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

Alexandra Laiou

Transportation Engineer

Together with: Dimitrios Nikolaou, George Yannis



Department of Transportation Planning and Engineering
National Technical University of Athens

Artificial Intelligence for Road Safety and Mobility Workshop

8th UN Global Road Safety Week

Athens, 15 May 2025



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, Europaische Fahrlehrer Assoziation, Hofstede Insights OY, Toyota Motor Europe NV

Duration of the project:

36 months (May 2025 – April 2028)

> Funding:

This project has received funding from the Horizon Europe Framework Programme of the European Union































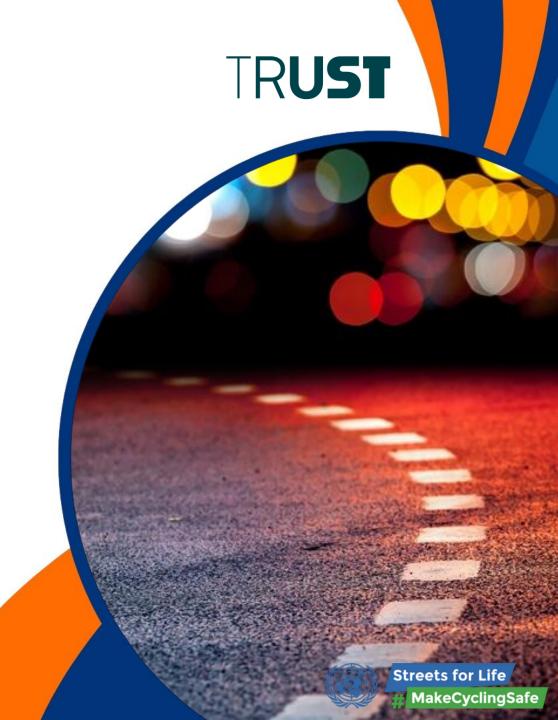






Background

- 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

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

- 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

- > 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



Streets for Life

- ➤ 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



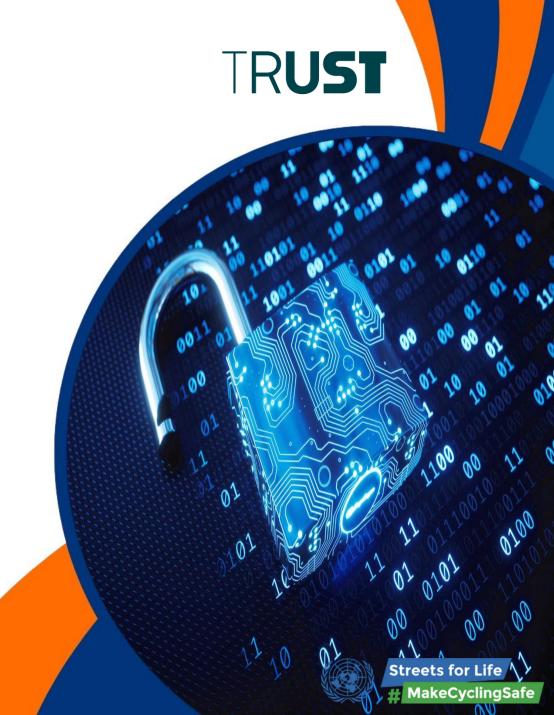
Scientific and Social Impact

- 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

- ➤ 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





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

Alexandra Laiou

Transportation Engineer

Together with: Dimitrios Nikolaou, George Yannis



Department of Transportation Planning and Engineering
National Technical University of Athens

Artificial Intelligence for Road Safety and Mobility Workshop

8th UN Global Road Safety Week

Athens, 15 May 2025

