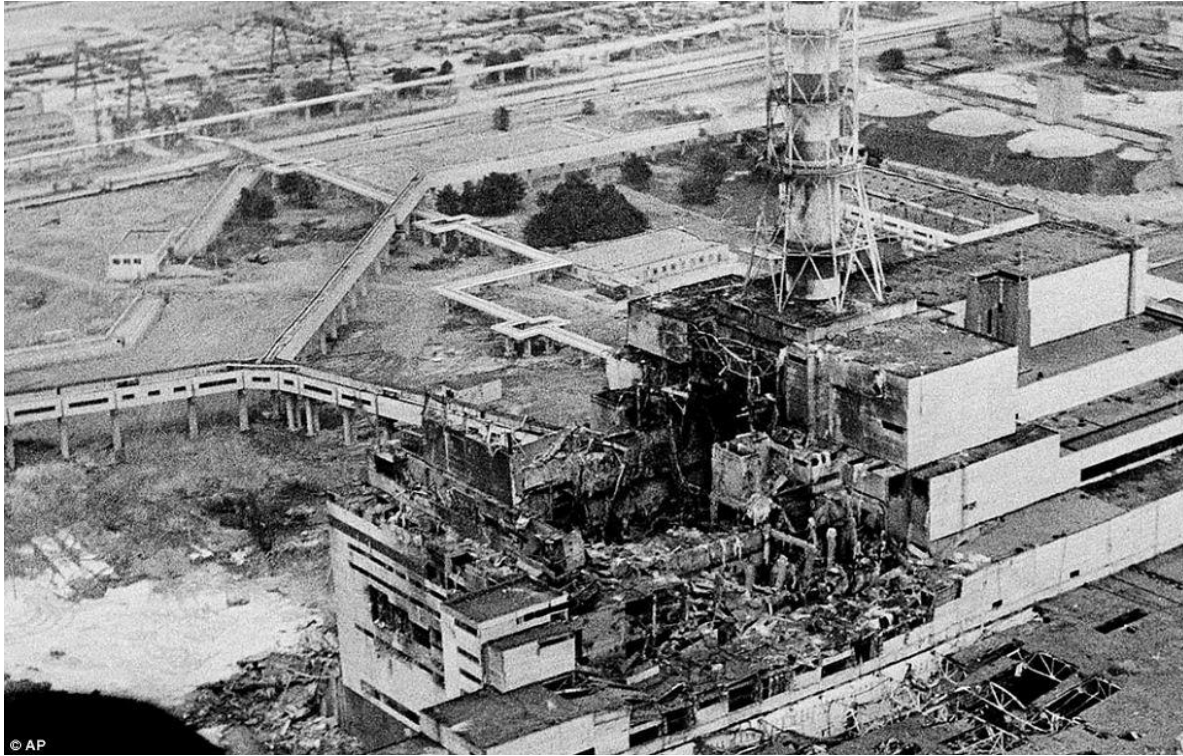


**VISION
ZERO**
ACADEMY
STRIVING
FOR EXCELLENCE IN
TRANSPORT
SAFETY



Road safety work in Sweden from a historical perspective
*Dr. Matts-Åke Belin, Director, Vision Zero Academy, Adj
Professor, KTH, Royal Institute of Technology, Stockholm*



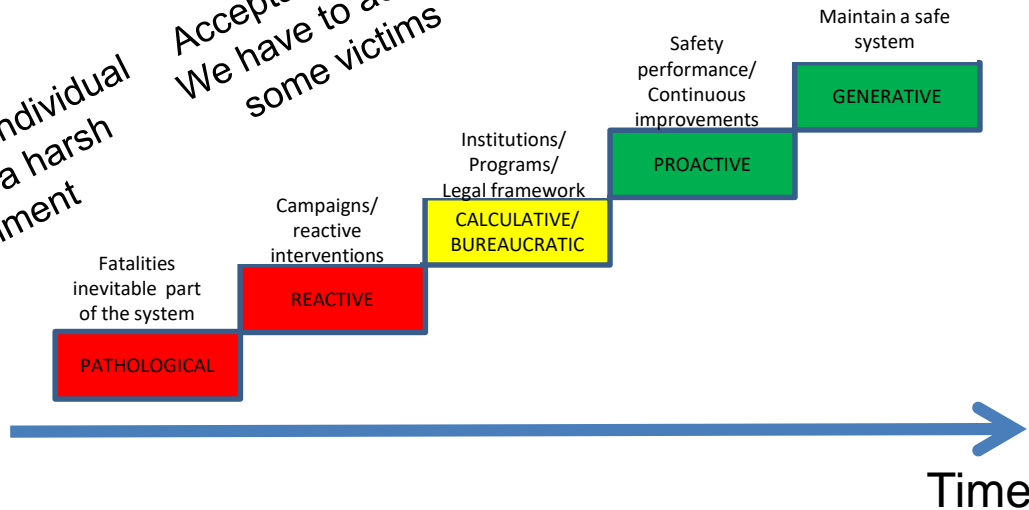
From <http://www.dailymail.co.uk/news/article-1380432/Chernobyl-Pictures-abandoned-disaster-zone-25-years-nuclear-meltdown.html>

The road safety culture ladder within a society

It is up to every individual to survive in a harsh environment

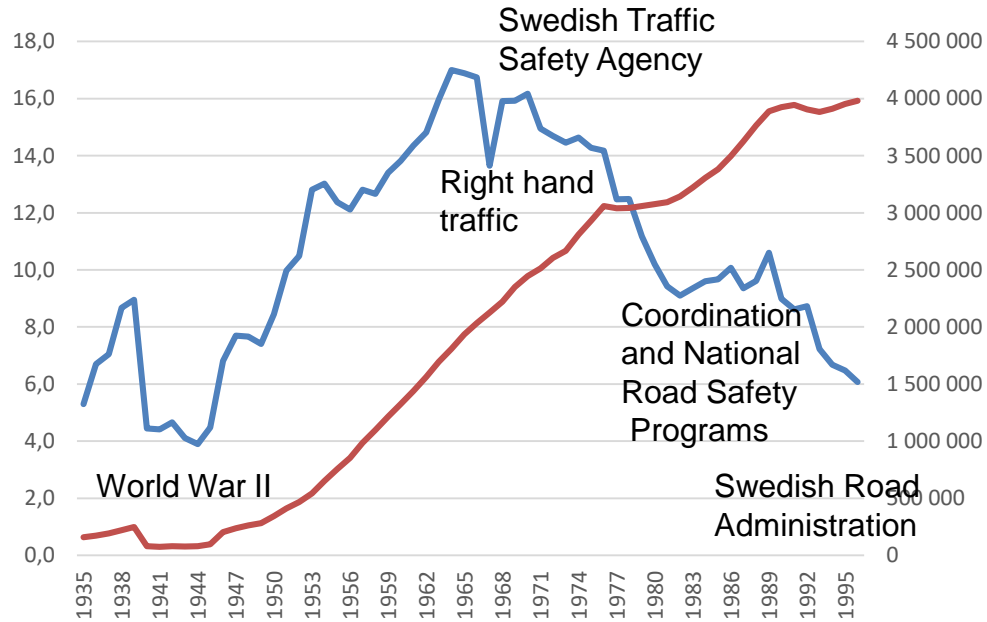
Acceptable levels We have to accept some victims

Vision Zero It can never be acceptable that people are killed or seriously injured



The ladder applied in road sector by Dr.Belin based on:
Westrum R (2004) Qual Saf Health Care 2004;13(Suppl II):ii22–ii27. Hudson P (2007) Safety Science 45 697-722

Number of deaths in road traffic accidents per 100 000 population and cars in use in Sweden (1935-1996)



90 % caused by human errors - from a historical point of view

	1960 and 1970s	1980s
Population/ system perspective	People are victim in a complex technological system	People in general are influenced by no /or wrong social norms they don't value safety "behavior adaption"
Individual risk groups	Before 1950s Some individual do not have the psychological and biological traits which are needed	1950s We have subgroups who do not comply with social norms
	Human traits "Error"	Human willingness "Violation"