded how easy all of this is to protect our children. To protect those who make use of the roads and to do something. On that note I

want again to apologize and I was with the future of our generation, the most important people, sorry to say this, in Stockholm it is not you guys, it's our children.

I would like to thank FEVR for the invitation to speak at this important pre-event and to thank you for the great work you do on behalf of road traffic victims. I believe that each and everyone of us can make a difference in the lives of those especially in need, in the lives of ourselves who have experienced the unresolved pain of death.

I speak to you today as a mother of a daughter who was a victim of drink driving. I like many of you have experienced the devastation of this global epidemic and I know that many of you will agree that we have gathered here and are driven by the same mission determined to ensure that no other family suffers.

I campaign because I do not want another young person to lose their life to road traffic injury.

I campaign because I do not want to have another parent bury their child like I had to bury mine, especially when we can do something about it.

That's why the vision zero approach that was discussed here today is so important as a message that road traffic injury is unacceptable and is preventable.

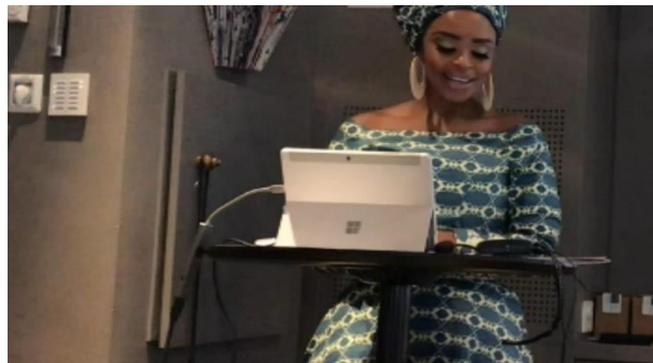
What I would like to recognize at this moment is that Vision Zero is just as applicable in my country as it is in yours.

Gathered here in this room, today with dedication and commitment of all the partners is equally inspirational and I stand together with you.

I stand together with you and taking the solutions directly to our leaders. Let us ensure that the message to the ministers, to the cities and to the governments here in Stockholm is crystal clear.

That is no excuse for the inaction to rob innocent lives when the answers are right in front of us.

Together let us maintain the pressure and intensify our efforts to ensure that no other young life is lost and that no other family is put through the unimaginable pain and suffering that my family has gone through.



Yolanda Domenech FEVR board member, Director PAT, WDoR coordinator

We all agree to the objective that there are no road victims in urban areas by 2030, no one to die or to be seriously injured while moving in the city.

We all agree that it is necessary to slow down, and I would like to ask that this is necessary in mobility but also in daily life. Stress and impatience are no good alliance of road safety. The balance between productivity and quality of life must be found and this will result in a safer mobility.



Most of our trips in the city are due to our day to day tasks, go to work, take the children to the school, go to the doctor, go to visit the family. It is unacceptable that for these ordinary issues, for just being in public space, so many people are suffering such harrowing consequences.

And we know that achieving the zero objective is achievable as already some European cities have already reached this goal. So, we have concrete examples.

And let me say as we assume that many people are going to die next decade AND THERE IS NO PROVISION FORESEEN FOR THESE WE MUST DO EVERYTHING WHICH IS POSSIBLE TO REACH ZERO VICTIMS. We have the prescriptions for the pandemic as Jean Todt said. We all agree that it is necessary to reduce the speed limit to 30km or lower in urban areas. Plan urban infrastructure to move people and not cars. And give space in cities to pedestrians and cyclists with fewer cars and those cars who, are there must be safe to built friendly environmental cities where children can play again, and elderly people can move without stress.

Also change our mobility culture for a safe healthier style, to improve co-existence and the quality of life of our cities, five-star cities. And of course, finally enforcement and education.

So, we hope that you all join the oby30 campaign and send the conclusions to your city hall. Collaboration with local and international organizations are very important to achieve the target.



Let's continue the promotion of the Zero by thirty campaign with all victim federations and stakeholders. And as further steps we want to reach 2030 supporters till 2030. We will also deliver a certificate to cities that deliver the Vision Zero goal. And we will invite other international organizations to join us so that we can achieve this objective quicker.

And now it's time for the vision zero song.

