

Vision Zero – no one should be killed or severely injured in road traffic

In 1997 the Swedish parliament adopted Vision Zero as the basis of road safety work in Sweden.

- ▶ Vision Zero's safety philosophy is built on three fundamental principles.



- ▶ It must be easy to do the right thing in road traffic, and mistakes should not lead to severe personal injuries. This means that roads, streets and vehicles are adapted to and designed for human capabilities and limitations.
- ▶ Responsibility for road safety is shared between those who design and those who use the road transport system. The system designers have the ultimate responsibility for safety.
- ▶ Road users are responsible for showing consideration and complying with the laws and regulations that apply in road traffic.
- ▶ Agencies and stakeholders with the knowledge and the mandate to create a safe system need to work together. The Swedish Transport Administration has been commissioned by the government to manage collaboration on road safety work.

- ▶ Since the adoption of Vision Zero, the number of fatalities in road traffic has more than halved, while motor vehicle traffic has increased considerably over the same period. This positive trend has levelled off since 2010.
- ▶ New challenges require new solutions and innovations. For example, we face challenges in how to achieve safe speed levels, sober drivers, and increased safety for unprotected road users.
- ▶ The ideas behind Vision Zero have had an international impact as well. Road safety is now included as a target in the UN's global sustainable development goals.



SOME EXAMPLES OF IMPORTANT MEASURES FOR SAFE ROAD TRAFFIC:

- Median barriers
- Roundabouts
- Road safety cameras
- Designing safe vehicles
- Safe crossings for pedestrians and cyclists
- Safe cycling (design, maintenance, and helmet use)



VISION ZERO
TOGETHER WE
SAVE LIVES