

Traffic safety culture: A transition towards shared responsibility for safe and sustainable mobility

- TRUST

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**Artificial Intelligence
for Road Safety and Mobility Workshop**

8th UN Global Road Safety Week

Athens, 15 May 2025



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The TRUST project

➤ 13 Project partners:

National Technical University of Athens

Kuratorium für Verkehrssicherheit, Transportøkonomisk Institutt, Vias Institute, Statens väg- och transportforskningsinstitut, Deep Blue Srl, European Transport Safety Council, POLIS Network, State Agency Road Safety, TSRD d.o.o. Beograd, Europäische Fahrlehrer Assoziation, Hofstede Insights OY, Toyota Motor Europe NV

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Insights



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Background

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- Progress in road safety can still be expected from improved infrastructure, (vehicle) technology and traffic laws and enforcement. However, a **cultural change** in the perceptions, values, social norms of all stakeholders in road safety and road users is also needed.
- Leveraging a **Traffic Safety Culture** (TSC) approach to improve road safety requires deep understanding of what constitutes TSC (such as **beliefs, attitudes, norms, values** etc.) and how TSC and its different components contribute to risk factors and safety outcomes.



Objectives

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- Move from different interpretations of traffic safety culture to a **common definition and conceptual framework**, covering transformation at community and organizational level
- Demonstrate how TSC supports both the **Safe System** and **sustainable mobility** approaches
- Create a **platform** to provide guidance to Authorities, companies and decision-makers on all levels
- Demonstrate the **applicability** and **effectiveness** of TSC measuring tools and transformation interventions



Methodological Approach

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- Development of a **TSC framework**
- Development of **models, tools** and **guidance** on interventions
- Implementation of interventions through **7 pilots**
- Evaluation of **impact** on traffic safety culture change and sustainable mobility
- Identification of the impact of TSC on **road safety outcomes** and integration into the **Safe System** approach
- Identification of the link between **TSC** and **sustainability**
- Development of **guidance** documents and policy **recommendations** for stakeholders



Results

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- A conceptual and operational **definition** of TSC
- A model showing how TSC impacts **road safety performance** and contributes to the **Safe System** approach and to **sustainable mobility**.
- A TSC **Framework** consisting of models, validated assessment tools and intervention methods for measuring TSC maturity and improving TSC
- **Policy recommendations** and **guidance** documents for tailored interventions at European, national/regional and organizational level.
- A European **TSC index**
- The **TRUST platform** website with a wealth of information on TSC



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- **All road users** will benefit, as TRUST facilitates creating a system that is safe for use
- **Employees** will also gain advantages, by following company (organisation) practices incorporating road safety and sustainability goals
- **National Authorities** can integrate tailored interventions in their road safety strategies and sustainable mobility policies
- **Policy recommendations** to European and national/regional policy-makers for improving TSC



Scientific and Social Impact

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- Development of a **positive traffic safety culture** that supports the Vision Zero and the Safe System Approach
- Integration of TSC elements in **training at driving schools**
- Integration of mobility and traffic safety in **secondary education programmes**
- Catalyzer for **greater engagement** and adaptation of behaviours and actions towards embracing TSC



Future Challenges

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- Reduction of **work-related road crashes** up to 40% in organisations with TSC policies
- Reduction of **road fatalities and severe injuries** by 50% over 10 years in countries where the TSC maturity has increased to the current level of high-performers
- Adoption of European good practices on TSC **outside Europe**



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DECADE OF ACTION FOR
ROAD SAFETY
2021-2030



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