

## Press Release

Leidschendam, 3<sup>rd</sup> November 2006

### **Dutch vision of successful road safety policy, *Sustainable Safety*, now internationally available**

Launch during EU Road Safety Conference in Verona, Italy

**Sustainable Safety**, the vision that has been an important basis for the successful Dutch road safety policy since 1992, has been updated and published under the title *Advancing Sustainable Safety*. This update is now integrally available in an English edition. On 3<sup>rd</sup> November the Dutch Minister of Transport Karla Peijs presented the first copies to her European colleagues at the EU Road Safety Conference in Verona, Italy.

**With this publication, SWOV wants to inspire the international road safety professionals with examples of how they too can improve road safety in their countries.**

The roads in the Netherlands are among the safest in the world. Since mid 1990's the principles of the Sustainable Safety vision have been applied to road traffic in the Netherlands on a large scale. In spite of this top position, SWOV is of the opinion that much can still be done to make traffic even safer. *Advancing Sustainable Safety* provides ideas for successful future interventions.

#### **Advancing Sustainable Safety: five principles**

The objective of *Sustainable Safety* is to prevent road crashes from happening, and where this is not feasible, to reduce the incidence of (severe) injuries whenever possible. This can be achieved by a proactive and integral approach in which human characteristics are used as the point of departure: a user-oriented system approach.

The following five principles are its basis:

- **Functionality** of roads
- **Homogeneity** of masses and/or speed and direction
- **Recognizability** of the of the road design and predictability of road course and road user behaviour
- **Forgivingness** of the surroundings and between road users
- **State awareness** of the road user

The name Sustainable Safety is inspired by the UN Brundtland Commission on sustainable development: no longer do we wish to hand over a road traffic system to the next generation in which we tolerate that road transport inevitably lead to a the epidemic of road deaths and injuries, as can be observed today.

#### **Measures and policy**

As well as being a road safety vision, with *Advancing Sustainable Safety* SWOV also provides leads for concrete road safety measures and road safety policies for the coming 10-15 years.

An important aspect of a successful road safety policy is the close cooperation between government, civil society, and the private sector, such as vehicle manufacturers and ITS developers. Cooperation and mutual rapport should lead to unambiguous and uniform road safety measures.

SWOV strongly supports the imbedding of the Sustainable Safety vision in all areas of traffic policy such as mobility and infrastructure and, moreover, to actually implement it at all tiers of government.

A coordinating quality assurance system for road safety such as already exists in air and railway traffic, industry, and health care etc., should also be introduced. Such a system could, for example, set expertise demands for personnel, procedures for planning preparation and implementation, and guidelines for road design and accident analyses.

In order to make Advancing Sustainable Safety available worldwide, SWOV has created a special website: [www.sustainablesafety.nl](http://www.sustainablesafety.nl). This complete publication as well as a summary can be consulted at this website free of charge. Printed copies of the book and summary can also be ordered.

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**About SWOV**

SWOV – Institute for Road Safety Research is an independent, scientific institute. SWOV's knowledge is public information and is made available to anyone who wants it, and is professionally involved in traffic and road safety in the Netherlands. SWOV is a leading institute, both in the Netherlands and abroad, thanks to its knowledge and its high quality research. SWOV wants to contribute to improving road safety by using knowledge obtained from research.

**More information**

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