

Report Roundtable „Vision Zero In Cities “ 18.2. Stockholm



Banita Fidyova, FEVR policy officer who had moderated the Pre-event thanked Mr Jean Todt for his time and welcomed beside Nhan Tran and Matthew Baldwin Graziella Jost who just arrived in time.

Matthew Baldwin, chair of the roundtable said: I am the rudest chairman in history as I did not heard your individual contributions, so I am not well placed.

But what do you think about this radical agenda. Let me start with Jean. Is it achievable, is it realizable or is it a pipe dream to go for zero in cities around the world?

Jean Todt: I mean we must be realistic; the world is divided by regions. If you take Europe, you can achieve, and I mean we are achieving it. We have results as I was mentioning earlier in my short presentation. The best in the class are very close to Vision Zero.

But we must never take it for granted. When you wake up in the morning, you must think about it. If you go to bed in the evening you must think. Just lift the attention, believe me, the numbers will increase. So always concentrate and do more. In Europe most the countries have addressed the situation.

Then the rest around the world. Middle East will not happen and depending on the country, there



are countries who are very healthy who can do better because they have the cars, they have the infrastructure, they don't have the education, they don't have the law enforcement, they have the post-crash care. So they have part of it and we must encourage them to do better.

If you go to Africa, you know it's a carnage. There is no education, no law enforcement, no proper vehicles, no

proper road, no proper post crash care. So here we need to put a very strong effort in Africa, speaking at the highest level. And I mean we have started but it will take time. So can we say by 2030 it will be done, it will not. One thing is sure, we need to address, because for 100.000 population in Europe in the best countries it is 2,5, there it is 25 to 30, so ten to twelve time more victims. So if you could really achieve to drop by 50% that would be really a good first step.

Pacific, New Zealand and Australia they are at the level of European countries.

Matthew: not quite as good, Jean.

Jean: I tell you Australia is as good as France, I am French.

If you go to Asia it is divided. You have countries who are very good like Japan, some are quite good like Korea, Singapore is very good but small. The two big ones, China and India, 35% of the global population. Talking about data, 100.000 victims, in fact there are 600.000 victims, WHO figures, which is about 45% of the global number of fatalities around the world. In two countries, are they going to achieve the vision zero? No.

And then you go to North America, Center and South America. Three to four times for victims than in Europe, so they need to address it, and the can. That's something I was discussing with the secretary of transport in the US. They know exactly what to do and I am optimistic they will do it.

If you go in Center and South America, its bad. But they are addressing it.

Matthew: Jean has been there, and he talks with knowledge about all these countries, he raised these questions with presidents and prime Ministers and thank you for that Jean.



And the message I took from your speech yesterday is that we cannot just think mobility we must think safety.

Graziella, back to the cities and this very radical vision that FEVR had put forward. I mean Jean is saying we need to be realistic, about what can be achieved by 2030. What's your view about this, coming from the European Transport safety council?

Graziella Jost: I was before in a session by WHO Euro about the same topic and was just showing a slide with dots with European cities that have made vision zero in a row, by 3 years. It's a map made by Dekra on Vision Zero In cities, with the help of the International Transport Forum. It shows that vision zero is achievable in cities. Cities can be a laboratory for new measures that put pedestrians and cyclists, public transport at the top of the hierarchy of this modal shift that we want to achieve.

The map shows cities all over Europe, so it's not only Nordic countries who can do it.

We at ETSC and others like FEVR promote best practice and we don't need to reinvent the wheel.



Polis is also here represented, and they are doing the same. We see that cities are eager to change, and they need to. We need to improve air quality, we need to allow our children to move around, they are stuck in cars for the moment, they don't have any freedom.

Having zero is an ambition level that we need to achieve for our children

Matthew: I realize sitting on this panels that I am with 3 road safety gods, we have Jean who is leading the fight from the front for the UN. We have ETSC a wonderful body for promoting road safety in Europe. And finally, we have the WHO who is also so fundamental in transforming the approach to road safety.

Jean mentioned the US that's three times the number of casualties in the EU, I think if the US would apply to be now the 28th member off the EU it will be the 28. Out of 28. But what's your view what it is happening in the US and also talk a bit about Africa because we are working together on this Africa-EU project.

Nhan Tran: The US is an interesting country and I think there are a couple of issues. First, I would like to say I love this ambition, I love the radicalness what's been called for. But that means also that we must radically change our approach if we want to meet this ambition. If we want to achieve this type of vision continuing the way we have is not going to lead us there.



Concerning the US I think that we have focused too much on Road Safety within the existing context. The Americans were the pioneers in road safety, William Haddon had put the Haddon Matrix in front starting the scientific thinking about the safe system approach. We focus too much on car centric mobility. And unless we don't move away from this mobility centric on cars and personal vehicles we are not going to make that progress.

And about Africa and other countries it's not reasonable that we are going to replicate Amsterdam, Stockholm or Oslo because the context is so different. And I think what we need countries to do is help countries apply a vision of safety that is appropriate to these settings and is suitable with the context and the cultural practices. Africans actually walk more than Europeans do, we should encourage that. We should not try to say to them: ***Hey make your cars safer. We should say, hey you walk a lot that's great, lets strengthen that.*** We must think about in this context, that's the major issue.

Matthew: I think it's the way we are looking at, if you look at this magical curb many African countries are now at the bottom of that motorization curb and are supposed to go up and follow some of our mistakes we did by accepting the car as the dominating force in our society. And they don't have to make that choice. And our way by making a much more holistic approach is also in tune to sustainable mobility.

Jean I know you have to go in a minute, is there any urgent, burning question for Jean? Here is the chance to grab the UN Special Envoy for Road Safety., tell him what you think.

Graziella: I have a question if I may, unless.

Jean we need your help to address this gap, the demand for safety and... sorry to say this, there is a big elephant in the room... the lobbying tactic of the car industry that is not helping us. We manage things with the European Commission and the hard ambition level of the European Parliament and the member states to have these vehicle safety standards revised in the EU. With Intelligent Speed Assistance, Direct Vision being mandatory in the years to come.



Jean: We were addressing the manufacturers, but with poor results I must say. Only a little achievement to sign an undertaking with OICA, the International manufacturers organization.

But clearly manufacturers want to do their way, they are not the only one.

We have a lot of organizations who should feel more responsible. Let's talk

about alcohol companies. They should be the strongest contributors to help to address road safety.

Incidentally it is frustrating, here you have the whole planet together, interested in road safety, and almost no manufacturers. It just demonstrates that they want to do their own way, their own fight. I mean I am against fight, we always should try to have dialogue, but if not than we must fight.

Much more could be done, mainly in developing countries.

Matthew: do you feel as a community that we are just a bit too polite?

Jean: *maybe not united enough, a lot of engagement has been done individually, but if we want to be stronger we must be one voice.*

So far, we have been many voices, we should be one strong voice.

Nhan: every company which engages in transport should engage as they contribute to deaths on the roads and not only the people who are directly linked to the car industry, and we let them off the hook.

Matthew: I feel I will get the same answer from Graziella: are we too polite?

Graziella: **Yes definitively.** And I was yesterday at a Global NCap event and no manufacturers were there and they send a letter to OICA. How can we accept zero-star cars in Latin America and South Asia?

Matthew: How are we doing for time?

Banita: perfect for end



Matthew: Let that be the motive of the week: Perfect for end. Thank you for joining us, see you on the circuit.