30 km/h Success Story in Greece

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Global Road Safety Partnership (GRSP)
Brown Bag Session

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GLOBAL ROAD SAFETY PARTNERSHIP

NTUA Road Safety Observatory

- The NTUA Road Safety Observatory (www.nrso.ntua.gr) is a Center of Research and Innovation Excellence on Road Safety, with global recognition [ranked: 4th in Europe and 45th worldwide (PubMed 2023), 2nd in Europe and 6th worldwide (AAP 2019)]
- A Team of 40+ Scientists: internationally recognized Professors, Senior Transportation Engineers, PostDoc, PhD Candidates and other scientists
- An international reference website - information system with state-of-the art road safety data and knowledge:
  - more than 30.000 visits per month,
  - 157 electronic newsletters since 2007,
  - tens of tweets and social media posts annually,
  - network of more than 5.500+ road safety experts in Greece (1.500+) and worldwide (4.000+).
- An excellent research activity:
  - More than 200 Diploma Theses & 28 PhD Theses,
  - More than 187 road safety research projects, mostly highly competitive,
  - More than 1.100 road safety publications 287 in scientific journals),
  - More than 180 scientific committees,
  - International Cooperations: European Commission, UN/ECE, OECD/ITF, WHO, World Bank, EIB, CEDR, FEHRL, ERF, IRF, UITP, ETSC, WCTR, TRB, decades of Universities and Research Centers.

Outline

1. Key facts about speeding (2)
2. Scientific evidence on 30km/h city-wide schemes (6)
3. From city-wide schemes to national and EU rules (7)
4. 30 Marathons in 30 months campaign (1)
5. The key message (1)

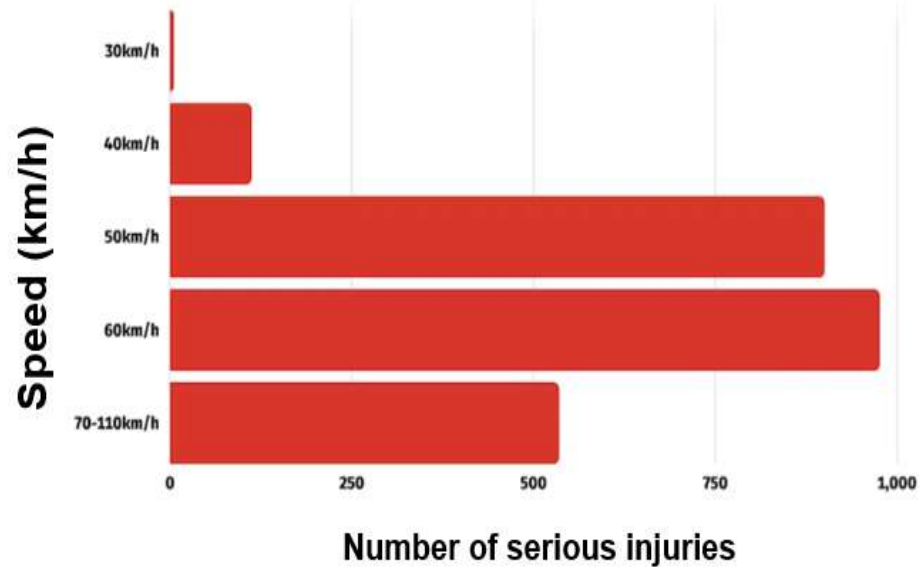
Key Facts about Speeding

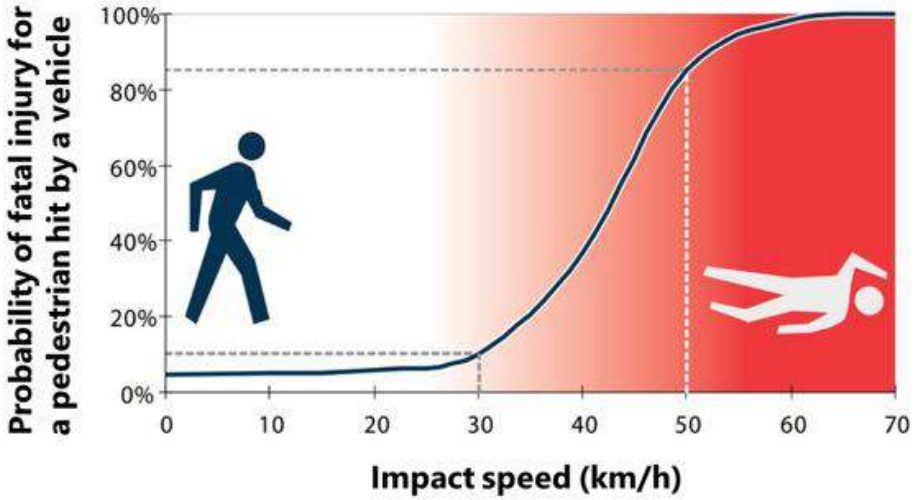
Speeding Kills (1/2)

- Road crashes is a major societal problem worldwide, with 1,19 million road fatalities per year and more than 50 million of road injuries
- Speeding is the number one cause of road crashes worldwide, especially in cities where pedestrians, cyclists and motorcyclists are highly exposed and vulnerable in case of a collision (70% of fatalities in urban areas are VRUs)
- Speed has been found to be a major contributory factor in around 10-15% of total crashes and in around 30% of fatal crashes
- Speed effects the quality of life of urban residents, especially the safe mobility of vulnerable road users

Speeding Kills (2/2)

- When speed increases, the risk of a crash and of its severity increases as well
- A 5% increase in average speed leads to approximately a 10% increase in all injury crashes and a 20% increase in fatal crashes
- The increase in crash risk is usually attributed by the fact that when speed increases, the time to react to traffic situations is shorter and manoeuvrability of a speeding car is limited
- Pedestrian fatalities increase from 10% in 30km/h collisions to 90% in 50km/h collisions





Scientific Evidence on 30km/h City-wide Schemes

Scientific Reviews

The two first-ever **literature reviews**:

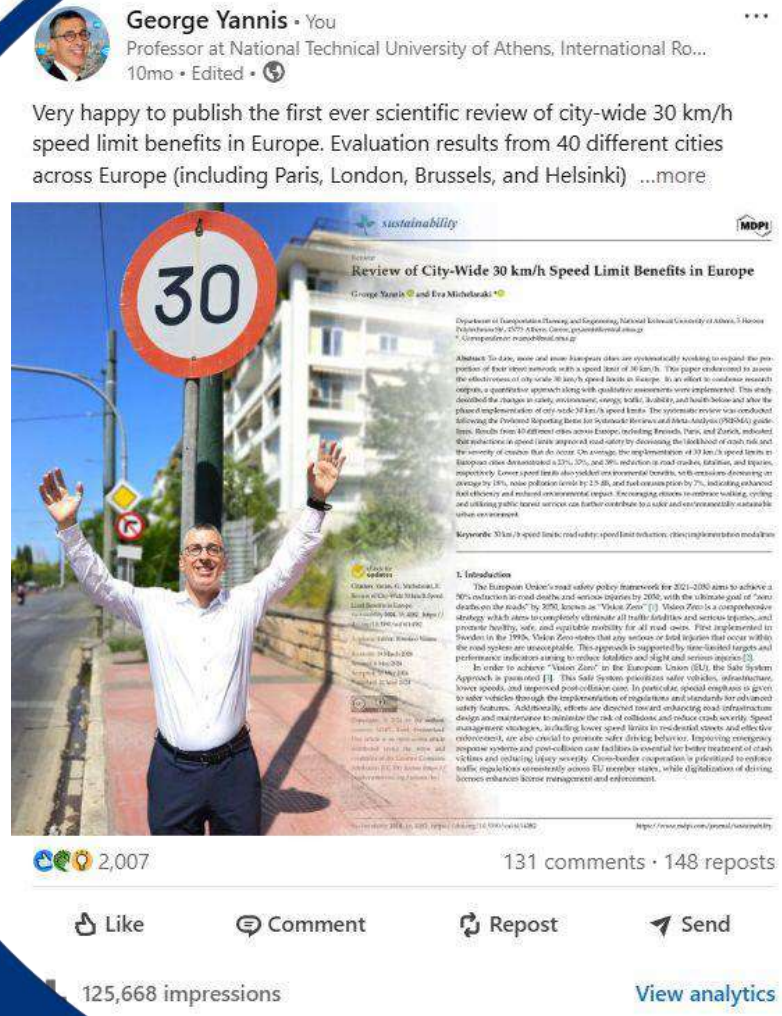
- Assessment of changes **before and after** the implementation of city-wide 30 km/h speed limits in Europe (meta-analyses of 70 studies from 17 cities)
  Yannis, G., & Michelaraki, E. (2024). Review of City-Wide 30 km/h Speed Limit Benefits in Europe. Sustainability, 16(11), 4382

- Assessment of the effectiveness of 30 km/h speed limit through **simulation studies** (meta-analyses of 60 studies)
  Yannis, G., & Michelaraki, E. (2024). Effectiveness of 30 km/h speed limit - A literature review. Journal of Safety Research, Vol. 92, November 2024

These findings are now **referenced worldwide** to substantiate the need for city-wide 30km/h speed limits, demonstrating driving changes in terms of:

Safety Emissions Energy Traffic Liveability Health

more than 250,000 views



30 km/h Road Coverage in European Cities

- Many major European cities (**Brussels, Bilbao, Lille, Paris, Munich and Amsterdam**) have implemented city-wide 30 km/h speed limits, with 80-100% of their streets covered
- Cities like **Vienna, Bologna, Berlin and Stockholm** have progressively expanded the adoption of 30 km/h speed limits, with ongoing efforts toward broader coverage

A/A	City	Coverage of Roads at 30 km/h
1	Bilbao, Spain	100%
2	Lille, France	88%
3	Brussels, Belgium	85%
4	Paris, France	85%
5	Madrid, Spain	85%
6	Munich, Germany	85%
7	Toulouse, France	85%
8	Lyon, France	84%
9	Grenoble, France	80%
10	Montpellier, France	80%
11	Nantes, France	80%

A/A	City	Coverage of Roads at 30 km/h
12	Amsterdam, Netherlands	80%
13	Graz, Austria	80%
14	Vienna, Austria	75%
15	Glasgow, Scotland	75%
16	Bologna, Italy	70%
17	Barcelona, Spain	70%
18	Helsinki, Finland	66%
19	Den Haag, Netherlands	65%
20	Berlin, Germany	60%
21	Luxembourg, Luxembourg	60%
22	Stockholm, Sweden	60-70%

Source: Multiple European news articles, official websites and blogs on city-wide 30 km/h speed limits initiatives

3 Countries adopted/ing Countrywide 30km/h speed limits (in all urban areas)

Impacts of 30km/h Speed Limit in Cities

Yannis, G., & Michelaraki, E. (2024). Review of City-Wide 30 km/h Speed Limit Benefits in Europe Sustainability, 16(11), 4382

City-wide 30km/h speed limits led to **average reduction:**
(meta-analyses of 70 studies from 17 cities)

Fatalities by **37%**

Emissions by **18%**

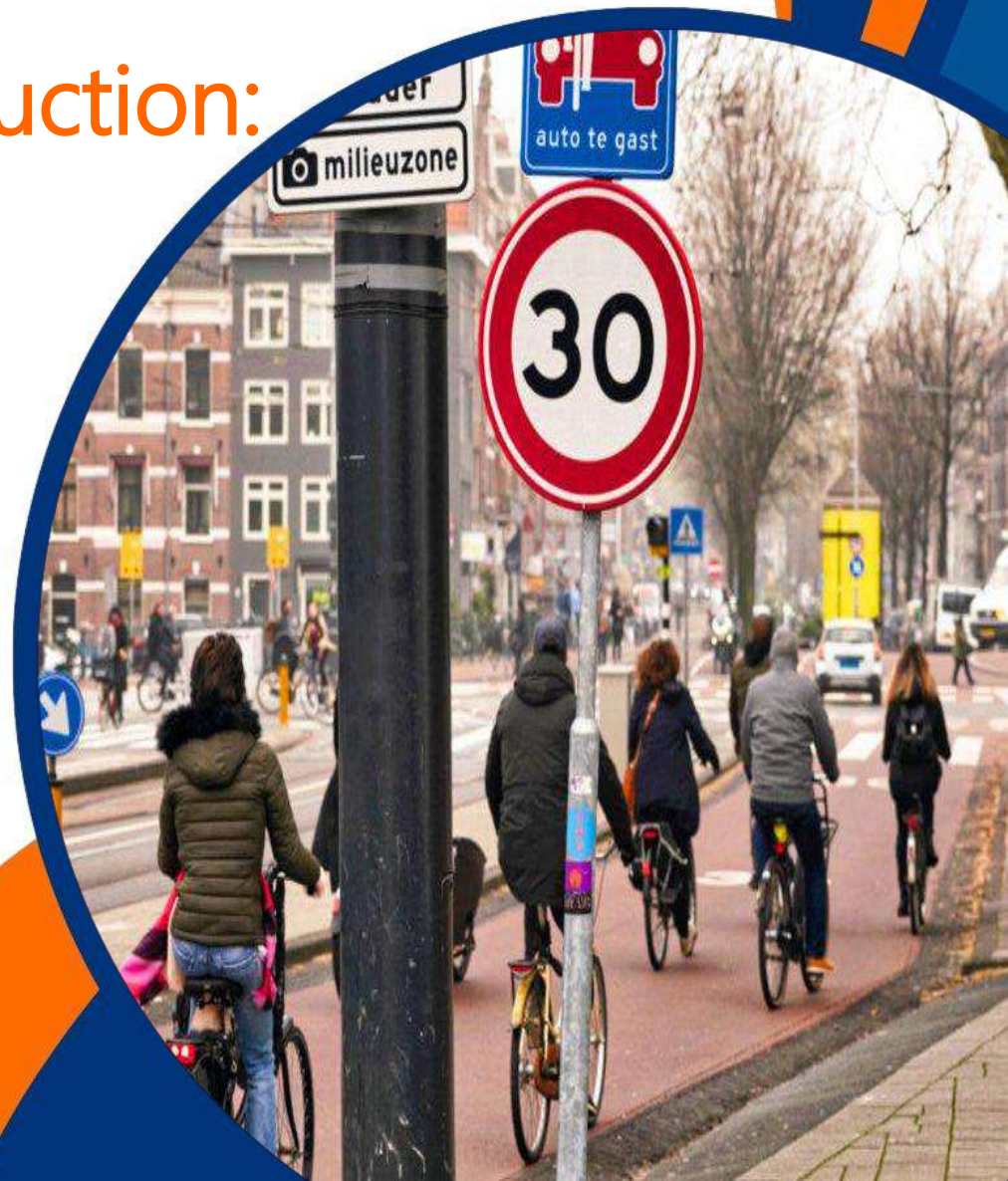
Serious injuries by **38%**

Noise by **2.5 db**

Road crashes by **23%**

Fuel consumption by **7%**

Traffic congestion by **2%**



Benefits of City-wide 30 km/h Speed Limit

Yannis, G., & Michelaraki, E. (2024). Effectiveness of 30 km/h speed limit – A literature review. Journal of Safety Research, Vol. 92, November 2024

Road safety

- decrease average travel speed
- decrease conflicts with VRUs

Environment

- reduce air pollution
- reduce car dependency

Traffic flow

- reduce traffic volumes
- reduce congestion

Energy

- reduce fuel consumption
- promote smoother eco-driving

Sustainability

- increase Public Transport use
- increase pedestrian, cyclists and e-scooter active mobility

Key Resources

Setting a speed limit of 30 km/h where people and traffic mix, make streets
safer, healthier, greener and more liveable

Long-term Impact

Significant socio-economic impact

- Cumulative **significant reduction** in:
  - road crashes and casualties
  - fuel/energy consumption and air pollution

  without a significant decrease in travel times

More livable cities

- Progressive development of friendly environments for pedestrians and cyclists, making it safer and more enjoyable for them to travel on foot or by bike
- Gradual modal shift from passenger cars to public transport and shared and active travelling
- New opportunities for redistribution of public space towards a higher quality of life in cities

Accompanying Measures to Maximise Efficiency

- Public consultation and awareness campaigns
- Public transport and active mobility promotion
- Traffic calming measures
- Intelligent transportation systems
- Monitoring and evaluation
- Enforcement and police cooperation

From city-wide schemes to national and EU rules

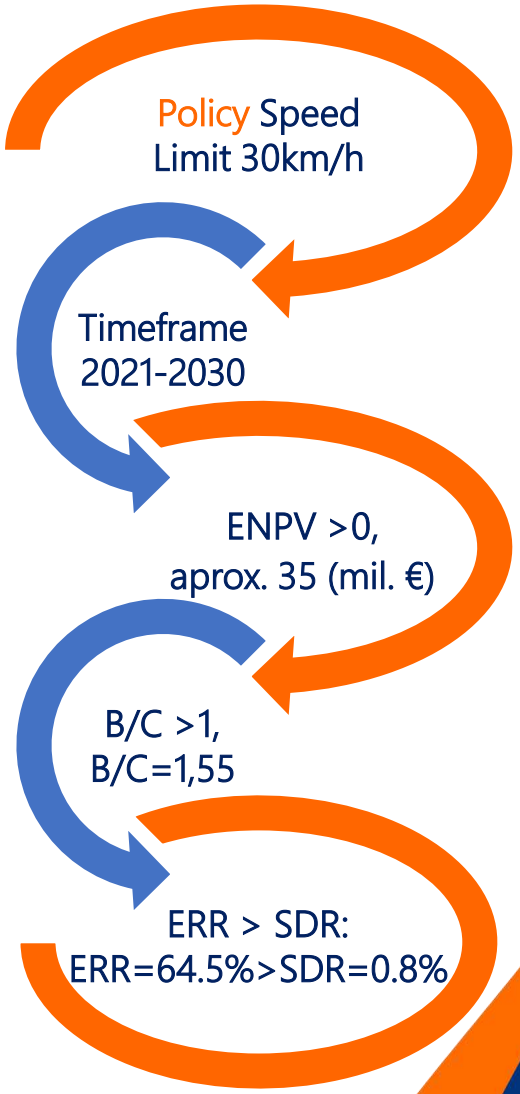
Cost Benefit Analysis Results - Athens

Roussou, S., Petraki, V., Deliali, K., Kontaxi, A. & Yannis, G. (2024). Cost benefit analysis of reducing speed limits in Athens to 30 Km/h. Case Studies on Transport Policy, 101289, October 2024

A Cost Benefit Analysis for the City of Athens was implemented till the year 2030, by including all the Costs (Implementation and Operational) and all the Benefits (Road Crashes, Fuel Consumption, Emissions) which concludes to the following results:

- The most important economic benefit arises due to the improvement of road safety through the reduction of fatalities on road crashes:
  - ✓ Expected Net Present Value (ENPV) > €35 million
  - ✓ Benefit-Cost Ratio (B/C) = 1,55
  - ✓ Economic Rate of Return (ERR) = 64.5%
  - ✓ Social Discount Rate (SDR) = 0.8%

- All the examined policies present a positive ENPV and an ERR higher than the SDR, indicating their feasibility over time



Benefits from Countrywide New Speed Limits

It is estimated that city-wide 30 km/h speed limits on the road network of all cities in Greece (with the exception of major axes) will save annually:

- 110 fatalities (out of 665 in Greece)
- 125 seriously injured (out of 636 in Greece)
- 800 slightly injured (out of 12,533 in Greece)

A New Road Safety Culture in Greece with the New Road Traffic Code

- 30km/h speed limit in all urban streets in Greece, of one or two directions with one lane per direction - the second EU country after Spain (from 1 January 2026)

Accompanied by:

- rationalising and simplifying penalties, linking them to the seriousness & magnitude of offences
- punishing drivers instead of vehicles, especially recidivists
- introducing two-wheeler filtering & advance stopping zones
- deploying cameras for key violations (speeding, helmet, seatbelt, mobile use)
- implementing digital management of fines

Greece’s best-ever Performance in 2025

- **Lowest number of fatalities since ever**
  highest annual percentage decreace (-22%)

- **148 lives saved in 2025**
  517 in comparison to 665 in 2024

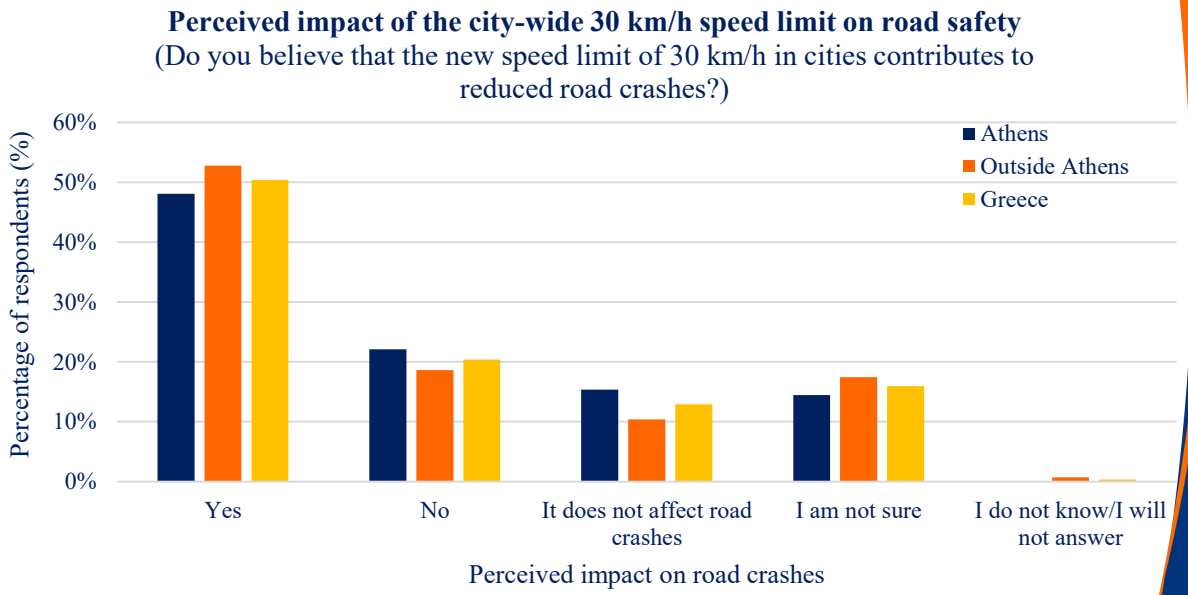
- **Mainly due to:**
  - **systematic enforcement** of helmet wearing & drink-and-drive
  - the **new Road Traffic Code** in Greece

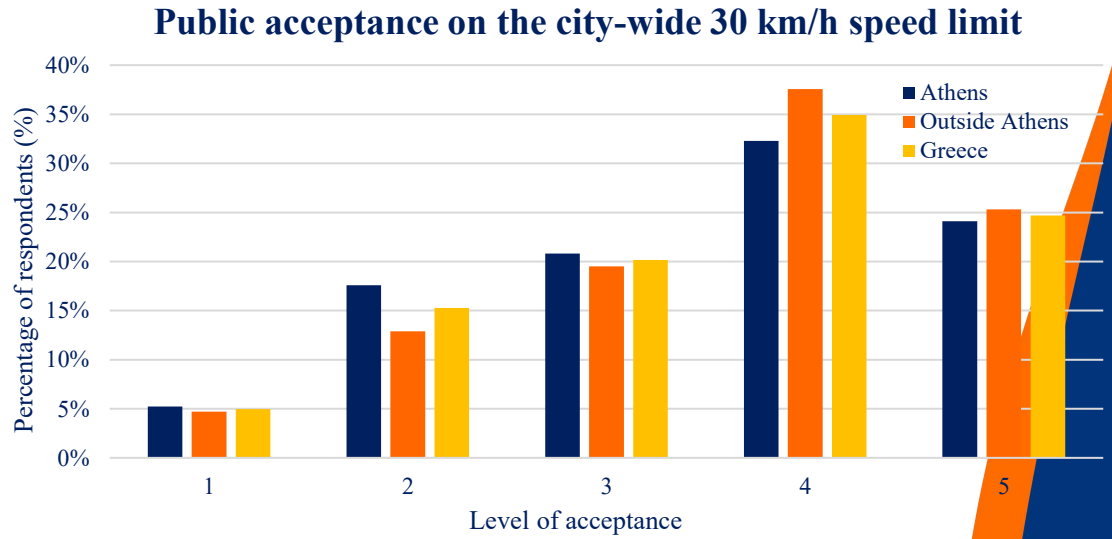
- **Helmer use increased from 80% to 92%**
  resulting in 75 lives of motorcyclists saved

- **Proud of NTUA persisting advocacy**
  at the Authorities and the media

Public Acceptance of city-wide 30 km/h in Greece

- An online survey of 800 participants was conducted to explore public perceptions of the city-wide 30 km/h speed limit in Greece
- In total, 60% of participants expressed a positive opinion of the 30 km/h speed limit in urban areas (somewhat positive and very positive), while approximately 20% of participants remained neutral toward the implementation of this new measure
- Interestingly, half of Greek participants (50%) believed that the new speed limit contributes to reducing road crashes, while 13% of participants believed that the new speed limit would have no effect on the number of road crashes, reflecting the perception that such policies may not significantly alter driver behaviour





Road Safety @ the crossroads

- **Speeding is a major global health issue**
  - its role is largely underestimated by all
  - measures should be universal and local
  - city-wide 30km speed limits is necessary for saving VRUs lives

- **Safety should be embedded into urban mobility policy**
  - public transport is the best road safety measure
  - safety starts with the right public space management
  - safer speeds should prevail over traffic efficiency

Time for Action at European Level

- Speeding, as the key factor for road crashes, must be recognized as a major societal health issue for which action is needed at EU level, as is the case with smoking and alcohol consumption
- Consequently, the European Union should set the maximum speed limits in all urban roads in Europe; and national and local Authorities can only make the necessary adjustments of lower speed limits after specific studies
- Given its unprecedented benefits, the city-wide 30km/h speed limits should become a European rule (off course with the exception of selected main axes e.g. roads with a median), with the EU assuming thus its fundamental role of protecting its citizens' lives

30 Marathons in 30 Months Campaign

30 Marathons in 30 Months Campaign

- The National Technical University of Athens (NTUA) launched the innovative and original 30 Marathons in 30 months campaign to actively promote the adoption of 30km/h speed limit in all cities worldwide, as a key policy for safer, healthier and greener cities for all

- This campaign has mobilized large synergies with key stakeholders and the society and was concluded in November 2024 in Athens (all Marathons in under 4 hours) with a particularly significant global impact

- This impactful campaign was accompanied by extensive media outreach in 25 major European cities, including web, press, tv and radio coverage and a highly effective social media presence that attracted over 500,000 pageviews annually and an audience of more than 150,000 people

The Key Message

City-wide 30km/h Speed Limits boost a New Road Safety & Mobility Culture

- City-wide 30km/h speed limit is the since-long waited single road safety measure with such a significant benefit at such a low cost and such a small change in our habits

- More than a simple new traffic rule: a catalyser for slower and safer traffic, for a new road safety and mobility culture

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