

Vision Zero

by

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- Aviation
- Nuclear Power Plants
- Railway Systems
- Shipping Industry





**”No one shall be killed or
seriously injured within
the road traffic system”**

Swedish Government 1997



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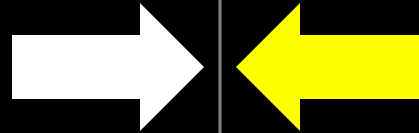
Vision 1200000 Zero



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Traditional Thinking

Vision Zero Thinking



Focus on accidents
Perfect human behavior
Individual responsibility
Industry must be forced
Saving lives is expensive

Focus on fatalities and serious injuries
Integrate the failing human in design
Shared responsibility
Industry can be stimulated
Saving lives is cheap



DRIVER

SYSTEM

RESPONSIBILITY

SHARED RESPONSIBILITY



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Sweden was already one of the safest countries in the world

(6 killed/100,000 population)

Traditional strategy focused on:

- Speeding
- Drunk driving
- Use of safety belts
- Use of cellphone while driving
- Reckless driving
- Annual car inspections



Declaration

Everyone has the right to...

- ...use roads without threats to life or health
- ...safe and sustainable mobility
- ...use the the roads without unintentionally imposing any threats to others
- ...information about safety problems
- ...expect systematic and continous improvements



New strategy

- The designers of the system are always ultimately responsible for design, operations, safety and use of the system.
- Road users are responsible for following the rules for use of the system, set by the designers.
- If road users fail to obey these rules, the system designers are required to take steps to counteract people being killed or seriously injured.



In Practice

- Use of barriers
- Energy absorbing end terminals
- Crash Cushions
- Separation of traffic (2+1 roads)
- Use of TMA's

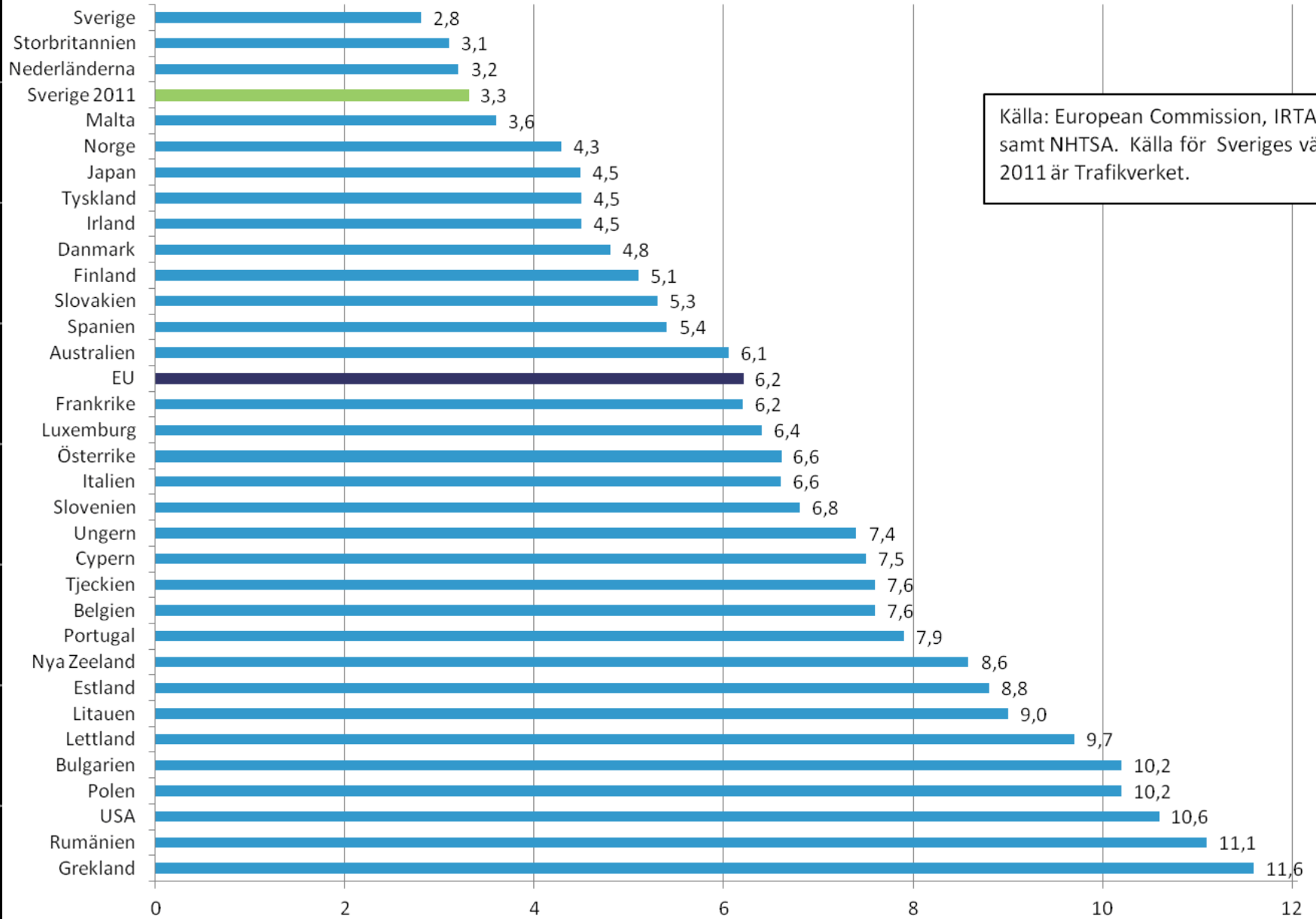




IN EVERY SITUATION A PERSON MIGHT FAIL
THE ROAD SYSTEM SHOULD NOT

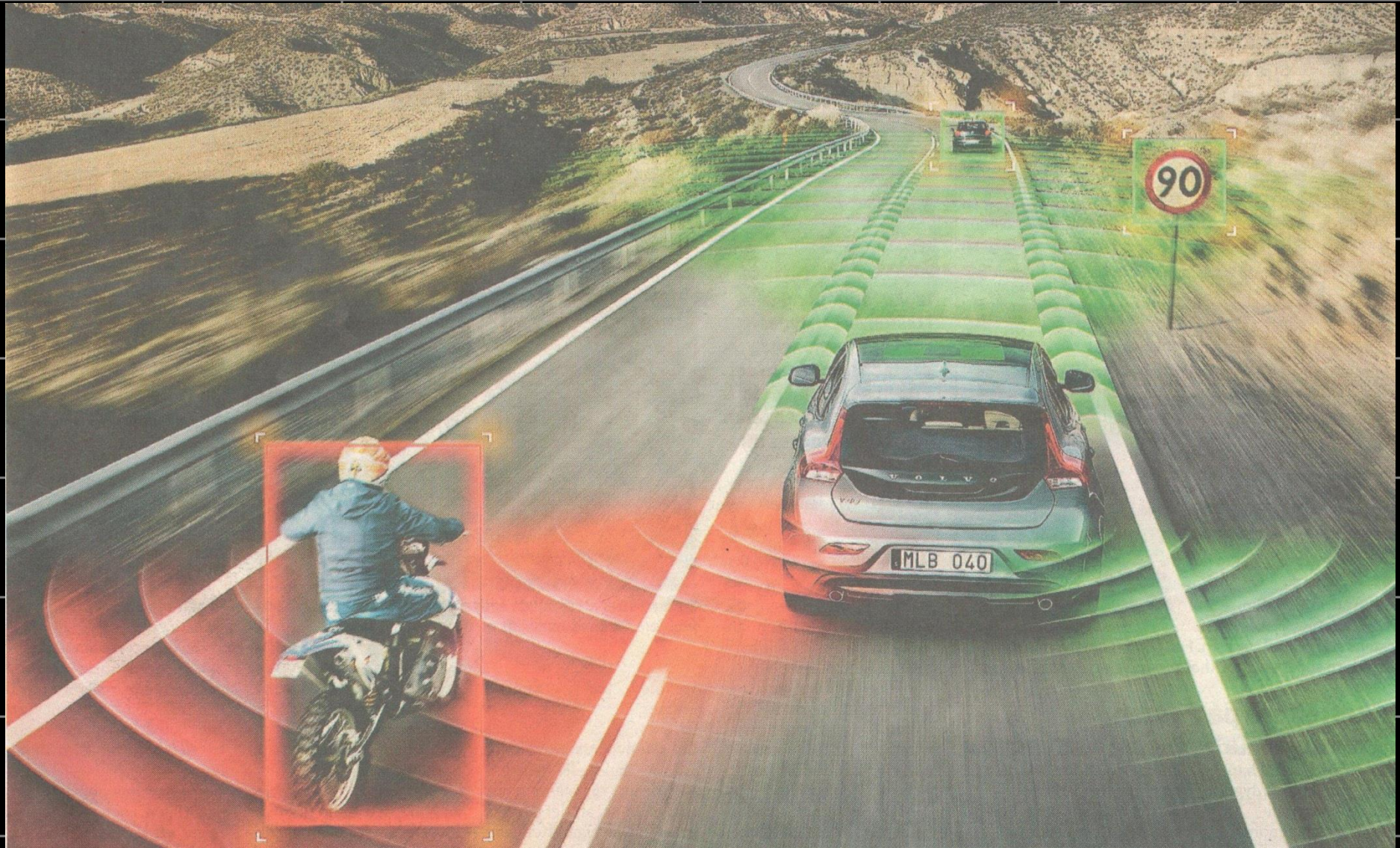






Källa: European Commission, IRTAD samt NHTSA. Källa för Sveriges värde 2011 är Trafikverket.

Next Step



Next Step



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Peltzman Effect

(risk compensation or risk homeostasis)

Adjust behavior in response
to the perceived level of risk



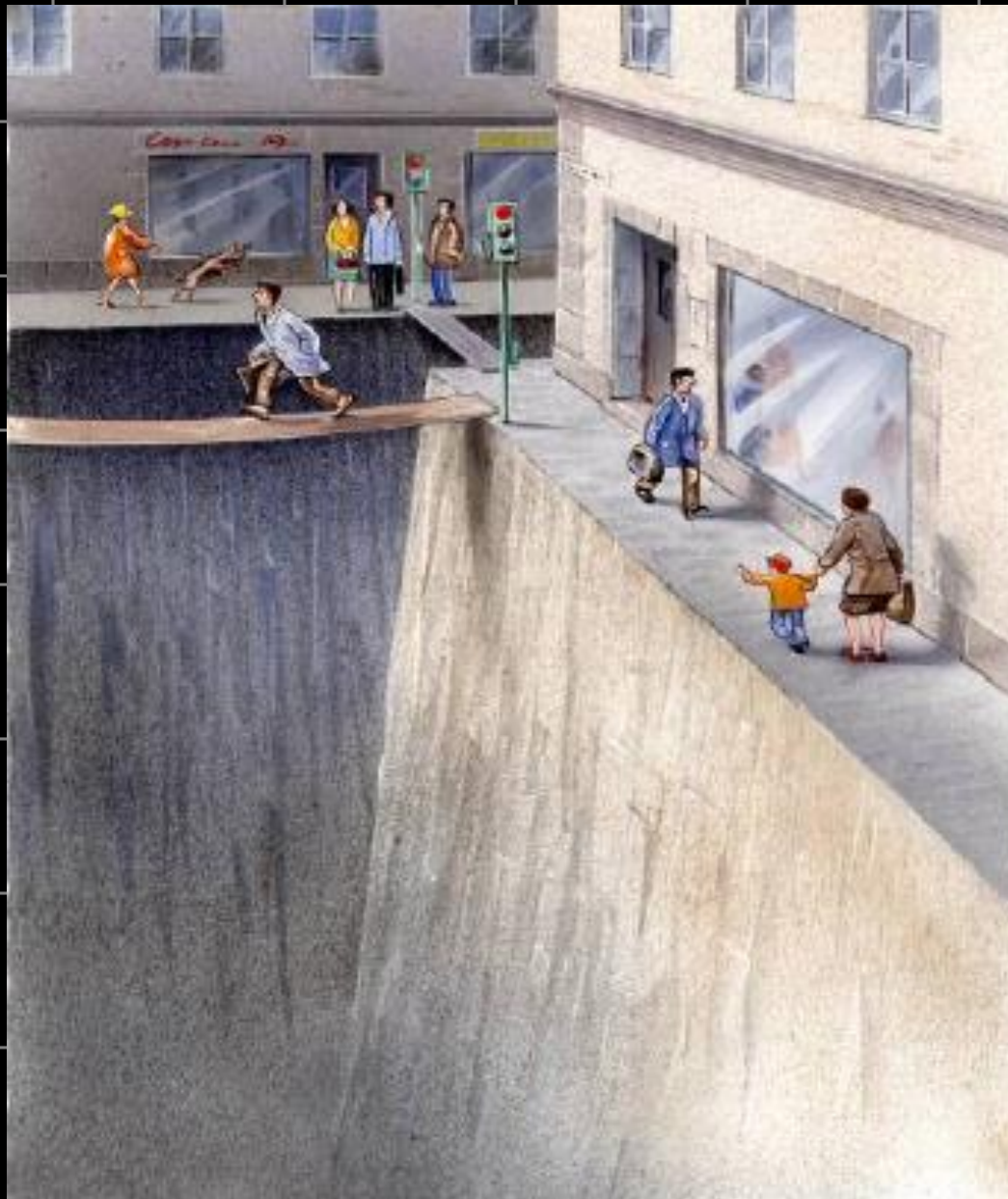
Which Is The Safest?



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Peltzman Effect

(risk compensation or risk homeostasis)

Adjust behavior in response
to the perceived level of risk

Everyone has his or her own
fixed level of acceptable risk



Peltzman Effect

(risk compensation or risk homeostasis)

Adjust behavior in response
to the perceived level of risk

Everyone has his or her own
fixed level of acceptable risk

Increased road safety may not
always have the desired effect



Vision without action is merely a dream

Action without vision is a waste of time

Vision with action can change anything

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Thank you for listening



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