



High Level Group on Road Safety
28 March 2023

Launch of new generation of EU Road Safety Observatory

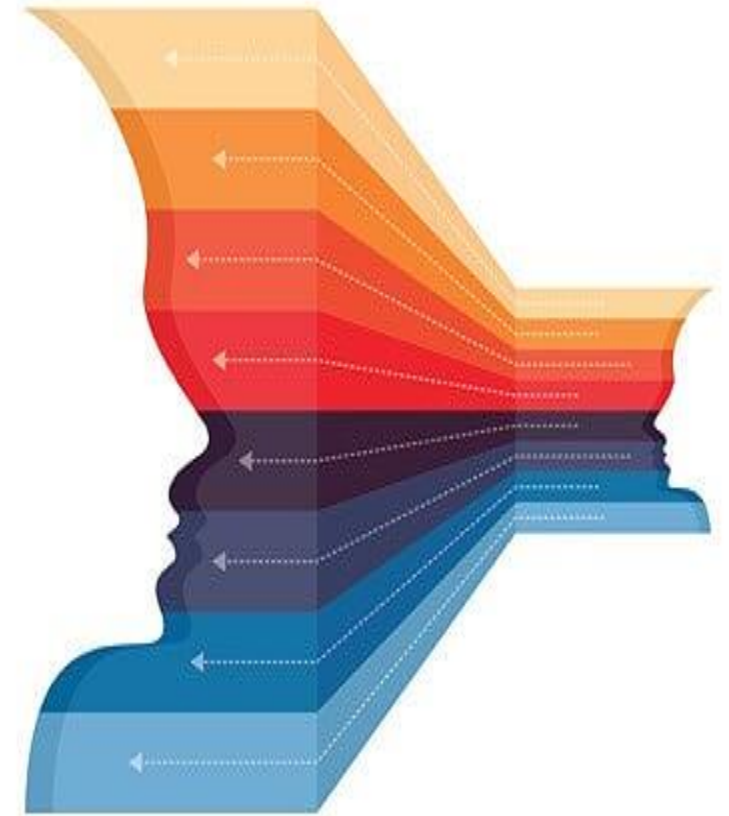


George Yannis, Professor
Katerina Folla, Researcher
Marianthi Kallidoni, Researcher

National Technical University of Athens

Outline

1. ERSOnext project
Support to the European Road Safety Observatory (4)
2. ERSO a wealth of data and information (13)
3. ERSO Integrated Communication Policy (4)
4. Monitoring EU and National Strategies progress (6)





ERSOnext

Support to the European Road Safety Observatory

The ERSOnext project

➤ Objective

Support to the European Road Safety Observatory

➤ Partners

National Technical University of Athens (NTUA-GR)

Institute for Road Safety Research (SWOV - NL)

Kuratorium Für Verkehrssicherheit (KFV - A)



➤ Duration

36 months (April 2023 – March 2026)

➤ Framework

The project is carried out for the European Commission - Directorate General for Transport & Mobility (DG Move)



Objective

- Support to the European Road Safety Observatory (ERSO) with **enhanced, updated and integrated road safety data** and knowledge, following an integrated and holistic road safety approach
- ERSO contents will be enhanced by **new key outputs**, namely the Road Safety Performance Indicators and the Monitoring of National Road Safety Strategies
- ERSOnext output will address the **Safe System Approach** principles, as well as the key areas of the EU Road Safety Policy Framework 2021-2030

ERSOnext - Work Packages

- **WP1:** Project Management (PM)
- **WP2:** Annual Statistical Reports (ASR)
- **WP3:** Road Safety Country Profiles (CP)
- **WP4:** Facts and Figures (FF)
- **WP5:** Thematic Reports (TR)
- **WP6:** Infographics (IG)
- **WP7:** Road Safety Performance Indicators (RSPI)
- **WP8:** Monitoring National Road Safety Strategies (RSS)



ERSOnext - Timeline

ERSOnext Timeline

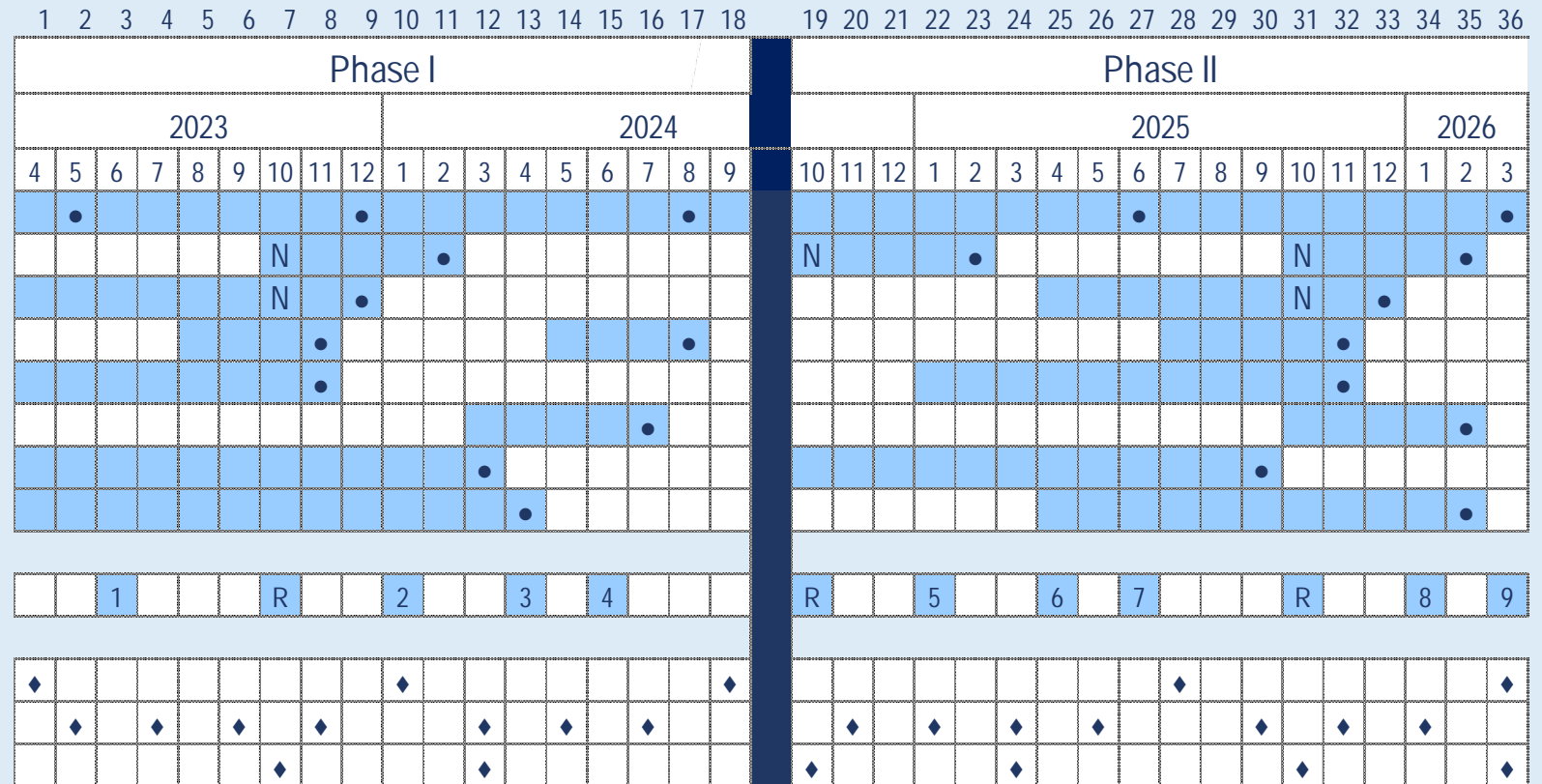
WP1	Project Management
WP2	Annual Statistical Reports (ASR)
WP3	Road Safety Country Profiles (CP)
WP4	Facts and Figures (FF)
WP5	Thematic Reports (TR)
WP6	Infographics (IG)
WP7	Road Safety Performance Indicators (RSPI)
WP8	Monitoring National Road Safety Strategies (RSS)

Communication Campaigns

Meetings with DG Move - in-person

Meetings with DG Move - online

Meetings with CARE Experts (indicative)





European Road Safety Observatory

A wealth of data and information



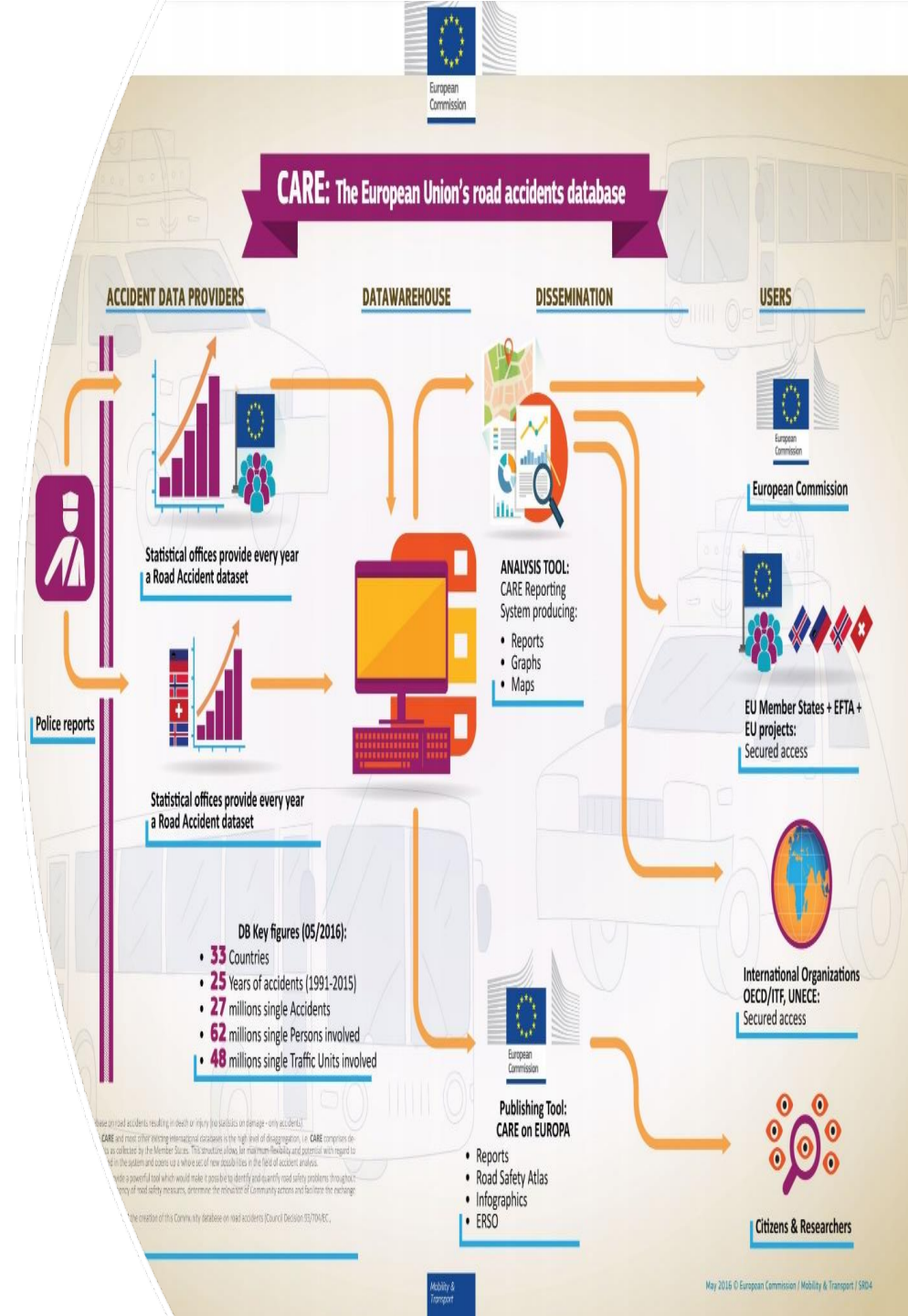
The European Road Safety Observatory

- Provides **reliable and comparable** data on road crashes, in-depth analysis and information on road safety practices and policies.
- An **evidence base** composed of statistical reports, country profiles, thematic analysis and KPIs is essential to:
 - i) measure progress towards reducing road casualties, ii) identify and quantify road safety problems, iii) develop and evaluate the effectiveness of measures, iv) to facilitate the exchange of experience.
- ERSO draws heavily on **CARE database**.



CARE database

- CARE is the EU database on road crashes resulting in death or injury (no statistics on damage-only crashes) with **high level of disaggregation**.
- Aims to **provide evidence** to quantify road safety problems throughout the EU roads, evaluate the efficiency of measures, and facilitate the exchange of experience.
- Since 1991, Member States are obliged to provide **annual data** on road crashes (but without specified content).



ERSO – Data and Analyses

- Latest key figures
- Annual Statistical Reports (ASR)
- Road Safety Country Profiles (CP)
- Facts and Figures (FF)
- Thematic Reports (TR)
- Infographics (IG)
- Road Safety Performance Indicators (SPI)
- Road Safety Targets: Monitoring Reports
- Road Safety Maps (Static)
- Road Safety Atlas (Interactive)



Latest key road safety figures

➤ Press release/memo

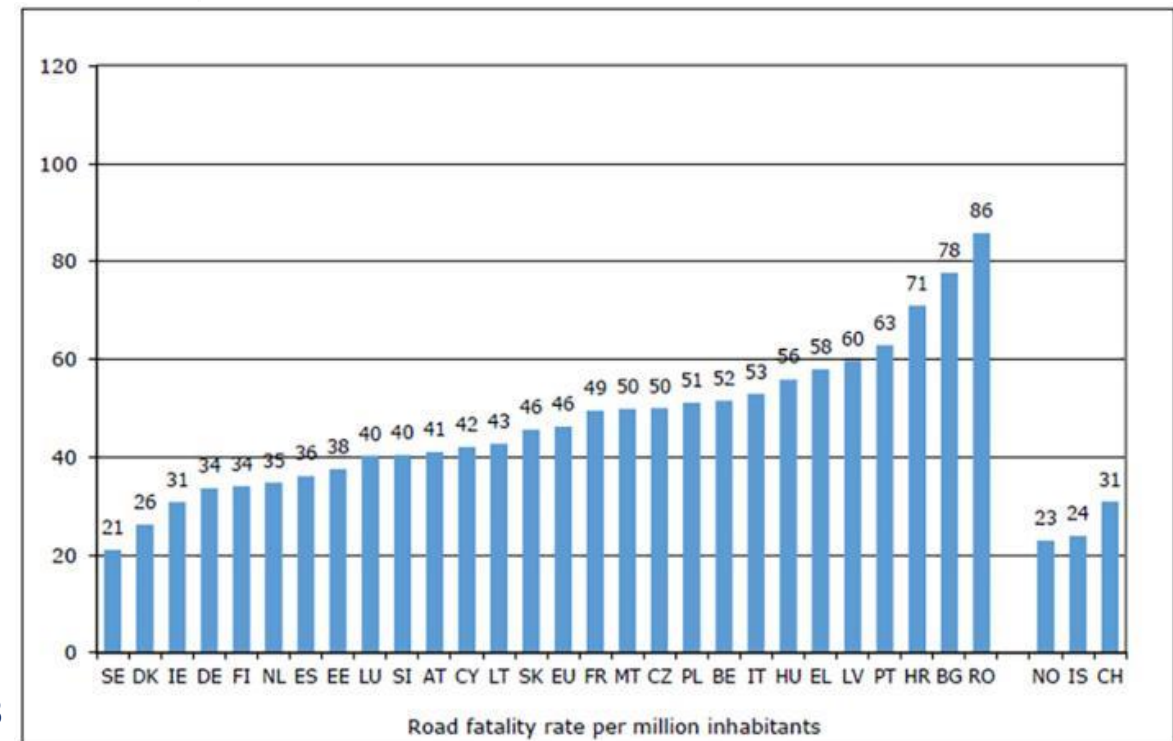
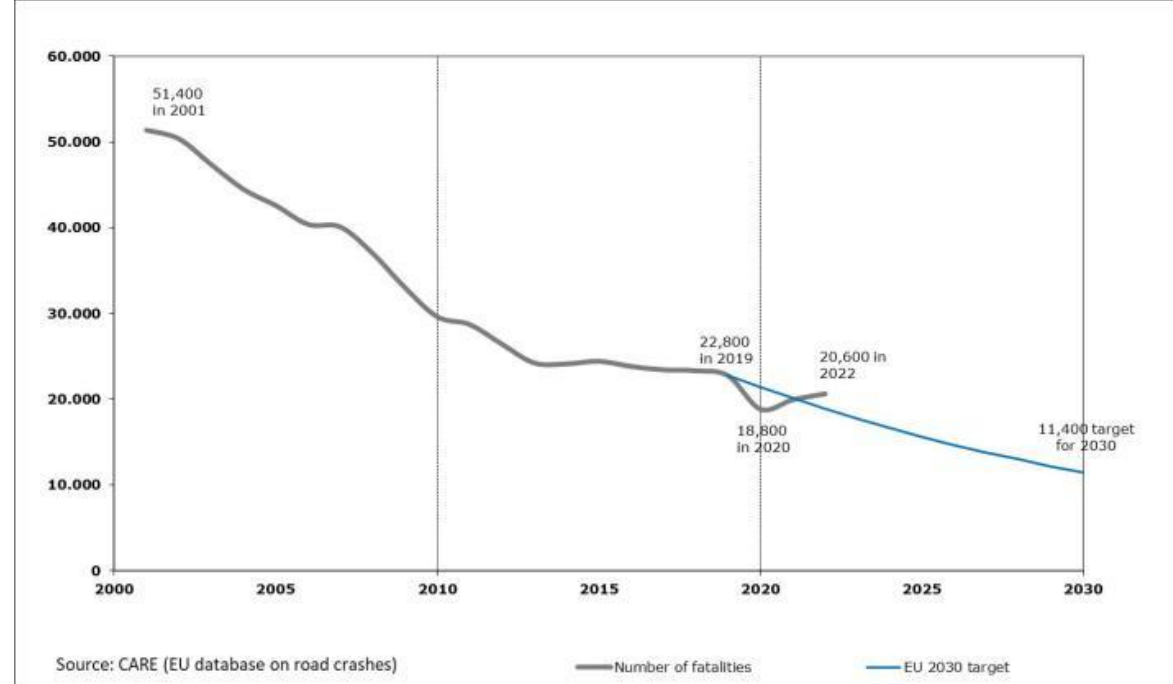
- Road Safety key figures

➤ Data Table

- Data table – number of road deaths and rate per million population, EU and EFTA countries, 2010-2021

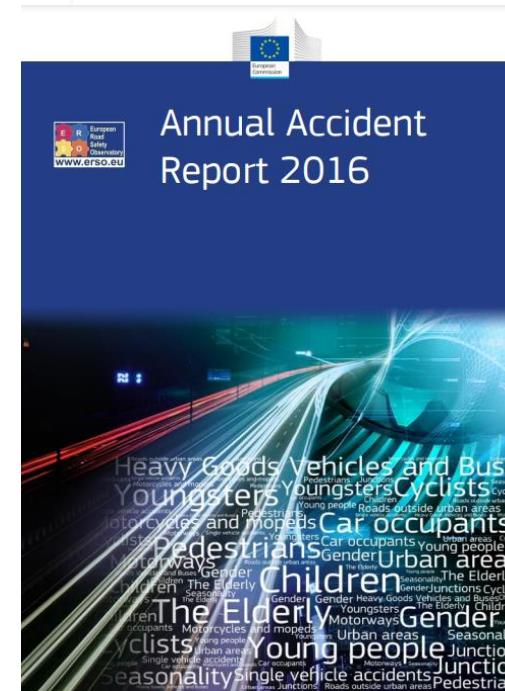
➤ Collision Matrix

- Collision Matrix: Road traffic fatalities in the EU by road user and (other) 'main vehicle' involved in the crash
- Collision Matrix for urban roads only



Annual Statistical Reports (ASR)

- Update and improve the existing **Annual Statistical Reports** of all EU Member States and EFTA countries
- Update of the methodology, which may result in the **re-evaluation of the data**
- Automatic produce of ASRs with **enhanced tables and graphs**, including maps
- Three **complete annual updates of the ASRs**, with selected information on crashes, fatalities and serious injuries



Road Safety Country Profiles (CP)

- Develop an enhanced version of the Country Profiles to present the **actual road safety situation** of a country
- Update and **re-evaluate the methodology** to identify changes in the available data, as well as additional information
- Utilize data and information from **a variety of sources** for each of the EU Member States and EFTA countries
- Provide **two complete annual updates** of all Country Profiles in 2023 and in 2025

N.	EU Member States and EFTA countries
1	Austria
2	Belgium
3	Bulgaria
4	Croatia
5	Cyprus
6	Czech Republic
7	Denmark
8	Estonia
9	Finland
10	France
11	Germany
12	Greece
13	Hungary
14	Ireland
15	Italy
16	Latvia
17	Lithuania
18	Luxembourg
19	Malta
20	Netherlands
21	Poland
22	Portugal
23	Romania
24	Slovakia
25	Slovenia
26	Spain
27	Sweden
28	Iceland
29	Liechtenstein
30	Norway
31	Switzerland

Facts and Figures (FF)

- **Update and enhance** current Facts and Figures and draft several new ones
- Automatic production of **20 Facts & Figures reports**; updates of previous ones and also provision of new topics
- **New design** in the presentation, based on improved templates
- Deliver 10 FF in 2023 and 10 FF in 2024, while **update all reports in 2025**

N.	Topics of Facts and Figures
1	Children
2	Young People
3	Seniors
4	Pedestrians
5	Cyclists
6	Powered two-wheelers
7	Light trucks
8	Buses & HGV
9	New forms of mobility
10	Gender
11	Car occupants
12	Single vehicle crashes
13	Urban areas
14	Motorways
15	Serious injuries
16	Regional distribution of fatalities
+	4 Additional Topics

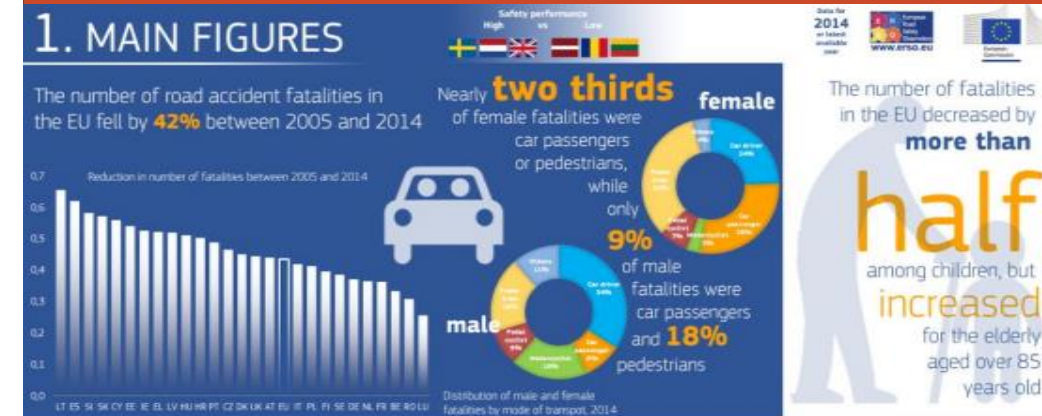
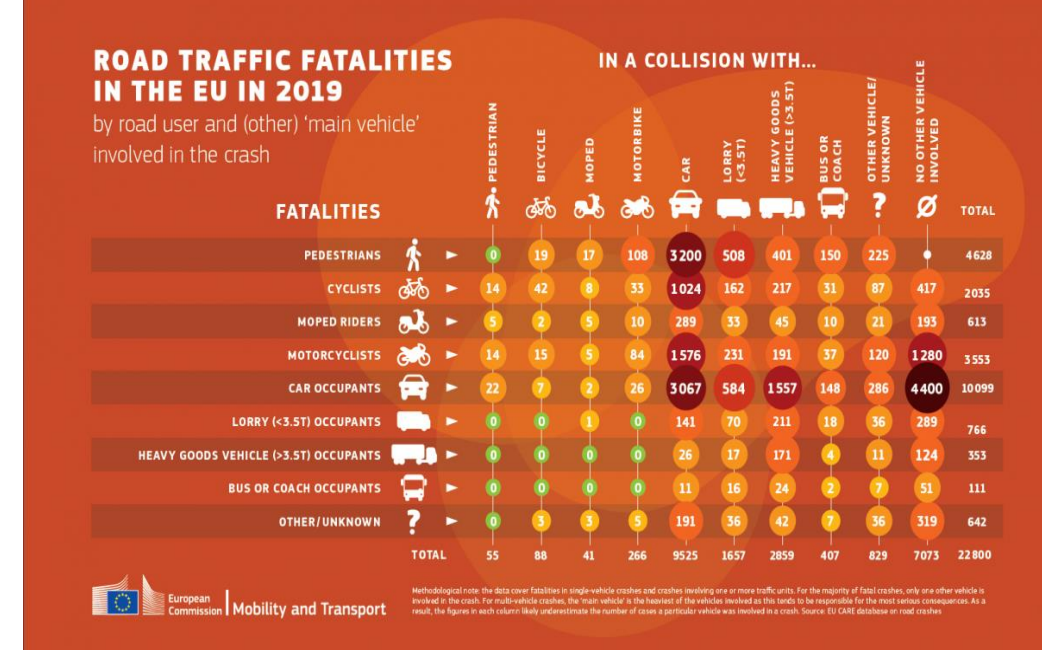
Thematic Reports (TR)

- **Update and enhance** current Thematic Reports and draft several new ones
- **Define the details of the setup** per individual report, including the main issues that need to be covered
- Update old topics and add new ones about the **latest road safety findings and insights**
- Provide **20 Thematic Reports**, 8 in Phase I and 12 in Phase II

N.	Topics of Thematic Reports
1	Children
2	Novice drivers
3	Seniors
4	Pedestrians
5	Cyclists
6	Powered two-wheelers
7	Professional drivers
8	Personal mobility devices
9	Driver distraction
10	Main factors causing fatal crashes
11	Post impact care
12	Health-related crash consequences
13	Work-related road safety
14	Enforcement
15	Speed
16	Alcohol and drugs
+	4 Additional Topics

Infographics (IG)

- Create a set of **interesting, eye-catching infographics** on various road safety topics
- Define a **suitable methodology** to display the most important results and information
- Develop **infovideos** for all infographics, upon consultation with the EC
- Provide **14 Infographics in total**, 6 in Phase I and 8 in Phase II



Road Safety Performance Indicators (SPI)

- **Analyze road safety performance** in EU Member States providing insights in road safety differences between countries
- Perform **cluster and regression analysis** to identify common road safety performance characteristics and explanatory factors
- Present **main road user behaviours and culture variables** along with additional background data
- Provide both a traditional research report as well as an **online interactive dashboard tool**



N.	Road Safety KPIs
1	Speeding
2	Distraction
3	Fatigue
4	Alcohol
5	Drugs
6	Seatbelts
7	Child restraint systems
8	Helmet usage PTW/cyclists
9	Support for policy measures
10	Subjective safety/risk perception

Trendline

Road Safety Targets: Monitoring Reports (to be evolved into the Monitoring tool)

- **Twice-yearly** monitoring reports tracking Member States progress towards the targets of 50% fewer road deaths and serious injuries from 2020 to 2030.
- One report is published in the spring with the release of **preliminary data** on road fatalities and the other in the autumn when **final data** are available.

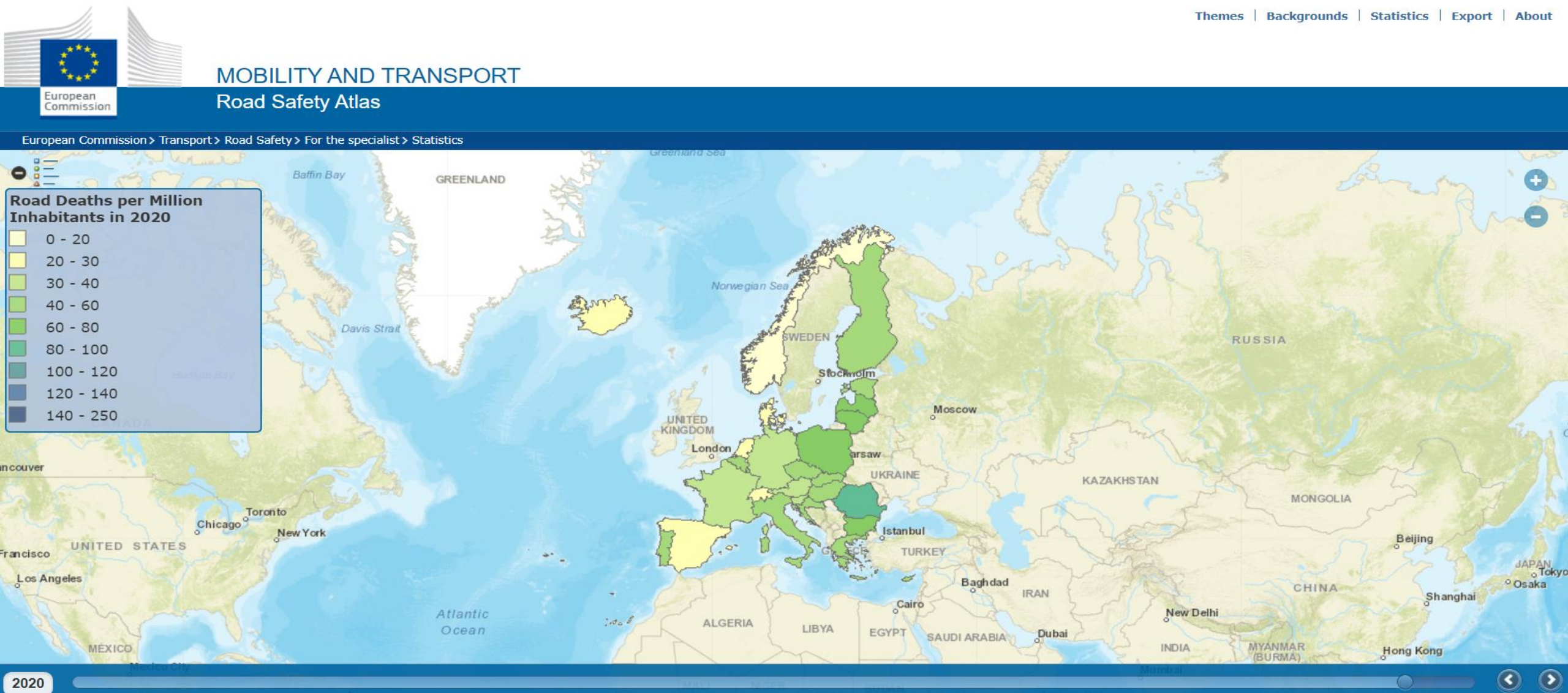


Road Safety Maps (Static)

- Road crashes in the European Union using the DG Move **Geographical Information System** (GIS).
- Maps by **themes and Years**
- A **map user guide** describes the layout and contents of the thematic maps.



Road Safety Atlas (Interactive)





European Road Safety Observatory Integrated Communication Policy

Integrated Communication Policy

- The European Road Safety Observatory contains a wealth of data and information, which cannot be found nowhere else in the world, in such a condensed and organized way. It constitutes **the example Observatory** for all Regional Road Safety Observatories globally.
- However, this wealth of data and information is accessible mostly in a **passive way**: everyone can consult and exploit it, as far as they can find it.
- Within the new era of ERSO, a more **active and integrated communication policy** is foreseen, with targeted periodic campaigns to a wide European and Global road safety audience.



Integrated Communication Policy

The Components

- State-of-the-art wealth of **data and information**, frequently updated
- A powerful and user-friendly **website**
- The Key **Thematic Road Safety Areas**
- The Periodic Targeted Communication **Campaigns**
- A large **Network** of European and Global Road Safety Stakeholders
- A strong **brand-name**:
European Road Safety Observatory



Periodic Communication Campaigns

ERSO contents will be grouped into Key Thematic Road Safety Areas, being the core of the respective targeted road safety campaigns.

Four **road safety campaigns** per year (12 during the 3-year period):

- 3 releases of **Annual Results** (incl. Conferences)
- 9 Key **Thematic Road Safety Areas**

year	Road Safety Areas
2023	RSA 1
	EU Road Safety Results
2024	RSA 2
	RSA 3
	RSA 4
	EU Road Safety Results
2025	RSA 5
	RSA 6
	RSA 7
	EU Road Safety Results
2026	RSA 8
	RSA 9

Indicative List of Road Safety Areas

EU Road Safety Results

- Speeding
- Distraction
- Alcohol
- Vulnerable Road Users
- Protection
- Behaviour
- Infrastructure
- Health
- Vehicle



The ERSO Stakeholders Network

- The European Commission **Working Groups** with National Representatives (HLG, CARE, EGRIS, etc.)
- The European **Road Safety Charter** Network
- Various Road Safety **Stakeholders** in Europe and globally
- A website structure and files names which can bring ERSO higher in **internet search engines** (google, bing, etc.).



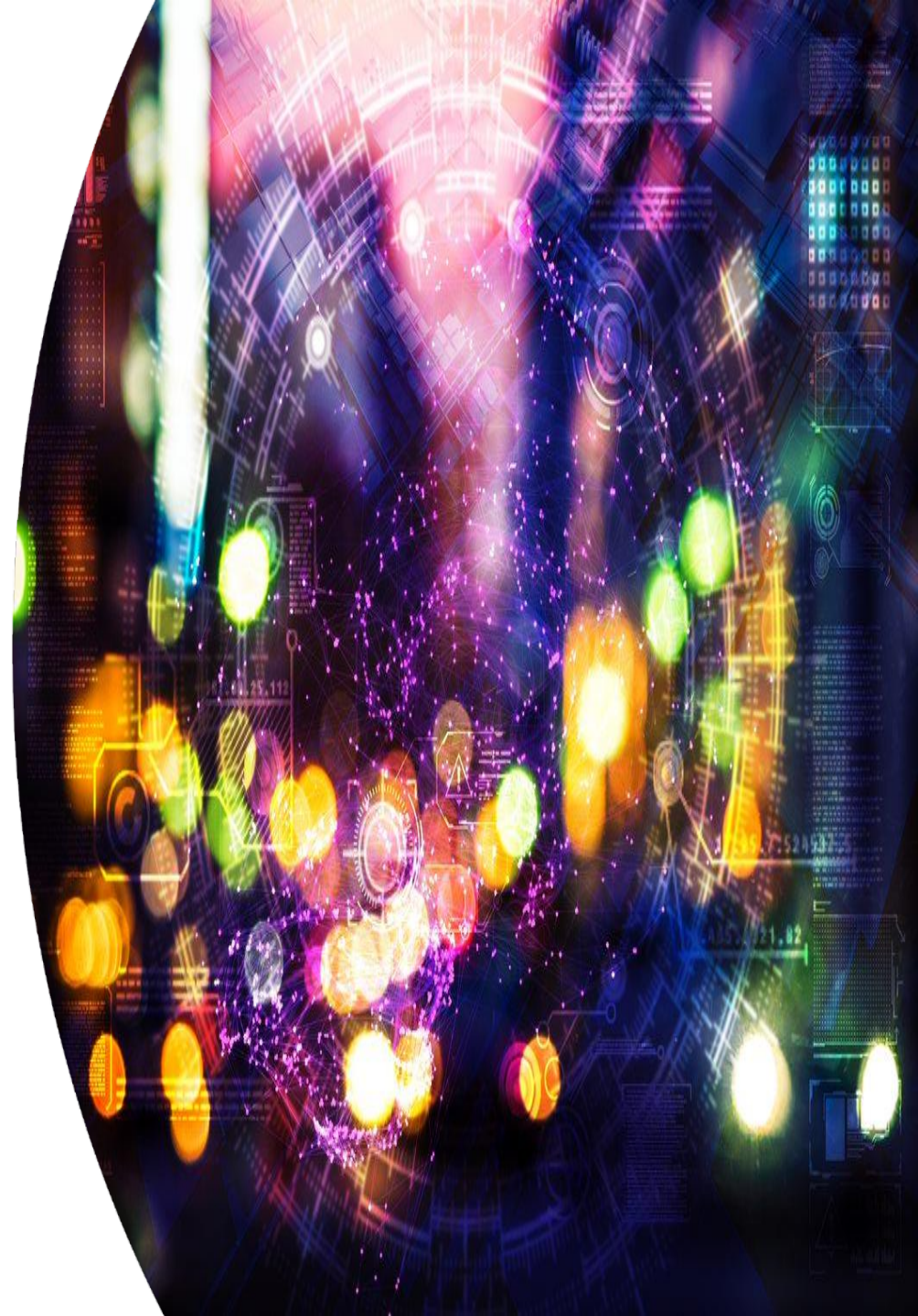


Monitoring EU and National Strategies progress



Background

- EU **Road Safety Policy Framework for the decade 2021-2030**, targeting 50% crash fatalities and serious injuries reduction
- Almost all EU countries have developed and adopted **National Road Safety Strategies** and/or Action Plans
- There is need to **monitor progress** of EU and National Road Safety Strategies and Actions in order to increase the effectiveness and support achieving the 2030 road safety targets
- Monitoring of National Road Safety Strategies & Actions leads to **higher transparency and accountability** of EU and National Road Safety Authorities.



Objective

Within the framework of the European Road Safety Observatory (ERSO)

a **comprehensive tool** for monitoring and assessing national road safety strategies & actions will be developed

in order to assist EU Member States to **increase the effectiveness** of their road safety policies

Progress of the implementation of the EU **Road Safety Policy Framework** will also be monitored.



Key Methodology Components

- Close **cooperation with National Authorities**
- Development of a set of specially designed **Quantitative and Qualitative Indicators**
- A specially designed **Matrix** with all Indicators
Back-end: available to the Authorities
- A specially designed **Dashboard** with the performance and progress results
Front-end: available to all



Multi-layer Matrix & Indicators

➤ Contextual framework

- socio-economic indicators
- strategy – management - legislation

➤ Crash fatalities and injuries

- characteristics & trendlines (CARE) per type of crash/user/road/vehicle
- comparison with targets
- risk exposure (vehicle- & passenger- kms)

➤ Safety Performance Indicators

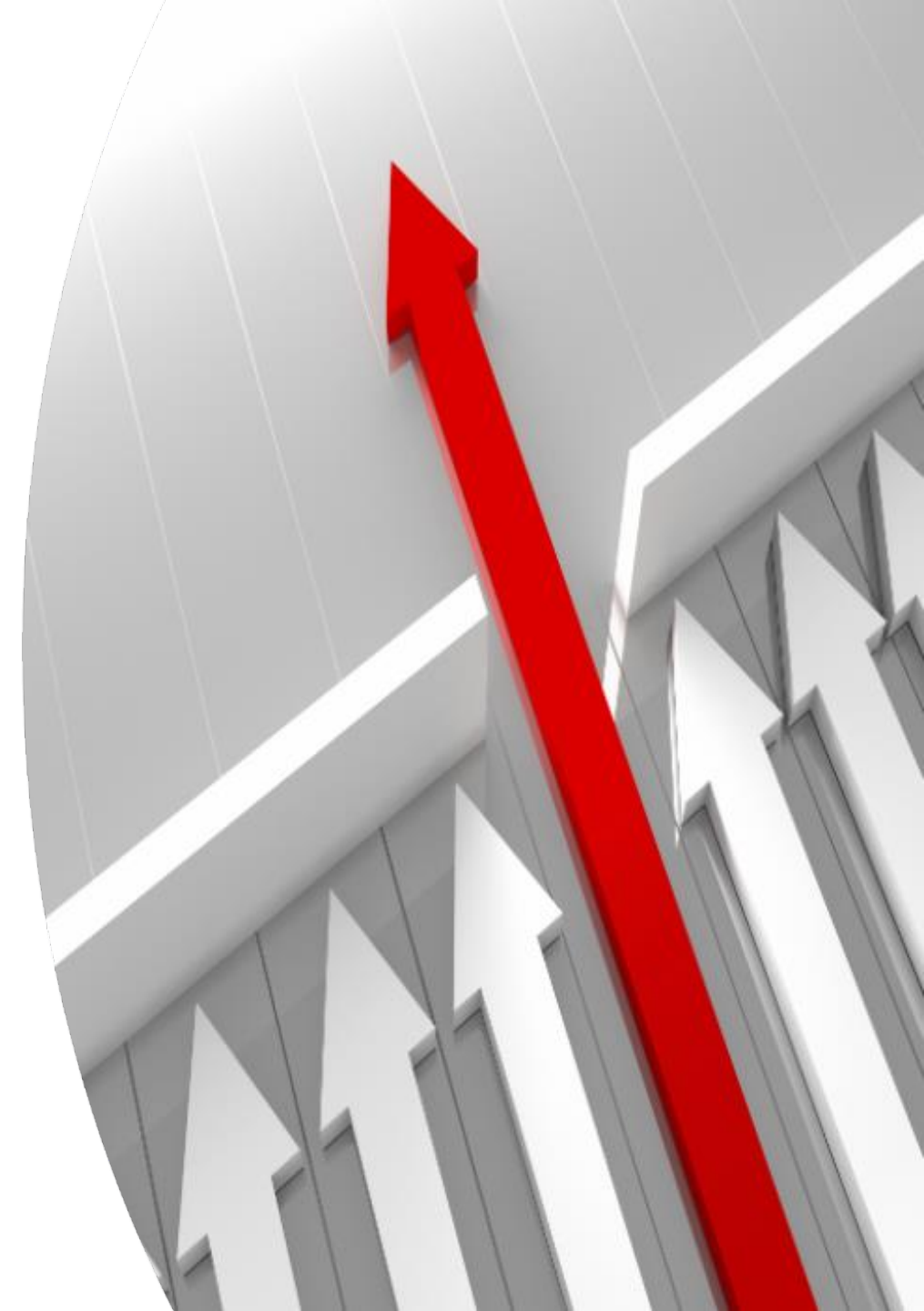
- characteristics & trendlines (Baseline and Trendline) per type of user/road/vehicle
- comparison with baseline and targets

➤ Progress of implemented measures

- budget spent
- progress percentage in time

➤ Analyses

- Measuring effectiveness (linking measures with performance)
- Identifying best practice

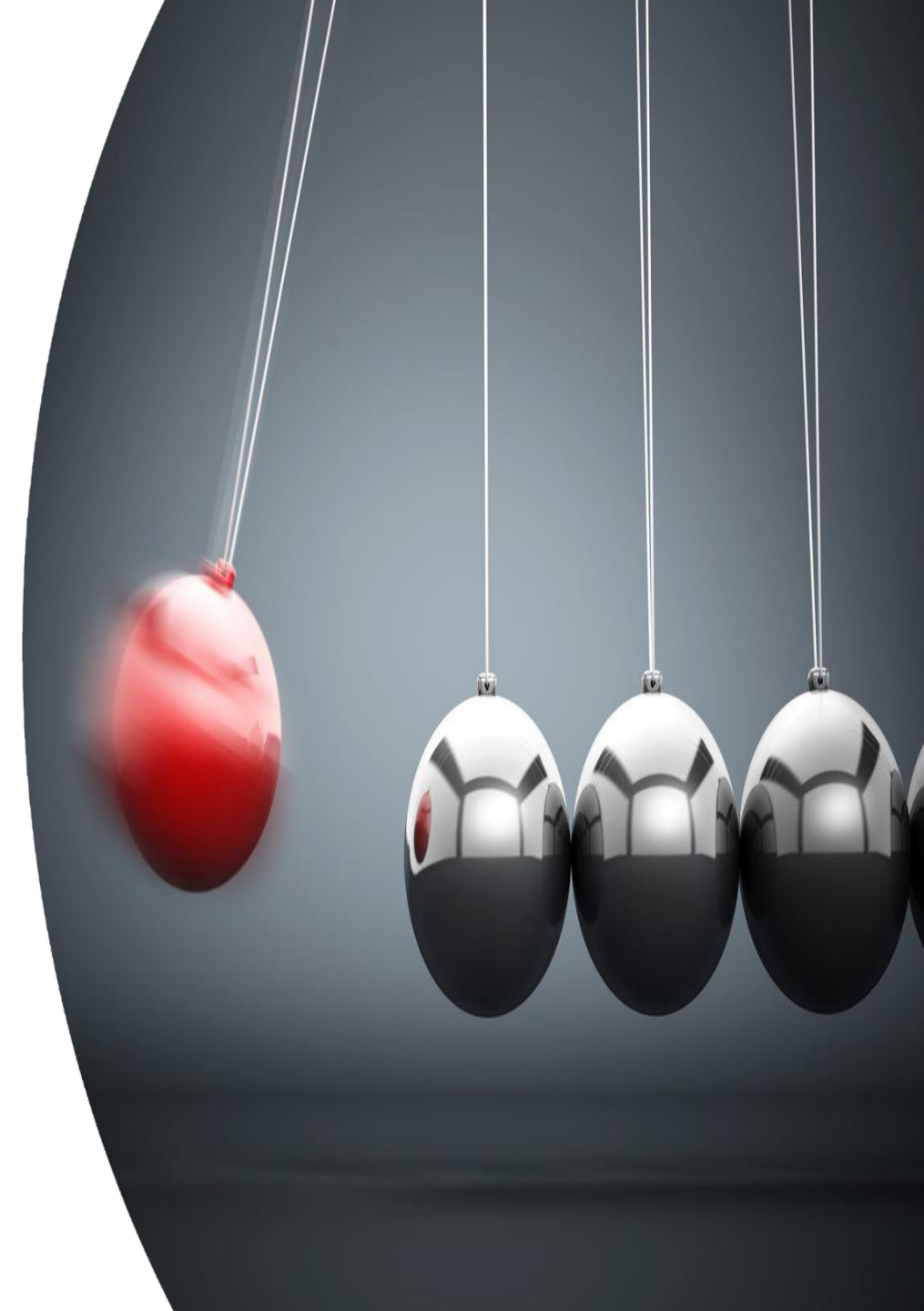


A comprehensive tool for National Authorities

The comprehensive monitoring tool will **motivate and assist Authorities**, Industry and the road users by:

- **Supporting** policies, programmes and measures (be better organized)
- Exchanging **best practice** (learning from each other)
- **Benchmarking** performances (be motivated)

The comprehensive tool will be **gradually populated** with the necessary data and information (more data higher usefulness)



Working together

Close cooperation with **National Authorities** for:

- the development and adoption of a sound methodology
- data and information collection
- supporting National policies
- supporting the implementation of the monitoring tool

Frequent reporting to the **High-Level Group**

Assistance & feedback from **National Contact Points**



The background of the slide is a complex digital composition. The top half features a dark blue background with glowing orange and yellow light trails that curve across the frame. These trails are overlaid with patterns of binary code (0s and 1s) in a lighter blue. The bottom half of the slide is a solid dark blue, which serves as a backdrop for the white text. The overall aesthetic is high-tech and futuristic.

In Summary

In Summary

- The European Road Safety Observatory is further enhanced by adopting an integrated and holistic road safety approach, supported by the **ERSOnext project**
- **ERSO contents** are frequently updated and enhanced by new key outputs, with modern presentation tools (dashboards, infographics, maps, etc.)
- A new and more active **integrated communication policy** with periodic campaigns is foreseen, reaching a wide European and Global road safety audience
- A comprehensive tool for **monitoring EU and National Road Safety Strategies** & actions is foreseen, to support National Authorities





High Level Group on Road Safety
28 March 2023

Launch of new generation of EU Road Safety Observatory



George Yannis, Professor
Katerina Folla, Researcher
Marianthi Kallidoni, Researcher

National Technical University of Athens