

**VISION  
ZERO**

ACADEMY

STRIVING  
FOR EXCELLENCE IN

TRANSPORT

**SAFETY**

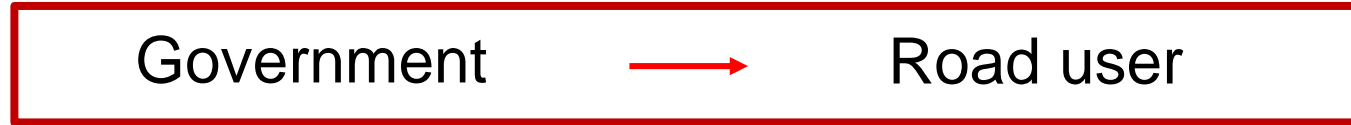


Vision Zero  
training program

# Governance and leadership

*Peter Larsson, Senior advisor Road Safety*

# Traditional road safety governance



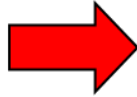
Regulations

Enforcement

Education

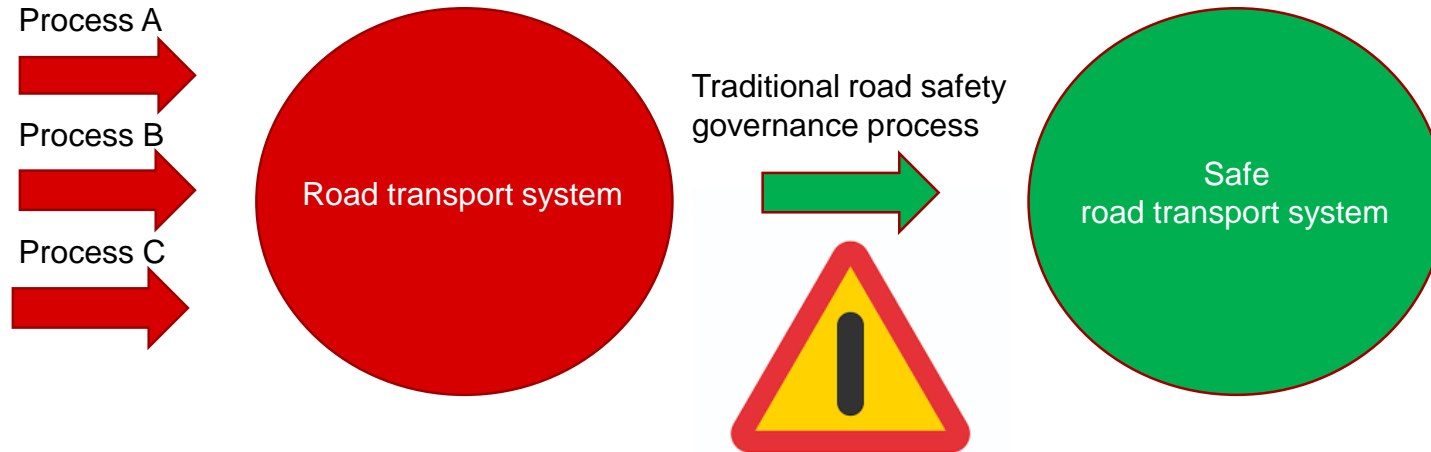
Information

Campaigns



Make the individual road-user behave correctly in traffic (follow the rules)

# Road safety cannot be an isolated process in society



# Road safety must be integrated in all processes



- *Legal instruments*  
(directed also towards "system designers", e.g. SMS, sustainability reporting)
- *Economic instruments*  
(public procurement, taxes, grants etc.)
- *Communicative instruments*  
(e.g. NCAP, R&D-results)
- *Negotiations and agreements*
- *Infrastructure- and traffic planning*
- *Nudging*

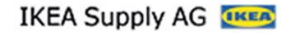


# Many people are killed in someone's supply chain



# Joint commitment to speed compliance

Eight of Sweden's largest buyers of transports, including the Swedish Transport Administration, have agreed to formulate requirements regarding declaration of speed compliance when procuring transports in their operations



# Private sector contribution

**12.6:** “Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle”





# UN General Assembly Resolution (A/RES/74/299)

”19. *Calls upon* businesses and industries of all sizes and sectors to contribute to the attainment of the road safety-related Sustainable Development Goals, including by applying safe system principles to their entire value chain, as appropriate and in line with national laws;”

# New ways for governments to contribute

**12.7:** “Promote public procurement practices that are sustainable, in accordance with national policies and priorities”



# Conclusions

- The traditional road safety governance model is not enough effective
- Road safety has to be integrated in all societal processes impacting road safety
- The integration of road safety in private sector activities is extremely important
- A lead agency is important to facilitate this integration by using a broad array of policy instruments

# Thank you!

