

**TOWARDS  
ZERO  
CONFERENCE  
GÖTEBORG  
9-10 JUNE 2015  
STRIVING  
FOR EXCELLENCE IN  
TRANSPORT  
SAFETY**



## **PROGRAMME**

### **Towards Zero Conference 2015**

Clarion Hotel Post, Gothenburg, Sweden  
9-10 June

[www.towardszero.se](http://www.towardszero.se)

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## STRIVING FOR EXCELLENCE IN TRANSPORT SAFETY

How do we achieve 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 shown that this trend can be reversed.

The main topics of the conference are:

**Safety Culture** - Vision Zero as a tool for dedicated leadership from both a societal and an organisational perspective.

**Automated Transport** - What changes to our society will automated transport generate?

**Urbanisation and Liveable Cities** - Cycling, walking and public transport will form the basis of urban transportation in the future. How do we design urban transportation to avoid death and serious injuries?

# WELCOME TO SWEDEN AND THE TOWARDS ZERO CONFERENCE

Road and railway safety is a global concern. The situation may seem catastrophic at times but there is hope. There are many good examples of how systematic safety improvements can lead to casualty reductions on road and rail. We have the confidence to set a "Towards Zero" long-term target. But there is a long way to go, and we need to co-operate to develop strategies and exchange experience. We also need to understand and meet any 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 knowledge transfers and corporate exchanges between road and rail safety strategies.

We are looking forward to two interesting days with the opportunity to interact with colleagues, new and long-established, and hope that we will come up with, and share, new ideas.

Welcome!



**Anna Johansson**  
*Swedish Minister  
Infrastructure Ministry of Enterprise  
and Innovation*



**Torbjörn Suneson**  
*Acting Director-General  
The Swedish Transport Administration*



**Maria Ågren**  
*Director-General  
The Swedish Transport Agency*



# PROGRAMME

For each session, the first speaker will provide facts and context, and two keynote speakers will introduce the subject. The keynote introduction will be followed by a longer discussion where two or 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 society. The audience will be invited to participate in the discussion. Finally there will be a summary and conclusion.

## 9 June 2015

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### 09.00–10.00 Registration, Clarion Hotel Post

Coffee is served

### 10.00–11.00 Opening Ceremony

*Anna Johansson, Swedish Minister for Infrastructure*  
*Fotis Karamitsos, Deputy Director, Directorate-General, Mobility and Transport, European Commission*  
*Torbjörn Suneson, Acting Director-General, Swedish Transport Administration*  
*Maria Ågren, Director-General, Swedish Transport Agency*  
*Etienne Krug, Director, World Health Organization*

### 11.00–12.00 Session Vision Zero

On 9 October 1997, the Swedish parliament adopted Vision Zero as a new long-term goal and direction. In accordance with this decision, the long-term goal of road safety is that no one should be killed or seriously injured as a result of accidents in the road system (Vision Zero); and the road system's design and function should be adapted to these requirements. Vision Zero has spread to the whole transport sector and to different countries and jurisdictions around the world. It is now also employed in other policy sectors. Although there are some basic principles that underpin Vision Zero, the strategies are continuously evolving due to changes in our societies and new knowledge. The Vision Zero is also subject to adjustments and improvements, based on different contexts around the world. In this session Vision Zero and its basic principles will be explored and an example of its adoption in another jurisdiction will be presented. Some thoughts on 'Vision Zero for tomorrow' will also be presented.

#### The Swedish Vision Zero

*Matts-Åke Belin, Project Manager Vision Zero Academy*

#### Safe system approach in Australia

*Samantha Cockfield, Senior Manager Road Safety and Marketing, Transport Accident Commission in Victoria, Australia*

#### Vision Zero of tomorrow

*Maria Krafft, Director of Sustainability/Traffic Safety, Swedish Transport Administration*

Panel

### 12.00–13.30 Lunch

### 13.30–15.00 Session A – Safety Culture

It is a well-known fact that a society's safety culture, its different branches and sectors (e.g. road and railway sectors) and organisational development are essential to achieve good safety results. Safety culture is an evolutionary concept and it seems that societies, sectors and organisations develop their safety culture through different phases, from a pathological phase to an advanced safety culture based on Vision Zero. In this session, a safety culture based on Vision Zero will be discussed from a societal point of view, as well as from an organisational level. The need for committed leadership will also be discussed.

#### 13.30 Facts

*Jonas Stier, Professor Mälardalen University, Sweden*

#### 13.40 The Importance of political leadership

*Keynote Speaker: Polly Trottenberg, Commissioner of the New York City Department of Transportation*

#### 13.55 The Role of authorities in the development of a safety culture

*Keynote Speaker: James Lyons, Nuclear Safety Advisor, former Director of Nuclear Installation Safety at the International Atomic Energy Agency (IAEA)*

#### 14.10 The Importance of a societal safety culture from an organisational perspective

*Discussant: Matts-Åke Belin, Project Manager Vision Zero Academy*

#### 14.15 External factors influencing the safety culture of organisations

*Discussant: Barry Kirwan, Safety, R&D Coordinator EUROCONTROL*

#### 14.20 Panel

#### 14.55 Conclusion

*Jonas Stier, Professor Mälardalen University, Sweden*

### 15.00–15.30 Coffee break

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## 15.30–17.00 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.

- 15.30 **Facts**  
*Azra Habibovic, Senior Researcher, Cooperative Systems, Viktoria Institute, Sweden*
- 15.40 **When can we have automated cars on our roads?**  
*Keynote Speaker: Håkan Samuelsson, President and CEO Volvo Car Group, Sweden*

- 15.55 **If the transport system is getting automated, what will our cities look like?**  
*Keynote Speaker: Anneli Hulthén, Municipal Commissioner City of Göteborg*
- 16.10 **Reflections on a legal framework for automated transport**  
*Discussant: Peter Larsson, Senior Advisor on Road Safety, Swedish Transport Agency*
- 16.15 **Automated Rail Control**  
*Discussant: Michel Ruesen, Managing Director, European Rail Traffic Management System, Users Group*
- 16.20 **Panel**
- 16.55 **Conclusion**  
*Anders Lie, Specialist Traffic Safety, Swedish Transport Administration*
- 17.00 **Information on this evening's events**

## 10 June 2015

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### 09.00 – 09.45 Opening day 2

#### Road and vehicle safety of tomorrow

*Mark R. Rosekind, National Highway Traffic Safety Administration, USA*

#### The Role of a multinational company in working towards Zero Accidents

*Niklas Gustavsson, Chief Sustainability Affairs, Volvo Group, Sweden*

#### Acting on transport safety

*Fotis Karamitsos, Deputy Director, Directorate-General, Mobility and Transport, European Commission*

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### 10.00 – 11.30 Session C – Urbanisation and Liveable Cities

Today more than half of the world's population lives in cities. This number is continually growing. It will almost double by the year 2050. Quality of urban life and sustainable urban development are major societal challenges. As a society strives to eradicate death and serious injuries in the transport system, these challenges must be faced. This session will concentrate on these challenges and present innovative solutions for areas where public transport, cycling and walking form the basis of urban mobility.

- 10.00 **Facts**  
*Kerstin Gustafsson, Director, Streets, Parks and Public Spaces, City of Malmö, Sweden*
- 10.10 **A change of mind – Towards Cities for People**  
*Keynote Speaker: Shana Baker, Department of Transport, Washington, USA*

- 10.25 **Saving lives through Vision Zero and cities safer by design**  
*Keynote Speaker: Claudia Adriazola-Steil, Director, Health & Road Safety Program WRI Ross Center for Sustainable Cities*
- 10.40 **Integrated station and real estate design for increased customer safety and satisfaction**  
*Discussant Transport: Peter Viinapuu, CEO MTR, Sweden*
- 10.45 **The American vision for Vision Zero**  
*Discussant Safety: Leah Shahum, Founder & Director Vision Zero Network, USA*
- 10.50 **What makes cities accessible?**  
*Discussant Accessibility: Niels de Bruin, Landscape Architect, White Architects, Sweden*
- 10.55 **Panel**
- 11.25 **Conclusion**  
*Kerstin Gustafsson, Director, Streets, Parks and Public Spaces, City of Malmö, Sweden*

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### 11.30–12.00 Closing/Conclusion

*Fotis Karamitsos, Deputy Director, Directorate-General, Mobility and Transport, European Commission*  
*Deborah Malta, Director, Department of Noncommunicable Diseases, Surveillance and Health Promotion Ministry of Health, Brazil*  
*Torbjörn Suneson, Acting Director-General, Swedish Transport Administration*  
*Maria Ågren, Director-General, Swedish Transport Agency*

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### 12.00 – 13.00 Lunch

# DINNER AT THE GÖTEBORG OPERA

## (GOTHENBURG OPERA HOUSE)

9 June 2015

18.30 Boat trip (The Paddan Boats) through the city of Gothenburg

19.00 Dinner at the Göteborg Opera

22.10 Buses to Clarion Hotel Post



Map showing the route from Clarion Post Hotel to Paddanbåtarna (The Paddan Boats)

The Paddan Boats

Situated on the waterfront in the inner harbour, the Gothenburg Opera House (The Göteborg Opera) is truly tuned in to the city's cultural scene. Hundreds of performances have been put on here, including classics like Romeo and Juliet and The Marriage of Figaro, as well as more modern works including Les Misérables and Chess. Audiences can enjoy a broad repertoire of opera, dance, concerts and musicals.

The opera house was designed by Jan Izikowitz and opened in 1994. He sought his inspiration in the port environment and the world of opera, which is why silhouettes of ship hulls, billowing sails, bridges and port cranes can be discerned in the building's architecture.

Izikowitz created a truly spectacular building, but the best experiences are to be found in the two auditoriums. During its inauguration in 1994, the first audience took part in a celebra-

tion of Swedish opera history and the promise of a future filled with culture, culminating in an 'impossible' meeting only feasible on stage. The delighted audience witnessed the current King Carl XVI Gustaf standing face to face with two previous Swedish regents: Gustav II Adolf (1594 - 1632), the king who founded Gothenburg almost 400 years ago, and Gustav III (1746 - 1792), who was known among other things for his great love of theatre. Also present at the inauguration was another member of Swedish 'royalty', internationally celebrated dramatic soprano and godmother of Göteborg Opera, the late Birgit Nilsson.

In addition to the stages, the building also houses conference and meeting spaces, as well as a top tier restaurant. On the evening of 9 June, conference delegates will be served dinner at Göteborg Opera, and you will be able to sample both the culinary and theatrical delights of Gothenburg.

## INFORMATION ON THE CITY OF GOTHENBURG

Gothenburg is Sweden's second largest city, with 550,000 inhabitants in the urban area. Almost 400 years old, the city has been called New Amsterdam and Little London due to the Dutch and British influences in its early history. The city center is pleasantly concentrated making sightseeing by foot easy, and there is plenty to see and do here.

You don't need to walk far to discover that Gothenburg offers a rich and varied food culture, with everything from food trucks and cafés to Michelin-starred restaurants. It is no exaggeration to say that there's an eatery on almost every corner.

The many parks, gardens and green areas in the center bolster the impression of a beautiful, pleasant city, as does the hospitality of the locals. When you meet them you may not believe you're in a big city; the vibrancy is here, certainly, but the pace is nice and calm.

Some of the best-known companies in Gothenburg are Volvo, Hasselblad and SKF. It is also home to Scandinavia's largest port, handling goods equivalent to roughly a third of all foreign trade. There used to be a major shipbuilding industry here, and the quaysides on both sides of the river still bear the traces of Gothenburg's heyday as a maritime city.

The links to the sea and to Volvo are two major reasons why the Volvo Ocean Race will once again be decided here. Whoever crosses the finishing line first on 27 June 2015, there will be celebrations all over the city.

Visit the Tourist information:  
Mässans gata 8, Gothenburg  
Tel: +46 31 368 40 00

[www.goteborg.com/en](http://www.goteborg.com/en)





*Towards Zero Conference is organised by*



REGERINGSKANSLIET

Government Offices  
of Sweden

## Infrastructure Ministry of Enterprise and Innovation

The Ministry of Enterprise and Innovation 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](http://www.government.se)



TRAFIKVERKET  
SWEDISH TRANSPORT ADMINISTRATION

## 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](http://www.trafikverket.se/en)



SWEDISH  
TRANSPORT  
AGENCY

## 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, organisations and citizens abide by them.

[www.transportstyrelsen.se/en](http://www.transportstyrelsen.se/en)

In the presence of:

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Organised by:

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