



ORGANISATION  
FOR ECONOMIC  
CO-OPERATION AND  
DEVELOPMENT



JOINT TRANSPORT RESEARCH CENTRE

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## **HIGH LEVEL SEMINAR**

**OECD Headquarters, Paris, 25-26 September 2008**

**From Research to Implementation**

# **Achieving Ambitious and Realistic Road Safety Targets: The Safe System Approach**

**PROGRAMME**



## OBJECTIVES OF THE SEMINAR

- To disseminate the results of recent road safety research of the Joint Transport Research Centre of the OECD and the International Transport Forum , briefing key policy makers
- To engage high level policy makers in discussions on the safe system approach to road safety and explore key implementation issues.
- To contribute to moving road safety policy to a new level of ambition and contribute to the broader debate on the global road safety crisis in preparation for the 2009 Moscow UN road safety inter-Ministerial meeting.
- To identify areas where further research work would be most useful.

## BACKGROUND

- Road safety is one of the main strategic themes of the Programme of work of the Joint Transport Research Centre of the OECD and the International Transport Forum. In 2008, the JTRC will publish a report on Towards Zero Road Deaths: Safe System to Achieve Ambitious Targets, a major collaborative effort to which high level experts from 31 countries, the World Bank, the World Health Organisation and the FIA Foundation have contributed. Other recent research work includes reports on child safety, mobility in an ageing society, young drivers and speed management.
- This body of research suggests that a safe system approach is central to achieving substantial further improvements in road safety. This is applicable in all parts of the world, with differences in emphasis according to context. It also suggests that ambitious, realistic targets are critical in driving the development of the policies needed to achieve significant reductions in deaths and injury on our roads.
- Road safety professionals understand the prevailing problems of road safety and have a tool kit of available counter-measures. Countries can learn from each other and international experience shows that ambitious targets can be met. Embracing the safe system approach appears to be the most promising way forward.
- The aim of the seminar is to present the conclusions of recent research and discuss implementation of measures recommended with the road safety policy making community.

## EXPECTED AUDIENCE

- High level researchers and policy makers
- The Seminar is primarily focused on OECD / ITF member countries, however, it will also aim to contribute to the broader global debate on road safety.
- 100 – 150 participants.

## LOCATION

OECD Headquarters, 2 rue André Pascal, Paris 16, France.

A dinner will be hosted by the FIA Foundation at the Automobile Club de France, 6 place de la Concorde, Paris 8, on the evening of 25 September 2008.

## LANGUAGE

The official languages of the Seminar will be English, French and Russian.

## PROGRAMME

25 September 2008	
9 :00-9 :15	<b>Opening by the Chair</b> <i>Mr. Jack Short, Secretary General of the International Transport Forum</i>
9 :15 – 10 15	<b>ROAD SAFETY PERFORMANCE</b>  <b>The Good, the Bad and the Potential for Improvement</b> <i>Mr. Fred Wegman, SWOV, Netherlands and Chair of IRTAD</i> Discussion  <b>Raising the Level of Ambition</b> <i>Mr. Eric Howard, Australia</i> Discussion
10 :15-10 :45	<b>COFFEE BREAK</b>
10 :45-11:45	<b>THE SAFE SYSTEM APPROACH</b>  <b>Implementing the Safe System: A Progress Report</b> <i>Mr. Claes Tingvall, Swedish Road Administration</i> Discussion  <b>The Safe System Approach: A Strategy for All Countries</b> <i>Mr. Sanjivi Sundar, TERI, India</i> Discussion
11:45 – 12:45	<b>SAFE SYSTEM BUILDING BLOCKS - Part 1</b>  <b>Speed Management: Successful Strategies - Why did they Work?</b> <i>Mr. Jacques Nouvier, CERTU, France</i> Discussion  <b>Protecting Vulnerable Road Users: Children, Elderly, Motorcyclists, Pedestrians</b> <i>Ms. Kate McMahon, United Kingdom, and Mr Arve Kirkevold, Norway</i> Discussion
12:45 – 14:30	<b>LUNCH</b>
14:30 - 17:30	<b>SAFE SYSTEM BUILDING BLOCKS - Part 2</b>  <b>Young Drivers</b> <i>Ms. Divera Twisk SWOV, the Netherlands</i> Discussion  <b>Driving Under the Influence of Alcohol and Drugs</b> <i>Mr. Horst Schulze, BAST, Germany</i> Discussion  <b>Infrastructure Investment for Long Term Gains</b> <i>Mr. Phil Allan, Department for Transport, Energy and Infrastructure South Australia</i> Discussion  16:00 – 16:30 <b>BREAK</b>  <b>Vehicle Safety: Expected Benefits of New Technologies</b> <i>Mr. Anders Eugensson, Volvo</i> Discussion  <b>Comprehensive Safety Strategies for Commercial Operations</b> <i>Ms. Rose McMurray, Department of Transportation, United States</i> Discussion

26 September 2008 Moderator: Alex Taylor	
9 :00 – 10 :00	<p><b>THE FUNDAMENTALS</b></p> <p><b>The Economics of Road Safety: Investment Pays</b> <i>Mr. Rune Elvik, TOI Norway</i> Discussion</p> <p><b>Consumer Demand for Road Safety and the Impact of NCAP and IRAP</b> <i>Mr. David Ward, Director General, FIA Foundation</i> Discussion</p> <p><b>Results Focussed Road Safety Management</b> <i>Mr. Tony Bliss, World Bank</i> Discussion</p>
10:00 – 12 :45  10:50 -11:20	<p><b>MOBILISING POLITICAL RESOURCES</b></p> <p><b>Political Will : Raising Road Safety Performance in France</b> <i>Mme Michèle Merli, French Road Safety Director</i> <i>Déléguée interministérielle à la sécurité routière et directrice de la sécurité et de la circulation routières au Ministère de l'Écologie, du Développement et de l'Aménagement Durables</i> Discussion</p> <p><b>The Road Safety Vision of the European Union</b> <i>Ms. Isabelle Kardacz, Head of the Road Safety Unit, European Commission</i> Discussion</p> <p><b>BREAK</b></p> <p><b>Consultation : The Towards Zero Strategy in Western Australia</b> <i>Mr. Iain Cameron, Road Safety Director, Western Australia</i> Discussion</p> <p><b>Raising Road Safety Performance in Spain</b> <i>Mr. Pere Navarro, Director of Traffic, Spain</i> Discussion</p> <p><b>Road safety policy in the United States</b> <i>(to be confirmed)</i> Discussion</p> <p>The discussions will address the following issues:</p> <ul style="list-style-type: none"> <li>• <i>How ambitious can safety targets be?</i></li> <li>• <i>Impact of a Safe System approach</i></li> <li>• <i>Taking responsibility for the Safe System approach in all parts of the system.</i></li> <li>• <i>How to increase spending on road safety?</i></li> <li>• <i>Synergies with environment and health policies.</i></li> <li>• <i>Future research priorities.</i></li> </ul> <p><b>Summing up</b> <i>Mr Noel Brett, CEO of the Road Safety Authority, Ireland</i></p>
12:45 - 13:00	<p><b>CLOSING SPEECH</b></p> <p><b>Development and Implementation of Road Safety Policy in the Russian Federation and the United Nations Ministerial Conference on Road Safety, Moscow, 2009</b> <i>Mr. Kirianov, Chief State Inspector of Road Transport Safety of the Russian Federation</i></p>