

Vision Zero Academy – Annual Report 2021



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 on 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 in 2019 decided to transform the Vision Zero Academy project into the regular operations. Since then, the work has gradually developed, even though the pandemic continued to throw spanners in the works also in 2021. However, on an international level the work has continued despite the pandemic and one of the highlights of the year was the launch of the *Global Plan for the Second Decade of Action for Road Safety* in October 2021. This is a major step showing the strength of the road safety community and the Global Plan is an important guiding document in our joint strive for a safer road transport system around the world.

Our International Vision Zero Course was cancelled also in 2021, but instead we have carried out a large amount of digital activities and events with our global partners and we have continued to find new ways of spreading the Vision Zero and the road safety message around the globe. This document gives an overview of some of the activities we have carried out the past year.

Matts-Åke Belin, Director, Vision Zero Academy

Vision Zero Academy's secretariat 2021



Matts-Åke Belin
Director VZA



Eva Björk
*International Operations
Manager VZA*



Kenneth Svensson
*Special Advisor on
Road Safety*

CHAPTER

Training, education & policy cooperation

The Stockholm Declaration, the UN resolution and the Global Plan

In February 2020, Sweden hosted the *Third Global Ministerial Conference on Road Safety*. Shortly after, the pandemic struck and most of the world closed down. This has been the situation also for most of 2021. However, some progress has still been made on the global road safety scene. We reported in our Annual Report of 2020, that the UN General Assembly adopted a resolution on global road safety, based on the outcome of the Global Ministerial Conference; *The Stockholm Declaration*, in August 2020. The UN resolution is an important step in putting road safety higher on the political agendas worldwide.

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. 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 were called, in cooperation with other partners to the *UN Road Safety Collaboration* (UNRSC), to compose an action plan for The Second Decade of Action for Road Safety. Therefore, a Global Plan was developed as a guiding document to

support the implementation of its objectives. The plan was officially launched on October 28th, 2021. The Vision Zero Academy and the Swedish Transport Administration took part in the deployment of the plan, through active participation in the UN Road Safety Collaboration and through an informal dialogue on the plan along the way. The Vision Zero Academy coordinated the reply of the Swedish Transport Administration to the formal consultation on the *Global Plan for The Second Decade of Action for Road Safety* in May 2021.



The UN resolution also calls to convene a *High-level meeting on Road Safety* - the first of its kind ever - in the UN General Assembly before 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, the Swedish Transport Administration and the Vision Zero Academy have been, and will continue to be, active contributors in this work.



United Nations Road Safety Collaboration

The Vision Zero Academy has actively taken part in the work of the *UN Road Safety Collaboration* (UNRSC) throughout the year, in the regular meetings of the group and in various ad hoc activities.

UNRSC & Vision Zero Academy webinar on private sector involvement in road safety

On November 16th the Vision Zero Academy, in collaboration with the WHO and the UNRSC, organised a webinar on private sector involvement in road safety. The aim of the webinar was to put the spotlight on the private sector's influence on road safety globally, against the backdrop that the private sector's role is highlighted in the Stockholm Declaration and the UN resolution on Road Safety from 2020. The webinar was aimed at members of the UNRSC, essentially a mix of UN Member State representatives, development banks, different road safety stakeholders, NGOs and private sector actors.

Speakers at the event were Etienne Krug, WHO; Matts-Åke Belin, Vision Zero Academy; Claes Tingvall, Chairman Academic Expert Group; Peter Kronberg, Autoliv; Susanna Zammataro IRF; Astrid van der Burgt, Holcim; Elisabeth Fauvelle Munck af Rosenschöld, IKEA; Philippe Casbas, Raizen; Miquel Nadal, FIA and Gabriel Kardos J&J. The panel discussed private sector involvement in road safety from different perspectives, such as private sector initiatives acting beyond regulations, road safety in business operations; the private sector's contribution to the fifty percent reduction goal; and business and road safety in Africa.

Vision Zero Challenge (VZC)



Vision Zero Challenge is a global partnership focusing 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, the World Bank's Global Road Safety Facility (GRSF), Inter-American Development Bank, International Transport Forum (ITF), Latin NCAP, and Towards Zero Foundation.

In 2020, a series of VZC-webinars was conducted, focusing on different themes within the framework of traffic safety, Vision Zero and the safe system, and a number of Vision Zero Academy specialists actively contributed to these webinars in their respective areas of expertise. In 2021, the work on the VZC continued in a slightly different format and focused on providing guidance on the Vision Zero approach to Road Safety to a more limited group of cities, which are currently developing and implementing road safety plans. These cities are Lima (Peru), Belo Horizonte (Brazil), Buenos Aires (Argentina) and Mérida (Mexico).

In June and July 2021, the Vision Zero Academy co-hosted three VZC-webinars together with the World Resources Institute. This webinar series featured presentations on the history of Vision Zero in Sweden and how this policy innovation has developed throughout the years; issues of governance and leadership in improving road safety; and evidence-based and data-driven safety approaches related to Vision Zero. It also delved into vehicle safety and emerging safety technologies; and the importance of road design and road environment for achieving Vision Zero.

In September and October 2021, the Vision Zero Academy took part in another couple of VZC-webinars; one focusing on proactive versus reactive approach to road safety and one on children and road safety. A number of VZA experts took part in the events, sharing their insights and knowledge on various topics.

IKEA & procurement

IKEA works with road safety as part of their Agenda 2030 work and they are working on including a Vision Zero perspective in their value chains. IKEA started their process already in

2020 and the Swedish Transport Administration was invited to participate in a number of workshops, of which one focused on road safety and procurement. On February 10th the Vision Zero Academy discussed road safety with IKEA's Land Transportation Teams from around the globe. IKEA organised the workshop as a step in building a new safety agenda, against the backdrop that multi-national corporations have a big responsibility in enhancing road safety and in achieving the Sustainable Development Goals (SDG).

VZA director Matts-Åke Belin focused on road safety as a part of the SDGs and Vision Zero as a policy innovation. He emphasised the UN resolution on Road Safety from 2020, where an integrated approach to road safety and Vision Zero is highlighted. The resolution also calls for businesses and industries of all sizes and sectors to contribute to the attainment of the SDGs. Peter Larsson, Senior Advisor on Road Safety presented how Vision Zero can be integrated in business operations. He reflected on how road safety should not be an isolated process in society; leadership commitment; how companies need to start mapping road safety in their value chains; and similarities between road safety management and management of other quality and sustainability aspects. Thomas Abele, Mercedes-Benz Trucks, spoke about the latest tech developments in the safety field.

The Swedish Transport Administration and Vision Zero Academy's role in this process 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. During 2021 IKEA was also included in the ITF and World Bank project on implementation of the Vision Zero in low- and middle-income countries (see below), in order to include a large multinational company in the project. A positive example of cross-sectoral collaboration.

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 (LMIC). The ITF has previously produced two publications on the Safe System and Vision Zero. A third publication was being produced in 2021. 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 joined the work, which was mainly conducted via Zoom meetings in 2021.

Collaboration with, and within, the EU

European Commission – DG MOVE

In June, the VZA Secretariat had a video meeting with the Road Safety Unit at DG MOVE, headed by Claire Dépré, and Matthew Baldwin to discuss collaboration opportunities and common challenges. The room for more collaboration and contacts on European level within road safety and to strengthen the collaboration further given the limited resources on both sides was discussed.



Topics of the meeting included the UN Road Safety Fund; extending the Vision Zero Challenge to include African countries; the European Road Safety Observatory; the possibility to work on the FIA road safety index on a European level; and sustainability reporting in relation to road safety – to mention a few things discussed.

European Road Safety Summer School

On July 5-9, the 2021 edition of the European Road Safety Summer School took place, this year in an online format. This annual five-day summer school is free of charge and focuses on an integrated approach to road safety. Topics that

were covered throughout the course were the global road safety situation and the UN Sustainable Development Goals; road infrastructure, data and vehicle technology; the European Framework and the Commission's road safety and mobility initiatives, to mention a few. The Swedish Transport Administration and Vision Zero Academy's Dr. Lars Ekman was one of the lecturers of the course and he shared his knowledge with the participants on the visions and strategies behind the safe system approach.

Estonia

Estonia deepens implementation of Vision Zero

In January 2021 the Estonian Road Administration, Maritime Administration and Civil Aviation Authority merged and formed the *Transpordiamet - Estonian Transport Administration*. On 7th May Vision Zero Academy's Dr Lars Ekman took part in the new administration's Vision Zero event, alongside European Commission Director-General for Mobility and Transport, Mr Henrik Hololei, who opened the event and shared his 2030 road safety vision for Europe. Dr Ekman presented the history and development of Vision Zero in Sweden. He shared his knowledge on the Swedish implementation, success stories, obstacles and adjustments along the way, from the start in the mid 1990's to where we are today.



Screenshots picturing Henrik Hololei and Dago Antov

The objective of the event was to spread knowledge about the Vision Zero to all parts of the new organisation and to lay the foundation for a Vision Zero mind-set permeating the work of the administration. Also professor Dago Antov from TalTech – Tallinn University of Technology took part in the event. He highlighted the biggest bottlenecks for the Vision Zero implementation in Estonia and how to move ahead. Vision Zero

Academy is happy to contribute to Estonia's journey to a safer road transport system.

Italy

Vision Zero highlighted in Italian technical magazine

The Italian bimonthly technical magazine *Strade & Autostrade* issues front-page interviews on influential people in different areas. In the September/October 2021 edition Vision Zero Academy Director Matts-Åke Belin had the possibility to share his thoughts and insights in road safety and his long term vision on how to achieve zero fatalities in road traffic. The interview touched upon the essence of the Vision Zero and how it developed since its introduction in Sweden in 1997.



It highlights Vision Zero as an ethical imperative which firmly states that we cannot accept people getting killed and seriously injured in road transports and that it is a strategy that differs from the more traditional

approach to road safety. In the interview Dr Belin also emphasises that one of the main tools to achieve a Safe System is to control the harmful energy, as human beings are vulnerable and only have a certain tolerance against kinetic energy. In the interview he also shares some of the countermeasures implemented in Sweden - countermeasures that have had a major impact on road safety and reduced the number of fatalities and seriously injured over the last 25 years since Vision Zero was implemented. The article was published in both Italian and English.

ETSC's Annual PIN Conference

On June 16th the *European Transport Safety Council* (ETSC) presented their 15th PIN Report - an annual analysis of the overall progress on tackling

road deaths and serious injuries in 32 European countries, including all EU member states. Key note speeches were held by Matthew Baldwin, EU Road Safety Coordinator, and Elena Kountoura, Member of the European Parliament and rapporteur of the European Parliament's own initiative report on EU Road Safety Policy Framework 2021-2030. The 2021 PIN award winner is Greece, the only EU Member State to reach the target to cut road deaths by 50 percent over the last decade. Vision Zero Academy's expert Lars Ekman took part in the insightful panel debate that followed after the key note speeches, together with a great line-up of road safety experts, moderated by David Ward, Towards Zero Foundation. The panellists discussed the vital steps needed if we are to achieve the ambitious road safety targets on reducing fatalities and serious injuries by half on European roads in the coming decade.

Ukraine

On May 11th, the Vision Zero Academy organised a webinar on Vision Zero, in collaboration with the World Bank's Global Road Safety Facility (GRSF) and the Reform Support Team at Ministry of Infrastructure of Ukraine, under the Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS) 2020-2025. BIGRS is a partnership programme focused on the reduction of road deaths and serious injuries in 15 priority countries and 30 cities in low- and middle-income countries worldwide. The Vision Zero Academy is happy to contribute to such an important initiative and to collaborate with international key partners in our joint strive for safe transport systems around the globe – and in this particular case supporting Ukraine in implementing a Vision Zero strategy that fits the Ukrainian context.



Screenshot picturing Swedish Transport Administration experts, plus Anatoliy Klimashevsky, Alina F Burlacu, Kelly Larsson & Dominic Patella

VZA experts Kenneth Svensson, Matts-Åke Belin, Matteo Rizzi, Rikard Fredriksson and Lars Ekman took part in the webinar and shared their knowledge on road safety and Vision Zero from various perspectives to around 130 committed participants. Alina F. Burlacu from GRSF moderated the event, Deputy Minister Anatoliy Klimashevsky and Dominic Patella opened the event and Kelly Larson from Bloomberg Philanthropies provided the closing remarks.

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 Swedish Minister of Infrastructure Catharina Elmsäter Svard, 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.

During 2021, President Biden unveiled the *American Jobs Plan*, including big investments in infrastructure, environment and public health. The Vision Zero Academy specifically noted the earmarked \$20 billion to improve road safety for all users and to reduce traffic fatalities, as well as the increased funding to existing safety programs and a new *Safe Streets for all*-programme to fund state and local Vision Zero plans and other improvements to reduce accidents and fatalities, especially for cyclists and pedestrians. More than 35,000 people die in traffic accidents on US roads each year and millions are seriously injured. The US has one of the highest traffic fatality rates in

the industrialized world, double the rate in Canada and four times higher than in Europe. The American Jobs Plan was amended and renamed in the process passing the Senate and the House of Representatives, and finally in November 2021 the *Infrastructure Investment and Jobs Act* (IIJA) was signed into law by President Biden. The Vision Zero Academy has followed the process closely and is happy to see road safety higher on the agenda in the USA.

In the United States, the Vision Zero has not only spread to the federal level, but also to several cities and states. At the same time, the increased interest in road safety is important also 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 there is an 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 own ambitions to create a sustainable transport system with no casualties or serious injuries.

US National Transportation Safety Board Roundtable (NTSB)

On May 20, the *US National Transportation Safety Board* (NTSB) organised a roundtable entitled *A Safe System Approach to Traffic Safety*. In the US, overall traffic fatalities increased by 10 percent from 2014-2019 and over the same period the fatalities among vulnerable road users increased by more than 20 percent.



Screenshot picturing Polly Trottenberg, Tom Chapman, Matts-Åke Belin and American experts at the NTSB event

Against this backdrop, the NTSB decided to start a number of advocacy actions on road safety. Reaching zero traffic deaths requires a shift from the traditional driver-centric approach to the integrative, shared responsibility Safe System approach – a proven, effective strategy, first adopted in Sweden in the mid-1990s. In recent years, many US cities have adopted local Vision Zero policies and during the roundtable a strong line-up of panellists including Robin Hutcherson, U.S. Department of Transportation (DoT), Rachel Carpenter, California DoT; Betty Smoot-Madison, City of Atlanta DoT and Jane Terry, National Safety Council took part in the very inspiring and insightful discussions, providing national, state, and local perspectives on implementing a Safe System approach.

“Sweden’s example as a leader in roadway safety has been such an inspiration to safety practitioners worldwide, myself included”

Polly Trottenberg, Deputy Secretary at the US Department of Transport

Vision Zero Academy Director Matts-Åke Belin joined the event from Sweden, adding an international perspective to the debate. Dr Belin provided valuable insights to the origin, history, and principles of Vision Zero and highlighted the importance of a holistic system perspective when it comes to road safety and the fact that many parts of the Vision Zero approach are universal and can be applied to countries worldwide. NTSB Member Tom Chapman skilfully moderated the event, which was opened by Polly Trottenberg, Deputy Secretary at the U.S. Department of Transportation. The Vision Zero Academy is happy to contribute to this event and to share our experiences from almost 25 years of working with Vision Zero.

Creating Fleet Safety Cultures

On May 19th the Vision Zero Academy joined *Together for Safer Roads* and NYC DCAS at the first-

ever *Vision Zero Fleet Forum*, an event that brought together a number of high profile Vision Zero practitioners from around the world, along with the most committed experts from the fleet safety community to discuss and promote action for improving the safety of every road user.

Vision Zero Academy Director Matts-Åke Belin moderated the *Creating Fleet Safety Cultures* session where he delved into how achieving Vision Zero is only possible if we all work together to create safer roads. He also highlighted how fleet safety can be prioritised by operators and adopted as a part of the industry's culture.

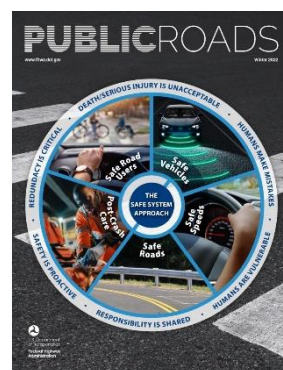


Picture: Eric Richardson City of New York

Article in FHWA's *Public Roads* journal: "Applying a Safe System Approach across the Globe"

In 2010 a Memorandum of Collaboration (MoC) was signed between the U.S. Department of Transportation and its Swedish counterpart ministry on cooperation in the field of sustainable transportation. Since then, various collaboration and knowledge sharing activities on a variety of topics have taken place. In autumn 2020 the Federal Highway Administration (FHWA) and the Swedish Transport Administration together developed a joint work plan on several topics of mutual interest, one of which is road safety. In the framework of the MoC, the Vision Zero Academy Director Matts-Åke Belin contributed to an article in the *Public Roads* journal on how countries and cities successfully have incorporated the Safe System Approach to improve road safety. *Public Roads* is a quarterly magazine of the FHWA, which covers advances and innovations in highway/traffic research and technology, critical transportation issues, important activities and achievements of FHWA and others in the highway community, and subjects of interest to highway industry

professionals. *Public Roads* used to be exclusively an in-house research journal for engineers, scientists, and economists of the FHWA, but since 1993 it has broadened its scope to be relevant to a wider audience.



Apart from Sweden's experiences with implementation of the Vision Zero, also the cases of Australia and Oslo, Norway were highlighted in the article. It describes the ways in which the United States can

benefit from examining how other countries and cities have incorporated the Safe System Approach to improve road safety. Co-authors of the article were Dr. Matts-Åke Belin, Anders Hartmann, Mari Svolsbru, Blair Turner, and Michael S. Griffith. The result of this common work was published in a special edition of the magazine focusing on the Safe System Approach. The article can be found [here](#).

Vision Zero part of course at Clemson University

For the second time, the Vision Zero Academy took part as a guest lecturer at Clemson University's Master of Transportation Safety Administration (MTSA) Program, speaking for the Public Policy Process and Road Safety graduate class about the public policy process in Sweden, and how Vision Zero was created, adopted, and is being implemented.

"While they [the students] had all been reading about Sweden's Vision Zero, your remarks gave them a more complete understanding of the philosophy behind the legislation and its practical application. Yours was a lecture our students will long remember, and your comments were highly motivational as they continue to grow in their careers in road safety."

Terecia Wilson, Institute for Global Road Safety and Security, Clemson University

Achieving Vision Zero in Pennsylvania

PennState College of Engineering organised a session on *Achieving Vision Zero in Pennsylvania* during the Transportation Engineering and Safety Conference on 9th of December. Vision Zero Academy Director Matts-Åke Belin took part in a panel discussing on how to achieve Vision Zero in Pennsylvania. The event was moderated by Gustave Scheerbaum, Director of Strategic Initiatives, at the City of Philadelphia. Dr Belin presented the progress in the international road safety work and the current State of Vision Zero in Sweden.

Canada

CARSP webinar on 2+1 roads and Vision Zero

On September 28 the Canadian Association of Road Safety Professionals (CARSP) organised a webinar on 2+1 roads and the Vision Zero. CARSP is a Canadian organisation dedicated to enhancing road safety and supporting Canada's road safety community by providing access to multi-disciplinary information, research and networking opportunities. Vision Zero Academy Director Matts-Åke Belin was invited to join the webinar, to share his knowledge and experiences of Vision Zero, achievements and challenges of the implementation in Sweden and also to provide some insights to the future of Vision Zero. Mr Mark Wilson, Resource Member GEMS Committee and Member of the CARSP presented the 2+1 pilot project currently being planned in Ontario. The presentations were followed by a discussion on how to achieve safer roads by applying the Vision Zero and a Safe System Approach to road safety.



Screenshot picturing Mark Wilson, Matts-Åke Belin & Brenda Suggett

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 pursues the issue and has in discussions with the Swedish Ministry of Foreign Affairs and other relevant ministries worked on exploring the possibility to reach some kind of collaboration agreement, 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. A two week digital Vision Zero course, similar to the one held for São Paulo in March 2021 (see below), is being planned for the federal level in the beginning of 2022.

Vision Zero course for the State of São Paulo

After a long time of planning and preparing, the Vision Zero Academy could finally in March 2021 launch a two week Vision Zero digital course – a replica of the annual *International Vision Zero Course* for São Paulo. Around 150 participants from the Transport Secretariat State of São Paulo in Brazil; the state and the city of São Paulo, the police and other relevant actors from the transport sector took part in the course.



Screenshot picturing Andreas Rentner, Kenneth Svensson, Ambassador Brismar Skoog & Claudia Adriaçola

The Vision Zero Academy discussed, planned and prepared this course as a pilot project in the cooperation with Brazil, together with Business Sweden. The course was organised in close collaboration with the Embassy of Sweden in

Brazil and international partners such as the World Resources Institute (WRI).

15 road safety experts from the Swedish Transport Administration and the Vision Zero Academy took part in the course and shared their knowledge and experience on different road safety topics during two weeks. The course covered a wide range of areas, from the history and development of Vision Zero in Sweden, to road safety as a part of the United Nations Sustainable Development Goals; suicide in the transport system; evidence based strategies and the use of data; speed management; vehicle safety and road design.

Colombia

Webinar on the Swedish concept of Road Safety

On November 17th the Swedish Transport Administration, the Ministry of Transport of Colombia, the Colombian National Road Safety Agency, the Embassy of Sweden in Colombia, and Business Sweden Colombia took part in a joint webinar on the Vision Zero and the Swedish concept of road safety.



Matters being discussed at the webinar were how Vision Zero has evolved since its pioneering adoption in Sweden; which additional elements have been incorporated over time in both policy and road safety projects; and which main issues in a public road safety policy should be addressed and where the efforts of national and local governments should be focused in the adoption of the safe system/Vision Zero approach. Other matters touched upon were the financing of road safety and the most important successes and lessons learnt from Vision Zero adoption. The webinar was organised jointly by the Vision Zero Academy, Business Sweden and the Swedish Embassy.

National infrastructure congress in Colombia

On November 26th Vision Zero Academy Director Matts-Åke Belin took part in the Infrastructure congress of Colombia. The theme



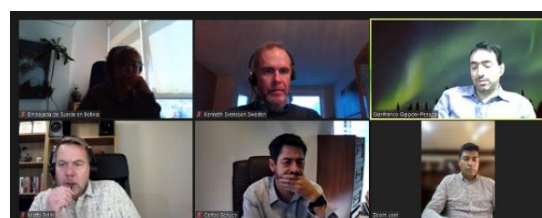
of the session was the global agenda of infrastructure and transport. Apart from Dr Belin, the other key note speakers of the panel were Raquel Sánchez Jiménez,

Spanish Minister of Transport, and Annie Petsonk, from the US Department of Transport.

Bolivia

How can the Vision Zero be implemented in Bolivia?

On December 1st, a webinar was organised by the Swedish Embassy in Bolivia and the Vision Zero Academy. Also some representatives from Swedish companies in Bolivia took part in the event. Just like its neighbouring countries, Bolivia has an interest in learning more about the Vision Zero and how it could be implemented in Bolivia.



Screenshot from event with Bolivia

During this seminar, the Vision Zero Academy experts gave an overview of the road safety work and developments from a global perspective, to put things in a bigger context, and then presented the fundamentals of the Vision Zero as a policy innovation and how it affects the road safety work in Sweden.

Mexico

Nordic Sustainability Week in Mexico

In May 2021 the Nordic embassies in Mexico City organised a digital sustainability week in collaboration with Business Sweden, Business Finland, the Danish Industry Federation and the

Mexican Ministry of Economic Affairs. The goal was to promote Nordic solutions in sustainable urban development with a focus on five themes; sustainable and smart cities, smart mobility, circular economy, smart energy and sustainable industry. The week included presentations from high-level participants from the various countries and several panel debates with expert participation from companies, academia, think tanks and authorities. All Nordic countries participated with political participation at ministerial or state secretary level. From the Swedish side, Minister of Infrastructure Tomas Eneroth participated in the part that included smart mobility and the Mexican Transport Minister Jorge Arganis Díaz Leal also attended. In addition, all Nordic ambassadors to Mexico took part in the event.

Soluciones sostenibles:
Semana nórdica 2021
Del 17 al 21 de mayo

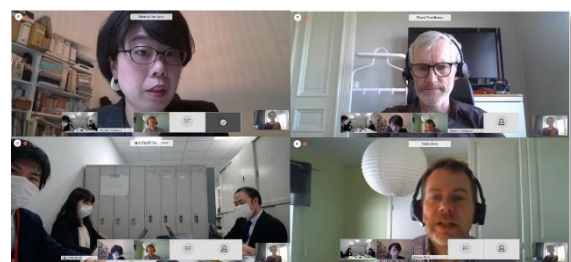


The Sweden-led day of the week focused on smart mobility, road safety and zero emissions. Ambassador Thunborg began with a historical exposition of the developments that have taken place in the field of mobility in recent decades, and Minister of Infrastructure Eneroth and his Mexican counterpart Arganis Díaz Leal highlighted the good opportunities for increased cooperation between Sweden and Mexico in the field of mobility. Matts-Åke Belin participated as a speaker from Vision Zero Academy and he emphasized, among other things, the importance of political instruments to increase road safety and that road safety is increasingly becoming more integrated in the sustainability work.

Japan

Road safety for elderly people in Japan

On February 26th a meeting was held between the Vision Zero Academy, the Cabinet Office of the Government of Japan and the Fujitsu Research Institute (FRI). The Cabinet Office and the FRI are conducting a study which aims to investigate the status of traffic safety plans and specific examples of road safety measures for elderly in different countries and to provide references for traffic safety methods targeting elderly in Japan.



Screenshot from meeting with Japan

In order to get input to their work, a meeting with Vision Zero Academy road safety experts Matts-Åke Belin and Rikard Fredriksson was set up. In addition to road safety for elderly people, also the impact of COVID-19 on the general road safety development, the Stockholm Declaration and how United Nations member states such as Sweden and Japan can contribute to achieving the Sustainable Development Goal 3.6 and contribute to halving the road traffic fatalities by 2030 was discussed.

Malaysia

Sweden-Malaysia Road Safety Webinar

In June 2021, the Malaysian Institute of Road Safety Research (MIROS), an agency under the Malaysian Ministry of Transport (MoT), in collaboration with the Swedish National Road and Transport Research Institute (VTI) organised a webinar on safety of vulnerable road users, including motorcyclists, pedestrians and micro-mobility users and how to create a safer environment for vulnerable road users.

The Vision Zero Academy, SAFER Vehicle and Traffic Safety Centre at Chalmers, Scania South East Asia and Volvo Car Manufacturing Malaysia

supported the webinar. The main aim of the webinar was to promote the latest knowledge and share experiences of key issues when it comes to road safety.



The Swedish Ambassador to Malaysia, Dag Juhlin-Dannfelt, emphasised in his key note address

that road traffic injuries are a major threat to the public health globally and that traffic is a “silent killer” – statements that in a very good way summarise the reasons for working on road safety and research and development within the field. Many prominent speakers shared their knowledge and experience on road safety and the Vision Zero with more than 300 engaged participants.

Russia

International dialogue on Vision Zero at Moscow Urban Forum

On July 1, the Vision Zero Academy took part in an international dialogue on Vision Zero and how to prioritise safety in urban transport policies, in the framework of the Moscow Urban Forum. A number of Russian and international experts discussed topics such as systematic approaches to reduced speeding; if traffic fines and speeding enforcement affect road fatality rates; and how city authorities can create safe streets and protect all road users. Vision Zero Academy Director Matts-Åke Belin took part in the expert panel together with, among others, Skye Duncan at the Global Designing Cities Initiative at NACTO; Julia Popova at Samokat; Jill Warren at the European Cyclists' Federation; and Mikhail Kizlyk at the Moscow Traffic Control Centre. *(Edit: Given the tragic circumstances now prevailing in Ukraine following Russia's illegal invasion, the Swedish Transport Administration has paused all collaboration activities with Russia.)*

Podcasts & online interviews

In a world still partly paralysed by the pandemic, the Vision Zero Academy has found new ways of spreading the Vision Zero and the road safety message around the globe. One way of doing that has been via a channel we haven't used much before; podcasts and radio. Below, you'll find more info on a few of the podcasts we've taken part in, in 2021.

Transport Talks by CIHT on Global Road Safety



During the United Nations Global Road Safety Week the Vision Zero Academy joined the Chartered Institution of Highways & Transportation (CIHT) podcast *Transport Talks* that covers relevant issues for transportation professionals.

In this issue of the podcast Justin Ward, Head of Policy and Technical Practice at CIHT, discussed the topic of Global Road Safety with Vision Zero Academy's Director Matts-Åke Belin. During the talk, they explored the Vision Zero and where we, in a global context, are heading next for efforts to reduce fatalities and serious injuries on the road networks around the world, in the beginning of the Second Decade of Action for Road Safety 2021-2030. CIHT is a charity, learned society and membership body with 12 UK nations, regions and a number of international groups as members. The podcast can be found [here](#).

BBC Radio 4 Positive Thinking - Can we make road deaths a thing of the past?

In summer 2021, Vision Zero Academy Director Dr. Matts-Åke Belin took part in the BBC Radio 4's series *Positive Thinking*, led by Sangita Myska, to discuss road safety and the Vision Zero in a British context.



At the heart of the Vision Zero policy is the idea of removing human error from the cause of crashes, which means that all actors in the planning of the road transport system; road designers, vehicle manufacturers and policy-makers, have a shared responsibility for road fatalities. In the UK there is an estimated number of 1700 road fatalities each year. Against this backdrop and Matts-Åke Belin's introduction to the topic, a panel of experts, consisting of Stuart Reid, Head of Insights and Development at Transport for

London; Mary Williams OBE, CEO of Brake, the road safety charity; and Neil Greig of Policy and Research at the Institute of Advanced Motorists (IAM RoadSmart) 'stress tested' the Vision Zero to see if it could work also in the UK.

Matters being discussed in this episode was the role of kinetic energy; system failure vs human error; counter measures; the "culture war" between different road user groups; the ethical and moral imperative; if road deaths are an inevitable effect of the road transport system and if this can be accepted. The episode can be found [here](#).

CHAPTER 2

Strategic intelligence, analysis and research

Vision Zero Research Network

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*.

Research seminar on local road safety work implemented on four continents

On March 10th, the Vision Zero Academy, in collaboration with the Universities of Örebro and Karlstad, and the Royal Institute of Technology (KTH), organised a research seminar on local Road Safety work implemented on four continents.



Screenshot picturing Ann-Catrin Kristianssen, Henok Girma Abebe, Matts Åke Belin & Veronica De Majo

Results from studies on local road safety work from across the globe were presented and differences and similarities in how the Vision Zero has been implemented, and interpreted, on four different continents were discussed.

The studies that were presented focused in particular on road safety work in Swedish municipalities, the road safety strategy from a Vision Zero perspective in Addis Ababa (Ethiopia), the establishment of Vision Zero and the equity implications in New York City (USA) and the implementation of Vision Zero and the Safe System approach in Bogotá (Colombia). Although starting points and circumstances widely differ, lessons can be learnt from all cases and the diffusion of Vision Zero and safer road transport systems around the globe continues.

Workshop for researchers and practitioners on the use of societal transport research

The transport sector is facing major challenges in meeting the Sustainable Development Goals (SDGs) and the hopes on research in finding the solutions to these challenges are high. However, technical, scientific, and economic research often seems more successful in influencing decisions, policy development and implementation than other social sciences and humanities research, which often plays a more hidden role. To highlight the social sciences role in this, Vision Zero Academy and K2, Sweden's national centre

for research and education on public transport, arranged a digital workshop where questions about the needs for transport research on society and people; and why social sciences and humanities research is not used to the same extent as technical and scientific research were highlighted.



Screenshot picturing Claes Tingvall

The participants were divided into smaller groups discussing three different topics: climate &

transport, Vision Zero and public transport. Claus Hedegaard Sørensen at the Swedish Road and Transport Research Institute (VTI) and Vision Zero Academy's Matts-Åke Belin were leading the workshop and Claes Tingvall, Greg Marsden, University of Leeds and Merritt Polk, University of Gothenburg, participated as speakers.

CHAPTER 3

Strategic advice and information

Requests from all over the world & global collaboration

During the year, more than 70 requests were received by Vision Zero Academy to contribute with presentations, lectures, interviews and various texts linked to Sweden's work with the Vision Zero and road safety. Inquiries came from embassies, organizations, journalists, associations, NGOs and businesses, as well as from international organisations 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, Mexico, Argentina & Chile

Europe

Ukraine, Croatia, France, Estonia, Italy, Ireland, Great Britain, Serbia, Spain, Lithuania & Russia

Africa

Botswana, South Africa & Tunisia

Asia

Kazakhstan, Malaysia, Japan, Pakistan, Saudi Arabia & India

Australia

CHAPTER 4

Administration & secretariat

Vision Zero Academy's organisation

In 2021, the secretariat has been staffed by Matts-Åke Belin, Director, 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, Lars Ekman, Rikard Fredriksson and Ida Shoaibi have participated in the group, in addition to the secretariat. The steering group consisting of the Road Safety Director at the Swedish Transport Administration, the heads of unit of the two road safety units and the VZA secretariat has met every third week to discuss more strategic matters and to take necessary decisions.

Broad participation in VZA's work

Vision Zero Academy participates, organises and co-organises a large number of events each year. 2021 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 fifteen 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 as important collaboration partners.

Vision Zero Academy website

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

Vision Zero Academy at LinkedIn



In 2020, 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 mainly in English.