



Organised by:

---

 **Government Offices of Sweden**  
Ministry of Rural Affairs and Infrastructure

 **TRAFIKVERKET**  
SWEDISH TRANSPORT ADMINISTRATION

**VINNOVA**  
Sweden's Innovation Agency

Arranged under the umbrella of:

---

**sweden**  
**2023.eu** Swedish Presidency  
of the Council of the  
European Union

# PRIVATE SECTOR ROLE AND ENGAGEMENT

Introducer to the subject  
Arati Davis

*Chief Operations Officer & Head of Secretariat – SITIS Sweden*

*India Business Council, Sweden – India Transport, Innovation  
And Safety Partnership*

1.3

Million

DEAD

1.7

Trillion USD

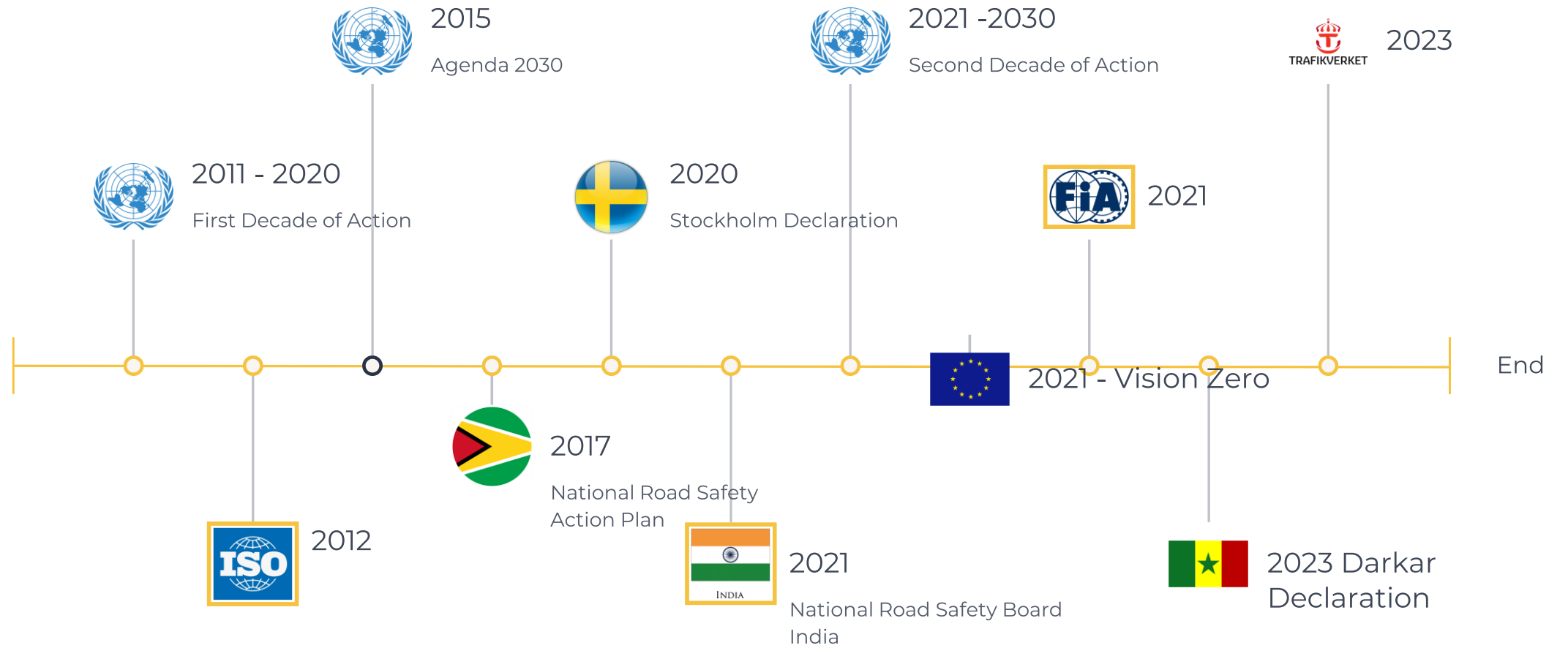
COST

260

Billion

TO REACH 2030 VISION

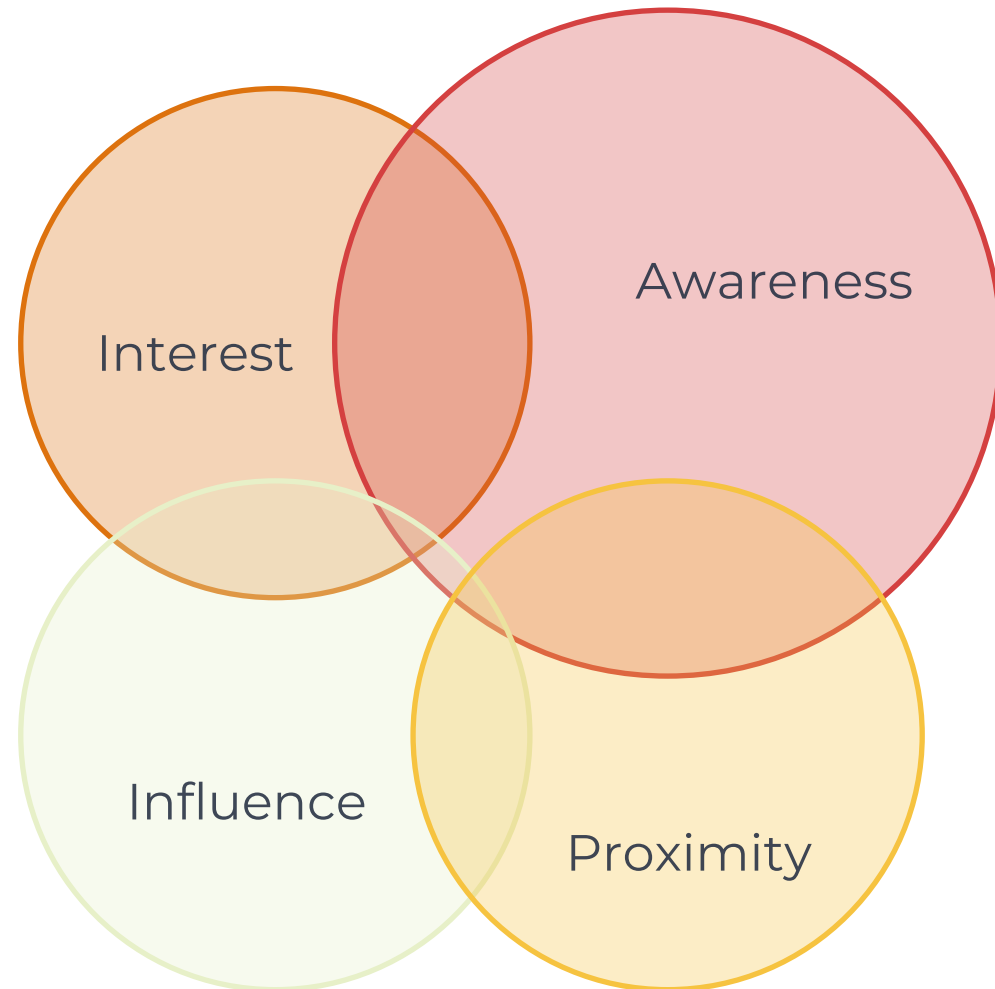
# Road Safety Mainstreaming



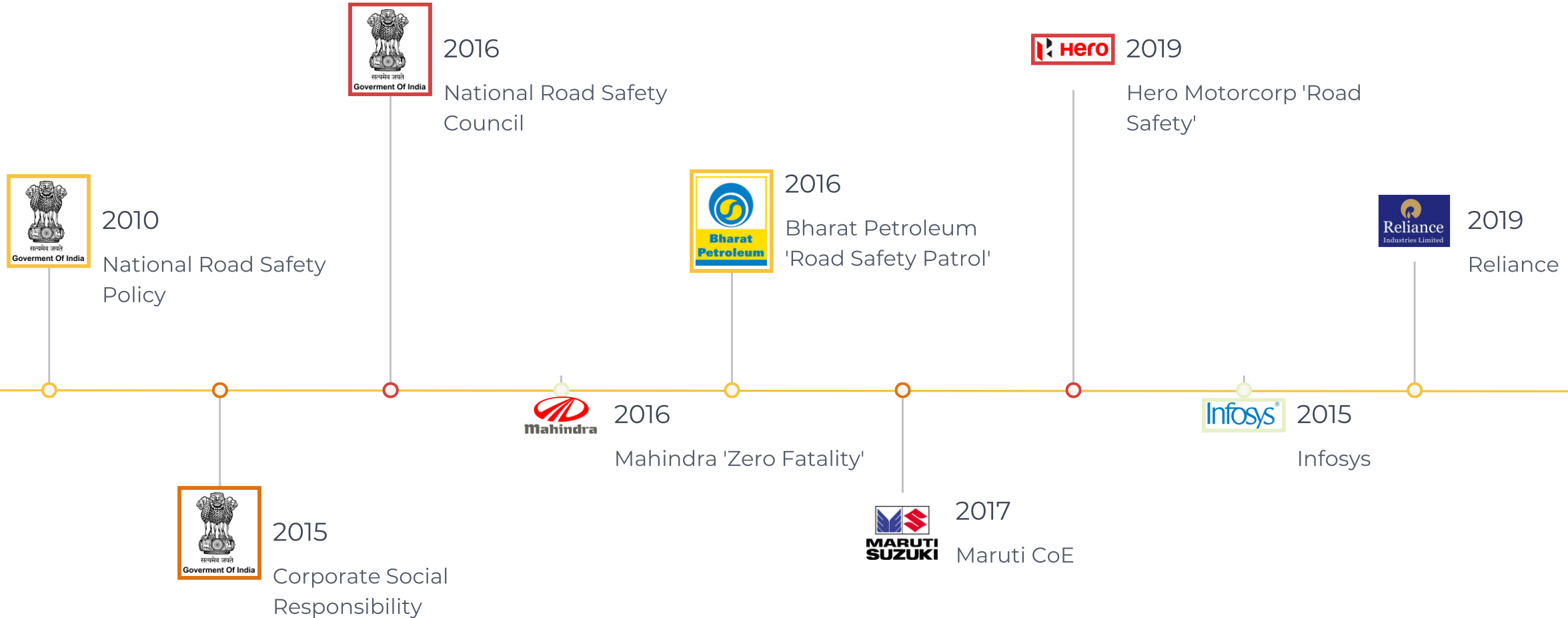




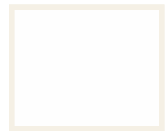
# Multistakeholder Management



# Impact of CSR Guidelines for Road Safety Development



TRIPLE-HELIX  
GREENCORRIDORS PROTOCOLS WHEELERS  
TWOUSER REGULATION SAFETY  
SAFE SERVICES INNOVATION PILOTS WHEELER  
CONNECTED EMERGENCY RESPONSE GOLDEN POLICY SETS ADAS  
DIGITAL TWINS LAB HARMONIZED RESEARCH DATA  
TECHNICAL TRANSPORT SYSTEM  
ACCIDENT HOUR BEHAVIOUR THREE  
DATABASE CENTRE OF EXCELLENCE







Organised by:



Government Offices of Sweden  
Ministry of Rural Affairs and Infrastructure



**TRAFIKVERKET**  
SWEDISH TRANSPORT ADMINISTRATION

**VINNOVA**  
Sweden's Innovation Agency

Arranged under the umbrella of:

**sweden**  
**2023.eu**

Swedish Presidency  
of the Council of the  
European Union