



European Road Safety Observatory

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> IRTAD Meeting Regional Road Safety Observatories Paris, 9 November 2023



European Commission Mobility and Transport

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)





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)



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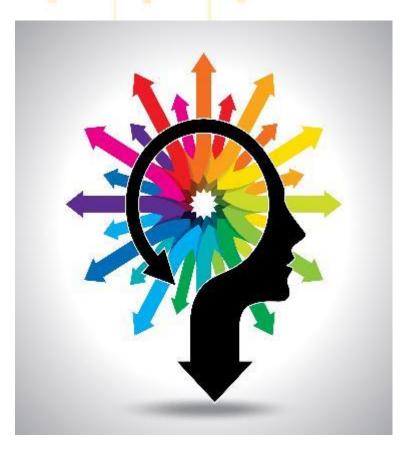


Outline

European Road Safety Observatory Update on progress

1. Monitoring National Road Safety Strategies

2. Road Safety Promotion









Monitoring National Road Safety Strategies

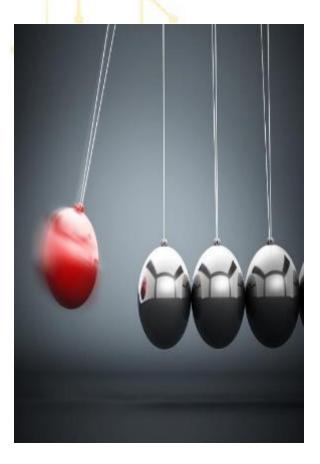


A Tool for National Authorities

The Monitoring tool should **motivate and assist EU**, **National Authorities**, as well as industry and road users by:

- Supporting policies, programmes and measures
- Exchanging best practice
- Benchmarking performance

The Tool will be **gradually populated** with data and information (the more data, the higher its usefulness)



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Key Methodology Components

Close cooperation with National Authorities

Development of a set of specially designed
Quantitative and Qualitative data and information

A specially designed Monitoring Tool with all data and information Back-end: available to National Authorities

At a second stage, a specially designed Dashboard with selected results Front-end: available to all







A periodic review of strategy implementation

a frequent process

- carried out by the National Authorities
- support EU and Member States' reviews of strategies mid-way and at the end of period

attempting balance between:

accuracy of results and simplicity of use
quantitative (data) and qualitative results







A three-step approach

A. Road Safety Performance

A1. Road Crash FatalitiesA2. Safety Performance Indicators

B. Monitoring Strategy Implementation

B1. Road Safety Management
B2. Safe Road User Behaviour
B3. Safe Speeds
B4. Safe Roads
B5. Safe Vehicles
B6. Post Crash Care

C. Effectiveness Evaluation

Analyses linking strategy implementation (B) to safety performance (A), using scientific expertise





Road Safety Performance Data

Road Crash Fatalities

- Data provided by CARE system and national datafiles
- detailed (where appropriate/available) per road type

Safety Performance Indicators

- Data provided by Baseline and Trendline projects and other national sources
- > detailed (where appropriate/available) per type of:
 - road user
 - road
 - vehicle

European Road Safety Observatory Update on progress

A. ROAD SAFETY PERFORMANCE

A1. Road Crash Fatalities

1	Total road fatalities	
2	Inside built up areas	
3	Outside built up areas	
4	On motorways	
5	Single vehicle crashes	
6	Multi vehicle crashes	
	Passenger cars	
-	PTWs	
	Cycles	
10	Pedestrians	
2. Safety Performance Indicators		
	Speed	
	Safety belt	
	Protective equipment	
	Alcohol	
-	Distraction	
	Vehicle safety	
	Infrastructure	
-	Post-crash care	
	Enforcement	
10	Attitudes	



Monitoring Strategy Implementation

	MONITORING STRATEGY IMPLEMENTATION	
1.	Road Safety Management	
	1 National Road Safety Authority	
	2 Road Safety Capacity	
	3 National Road Safety Budget	
	4 Road Safety Legislation	
	5 National Road Safety Observatory	
2. Safe Road User Behaviour		
	1 Enforcement	
	2 Education	
	3 New drivers training	
	4 Communication campaigns	
	5 Measures for vulnerable road users	
3. Safe Speeds		
	1 Update of speed limits	
	2 Enforcing speeding	
	3 Campaigns on speeding	
	4 Monitoring speeding	
4. Safe Roads		
	1 City Mobility & Safety Plans	
	2 Urban infrastructure for VRUs	
	3 Rural Roads Safety Interventions	
	4 Motorways safety management	
	5 Road design standards	
	6 Road safety audit and inspection	
	Safe Vehicles	
	1 Fleet renewal	
	2 Promotion of ADAS	
	3 Vehicle Technical Inspection	
	4 Automation preparation	
	Post Crash Care	
	1 Reduce EMS reaction time	
	2 Support people injured	

Monitoring progress in 26 road safety areas within the 6 Pillars of UN decade of action

For each **road safety area**, three fields should be filled-in (starting with the strategy baseline year):

- foreseen according to the strategy
- implemented estimation of the Authorities
- **effectiveness** estimation (effectiveness evaluation)

Four categories are foreseen,

for estimating implementation progress of all related actions:

initial partial almost full full



Assessing the effectiveness

How effectively the strategy is being implemented will be assessed by attempting **to link progress at the level of actions with the respective safety performance**

- for all crashes
- for certain types of crashes (whenever possible)

Targeted analyses by national experts

Methodological guidance and support will be provided by ERSO, with focus on before-after and timeseries analyses







Survey among EU Member States

- A first short survey was sent to National Authorities in July 2023
- > Information was asked on:
 - Current national road safety strategies
 Current practices in monitoring the implementation of the RSS
- 17 MS responded to the survey: AT, BE, BG, DK, EE, FI, DE, EL, HU, IE, IT, LU, MT, NL, PL, SK, ES



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Survey Results

- In several EU countries, there is a steady monitoring of road safety strategies/ plans on an annual or biannual basis
 based on road safety outcomes, KPIs and/or progress of implementation of measures
- Fewer countries have performed evaluation of specific key measures/actions at the end of the implementation of road safety strategy
- Ex-post evaluation in most countries is mainly based on road safety outcomes compared to the targets set
- More complete evaluation reports include also:
 - > evaluation of the performance achieved based on the KPIs
 - degree of completion of the actions of the strategy
 - > qualitative assessment









Road Safety Promotion



Integrated Communication Policy

ERSO contains a wealth of data and information, which cannot be found nowhere else in the world, in such a condensed and organized way.

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.



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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 Road Safety Promotion Activities
- ➢A large Network of European and Global Road Safety Stakeholders
- >A strong **brand-name**:

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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

ERSO is fully open since 2005 to the Global Road Safety Community







Road Safety Areas

Four road safety promotion activities per year (3 Thematic Areas + 1 Main Results)

The ERSO contents are grouped into the 9 Key Thematic Road Safety Areas:

- 1. Alcohol
- 2. Distraction
- 3. Speeding
- 4. Protective Equipment
- 5. Vulnerable Road Users

- 6. Behaviour
- 7. Infrastructure
- 8. Vehicle Technology
- 9. Health Impacts

The Main Results of each thematic road safety area will be disseminated once all related contents are completed and ready to be published.





Drink and Driving

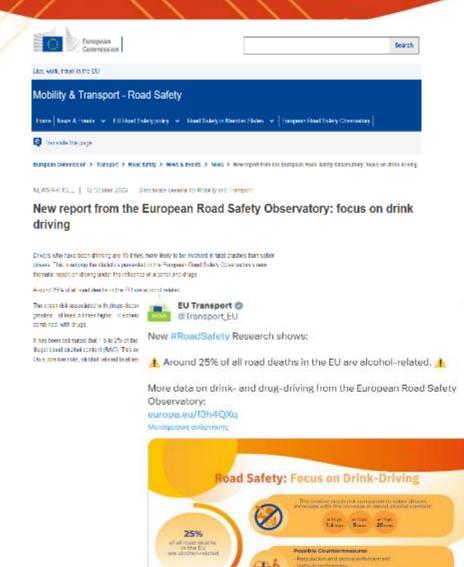
Ist Road Safety Promotion Activity on drink driving in October 2023

>A new item for ERSO reports on drink driving

 Thematic Report Alcohol and Drugs
 Safety Performance Indicator Report on Alcohol and Drugs
 Infographic: Focus on Drink-Driving

Part of the Commission's efforts to promote safe mobility across the EU

New research publications by the ERSO are under preparation, each focusing on a key road safety topic



#RoadSafety



Communication Channels

- DG-Move Website item
- DG Move Newsletter item
- DG Move Road Safety Unit direct email
- ➤DG Move Social Media
- ERSOnext partners Social Media and Newsletters











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