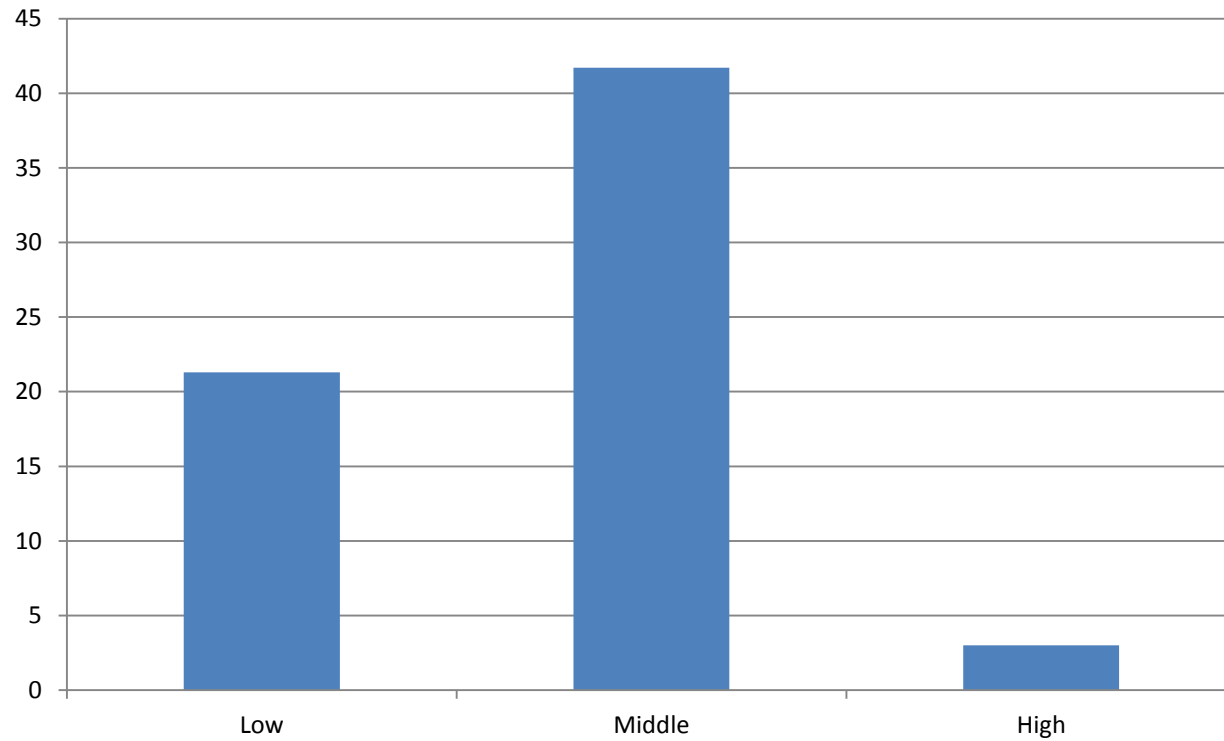**PhD. Matts-Åke Belin**
Swedish Transport Administration
Vision Zero Academy
matts-ake.belin@trafikverket.se

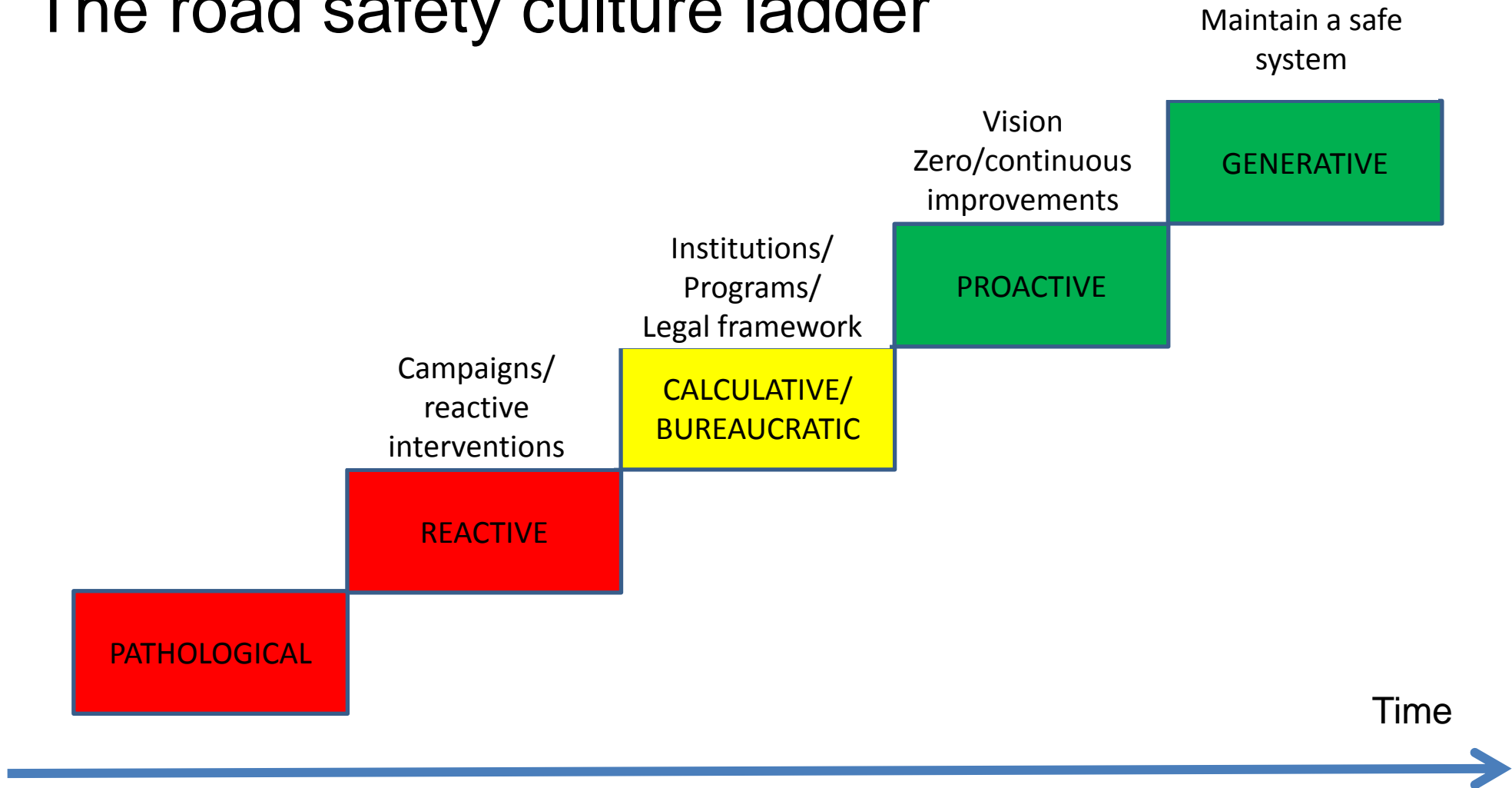**TRAFIKVERKET**

Number of killed people per 100 000 inhabitants in countries with same population but different economic development

TRAFIKVERKET

The road safety culture ladder

Maintain a safe system

Vision Zero/continuous improvements

Institutions/ Programs/ Legal framework

Campaigns/ reactive interventions

GENERATIVE

PROACTIVE

CALCULATIVE/ BUREAUCRATIC

REACTIVE

PATHOLOGICAL

Time

Based on:
Westrum R (2004) Qual Saf Health Care 2004;13(Suppl II):ii22–ii27. Hudson P (2007) Safety Science 45 697-722

TRAFIKVERKET
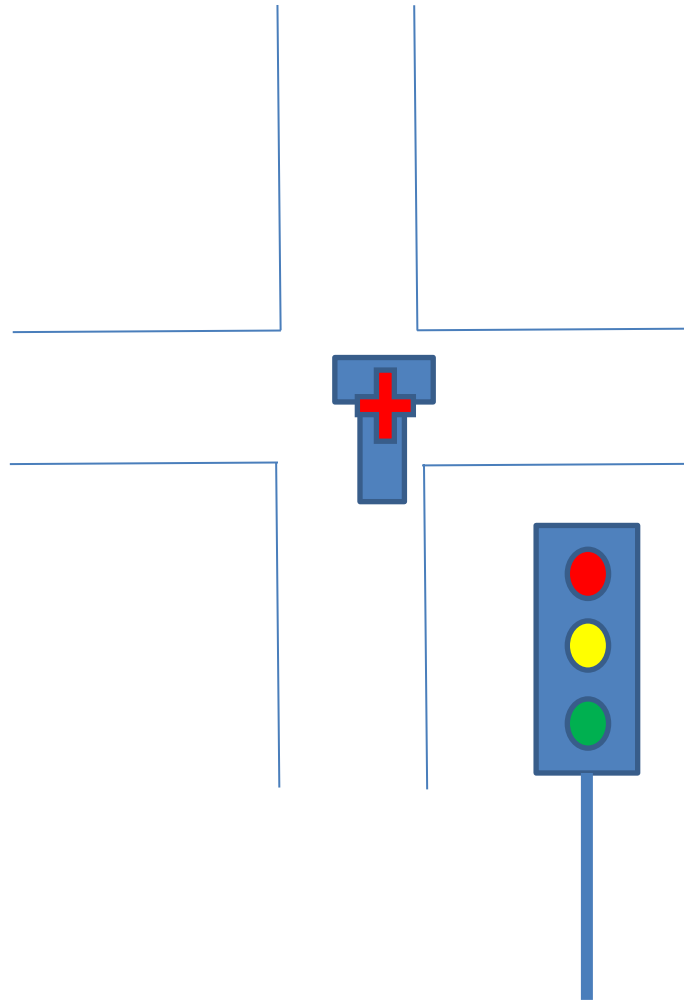
Vision Zero and Safe system approaches are on the policy agenda
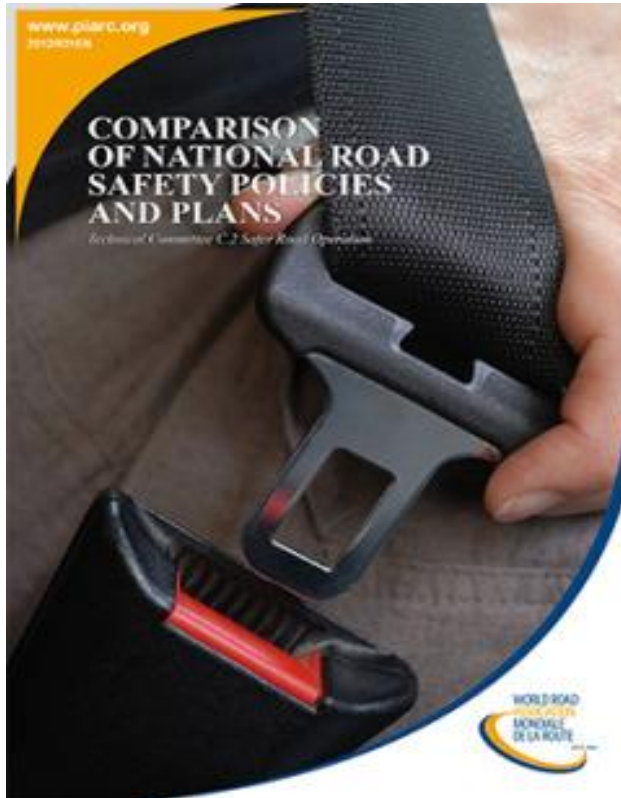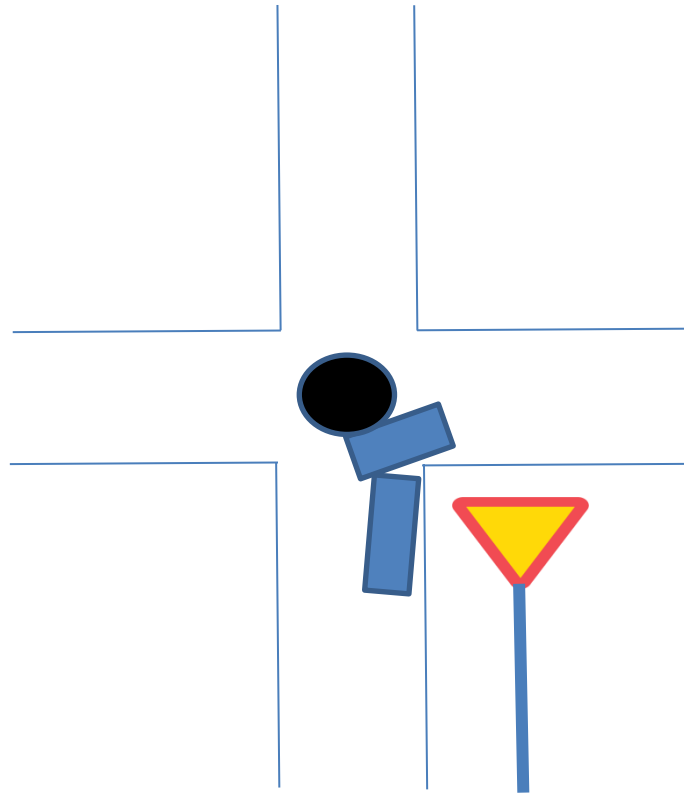
Vision Zero a road safety policy innovation

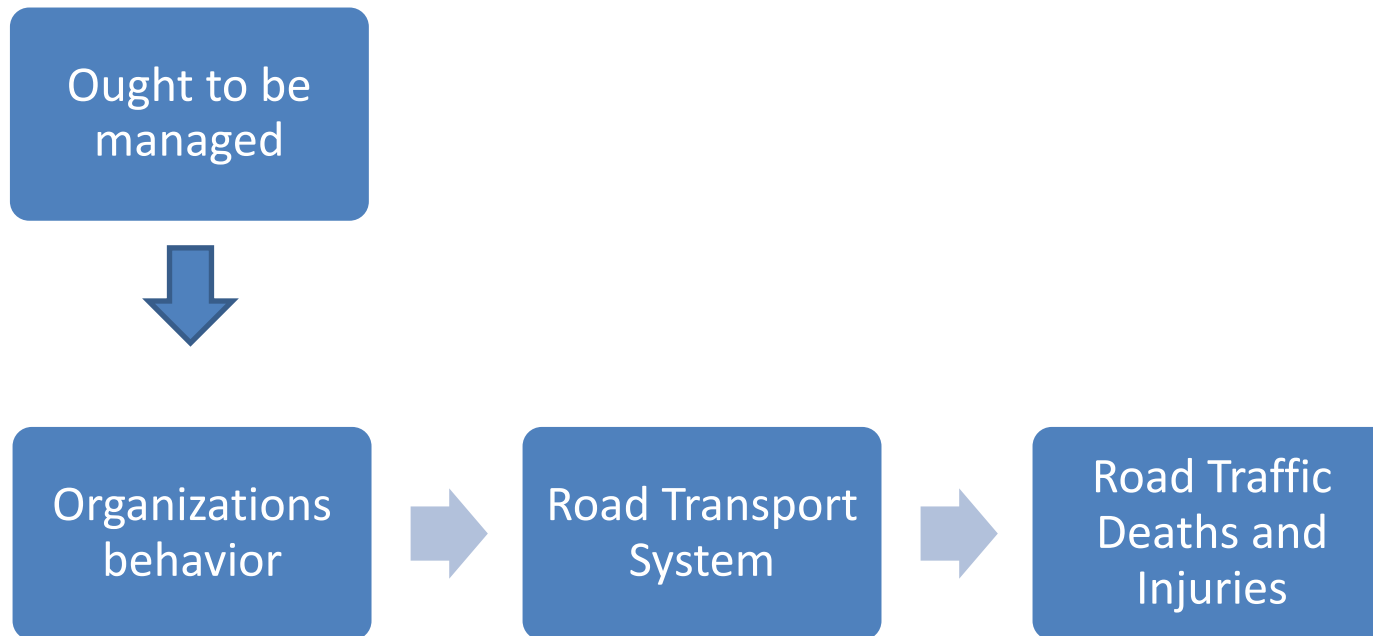| Traditional approach	Vision Zero approach
Accidents	Serious injuries
Individual road user behavior	The system is not designed according to human capability and behavior and human tolerance against external violence – in other words what the human body can stand.
Road users have primary responsibility	System designers have primary responsibility
People don't want safety	People demand safety
Change individual road user behavior	Change the environment (road environment, vehicles, support good social norms)
Risk reduction	Eliminate fatalities and serious injuries

TRAFIKVERKET

Vision Zero and responsibility

1. The system designers (organizations) should always have ultimate responsibility for the design, upkeep and use of the road transport system and in a way be responsible for the safety level of the entire system.

2. The road users are responsible for showing consideration, a sense of judgment and responsibility in traffic and for adhering to traffic regulations.

3. And if the road users do not shoulder their share of the responsibility – owing, for example, to a lack of knowledge, acceptance or ability – or if personal injuries occur or run the risk of occurring for other reasons, the system designers must take further measures to the extent necessary in order to combat the occurrence of deaths or serious injuries.

TRAFIKVERKET

Organizations influence the quality and the function of the road transport system and therefore ultimately its safety level

Ought to be managed

↓

Organizations behavior → Road Transport System → Road Traffic Deaths and Injuries

A management system standard published in October 2012

ISO Focus — The Magazine of the International Organization for Standardization
Volume 6, No. 9, October 2009, ISSN 1729-8709

ON THE ROAD TO SAFETY

- Global Road Safety Forum charts the course ahead
- ISO/IEC 27000 series secures eVoting system

Main Focus

On the road to safety

International Organization for Standardization

Reference number of working document: **ISO/PC 241 N 55**

Date: 14 Jan. 11

Reference number of document: **ISO/CD 3 39001**

Committee identification: ISO/PC 241

Secretariat: SIS

Road traffic safety (RTS) management systems – Requirements with guidance for use

Élément introductif — Élément principal — Partie n: Titre de la partie

Warning

This document is not an ISO International Standard. It is distributed for review and comment. It is subject to change without notice and may not be referred to as an International Standard.

Recipients of this draft are invited to submit, with their comments, notification of any relevant patent rights of which they are aware and to provide supporting documentation.
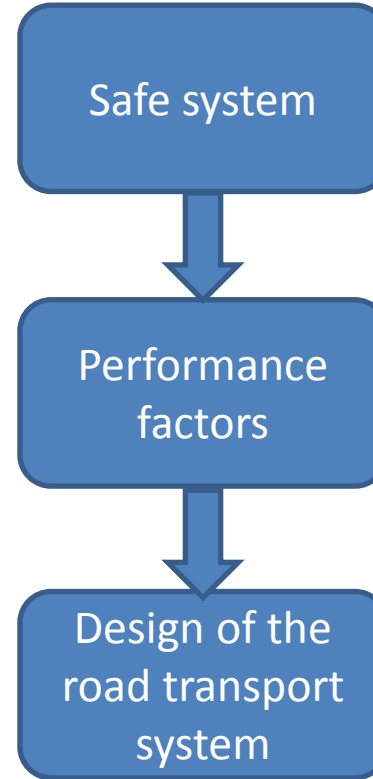
ISO 39001

- Basically (voluntary) requirements how an organization should behave in order to be able to achieve:
    - road safety results" which exceed what can be achieved through compliance with laws and standards, and
    - their own objectives, and, at the same time, contribute to achievement of societal goals".
- Based on a Safe System, Vision Zero approach
- 39001 can be integrated into, or made compatible with, other management systems and processes within the organization.
- 39001 promotes the use of an iterative (plan, do, check, act) process approach

TRAFIKVERKET

Traditional approach

```
┌─────────────────┐
│  Fatalities and │
│     injuries    │
└─────────────────┘
         │
         ▼
┌─────────────────┐
│   Risk factors  │
└─────────────────┘
         │
         ▼
┌─────────────────┐
│  Interventions  │
└─────────────────┘
```

ISO 39001

```
┌─────────────────┐
│   Safe system   │
└─────────────────┘
         │
         ▼
┌─────────────────┐
│   Performance   │
│     factors     │
└─────────────────┘
         │
         ▼
┌─────────────────┐
│  Design of the  │
│  road transport │
│     system      │
└─────────────────┘
```

TRAFIKVERKET

Road Authorities – many different roles

- Safe planning, design, operation and use of the road network
- Employees and the contractors use of the road system
- Coordinator of other system designers

THANK YOU!

matts-ake.belin@trafikverket.se

TRAFIKVERKET