

ANNUAL REPORT 2024

# Vision Zero Academy



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## Preamble

In 2016, the Swedish Transport Administration was commissioned by the government to lead the overall collaboration on Vision Zero. An important aspect of this assignment is to manage, develop and spread knowledge about Vision Zero as a road safety policy. The Vision Zero Academy is the platform for the international road safety work and it is a part of the regular operations of the Swedish Transport Administration since 2019.

2024 was a year of impactful global collaboration in the field of road safety. On the global level, the UN General Assembly adopted the resolution “Improving global road safety” in June. This resolution urges Member States and other relevant actors to accelerate and scale up efforts to implement the Global Plan and thus to reduce fatalities and injuries from road traffic crashes worldwide, and to make road safety a political priority. Much of the work naturally revolved around preparations and planning for the 4<sup>th</sup> Global Ministerial Conference on Road Safety, taking place in Morocco in February 2025.

The Vision Zero Academy held the secretariat function of the re-convened international Academic Expert Group (AEG) and worked closely with the chairman, secretary and the AEG-members throughout the year, and we are proud of the result – the report “Saving Lives Beyond 2025”, with six recommendations to the global road safety community. Another highlight of the year is the delivery of the first ever *U.S. Vision Zero Academy*, a weeklong Vision Zero course for an American audience, carried out in collaboration with the Johns Hopkins University and other American partners in Washington D.C.

During the year, we had the pleasure of welcoming a number of delegations in our offices from Finland, Australia, Kazakhstan, Abu Dhabi, Germany, Singapore, Malaysia, Colombia and Chile – including two national transport ministers. We also carried out the 6<sup>th</sup> *Vision Zero International Course*, and had road safety professionals from different corners of the world joining us in Gothenburg for a full week of in-depth study of the Vision Zero. This document will give you an overview of some of the activities and highlights from 2024.

### Vision Zero Academy's secretariat 2024



**Eva Björk**  
International Operations  
Manager VZA



**Kenneth Svensson**  
Special Advisor on  
Road Safety

# Administration & secretariat

## Vision Zero Academy's organisation

In 2024, the secretariat has been staffed by Eva Björk, International Operations Manager and Kenneth Svensson, Special Advisor on Road Safety. During the year, the *operational working group*, consisting of resources from the two road safety units at the Swedish Transport Administration, has met once per week to discuss requests, progress and strategic development. Peter Larsson, Matteo Rizzi, Rikard Fredriksson, Patrick Magnusson, and Kristina Mattsson have participated in the group, in addition to the secretariat. The *steering group* consists of the Road Safety Director at the Swedish Transport Administration, the heads of unit of the two road safety units, and the VZA secretariat and it has met every second week to discuss more strategic matters and to make necessary decisions.

## Broad participation in Vision Zero Academy's work

Vision Zero Academy participates, organises and co-organises a large number of events each year and 2024 was no exception. This year we continued to carry out many digital events, but we also participated in a number of in-person meetings in different parts of the world. During the year, more than fifteen experts from the road safety units have participated as lecturers in events linked to Vision Zero Academy. VZA also collaborates to a large extent with other Swedish actors, such as the Swedish Transport Agency, Swedish National Road and Transport Research Institute (VTI), the Swedish Police, Folksam, Volvo Cars, Volvo Trucks, Autoliv, Scania, Inter IKEA Supply, Business Sweden, several universities and Swedish embassies around the world. On the international arena, among others World Health Organization (WHO), EU, UN, World Resources Institute (WRI), Johns Hopkins University, International Transport Forum (ITF), and the Global Road Safety Facility (GRSF) are important partners.

## Vision Zero Academy website

The website is our main channel to the outside world where we share materials and information about the Vision Zero, our courses and other important events.

## Vision Zero Academy at LinkedIn



The VZA's LinkedIn page is an important channel for spreading information about our activities. It is a flexible channel for sharing information about important road safety news and reports, upcoming events and follow-up from past events. The page is updated approximately twice per month, it allows us to connect with the global road safety community and to share knowledge and experiences with partners and road safety professionals around the globe. At the end of 2024, the page had around 1800 followers. The posts are mainly in English.

# Strategic advice and information – an overview

## Global collaboration and requests from all over the world



In 2024, Vision Zero Academy received a large number of collaboration requests and inquiries to contribute with presentations, keynote speeches, lectures, workshops, advice, interviews and various texts linked to Sweden's work with the Vision Zero and road safety - from around fifty countries across the globe. Inquiries came from embassies, ministries, authorities, journalists, universities, associations, NGOs and businesses, as well as from international organisations such as the EU, WHO, ITF and the World Bank.

### ➤ **North America**

USA, Canada, El Salvador & México

### ➤ **South America**

Brazil, Colombia, Peru & Chile

### ➤ **Europe**

Ukraine, Scotland, Germany, Belgium, Croatia, Denmark, Ireland, Romania, Norway, Finland, France, Portugal, Spain, Latvia, Netherlands, Switzerland, Great Britain, Jersey, Serbia & Bosnia and Herzegovina

### ➤ **Africa**

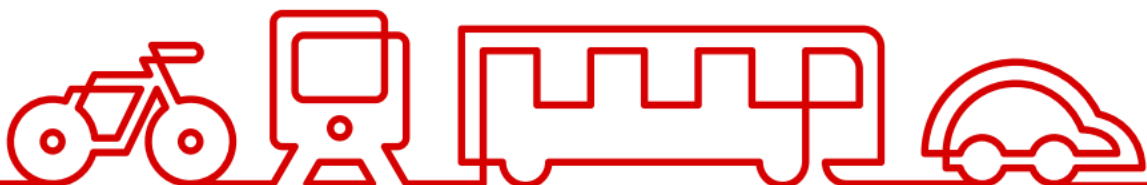
Ethiopia, Morocco, Botswana, South Africa, Tanzania, Zambia, Ghana & Namibia

### ➤ **Asia**

Kazakhstan, Turkey, Singapore, Malaysia, Israel, Qatar, Saudi Arabia, Taiwan, United Arab Emirates & India

### ➤ **Oceania**

Australia, New Zealand & Fiji





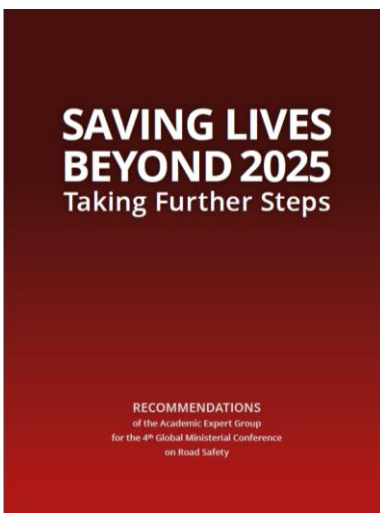
# Training, education & policy cooperation

## Academic Expert Group (AEG)

### *Saving Lives Beyond 2025 – Taking Further Steps*

To launch the second Decade of Action, Sweden hosted the 3<sup>rd</sup> Global Ministerial Conference on Road Safety in February 2020. This conference marked the first clear convergence of road safety and the broader Sustainable Development Goals. In preparation for the Stockholm conference, the Swedish Transport Administration (STA) convened an international Academic Expert Group to propose recommendations for advancing global road safety.

In 2024, the work began to prepare Sweden's contribution to the 4<sup>th</sup> Global Ministerial Conference on Road Safety in Marrakech and Swedish Transport Administration Road Safety Director joined the High-Level Consultative Committee to support the preparations of the conference. The AEG was re-established, a steering group was formed within the STA, and the Vision Zero Academy was given the task to form a secretariat for the work. Throughout the process, the VZA worked closely with AEG chairman, professor Claes Tingvall and the AEG Secretary, distinguished scholar Jeff Michael from the Johns Hopkins University. The group had recurring virtual meetings to advance the work, and one physical meeting in the small town of Sigtuna, near Stockholm, in August 2024.



This time, the AEG was asked to look further into the potential of leveraging the far-reaching value chains of companies and organisations to reduce road fatalities and serious injuries, and to develop a new set of recommendations to further accelerate road safety progress globally. In December 2024, the report was finalised, containing six recommendations that call for accelerated action and stronger commitments from a wide range of actors – not only governments but also public and private organizations, cities, the financial sector and the automotive industry. The report shows that around 400,000 people lose their lives in work-related road crashes every year, which

accounts for a third of all road deaths globally. Tools that can significantly reduce the number of road fatalities already exist today and are a natural part of work environment responsibility.

The report highlights the right to safe workplaces and describes how organizations can reduce their road safety footprint and set a good example for others. By integrating road safety responsibility into organizations' missions and operations, and by large employers with extensive transport chains in low- and middle-income countries taking responsibility

for their value chain, there is an opportunity to significantly reduce the number of fatalities and serious injuries on the world's roads. The recommendations can be a game-changer for global road safety, as they offer concrete steps that will save lives in a cost-effective way and help us move from words and visions to action and implementation.



The report was formally launched in Marrakech by the Swedish Minister of Infrastructure. The Swedish Transport Administration also held an official parallel session during the conference, where the report's conclusions were highlighted. The report was printed in five hundred copies and distributed to conference participants.

[\*Saving lives beyond 2025 – taking further steps\*](#) can also be downloaded in the Swedish Transport Administration's publications database DiVA.

## **Sixth edition of the Vision Zero International Course**

In mid-September, the *Vision Zero International Course* was organised in Gothenburg, this time with 24 committed attendees from different parts of the world. They represented national ministries and authorities, police authorities, international organizations, public transport companies, the private sector and non-governmental organizations and came from Kazakhstan, Botswana, Singapore, Colombia, El Salvador, Fiji, USA, Canada, the Netherlands, Portugal, Jersey, Ireland, and Sweden.





For the first time, the course took place at, and supported by, *SAFER Vehicle and Traffic Safety Centre* at Chalmers. The course week began with video messages from the Swedish Minister of Infrastructure and the Director General of the Swedish Transport Administration, who welcomed the delegates to Sweden and expressed their support for Vision Zero and highlighted the importance of systematic road safety work. During the week, the delegates met with around thirty experts, mainly from the Swedish Transport Administration's road safety units, but also specialists from the World Health Organization (WHO), Swedish Transport Agency, the Police, The Swedish National Road and Transport Research Institute (VTI), the universities of Lund, Umeå and Örebro, international actors, non-profit organisations, companies, and the City of Gothenburg.

We delved into Vision Zero from different perspectives, such as the global road safety framework; suicides in road traffic; governance and leadership; management by objectives; accident investigation; the use of data; motorcycle safety; vulnerable road users; how the police work on road safety; vehicle safety; infrastructure; and examples of how companies can improve working conditions on the road and through sobriety checks – to name a few of the themes discussed during the week.

In addition to the theoretical parts, a combined bus and walking tour was carried out in and around Gothenburg to look at various road safety measures, such as roundabouts, 2+1 roads and speed reduction measures, as well as study visits at VTI and Volvo Trucks. Business Sweden arranged a side event where a number of industry actors and consultants with a road safety focus had the opportunity to briefly describe their work, followed by a networking session. The event gave the participants the opportunity to make contacts with Swedish companies that work on various types of road safety solutions.



## European collaboration

### European Union

#### *EU Road Safety Conference in Dublin*

In line with the EU's Road Safety Policy, the EU should halve road deaths and serious injuries by 2030 and get close to zero by 2050. The EU Road Safety Conference, which took place on 16<sup>th</sup> of April 2024 in Dublin, aimed to follow up on the progress in the EU, as we approach the mid-point of the second decade of action. VZA expert Sofia Gjerstad attended the conference in Dublin and gave a presentation on the foundations of the Vision Zero, in the first thematic session "Are we really applying the safe system?". In addition to Sofia's presentation, George Yannis, NTUA, presented the state of play of the analysis on national road safety strategies; and Alvaro Gomez, Spanish Directorate General for Traffic, delved into the lessons which can be drawn from Spain's reduction in road fatalities, and what they need to do to keep up the pace. This session was moderated by Jonathon Passmore, representing the WHO Regional Office for Europe.

The conference offered an opportunity to engage with other EU Member State authorities, EU policy makers, and the wider European road safety community. Sofia also attended the Transport Research Arena (TRA), the largest Transport Research and Innovation Conference in Europe, which took place in conjunction with the EU Road Safety Conference.



#### *Mid-term assessment of the EU Road Safety Policy Framework 2021–2030*

The European Commission is working on a mid-term evaluation of the EU road safety policy framework 2021-2030. As part of the mid-term assessment, a study was carried out in autumn 2024 and a series of scoping interviews with key stakeholders were carried out to gather perspectives about the road safety development in the EU and input to the foresight analysis. The Swedish Transport Administration Road Safety Director Maria Krafft and

Vision Zero Academy expert Peter Larsson took part in the interview. The discussions focussed on the current state of road safety measures, the primary challenges, emerging trends and potential opportunities for improvement in the EU and national contexts. The aim of the dialogue with the key stakeholders, were to seek to identify the best sources and any evidence gaps, as a support to help shape the subsequent research stages for the assessment process. The European Commission wants to ensure that the evaluation reflects a comprehensive understanding of road safety challenges and opportunities in Europe.

In the context of the mid-term assessment, a few colleagues from the road safety units also participated in a survey which was designed to evaluate the effectiveness of the EU road safety framework and to identify areas where the framework could be strengthened. The survey gathered feedback on different aspects of the framework, including national and EU-level initiatives, emerging trends, and cross-sector cooperation.

## **Euro NCAP**

### ***Driving vehicle development through Euro NCAP***

The Swedish Transport Administration is participating in the European consumer and evaluation programme Euro NCAP. Through Euro NCAP, the Swedish Transport Administration, together with nine other countries in Europe, drive vehicle development to safety levels well above legal requirements, in line with Vision Zero. This is illustrated by the fact that 41 new car models were tested in 2024, of which 28 had the highest rating of 5 stars and 8 had 4 stars. No car model had less than 3 stars, i.e., all were far above the legal level (which corresponds to 0 stars). Vision Zero Academy vehicle expert Rikard Fredriksson is Sweden's representative on the Euro NCAP board of directors.

In addition to continued work on the safety classification of passenger cars, work has begun on commercial vehicles. The first step was vans, which began to be evaluated in 2020 and has led to significant improvements in their safety. Here, all vehicles except one had the two highest safety levels, and no vehicle had the two lowest safety levels. Euro NCAP has started testing the safety of heavy trucks from 2024, and Rikard chairs this rating program. Initially, this will involve testing automatic braking, lane keeping aid and other driver assistance systems. Later (in 2030) crash tests are also planned, both for unprotected road users and other vehicles.

### ***Tests with more energy-absorbing truck front***

Last year, the Swedish Transport Administration crash-tested a new, more energy-absorbing truck front developed by Chalmers University of Technology. If a car collides with a truck, there are very serious consequences. The force of a head-on collision between a car



and a truck at 80 km/h is comparable to if a car crashes into a wall at 150 to 160 km/h. The test shows measurable results and the prototype makes a difference. The dampening front reduces the intrusion of the oncoming passenger car's passenger compartment by 30 to 60 percent. In order for a car driver to survive a head-on collision with a truck, the passenger car's passenger compartment needs to be kept intact. It is not possible to guarantee today, even for the best equipped modern cars. Despite the fact that trucks only account for 6 percent of the mileage, trucks are involved in 20 percent of road traffic fatalities. Approximately 45 people a year die in crashes involving heavy trucks in Sweden, and in over 90 percent of these, it is the opponent who dies, usually in a passenger car. Although it is usually not the heavy traffic that causes the collisions – two out of three times it is the passenger car that crosses over on the wrong side – the consequences are very serious. Against this backdrop, the Swedish Transport Administration and the industry want to develop an energy-absorbing truck front for increased road safety and the goal is to develop a standard for crash tests of trucks that can be introduced in Euro NCAP's consumer tests. Together with Chalmers University of Technology and the automotive industry a research project is planned to further develop the tests and the truck front. The STA is also working to incorporate these tests for trucks into European consumer tests within Euro NCAP from 2030.

## **European Transport Safety Council (ETSC)**

### ***EU Road Safety Exchange: delegation from Croatia visited Sweden***

The Swedish Transport Administration is an active member of the European Transport Safety Council (ETSC), and has a representative in the PIN steering group. The road safety performance differs greatly amongst the EU member states, and to address this issue and to exchange experiences across the EU member states and ETSC members, the *EU Road Safety Exchange* project has been running for a number of years. The project aims to help tackle disparities, linking up transport experts to exchange knowledge and good practice. The project is funded by the European Parliament and managed by the ETSC on behalf of the European Commission. As a part of the project, a study visit was organised in Sweden for a delegation from the Croatian Ministry of Transport, Croatian Roads, and the Faculty of Transport and Traffic Sciences of Zagreb University, in May 2024. The ETSC, together with the Swedish Transport Administration, organised the visit, with support from the City of Malmö. The study visits focused on the topics of safe infrastructure and the safety of vulnerable road users, and the delegation met, amongst others, with road safety experts from the Swedish Transport Administration.

## European Roads Policing Network (ROADPOL)

For the past few years, the Vision Zero Academy has collaborated with ROADPOL, the European Roads Policing Network, which gathers police authorities from around 40 countries in Europe and beyond. The overall target of ROADPOL is to reduce the number of fatalities and serious injuries on the roads. In April 2024, a webinar on speed enforcement was organised during the European “Operation Speed” week. The webinar delved into topics such as the Vision Zero paradigm shift; speed and crash violence; the effects of speed compliance and lower mean speeds; and vehicle safety and emerging safety technologies. The Swedish Transport Administration experts Matteo Rizzi, Rikard Fredriksson, Kenneth Svensson, Lars Ekman and Eva Björk took part in the webinar, side by side with Anna Vadeby from the Swedish National Road and Transport Research Institute (VTI) and Julien Dusene from VIAS Belgium. The aim of the webinar was to improve the knowledge about speed management among the European police forces. We believe collaboration is key in achieving safer road transport systems and the police authorities are very important actors in reaching this objective.

## Finland

### *Nordic exchange*



On January 24<sup>th</sup> the Vision Zero Academy had the pleasure of welcoming a delegation of ten experts from the Transport Systems Department from the Centre for Economic Development, Transport and the Environment for Southwest Finland to the Swedish Transport Administration's offices in Stockholm. We had an intense day of discussions and exchange on a variety of transport and road safety related topics, such as in-depth studies of fatal crashes, principles for median barriers and safety planning in the traffic environment. We also touched upon multi-level governance, road safety in the planning processes and how the different levels interact in the transport system. Speakers included the STA Director for

Transport Accessibility, Jonas Eliasson; road safety experts Mats Pettersson, Kenneth Svensson, Matteo Rizzi, Therese Malmström and Eva Lundberg, as well as Petter Skarin representing the municipality of Eskilstuna.



## Germany

### *Traffic Committee from Baden-Württemberg visited Sweden*



A large delegation from the German state of Baden-Württemberg visited Stockholm in March. The delegation consisted of members of the traffic committee and it was headed by the Baden Württemberg State Secretary, Elke Zimmer, from the Ministry of Transport and the chair of the traffic committee, Rüdiger Klos. During the meeting with the Swedish Transport Administration, topics such as infrastructure, e-mobility, urban planning, speed management and road safety were

discussed. The STA was represented by Acting Director Anna Gabrielsson, Johan Lindberg, head of road safety unit, Magnus Lindgren, environmental expert, Matthias Lundberg, transport strategist, and Martin Hägglund from the Stockholm Bypass project.

## Ireland

### *Focus on Vision Zero at board meeting of Irish Road Safety Authority*

After a few years of rising fatalities on Irish roads, road safety has become high on the political agenda in Ireland. In the autumn of 2023, two representatives from the Irish Road Safety Authority (RSA) and two police officers from the Garda Síochána participated in the international Vision Zero course in Gothenburg. As a follow up, Vision Zero Academy's Kenneth Svensson and Police Officer Edström were invited as speakers to the RSA's annual international road safety conference in Dublin in October 2023. In the spring of 2024, Mr Svensson was invited to join a digital meeting with the RSA board to present Sweden's work with Vision Zero. Although a bit premature for the VZA's 2024 Annual report, we are happy to note that Ireland decided to change the base speed from 80 to 60 km/h on country roads, from 100 to 80 km/h on the national road network and 30 km/h in urban areas in February 2025. Ireland also has, inspired by the Swedish police's 20-minute model, initiated a corresponding method for the Irish police regarding traffic surveillance.

## Global collaboration

### ***UN Road Safety Collaboration (UNRSC)***

The Vision Zero Academy is a member of the *United Nations Road Safety Collaboration*. The overarching theme of discussions in 2024 was naturally related to preparations and planning for the 4<sup>th</sup> Global Ministerial Conference of Road Safety in Marrakech.

### ***In-depth studies – a cornerstone of the road safety work***

In the framework of a project financed by the UN Road Safety Fund (UNRSF), and with support from the United Nations Economic Commission for Europe (UNECE) and the World Health Organization, Serbia and Bosnia and Herzegovina are aiming to build a better road safety system by applying in-depth studies of fatal road crashes. The project aims to promote national methodologies for in-depth analyses of road crashes in both countries. On October 15<sup>th</sup>, a global kick-off workshop on Multi-Disciplinary Collision Investigations was carried out. The main objective of the workshop was to enhance the knowledge of relevant national stakeholders from Serbia and Bosnia and Herzegovina on the implementation of collision investigations in several UN Member States. Side-by-side with crash investigation experts from France, Finland, Germany, India, United Kingdom, and Canada, Joakim Elfving from the crash investigation section of the Road Safety Unit of the Swedish Transport Administration and VZA expert Kenneth Svensson contributed to the event and presented methodology and examples from Sweden, as well as consultant Johan Strandroth. Mr Stefan Jonsson, Head of the Road Safety Unit, highlighted in-depth studies as a corner stone for the road safety work in Sweden in his opening remarks at the webinar. The event was moderated by Nenad Nikolic, UNECE and Jonathon Passmore, WHO.

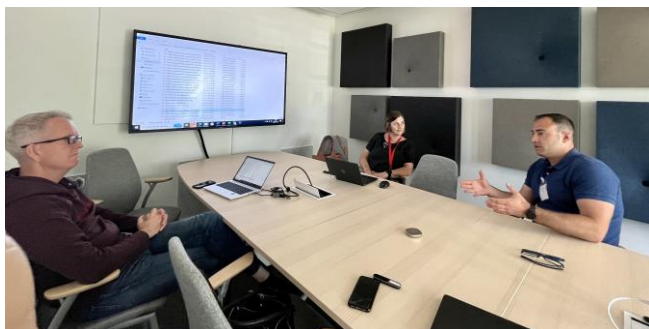
## Africa

### ***Focus on improving road safety in African countries***

Within the framework of the Horizon Europe-funded AfroSAFE project, which focuses on improving road safety in African countries, the Vision Zero Academy participated in a webinar on how to transfer Vision Zero practices to an African context. The webinar was conducted in collaboration with the Norwegian Institute of Transport Economics, Lund University, the Society of Road Safety Ambassadors (SORSA) from Botswana, and the Swedish Transport Administration. The speakers; Aliaksei Laureshyn, Tor-Olav Nævestad, and Kenneth Svensson, reflected on the experiences from the implementation of Vision Zero in Norway and Sweden, discussed how African countries can learn from both progress and mistakes, and which aspects are universally applicable and which require adaptations to the local context. The discussions also concerned political support for road safety measures; infrastructure aspects; and how to streamline the safety aspects of African transport policy. Around 30 participants from South Africa, Botswana, Tanzania, Zambia, Ghana, Namibia, Netherlands, Norway and Sweden took part in the webinar.

## Australia

### *Senior Sergeant from Victoria Police visited Sweden*



As part of a Churchill Fellowship a police officer and senior sergeant with the Victoria Police, Australia, was awarded to travel to a number of countries, to conduct investigations for a project. The focus of the project was to investigate alternatives to enforcement on high-speed roads and

seeking to understand how the future of traffic enforcement might no longer require police officers to expose themselves to the risks of operating at the side of dangerous roads. The police officer travelled for about a week in Sweden, and had meetings in Gothenburg, Stockholm and Borlänge. At the Swedish Transport Administration, he met with Kenneth Svensson, Rikard Fredriksson, Peter Smeds, Eva Lundberg, Sofia Gjerstad, Peter Larsson and Eva Björk, to delve into issues related to the Swedish traffic safety camera system, Intelligent Transport Systems, Vision Zero governance & leadership, management by objectives, and vehicle safety. In addition to the meetings with the STA colleagues, he also met with the Swedish Police and the Swedish National Road and Transport Research Institute (VTI).

### *Australasian Road Safety Conference, Hobart*

As a follow-up to the international Vision Zero Conference, which the Swedish Transport Administration hosted in Stockholm in the summer of 2023, the now retired VZA colleague, Lars Ekman, was invited to participate in the Australasian Road Safety Conference, which took place in Hobart, Tasmania in October 2024. During the conference's opening session, Sweden's path to realizing Vision Zero was presented. One of the main parts of the presentation was to compare the traditional approach to road safety with the policy innovation "Vision Zero" and how it has been ground-breaking in Swedish road safety work. Among other things, it highlighted how Vision Zero shifts responsibility from individuals to system designers, and how Sweden has worked with speed limits and safe road design as central factors in improving road safety. The Swedish perspective was also highlighted during a Vision Zero workshop for low- and middle-income countries (LMIC) arranged by the Australasian College of Road Safety in connection with the conference, where parts of the Swedish Transport Administration's annual international Vision Zero course were the basis and inspiration for the content. The workshop was part of the Australasian College of Road Safety (ACRS) work which specifically targets LMIC in Asia, and where activities from their International Outreach Chapter (IOC) promote meetings and collaborations between low-, middle- and high-income countries, with a focus on engagement and support for LMICs.

## Brazil

### *Virtual Vision Zero course for Brazil*

For the past years, the Vision Zero Academy has worked closely with Brazil's federal Ministry of Infrastructure, the National Transport Secretariat (SENATRAN), Business Sweden and the Embassy of Sweden in Brazil. A pilot project was carried out with the state of São Paulo in 2021; a Vision Zero course, which can be described as a *digital replica* of our annual *Vision Zero International Course*. During 2022, we organised another few digital Vision Zero courses for stakeholders in Brazil, with the objective to provide a deeper understanding of the Vision Zero linked to the implementation of PNATRANS - the national road safety plan in Brazil, which was launched in 2022.

Since then, the collaboration has continued, and in December 2023, yet another course was launched. The lion's share of the course was carried out in 2024. More than 300 road safety professionals representing SENATRAN, the state transport department (DETRAN - *Departamento Estadual de Trânsito*), the Brazilian federal government, states, municipalities, NGOs, companies and other key actors within road safety from all across the country attended this edition of the course.

Apart from the above-mentioned collaboration partners, also a number of other international partners such as World Resources Institute (WRI), The World Bank's Global Road Safety Facility (GRSF), the International Road Assessment Programme (IRAP), the World Health Organization (WHO) and representatives from the Swedish industry contributed to the course. In total, almost 1000 road safety professionals, representing SENATRAN and other key actors within road safety from all over Brazil have attended the courses for the past years. They are an example of successful bilateral international collaboration and capacity building across borders. Around 15 colleagues from the Swedish Transport Administration's road safety units have contributed to the courses and shared their knowledge and expertise with the Brazilian colleagues, within their respective areas of expertise.

*"I want to thank you for the opportunity to participate in a course that, in addition to the gigantic knowledge, the paradigm shifts that we are in the process of, this changes the world, this saves lives."*

*"The classes, the content, and the purpose are world-class, as are the instructors."*

*"Very grateful for the acquisition of knowledge, exchange of knowledge and networking that the course"*

*Testimonials 5<sup>th</sup> edition of the Digital Vision Zero Course for Brazil 2024*

## Canada

### *Canadian Association of Road Safety Professionals (CARSP)*

The Canadian Association of Road Safety Professionals (CARSP) and Parachute held its annual conference in Ottawa, Canada in June 2024. The conference brought together around 300 representatives from various disciplines in the road safety field, including health and medical professionals, engineers, government officials, authorities, accident investigators, researchers and representatives from the insurance industry. The purpose of the conference is to deepen the exchange of knowledge and discuss strategies for improved road safety, and the overarching focus for the 2024 edition of the conference was on how Vision Zero can be achieved, both in rural and urban environments. Vision Zero Academy was contacted by CARSP with a request to give an opening speech focusing on a status report on Vision Zero, both in Sweden and from an international perspective, successes, challenges and future prospects. Stefan Jonsson, head of the road safety unit at the Swedish Transport Administration, attended the conference and kicked off the conference, delivering a keynote speech “from the birthplace of Vision Zero” and provided an international outlook on Vision Zero implementation in Sweden, and beyond. In his speech he also provided a critique of what could be done to improve safety, with some local examples from Ottawa. His participation was appreciated and also enabled a valuable exchange of knowledge.

## Chile

### *Chilean Ministry of Transport visits Sweden*

In April, a delegation from the Chilean Ministry of Transport (Santiago’s PTA) came to Stockholm for a study visit with the main objective to gain a deeper understanding of the Swedish transport system. The delegation was headed by Paola Tapia, Santiago’s PTA’s Director and the former Minister of Transport of Chile.





In addition to the representatives from the Chilean ministry, also the Deputy Head of the Chilean Embassy in Sweden and representatives from Business Sweden attended the meetings. We touched upon topics such as national infrastructure planning; road safety within public transport and its interactions with other modes of transportation; Vision Zero and collaboration between actors. In addition to Mattias Lundberg, Patrick Magnusson and Eva Björk from the Swedish Transport Administration, also a representative from the Swedish Ministry of Rural Affairs and Infrastructure took part in the meeting, to discuss aspects related to public transport.

### ***Road Safety on Chile's Minister of Transport's agenda in Sweden***



In June, a high-level delegation from Chile, led by the President of Chile, visited Sweden. In connection with the visit, Sweden's Minister for Infrastructure, Mr Andreas Carlson, and Chile's Minister of Transport and Telecommunications, Mr Juan Carlos Muñoz, signed a Memorandum of Understanding (MoU) to promote cooperation between the two countries on sustainable mobility and road safety. The cooperation within the

framework of the MoU includes exchange of experience, know-how and technology on concepts and innovative solutions in road safety. The Vision Zero Academy was delighted to play a small part in the visit of the delegation, and met with Minister Muñoz to discuss matters related to road safety and the Vision Zero. Apart from Minister Muñoz, his Head of Cabinet, the Consul General of Chile in Gothenburg, and a representative from Business Sweden attended the meeting.

## **Colombia**

### ***Colombian Minister of Transport visits Sweden***

After a few years of contacts and exchanges at a more general level, discussions with Colombia deepened in 2024. A Memorandum of Understanding (MoU) between Sweden and Colombia was signed in May, in connection with the Colombian Minister of Transport visiting Sweden. The agreement aims to develop and deepen relations and cooperation between the countries with the aim of specifically exchanging experiences and technology in smart mobility and road safety, and to promote cooperation through the implementation of projects carried out by relevant entities in both countries. Specifically mentioned is the

exchange of experiences and knowledge about concepts and innovative solutions in the road safety area.

In addition to bilateral meetings with the Swedish Minister of Infrastructure, where road safety was one of the main topics and the MoU was signed, the Colombian Minister also had meetings with the Swedish Transport Administration. The Colombian delegation met with Road Safety Director Maria Krafft, Ruggero Ceci, Otto Åstrand and Henric Modig and Sweden's work with Vision Zero, congestion charges, and the Stockholm Bypass project were the main themes of discussion.

Following a number of meetings with the Colombian Ambassador to Sweden, and his participation in the Vision Zero International Course in Gothenburg, discussions have started on the potential of launching a digital Vision Zero course for Colombian actors, building on the positive experiences from Brazil.



## **Kazakhstan**

### ***Kazakh Scientific Research Institute for Road Safety visited Sweden***

The Kazakh government and their Ministry of Transport have increased their ambitions and focus on road safety, and the Vision Zero Academy has collaborated in various ways with especially the Kazakh Research Institute for Road Safety over the past years. In March 2024, a delegation from the research institute came to Sweden for a workshop on road safety, where a number of Swedish Transport Administration experts from the road safety units attended in order build capacity on road safety and the Vision Zero, exchange experiences and best practices between the two countries. The main objective of the visit to Sweden was to develop strategies and action plans aimed at reducing accidents and saving lives on the Kazakh roads. Jonas Eliasson, Director for Transport Accessibility, started the day by introducing the delegation to the Swedish Transport Administration's role and

responsibilities. Road safety experts Sofia Gjerstad, Eva Lundberg, Kristina Mattsson, Rikard Fredriksson, Peter Larsson, Kenneth Svensson and Eva Björk from the road safety units then presented various aspects of the Vision Zero. During the day, we touched upon topics such as Governance and leadership; Management by objectives, new technologies and vehicle safety, road design, and the Swedish Traffic Safety Camera System. In addition, a police officer from the Swedish Police presented the traffic strategy of the Police and how it contributes to the Vision Zero.



## Malaysia

### *Malaysian Ministry of Transport Sarawak*



On October 16<sup>th</sup>, the Vision Zero Academy hosted a delegation from the Malaysian Ministry of Transport Sarawak at the Swedish Transport Administration offices in Gothenburg. The delegation carried out this benchmarking visit to Sweden as a part of their ongoing efforts to develop a holistic transportation strategy

and the overall focus of the visit was on road safety, public transport, and green initiatives in transportation. The delegation was headed by the Minister for Transport Sarawak. At the Swedish Transport Administration, the delegation met with Kenneth Svensson and Joakim



Elfving and the focus was on Sweden's road safety work and the foundations of Vision Zero, as well as crash investigations and the in-depth studies of fatal crashes. During their visit in Gothenburg, they also visited Volvo Trucks.

## Singapore

### *A delegation from LTA met with the Director General and road safety experts*



On October 2<sup>nd</sup>, a delegation from Singapore's Land Transport Authority (LTA) and Ministry of Transport visited the Swedish Transport Administration's (STA) offices in Gothenburg. The delegation met with Christer Löfving, Rikard Fredriksson and Kenneth Svensson to discuss issues related to road safety, the Vision Zero, vehicle safety and suicide prevention. In addition, the Director General of the Swedish Transport Administration, Mr Roberto Maiorana, met with the delegation to talk about the renewal of the Memorandum of Understanding (MoU) between the

LTA and the STA. The MoU focuses on mutual knowledge exchange, capacity building and research within the fields of road safety, digitalisation of transport, and sustainable transport solutions. We also had four delegates from Singapore attending the Vision Zero International Course in Gothenburg in September.

## United Arab Emirates

### *Integrated Transport Center of Abu Dhabi*



In February 2024, we welcomed a delegation from the International Road Federation (IRF) and the Integrated Transport Center (ITC) of Abu Dhabi to the Swedish Transport Administration offices in Stockholm. The delegation was headed by the Director of the Traffic Management Centre of the ITC. At the Swedish Transport Administration, the delegation met with Road Safety Director

Maria Krafft, Mats Pettersson, Eva Lundberg, Kenneth Svensson and Eva Björk from the road safety units, and Per-Olof Svensk, expert on traffic management. Throughout the day, we delved into topics such as Vision Zero principles and implementation; innovative methods, infrastructure and the impact of road design on Vision Zero; the Swedish Traffic Safety Camera System; the present and future of traffic management in Sweden, along with

strategies for shaping safe roadways. We also discussed the importance of collaboration to achieve a safe transport system, and had a specific look at how the Swedish Transport Administration works with the Road Safety Action Plan. The delegation also had meetings with among others ITS Sweden and the KTH Royal Institute of Technology.

## United States of America (USA)

### *U.S. Vision Zero Academy 2024*

At the end of May, Rikard Fredriksson, Kristina Mattsson, Kenneth Svensson and Eva Björk, representing the road safety units of the Swedish Transport Administration were invited as lecturers at a five-day Vision Zero course in Washington DC. Also, Peter Larsson taught at the course, via link. The course was organised by the Johns Hopkins Bloomberg School of Public Health and the Vision Zero Academy, with support from American partners such as the Institute of Transportation Engineers, the FIA Foundation and the AAA Foundation for Traffic Safety. The course is part of the long-term cooperation with the USA and is based on the Memorandum of Understanding between the USA and Sweden in the field of transport. The World Health Organization (WHO) also contributed to the course, building on the Memorandum of Collaboration between the Vision Zero Academy and WHO.



More than fifty participants took part in the course, representing various actors such as the U.S. Department of Transportation and federal agencies and authorities, state departments, local actors, non-governmental organisations and academia. The USA has the highest





number of road fatalities in the industrialized world and is therefore a priority country for achieving the goals in the global road safety plan and Agenda 2030. From a global



perspective, it is very positive to get the USA to work more according to the principles of Vision Zero. The country is at a critical point in road safety work, as conventional methods are no longer effective, and the number of deaths has levelled off at a level seven times higher than Sweden's per capita. During the course week, a walking tour of Washington was conducted to look at physical infrastructure measures, led by the city's Vision Zero department.

An afternoon was spent at the Swedish Embassy's House of Sweden, where Business Sweden was holding the strings for a *Swedish Traffic Safety Technology Symposium*. Swedish companies presented their road safety innovations and initiatives, and for example, a car equipped with a system for contactless alcohol detection, which quickly and precisely measures the alcohol level in the driver's exhaled breath, was demonstrated. The Swedish Embassy's Jonas Wendel opened the symposium, and Jason Hill, U.S. DOT, Said Dahdah, Global Road Safety Facility, Matts-Åke Belin, WHO and Eva Björk, the Swedish Transport Administration also participated as speakers. Around one hundred participants were present at the embassy.



### ***TRB's International Roadside Safety Conference 2024***

In 2023, the Vision Zero Academy became a member of the international planning committee of the Transportation Research Board's (TRB) 2<sup>nd</sup> International Roadside Safety Conference (IRSC), which then was held in Orlando, Florida in June 2024. As a member of the planning committee, we gave input to the organisers on the technical content of the conference; helped identifying topics and presenters for presentations; and reviewed abstracts and papers for the conference, among other things. The primary objective of the conference was to support and advance global efforts to reduce deaths and serious injuries associated with roadway departure crashes.

Vision Zero Academy infrastructure expert Mats Pettersson joined the conference and amongst other things, he took part in a workshop focussing on Safe System Approaches to reduce head-on crashes. Alongside Mats were experts from the U.S. and Australia, discussing various countermeasures that have proven effects on reducing head-on crashes. Countermeasures include various types of median barriers, centreline markings, rumble strips, and wide buffer areas. Apart from infrastructure measures, speed management was also highlighted as a vital aspect. The workshop examined strategies and evidence base of their effectiveness for deploying these countermeasures to provide for a safer system. Around 300 international roadside safety experts, researchers, representatives from government agencies, and engineering consultants took part in the conference.

### ***Webinar on truck safety and front underride protection***

Vision Zero Academy vehicle safety expert Rikard Fredriksson joined an international discussion about front underride protection in April. The webinar was organised by an American organisation, with presentations from international experts on truck safety. In addition to Rikard, also Iain Knight, Director at Apollo Vehicle Safety, UK; Robert Thomson, Professor of Vehicle Safety at Chalmers University of Technology, Sweden; and Reimert Sjöblom, Expert Engineer Passive Safety with the Scania Group joined the discussions. Among other things, the UNECE Front Underrun Protection Standard from 1993; recently published FUP research; crash data; new countermeasures and test methods; and what this means in an American context; were topics discussed at the webinar.

### ***Various exchange***

The Vision Zero Academy has had exchanges on different Vision Zero related topics with a number of American actors. Following the Georgia Department of Transportation (GDOT) adoption of the Vision Zero, we had a virtual meeting to with GDOT representatives focussing on how Sweden works on in-depth studies and crash investigations of fatal injuries. We've also discussed suicide prevention in the transport system with the Department of Transport and Department of Public Health of Massachusetts.

## Interviews

### ***CIHT article on suicide prevention***

The British membership organization for the planning, design, construction, maintenance and operation of land-based transport systems and infrastructure, the Chartered Institution of Highways & Transportation (CIHT), conducted an interview with Kenneth Svensson about the Vision Zero in general and on suicide prevention in the transport system more specifically. The result was a five-page article in CIHT's magazine "Transportation Professional" where the Swedish Transport Administration's work with suicide prevention was highlighted as an international example under the article series *Pioneering Spirits*.

### ***Vlaamse Radio- en Televisieomroeporganisatie (VRT), Belgium***

During the autumn, the Flemish Radio and Television Broadcasting Organisation (VRT) worked on a reportage, for a programme called "Pano". It is an investigative programme that devotes 40-minute episodes to important societal issues, and with a viewership of over 600,000. Every year, around 120 traffic fatalities in Belgium are attributed to alcohol or drugs. The VRT-team visited Sweden to investigate why Sweden is the safest country in the EU when it comes to road safety. The focus of the reportage was on drunk driving and the questions mainly concerned alcohol-related problems. Among other things, the team wanted to investigate whether there are important lessons Belgium can learn from Sweden and how the alcohol culture has been shaped towards a risk-aware society. In addition to interviews with some representatives of the Swedish Transport Administration, which focused on how the Vision Zero addresses impaired driving, they also met with the police in Gothenburg.

## Thank you!

Finally, the Vision Zero Academy would like to express our sincere gratitude to all collaboration partners, globally and in Sweden, for another year of impactful cooperation in the field of road safety. It is a great pleasure to work together with so many devoted road safety professionals, from different parts of the world, and together we make a difference. Vision Zero – Together we save lives!

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