

**TOWARDS
ZERO
CONFERENCE
STOCKHOLM
4-5 JUNE 2013
STRIVING
FOR EXCELLENCE IN
TRANSPORT
SAFETY**



PROGRAMME

Towards Zero Conference

www.trafikverket.se/towardszero

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STRIVING FOR EXCELLENCE IN TRANSPORT SAFETY

How do we reach Vision Zero in road and railway safety? – We are here to discuss best practice, innovation and future challenges. Increases in road and rail traffic have, in the past, resulted in a greater number of casualties. Recent initiatives by governments, academia and industry across the globe have, however, shown that this trend can be reversed.

The main themes of the conference are:

Safety Culture – safety must be a key issue in the whole organization to achieve results

Automated Transport – growing need for vehicle and infrastructure designers to cooperate as automated systems develops for the transport sector

Livable Cities – more urban dwellers a growing challenge for safety in transports and infrastructure design

Connectivity and Safe Communication – increasing number of safety related services, e.g. "pay how you drive"-insurances

Safety Management – new demands concerning responsibility and accountability can promote safety

WELCOME TO SWEDEN AND TOWARDS ZERO CONFERENCE

Road and rail safety is a concern for the whole world. While a major global public health catastrophe is ongoing, there is much hope and many good examples of how systematic safety improvements can lead to reductions of casualties on road and rail. We are even prepared to set a "Towards Zero" long-term target with confidence. But there is a long way to go, and we need to get together to develop strategies and exchange experience. We should also understand new challenges and global trends that will play a major role in the development of safer communities and transport systems.

The Towards Zero Conference is an excellent opportunity to learn about and discuss trends and strategies for improved safety. The Conference will also allow for knowledge transfers and corporate exchanges between road and rail safety strategies.

We wish you all two interesting days and the opportunity to interact with colleagues, new and long-established, and find and share new ideas.

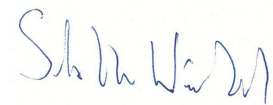
Welcome!



Catharina Elmsäter-Svärd
*Swedish Minister for Infrastructure
Ministry of Enterprise,
Energy and Communications*



Gunnar Malm
*Director General
The Swedish Transport Administration*



Staffan Widlert
*Director General
The Swedish Transport Agency*

PROGRAMME

For each session, two keynote speakers will introduce the subject. The keynote introduction will be followed by a longer discussion where three discussants are invited to give their views together

with the keynote speakers. The discussants will share their knowledge, experience and views from different sectors of the society. The audience will be invited to participate in the discussion.

4 June 2013

09.00 – 10.30 Registration, Clarion Sign Hotel

Coffee is served

10.30 – 11.35 Opening Ceremony

- Catharina Elmsäter-Svärd, Swedish Minister for Infrastructure
- Gunnar Malm, Director General, the Swedish Transport Administration
- Etienne Krug, World Health Organization
- David Ward, Director General, FIA Foundation
- David Friedman, Deputy Administrator of the National Highway Traffic Safety Administration (NHTSA)

11.40 – 13.00 Session A – Safety Culture

For an organization to achieve good safety results, its safety culture is essential. Only when the organisation as a whole is regarding safety as a key issue, in all its activities, results will be reliable and continuous.

11.40–12.00 Safety Culture – Facts, fiction and faith
Keynote Speaker: Sidney Dekker, Professor, Griffith University/The University of Queensland

12.00–12.20 Combining safety cultures of rail and road – challenges and opportunities
Keynote Speaker: Anne Herneoja, Director General, Transport System, Finnish Transport Agency

12.20–13.00 Discussants

- Lauchlan McIntosh, Chairman, ANCAP Australasia Ltd
- Ian Prosser, Director, Railway Safety, Office of Rail Regulation (ORR), United Kingdom
- Trude Tronerud Andersen, Director, Road Supervisory Authority, Norway

13.00 – 14.00 Lunch

14.00 – 15.30 Session B – Automated Transport

As the transport sector develops, a growing number of

routine tasks concerning the driving process are supported - and will potentially be taken over - by technical systems. This applies to both roads and railways. There is an urgent need for vehicle and infrastructure designers to cooperate in this development. Shared visions and strategies will be essential in the introduction of automated transport.

14.00–14.20 Automated vehicles – A concept for safer and more fuel efficient vehicles

Keynote Speaker: Peter Mertens, Senior Vice President, Research and Development, Volvo Car Corporation

14.20–14.40 Safety challenges in automation

Keynote Speaker: Yosuke Mizukami, Director of Paris Office at East Japan Railway Company

14.40–15.30 Discussants

- Eva Molnar, Director, Transport Division, UNECE
- John Maddox, Director of Collaborative Strategies, University of Michigan Transportation Research
- Stas Krupenia, Cognitive Engineer, Scania

15.30 – 16.00 Coffee break

16.00 – 17.30 Session C – Livable Cities

The Liveable City concept has become a topical issue in recent years. More and more people want to live in the city and the city's positive qualities are increasingly appreciated. In this perspective, responsibility for safe transport and mobility is crucial for the well-being of people choosing an urban life. In the liveable city, walking, cycling (including electric bicycles) and public transport (road and rail) are the main modes of transport. This opens up for new challenges in safety and design of urban infrastructure.

16.00–16.20 Challenges and Opportunities for Developing World Cities on Traffic Safety

Keynote Speaker: Claudia Adiazola-Steil, Director, Health & Road Safety, EMBARQ

16.20-16.40 Meeting Customer Safety Expectations in Hong Kong and Beyond
Keynote Speaker: Vincent Ho, China and International Business Safety Manager of MTR Corporation Limited

16.40-17.30 Discussants

- Marie Thynell, Professor, University of Gothenburg, Sweden
- Marc Shotten, Road Safety Specialist, World Bank
- Tony Grimaldi, CEO, Cycleurope

17.30 - 17.45 Reflections from the day

Staffan Widlert, Director General, the Swedish Transport Agency

19.30 - 22.15 Dinner at the Vasa Museum in Stockholm

In the presence of Catharina Elmsäter-Svärd, Swedish Minister for Infrastructure and Sten Nordin, Mayor of Stockholm

5 June 2013

09.00 - 09.30 Opening

- Fotis Karamitsos, Deputy Director General, Mobility and Transport, European Commission
- Marcel Verslype, Executive Director, European Railway Agency

09.30 - 10.45 Session D - Connectivity and Safe Communication

Modern society relies on effective modes of communication. The transport sector is not excluded. In controlled transport modes, like aviation and rail, structured and formalised communication has long been required. The quick growth of connected vehicles also opens up for a number of services that are safety related, like pay how you drive for insurance. Under this theme, issues linked to "safe communication" will be discussed and lessons learnt presented.

09.30-09.50 The use of connectivity in vehicle insurance to promote safe and green driving
Keynote Speaker: Anders Sundström, CEO Folksam

09.50-10.10 In a Networked Society transports are safer – Cross-sector cooperation will make it happen!
Keynote Speaker: Elaine Weidman-Grunewald, Vice President of Sustainability and Corporate Responsibility, Ericsson

10.10-10.45 Discussants

- Marie Segui Gomez, Director General, Traffic Directorate of the Interior, Spain
- Katja Kircher, Researcher, Human-vehicle-transport system interaction, VTI
- John D Lee, Professor of Industrial and Systems Engineering, University of Wisconsin-Madison

10.45 - 11.15 Coffee break

11.15 - 12.30 Session E - Safety Management

One theme focuses on how new forms of responsibility and accountability are emerging in road safety. A special area within this theme is CSR and management systems, which allows players to focus on safety in order to achieve continuous improvements. Good examples from the railway and other transport sectors will be presented.

11.15-11.35 The use of safety management standard in Japan – experiences and effects
Keynote Speaker: Kazuo Yagi, Councillor, National Agency for Automotive Safety and Victims Aid

11.35-11.55 The role of organizations and their tools to improve safety
Keynote Speaker: Claes Tingvall, Director of Traffic Safety, the Swedish Transport Administration

11.55-12.30 Discussants

- Ellen Townsend, Policy Director, European Transport Safety Council
- Ian Prosser, Director, Railway Safety, Office of Rail Regulation (ORR), United Kingdom
- Mike Watson, Global Road Safety Manager Shell International B.V

12.30 - 13.00 Closing/Conclusion

- Gunnar Malm, Director General, The Swedish Transport Administration
- Staffan Widlert, Director General, The Swedish Transport Agency
- Catharina Elmsäter-Svärd, Swedish Minister for Infrastructure

13.00 - 14.00 Lunch



DINNER AT THE VASA MUSEUM

Date: 4 June 2013

19.00 Buses depart outside Clarion Sign Hotel

19.30 Welcome to the Vasa Museum

20.00 Dinner

22.15 Buses back to Clarion Sign Hotel

On the 10th of August 1628, the Vasa set out for her maiden voyage. But it was to become a very short journey. Vasa was lost before the eyes of dismayed onlookers, as it sunk in the middle of Stockholm harbour. Time onboard the ship stopped. After many failed attempts to salvage the Vasa, the ship was finally raised from the depths in 1961, recovering, for all intents and purposes, a time capsule of the 17th century.

The Vasa is the only preserved seventeenth-century ship in the world and a unique art treasure. More than 95 percent of the ship is original and it is decorated with hundreds of carved sculptures. Today the Vasa Museum is the most visited museum in Scandinavia, with over one million visitors per year.

MORE ABOUT STOCKHOLM

Stockholm is built on fourteen islands and the surrounding water is so clean that one can even go for a swim in the summertime just outside the Royal Palace in the city centre. The landscape, and the unique archipelago of 30,000 islands, offers numerous excursions to all visitors. With its well-preserved medieval city centre, royal palaces and impressive monuments, Stockholm is considered to be of great beauty and historical interest. Culture, entertainment and restaurants abound catering all tastes.

Stockholm is a metropolitan city of some 1,8 million inhabitants, yet nothing is ever far away. You'll find world-class conference

venues and a wide selection of hotels, cultural sites, shops, restaurants, cafés and bars within easy walking distance. Not to mention water, forests and unspoilt nature.

Stockholm was designated the very first European Green Capital award for 2010 by the European Commission. The European Green Capital Award is given to a city that has a record of achieving high environmental standards, is committed to ambitious goals for further environmental improvement and sustainable development, and can act as a role model to inspire other cities and promote best practices in other European cities.

Visit the Tourist information

Tourist center

Vasagatan 14

Stockholm

+46-08-508 285 08 (tourist information)

www.visitstockholm.com/en



Towards Zero Conference is organized by



Infrastructure Ministry of Enterprise, Energy and Communications

The Ministry of Enterprise, Energy and Communications is responsible for issues concerning regional development, energy, transport, infrastructure, information technology and the business sector. The Ministry is committed to creating a competitive and gender-equal Sweden, and long-term sustainable growth. We work collaboratively with a range of national and international actors to achieve the Government's objectives. The Ministry is responsible for 23 agencies, including four public enterprises and one court of law. In the field of transport, the Ministry's overall objective is for Sweden to have an economically efficient, sustainable transport system for people and enterprises throughout the country.

www.government.se



Swedish Transport Administration

The Swedish Transport Administration is responsible for the long-term planning of the transport system for road, rail, shipping and aviation. Our task is to develop an efficient and sustainable transport system from a perspective that encompasses all modes of transport. We work with long-term infrastructure planning in close dialogue with regions and municipalities. We are also responsible for building, operating and maintaining state roads and railways. In addition, we are responsible for ensuring that this infrastructure is used effectively and that it promotes safe and environmentally sound transportation.

www.trafikverket.se/en



Swedish Transport Agency

The Swedish Transport Agency is working to achieve good accessibility, high quality, secure and environmentally aware rail, air, sea and road transport. We have overall responsibility for drawing up regulations and ensuring that authorities, companies, organizations and citizens abide by them.

www.transportstyrelsen.se/en



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