

# VISION ZERO CONFERENCE STOCKHOLM 14-15 JUNE 2017 STRIVING FOR EXCELLENCE IN TRANSPORT SAFETY



#VisionZero2017

## PROGRAM

### **Vision Zero Conference 2017**

Clarion Hotel Sign, Stockholm, Sweden  
14-15 June

[trafikverket.se/en/visionzero](http://trafikverket.se/en/visionzero)

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## STRIVING FOR EXCELLENCE IN TRANSPORT SAFETY

How do we reach Vision Zero in the light of UN's Sustainable Development Goals? The aim of the Vision Zero Conference is to provide new impetus to the promotion of road transport safety at the strategic level.

The main focus will be on best practice, innovation and future challenges.

The Vision Zero Conference's different sessions:

- Vision Zero around the world/UN's Sustainable Development Goals
- 20 Years with Vision Zero
- Livable Cities
- New Technology and Innovation
- Role of Humans and Organisations from a Vision Zero perspective

# WELCOME TO SWEDEN AND THE TOWARDS ZERO CONFERENCE

In October 1997 the Swedish parliament adopted Vision Zero as a new long term goal and strategy for transport safety. It is 20 years since this historical decision was made and the Vision Zero approach has affected both transport safety operations, transport safety technology and interventions.

There is an increasing awareness about the importance of road traffic safety. United Nations has identified it as one key goal in the sustainable development goals and many jurisdictions and cities are integrating safety in the development of society.

In the age group of 15-45 years, traffic accidents is a major cause of death, in an international perspective. In 2015, a global survey of casualties showed that fatal traffic accidents was on ninth place. If the projected development continues, fatalities in traffic accidents will be the seventh most common cause of death in the year 2030.

Vision Zero relies to a great extent on the notion that technology and innovations can be used to

achieve a safe system. In Sweden investments in technological development has paid off. Alcohol starter interlocks, seat belt reminders and electronic stability control (ESC) are examples of important safety innovations of relevance to Vision Zero.

Vision Zero can now take on a broader approach, focusing on livable 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. Health, safety and security are important elements of a more livable and enjoyable city life. Safe and secure walking, biking and public transport are cornerstones in modern mobility.

We are looking forward to two days in the spirit of Vision Zero, with the opportunity to interact with colleagues, new and long-established, and hope that we will come up with, and share, new ideas together.

Welcome!



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



**Lena Ericsson**  
Director-General  
Trafikverket  
(Swedish Transport Administration)



**Jonas Bjelfvenstam**  
Acting Director-General  
Transportstyrelsen  
(Swedish Transport Agency)

# PROGRAM

**14 June 2017**

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**09.00–10.00 Registration, Clarion Hotel Sign**

Coffee is served

**10.00–11.00 Opening Ceremony**

*Anna Johansson, Swedish Minister for Infrastructure  
Nitin Gadkari Minister of Road Transport & Highways, India  
Matthew Baldwin, Deputy Director General DG Move  
Etienne Krug, Director, Department for Management of  
Non-communicable Diseases, Disability, Violence and Injury  
Prevention, World Health Organisation (WHO)  
Lena Erixon, Director-General, Trafikverket  
Jonas Bjelfvenstam, Acting Director-General, Swedish Trans-  
port Agency*

**11.00–11.50 Session 1: Vision Zero around  
the World/UN's Sustainable Development  
Goals**

Road traffic safety is on the international agenda. United Nations has identified it as one key goal in the sustainable development goals and many jurisdictions and cities are integrating safety in the development of society. In this session the status of modern road traffic safety is elaborated in an international policy perspective.

**11.00 Introduction - State of the Art**

*Matts-Åke Belin, Senior Advisor, Trafikverket*

**11.10 Vision Zero in a Megacity, the México City Experience**

*Laura Ballesteros, Undersecretary of Planning, Secretariat of  
Mobility of Mexico City*

**11.25 Powered Two Wheeler Safety Issue in South East Asia**

*Rohit Baluja, President Institute of Road Traffic Education, Director  
College of Traffic Management*

**11.40 Panel**

**11.50–12.00 Short break**

**12.00–13.00 Session 2: 20 Years with Vision  
Zero**

In October 1997 the Swedish parliament adopted Vision Zero as a new long term goal and strategy for safety. It is twenty years since this historical decision was made and in this session global experience how Vision Zero has affected both safety operations, safety technology and interventions and finally the effects of all this will be presented and discussed.

**12.00 Vision Zero – The Basics**

*Anders Lie, Specialist, Trafikverket*

**12.15 Analytical Approaches in Vision Zero**

*Peter Larsson, Senior Advisor, Road Safety, Transportstyrelsen*

**12.30 Management by Objectives in the Perspective of  
Vision Zero**

*Ylva Berg, Senior Advisor, Trafikverket*

**12.45 Panel**

**13.00–14.00 Lunch**

**14.00–16.30 Session 2: 20 Years with Vision  
Zero, continuation**

**14.00 Model for Safe Road Traffic**

*Helena Stigson, Senior Researcher, Folksam Insurance Group*

**14.15 Vision Zero in EU – The Political Journey**

*Ewa Hedkvist Petersen, former Member of European Parliament*

**14.30 Vision Zero – A Global Project**

*Iain Cameron, Chair, OECD/ITF Working Group on Safe System  
Implementation*

**14.45 Panel**

**15.00–15.30 Coffee break**

**15.30 Experience with Sustainable Safety from the  
Netherlands – Vulnerable Road Users**

*Peter van der Knaap, Stichting Wetenschappelijk Onderzoek  
Verkeersveiligheid (SWOV)*

**15.45 Vision Zero in an Urban Perspective in the US**

*Leah Shahum, Director of the Vision Zero Network, US Vision  
Zero Network*

**16.00 The Role of Infrastructure in a Global Context**

*Rob McInerney, Chief Executive Officer, International Road  
Assessment Program (iRAP)*

**16.15 Global NCAP – The Role of Vehicles Today and  
Tomorrow**

*David Ward, Secretary-General, Global NCAP*

**16.30 Panel**

**16.45 Conclusions**

*Lena Erixon, Director-General, Trafikverket*

**16.55 Information about this evening's events.**

*(See page 6.)*

## 15 June 2017

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### 09.30–10.15 Opening Day 2

*Jean Todt, United Nations Secretary-General's Special Envoy for Road Safety*

*Björn Annwall, Senior Vice President, Marketing, Sales and Customer Service, Volvo Cars*

10.15–10.30 Short break

### 10.30–11.50 Session 3: Livable 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. Health, safety and security are important elements of a modern mobility and a more livable and enjoyable city life. Walking, biking and public transport are cornerstones in a modern city. Presentations of concepts and approaches will be given in this session.

#### 10.30 Vision Zero in Tomorrow's Transport System

*Maria Krafft, Director of Traffic Safety and Sustainability, Trafikverket*

#### 10.40 Vision Zero in City Development

*Claudia Adiazola, Director, Health and Road Safety, WRI Ross Centre for Sustainable Cities*

#### 10.55 Closer together - This is the Future of Cities

*Alexander Stähle, Researcher, School of Architecture KTH and CEO, Spacescape*

#### 11.10 Vision Zero in Toronto

*Jaye Robinson, Councillor, Toronto City*

#### 11.25 Rapidly Developing Cities – The Role of Safety

*Winnie Mitullah, Director of the Institute for Development Studies, University of Nairobi, Kenya*

11.40 Panel

### 12.00–13.00 Lunch

### 13.00–14.30 Session 4: New Technology and Innovation

Vision Zero relies to a great extent on the notion that technology and innovations can be used to achieve a safe system. In this session both technology and innovations and initiatives and activities to get technology and innovations to be implemented and diffused will be presented and discussed.

#### 13.00 Vision Zero – The Role of Innovation

*Claes Tingvall, Senior Advisor, ÅF and Monash University*

#### 13.10 Safe Infrastructure

*Guro Ranes, Norwegian Public Roads Administration*

#### 13.30 Managing Impaired Driving

*Ola Boström, Vice President, Autoliv Research*

#### 13.45 A Smart Transport System

*Catharina Elmsäter-Svärd, Chairman, Drive Sweden*

#### 14.00 Rethinking Regulation in Light of Disruptive Technologies

*Azra Habibovic, Senior Researcher, RISE Viktoria*

14.15 Panel

14.25–14.40 Short break

### 14.40–16.00 Session 5: Role of Humans and Organisations from a Vision Zero Perspective

The primary objective of the Vision Zero in relation to the behaviour of road users, is to help and support them comply with key traffic rules. Such an approach takes its starting point in their capabilities and limitations. But we need to have a balanced expectation on what can be achieved with regard to human behaviour with traditional behavioural shaping measures and acknowledge the possibilities of technical development. Further, the behaviour of organisations is also important in supporting their individuals to act safely.

#### 14.40 Introduction

*Peter Larsson, Senior Advisor, Transportstyrelsen*

#### 14.45 ISO 39001 – a Tool for Organisations

*Shaw Voon Wong, Director-General Malaysian Institute of Road Safety Research (MIROS) Ministry of Transport Malaysia*

#### 15.00 Vision Zero in Public Organisations

*Naomi Baster, Principal Strategy Planner Road Safety, Transport for London*

#### 15.15 Humans in Complex Systems

*Sixten Nolén, Senior Advisor, Human Factors, Transportstyrelsen*

15.30 Panel

#### 15.45–16.00 Closing/Conclusions

*Lena Erixon, Director-General, Trafikverket*

# DINNER AT WINTERVIKEN

14 June 2017

- 17.30 Buses from Clarion Hotel Sign
- 17.45 Boat trip from Stadshuskajen
- 18.30 Dinner at Winterviken
- 21.30 Buses to Clarion Hotel Sign



In beautiful Winterviken, only 15 minutes away from Stockholm city lays the old factory of Alfred Nobel from 1891. Nobel is known for inventing dynamite. He also owned the company Bofors, which he had redirected from its previous role as primarily an iron and steel producer to a major manufacturer of cannons and other armaments. Nobel held 355 different patents, dynamite being the most famous. Later on in life, Nobel bequeathed his fortune to institute the Nobel Prizes.

Today Winterviken is owned and run by Markus Aujalay and Erika Michael. Markus Aujalay is one of Sweden's most reputed

chefs. He has worked at the most exquisite restaurants both abroad and in Sweden and won most titles there are to be won in Sweden. Vegetarian chef of the year, Game meat chef of the year, Chef of the year. In 2007 he was Sweden's representative in Bocuse d'Ôr, the culinary world championships, where he achieved fifth place. He has managed the Nobel Prize award dinner and is also greatly appreciated as a TV-chef and through his cookbooks.

## INFORMATION ON THE CITY OF STOCKHOLM

Welcome to Stockholm, the capital of Sweden and a city where an urban pulse meets serenity.

Stockholm is a city of contrasts. Trends in music, design, fashion, and technology are born here, and innovations that spread worldwide are invented here. Stockholm also has a rich history comprising exciting architecture, museums, the Royal Palace and the medieval urban core of Gamla Stan. Trendy bars and world-class restaurants are shoulder-to-shoulder with historic cafés and cozy neighborhood pubs. This is a city of modern galleries and exclusive department stores, as well as small boutiques and unique shops. Stages and arenas attract Swedish and international stars. Large and small events come one after the next.

Stockholm is simultaneously urban and close to nature; water is an ever-present feature in this city where lake and sea meet. Parks and green areas abound, and the distinctive white archipelago boats travel to the islands all year long. The atmosphere is open and welcoming, and diversity and innovation are encouraged. Stockholm is a city for everyone.

Visit the Tourist Information:

**Stockholm Visitor Center**  
Sergels Torg 5, Stockholm  
Tel: +46 (0)8-508 28 500

[visitstockholm.com/en/](http://visitstockholm.com/en/)





*Vision Zero Conference is organised by*



## Ministry of Enterprise and Innovation

Ministry of Enterprise and Innovation is responsible for matters relating to housing and urban development, state-owned enterprises, information technology, enterprise and industrial policy, rural affairs, regional growth, post issues and infrastructure.

[government.se](http://government.se)



## Trafikverket (Swedish Transport Administration)

Trafikverket 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.

[trafikverket.se/en](http://trafikverket.se/en)



## Transportstyrelsen (Swedish Transport Agency)

Transportstyrelsen 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.

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

In the presence of:

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Organised by:

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