

# Vision Zero Academy – Annual Report 2020



**VISION ZERO** ACADEMY

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## Introduction

Vision Zero is an important part of the work with Agenda 2030 and in being able to create a sustainable society in the long run. In autumn 2016, the Swedish Transport Administration was commissioned by the government to lead the overall collaboration with the Vision Zero. An important aspect of this assignment is to manage, develop and spread knowledge about Vision Zero as a road safety policy both nationally and internationally.

In order to create a platform for the international work, the Swedish Transport Administration decided in 2019 to transform the Vision Zero Academy project into the regular operations. The work has gradually developed, with participation at the Global Ministerial Conference on Road Safety in Stockholm in February 2020 as one of the highlights of the year. Shortly after the conference, however, the pandemic struck and most of the world was shut down. Despite this and thanks to a high degree of digitalization, the Vision Zero Academy has managed to carry out many activities, which will be described in more detail in this document.

*Matts-Åke Belin, Director, Vision Zero Academy*

## Vision Zero Academy's secretariat 2020



**Matts-Åke Belin**  
*Director VZA*



**Eva Björk**  
*International Operations  
Manager VZA*



**Kenneth Svensson**  
*Special Advisor on  
Road Safety*

# CHAPTER

## Training, education & policy cooperation

In the wake of the Global Ministerial Conference in Stockholm February 2020...

### The Global Conference

In 2017, Sweden offered to the WHO to host the *Global Ministerial Conference on Road Safety* and in April 2018 the UN General Assembly confirmed Sweden as host country in 2020. The Ministry of Enterprise and Innovation commissioned the Swedish Transport Administration to prepare and carry out the conference. The aim of the conference, which took place in February 2020, was to bring together nations and other stakeholders in the world who have an interest in reducing and eliminating fatalities and serious injuries in road traffic and to provide guidelines for the continued global road safety work in line with the goals of Agenda 2030 and other UN goals. The conference has been organized three times; 2009 in Russia, 2015 in Brazil and 2020 in Sweden.



*H.M. King Carl XVI Gustaf and the Minister of Infrastructure*

### Vision Zero Academy's post-event

The day after the ministerial conference, Vision Zero Academy organised a post-event with speakers from, among others, the European Commission, the Netherlands, Australia and the USA. The Minister of Infrastructure **Tomas Eneroth** gave the opening remarks highlighting both the Stockholm Declaration and his ambitions to ensure that Vision Zero Academy proactively contributes with knowledge in international road safety work.

The focus of the event was to discuss how former pioneers of vision-zero-like strategies handle situations where results stagnate, decline or fail, but also how different actors change their long-term work to achieve a safe system. The risk of losing speed and commitment in the work was raised, as well as how this can be counteracted, just like the need to constantly renew and develop effective strategies. The need to develop how road safety can be integrated into the work of creating a sustainable society; how market mechanisms and their actors can be activated in order to create a safe road transport system; and the importance of utilising the safety potential of the new technology was particularly emphasised.

## Vision Zero exhibition

In connection with the global ministerial conference an exhibition showing the development of road safety in Sweden from the introduction of the Vision Zero to today was organised together with the Government Offices. The exhibition was well attended and received a celebratory visit from H.M. King Carl XVI Gustaf and the Minister of Infrastructure Tomas Eneroth.



*Minister Eneroth with a Vision Zero Academy business card*

## Malaysian delegation in Gothenburg

In connection with the global conference, Vision Zero Academy arranged meetings and lectures on road safety and the Vision Zero for a Malaysian delegation led by the Malaysian Minister of Transport, **Anthony Loke Siew Fook**.



*Kenneth Svensson, VZA, conversing with the Malaysian minister*

## Multilateral talks between Sweden, the Netherlands and the UK

Ahead of the global conference the Netherlands contacted Vision Zero Academy to plan a meeting in Stockholm on how the Netherlands, Sweden and the UK can continue to be leaders in road safety and how any stagnation in the area is best handled. During the meeting also matters on how road safety can be integrated into the broader area of sustainability and how the private sector can be activated was discussed. In October, a second meeting was held with the same constellation of countries.

## UN resolution on global road safety

In August 2020, the UN General Assembly adopted a resolution on global road safety, based on the outcome of the Global Ministerial Conference; *The Stockholm Declaration*. A little over six months after the Swedish Transport Administration, on behalf of the Swedish government and in collaboration with the WHO, arranged the third Global Ministerial Conference on Road Safety in Stockholm, the UN member states endorsed a resolution on the continued global road safety work, based on the Stockholm Declaration.

Sweden's successful work with road safety and the Vision Zero has long attracted attention and inspired many countries and international actors. This work was also a contributing factor to the adoption of the new resolution. The resolution proclaims the period 2021-2030 as *The Second Decade of Action for Road Safety*, with a goal of halving the number of fatalities and injured in traffic by 2030. Today, globally, 1.35 million people die in traffic each year, which is about 3,700 per day. Among children and young adults aged 5-29 years, it is the leading cause of death. The World Health Organization, WHO, and the UN Regional Commissions are called, in cooperation with other partners to the UN Road Safety Collaboration, to compose an action plan for The Second Decade of Action for Road Safety. The action plan is to be a guiding document to support the implementation of its objectives.

The resolution also calls to convene a *High-level meeting on Road Safety* - the first of its kind ever - in the UN General Assembly by the end of 2022. The aim is to improve the global road safety work and to mobilize political leadership and promote both multi-sectoral and stakeholder collaboration. Sweden and the Swedish Transport Administration will continue to be an important player in this work. Vision Zero Academy has launched an informal dialogue with the WHO and the Regional Commission for Europe, UNECE, on the action plan for The Second Decade of Action for Road Safety, and also gave input to the first draft of the action plan in autumn 2020.

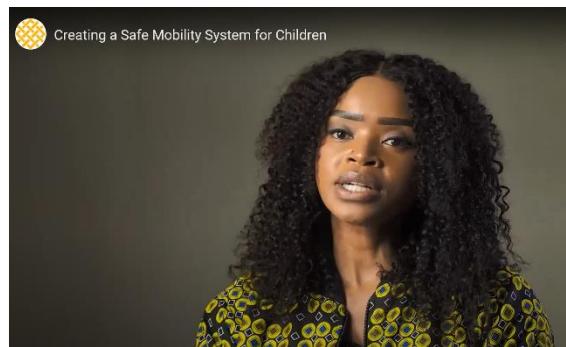
### Vision Zero Challenge (VZC)

Vision Zero Challenge is a global partnership with a focus on challenging cities and leaders around the world to move from visions to implementation in the field of road safety. The World Resources Institute (WRI) coordinates the partnership, which in addition to Vision Zero Academy consists of international actors such as the FIA Foundation, Fundación Gonzalo Rodríguez, Global Road Safety Facility (GRSF), Inter-American Development Bank, International Transport Forum (ITF), Latin NCAP, Towards Zero Foundation and the World Bank. In 2020, VZC focused on cities in Latin America and the Caribbean and 25 cities from Mexico, Peru, Colombia, Costa Rica, Argentina, Chile, Bolivia, Uruguay, El Salvador and Brazil participated.

In the autumn of 2020, a series of VZC-webinars was conducted. The webinars focused on six different themes within the framework of traffic safety, the safe system and the Vision Zero. Vision Zero Academy participated with speakers on three occasions. **Lars Ekman** participated in a seminar on children and road safety in the special company of, among others, **Zoleka Mandela** (UN Child Health Initiative Global Ambassador, South Africa); **Kenneth Svensson** gave a speech on how Sweden works with an evidence-based approach to road safety and the importance of data and in-depth studies; and **Matts-Åke Belin** participated in the final seminar, where he summarized the road safety

development in the world and what is on the global agenda in the years to come.

Vision Zero Academy also actively participated in the working group that planned the Vision Zero Challenge in 2020 and maintained, strengthened and established new contacts with key players in the global road safety work.



Screenshot VZC: Zoleka Mandela

### Sweden-India Transport Innovation & Safety Partnership (SITIS)

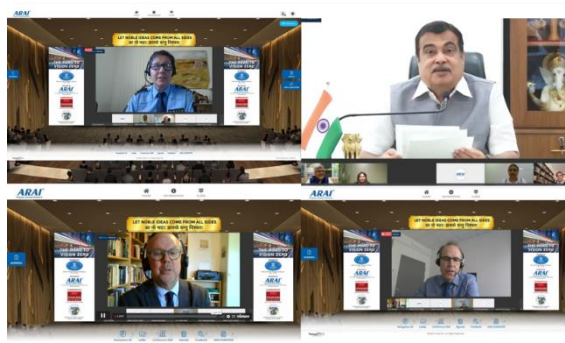
In 2020, the pandemic threw a spanner in the works for *Vision Zero Academy's annual International Vision Zero Course*. However, the great interest in the course did not cool down and in collaboration with the Sweden-India Business Council (SIBC) and the Automotive Research Association of India (ARAI), Vision Zero Academy arranged a digital Vision Zero training for senior civil servants from the Indian Ministry of Transport and Indian authorities with responsibility for infrastructure, public transport and road safety. The course took place on 4-6 November and road safety experts from the Swedish Transport Administration and Vision Zero Academy gave lectures during the somewhat compressed digital version of the training. Experts from the Swedish Transport Agency, the Swedish National Road and Transport Research Institute (VTI), the Research Institute of Sweden (RISE), the Swedish Police, Volvo and Autoliv, among others, also participated in the course. Nearly 200 senior government officials from the Indian Ministry of Transport and authorities attended the training. The Indian Minister of Transport **Nitin Gadkari** and the Swedish Ambassador to India, **Klas**



**Molin**, gave the opening remarks on the first day of the training.

#### *Background to SITIS*

In connection with the Global Ministerial Conference that took place in Stockholm in February 2020, the Swedish-Indian Innovation Partnership was concretised with a collaboration in the field of road safety; *The Sweden-India Transport Innovation and Safety Partnership* (SITIS). A number of Swedish and Indian companies and institutions with expertise in the field of road safety participate in the collaboration. On the Swedish side, the Swedish Transport Administration, Volvo, Saab, Autoliv, Ericsson, Chalmers, RISE and VTI are participating. The launch of SITIS in February 2020 was attended by, among others, the Indian Minister of Transport **Nitin Gadkari** and the Swedish Minister of Infrastructure **Tomas Eneroth**, to show their support for the SITIS partnership and cooperation in the field of road safety.



*Screenshots from the digital training where, among others, Ursula Edström, Nitin Gadkari, Lars Ekman & Kenneth Svensson spoke.*

#### Project with ITF and the World Bank

The International Transport Forum (ITF) and the World Bank are coordinating a project on implementation of the Vision Zero in low- and middle-income countries. The ITF has previously produced two publications on the Safe System and Vision Zero. A third publication is now being planned with a focus on low- and middle-income countries. The project also examines, in a number of pilot projects, how the Safe System and the Vision Zero can be implemented in cities and countries. The ITF and the World Bank wanted

Sweden to participate in the project and the Vision Zero Academy thus participated in the work, which was mainly conducted via Zoom meetings in 2020.

#### IKEA & procurement

IKEA plans to work with road safety as part of their Agenda 2030 work and the want to include a Vision Zero perspective in their value chains. IKEA invited the Swedish Transport Administration to participate in a number of workshops, of which one, conducted in October, focused on road safety and procurement. The Swedish Transport Administration's role is to contribute primarily with the overall perspective and to create understanding and knowledge of the Vision Zero. IKEA wants to create a safety culture from management level and not through "monitoring" on the ground. Work is also underway to include IKEA in the ITF / World Bank project, in order to include a large multinational company in the project. A positive example of where we work with actors other than authorities, countries and cities, but also with the corporate world.

#### Collaboration with the EU

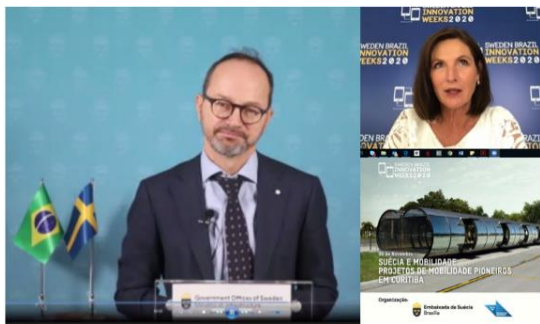
Vision Zero Academy has participated in the Swedish Transport Administration's work to produce input to the European Commission's public consultations on the EU's future transport strategy and to the evaluation of the TEN-T Regulation. VZA has participated in the working groups and contributed with input on road safety and the Vision Zero.

In July, the VZA Secretariat had a video meeting with the Road Safety Unit at DG MOVE, a member of Transport Commissioner Valean's Cabinet responsible for road safety, and **Matthew Baldwin** to discuss collaboration opportunities and common challenges.

## Cooperation with Brazil

### Formalised cooperation with Brazil, the Swedish Embassy & Business Sweden

There is great interest from Brazil's federal level and more specifically the Ministry of Infrastructure and Brazil's equivalent to the Swedish Transport Administration (Denatran) to formalize the cooperation with Sweden and the Swedish Transport Administration. The Swedish Embassy in Brazil is pursuing the issue and is in discussions with the Swedish Ministry of Foreign Affairs and other relevant ministries to see if it is possible to reach some kind of agreement on collaboration, possibly within the framework of Team Sweden. The goal is a close strategic cooperation in the roll-out of a national road safety plan in Brazil. Vision Zero Academy has had regular meetings throughout the year to discuss progress and future steps. For example, in September a meeting was held between the VZA secretariat, Business Sweden's representative in Brazil and Sweden's ambassador to Brazil, **Johanna Brismar Skoog**.



*Tomas Eneroth and Johanna Brismar Skoog at the Sweden-Brazil Innovation Weeks*

### São Paulo & Business Sweden

The Transport Secretariat of the State of São Paulo in Brazil wishes to conduct a digital Vision Zero training for approximately 200 key persons from the state and the city of São Paulo, the police and other relevant actors from the transport sector. During the year, Vision Zero Academy has been in contact with São Paulo and Business Sweden in Brazil, regarding the implementation

of the course, which is planned to be a reflection of Vision Zero Academy's International Course. The plan is to carry out the course partly with internal resources from the Swedish Transport Administration, and partly in collaboration with international partners such as the World Bank and the World Resources Institute (WRI). The course will run over ten half days, of which Vision Zero Academy and the Swedish Transport Administration are responsible for half.

### The Swedish-Brazilian Innovation weeks

The Swedish-Brazilian Innovation Weeks are an annual event and a platform for the strategic partnership between Sweden and Brazil in the fields of science, technology and innovation. The aim is to promote Sweden as a long-term innovation partner for Brazil by supporting Swedish innovative environments, establishing cooperation with Brazilian counterparts and creating a meeting place for Swedish and Brazilian actors.

In 2020, mobility was the main theme for the innovation weeks and Vision Zero Academy's director Matts-Åke Belin gave a lecture on Vision Zero as a policy innovation during the opening event, in which **Tomas Eneroth** also participated. The Swedish-Brazilian Innovation Weeks were held 9-19 November, 2020.

### Raizen

On October 28, Vision Zero Academy participated in the National Road Safety Forum in Brazil, organized by Raizen. Matts-Åke Belin presented Sweden's work on Vision Zero to 1,500 representatives of the transport industry in Brazil, at a digital event.





## Long-term cooperation with the USA

### Big impact for the Vision Zero in the USA

In 2010, an agreement was signed between Sweden and the United States on collaboration for a long-term sustainable transport system, where the Vision Zero was one of the specifically designated areas. The road safety collaboration began in 2011 with a Swedish delegation, led by the Minister of Infrastructure Catharina Elmsäter-Svärd, conducting a workshop in the USA on the Vision Zero.

Since then, interest in the Vision Zero has gradually increased and the US Department of Transport's strategic plan for the period 2014-2018 mentions, for the first time in the United States, the goal of working towards zero casualties in the transportation system. A broad collaborative coalition at the federal level was created and with the support of Swedish expertise from the Swedish Transport Administration and Vision Zero Academy, a *Road to Zero strategy* was developed in 2018.

Parts of that strategy are now being implemented as the US House of Representatives in June 2020 decided on an infrastructure proposal that includes concrete investments in the Vision Zero. This decision caused Dr. **Jeffrey Michael**, former Associate Administrator for Research and Program Development at the *National Highway Traffic Safety Administration* and also the Secretary of the *International Academic Expert Group*, thanked Vision Zero Academy for their cooperation, in a letter addressed to the Swedish Transport Administration's Director General **Lena Erixon** and Minister of Infrastructure **Tomas Eneroth**.

*"...a quick note of thanks for the central role that the Swedish Transport Administration played in a remarkable achievement for road safety in the United States..."*

*Jeffrey Michael*



*Dr. Jeffrey Michael Foto: FLA Foundation*

In the United States, Vision Zero has spread to several U.S. cities and states as well as to the federal level. At the same time, the increased interest is also important from a Swedish business policy perspective, as many Swedish companies are at the forefront when it comes to road safety-related products and services. The fact that Sweden spreads its overall visions and strategies to countries such as the USA also means that we have the opportunity to benefit from the experience and knowledge that comes from using our strategies on a larger scale. This feedback of experience can in the long run contribute to Sweden's great challenge in achieving our ambition to create a sustainable transport system with no casualties or serious injuries.

*"Thank you so much for your global leadership..."*

*Jeffrey Michael*

## Nordic Future Mobility Summit

In January 2020, the *Nordic Future Mobility Summit* was arranged; a three-day conference focusing on the mobility of the future. The conference was organized by Stanford University, the Nordic Innovation House in Silicon Valley and Vinnova. The aim of the conference, which was organised at Stanford University in California, USA, was to connect Silicon Valley and the Nordic countries in the field of mobility.

In connection with the conference, the Vision Zero Academy arranged half-a-day on the Vision Zero as a mission-oriented policy and its importance for the technological development. Speakers from Berkley University, the National Highway Traffic Safety Administration, the Washington State Department of Transportation, the City and County of San Francisco, Volvo Cars Technology and the Volvo Group participated in the session.



*From the left: Ingrid Skogsmo, Matts-Åke Belin, Azra Habibovic, Jonas Fenn, John Milton & Mark R. Rosekind*

## CHAPTER 2

### Strategic intelligence, analysis and research

#### Vision Zero Research Network – conference on research results



Researchers from the universities of Karlstad, Örebro, KTH, VTI and Södertörn, as well as the Institute for Future Studies, have worked on a research programme on policy and implementation of the Vision Zero

from various aspects, both nationally and internationally. The programme has been financed by the Swedish Transport Administration's research portfolio *Strategic Initiatives*.

On December 1st 2020, a digital results conference was held, where different aspects of Vision Zero strategies and how to go from ideas to implementation was discussed and the main research results were presented. The ambition is for the research to contribute to the development of various societal processes and working methods in a direction that we together in society can quickly, efficiently and integratedly achieve the sustainability goals in general and the Vision Zero specifically. About seventy people attended

the digital conference. **Matts-Åke Belin**, director of Vision Zero Academy, moderated the event.

#### Vision Zero for Sustainable Road Safety in the Baltic Sea Region

The third international road safety conference in the Baltic Sea Region was held in December 2020 in Riga. Riga University of Technology hosted this year's event and Vision Zero Academy took part in the organisation. Previous conferences have been held in Vilnius 2018 and Tallinn 2019. **Matts-Åke Belin** and **Lars Ekman** participated as speakers in the 2020 digital edition of the conference, together with other international road safety experts. Latvia's Minister of Transport opened the conference and **Matthew Baldwin**, Deputy Director General of the European Commission (DG MOVE) and European Coordinator for Road Safety, and ETSC Executive Director **Antonio Avenoso**, were some of the speakers at the conference.

#### Vision Zero part of Johns Hopkins course

In the autumn of 2020, the Johns Hopkins Bloomberg School of Public Health offered the course *Transportation Policy and Health*, in which Vision Zero Academy participated as lecturer on the theme of Vision Zero.

## CHAPTER 3

### Strategic advice and information

#### Requests from all over the world

During the year, more than 60 requests were received by Vision Zero Academy to contribute with presentations and speeches linked to Sweden's work with the Vision Zero and road safety. Inquiries came from embassies, organizations, journalists, associations and businesses, as well as from international organizations such as the World Health Organization (WHO), the ITF and the World Bank - from as many as six continents:

#### North America

USA, Canada & Mexico

#### South America

Bolivia, Colombia, Peru, Brazil, Argentina, Costa Rica, Chile, Ecuador, Uruguay & El Salvador

#### Europe

Italy, Bulgaria, Great Britain, Germany, Poland, Spain, the Netherlands, Latvia, Lithuania & Ukraine

#### Africa

Egypt, Liberia, Namibia, Ethiopia, Zambia, Mozambique & South Africa

#### Asia

Kazakhstan, Malaysia, Nepal, Saudi Arabia & India

#### Australia

A few of the events the Vision Zero Academy has participated in in 2020:

- CAN – *Andean Community of Nations* (Bolivia, Colombia, Ecuador & Peru) – Technical Conference on Road Safety;
- Road safety conference linked to sustainability goals, *Basque Country*;
- Seminar on the Vision Zero for the *Egyptian Ministry of Transport*, organized by the Swedish Embassy in Egypt and Business Sweden;
- *Italian Board of PLARC* - webinar on road safety;
- *Quebec Transportation Association's* annual congress;
- *The Economy and Infrastructure Committee of the Victorian Parliament's Legislative Council* (Australia) - lecture on Sweden's work with the Vision Zero;
- and collaboration with *the Police in Queensland*, Australia.



## CHAPTER 4

### Administration & secretariat

#### Vision Zero Academy's organisation

In 2020, the secretariat has been staffed by **Matts-Åke Belin**, director, **Eva Björk**, International Operations Manager VZA, and **Kenneth Svensson**, Special Advisor on Road Safety. During the year, an operational working group was formed, consisting of resources from the two road safety units at the Swedish Transport Administration. **Peter Larsson**, **Lars Ekman**, **Rikard Fredriksson** and **Ida Shoaibi**, have participated in the group, in addition to the secretariat. The operational working group meets once per week. A steering group has also been set up, consisting of the heads of unit of the two road safety units and the secretariat. Steering group meetings are held every second week.

#### Broad participation in VZA's work

Vision Zero Academy participates, organises and co-organises a large number of events each year. 2020 was no exception, despite the fact that a large part of the events were converted to a digital format due to the pandemic. During the year, more than ten experts from the road safety units have participated as lecturers, or in other ways contributed, to events linked to Vision Zero Academy.

VZA also collaborates to a large extent with other actors, outside the Swedish Transport Administration, such as the Swedish Transport Agency, Swedish National Road and Transport Research Institute (VTI), the Research Institute of Sweden (RISE), the Swedish Police, Folksam, Volvo, Autoliv, IKEA, Business Sweden, the Swedish Institute and Swedish embassies around the world. On the international arena, among others WHO, EU, UN, World Resources Institute, FIA Foundation, ITF and the World Bank can be mentioned.

#### Vision Zero Academy website

The website - our main channel to the outside world where we share materials and information about and from our courses.

#### Vision Zero Academy at LinkedIn



During the autumn, Vision Zero Academy launched a page on LinkedIn, to be able to spread news about VZA events and market the academy as a global knowledge node. The posts are published in English.