

**The next big leap:**

**Integrating the principles of Vision Zero  
within the sustainable development agenda**

## **Principles of Vision Zero**

**Life and health are paramount and cannot be traded off to mobility**

**The system providers are ultimately responsible for the safety of road use**

**The design principles are based on the failing human and the human tolerance to mechanical forces**

**Demand for life is the driving force for change of road traffic**

## Examples of Vision Zero rhetoric

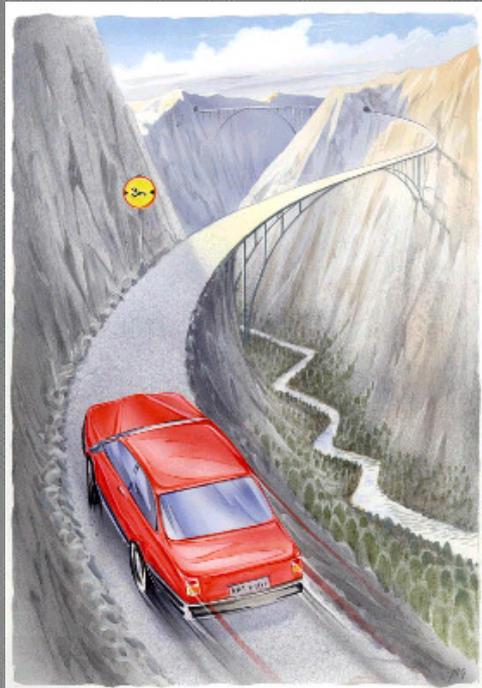
Go upstream instead of downstream

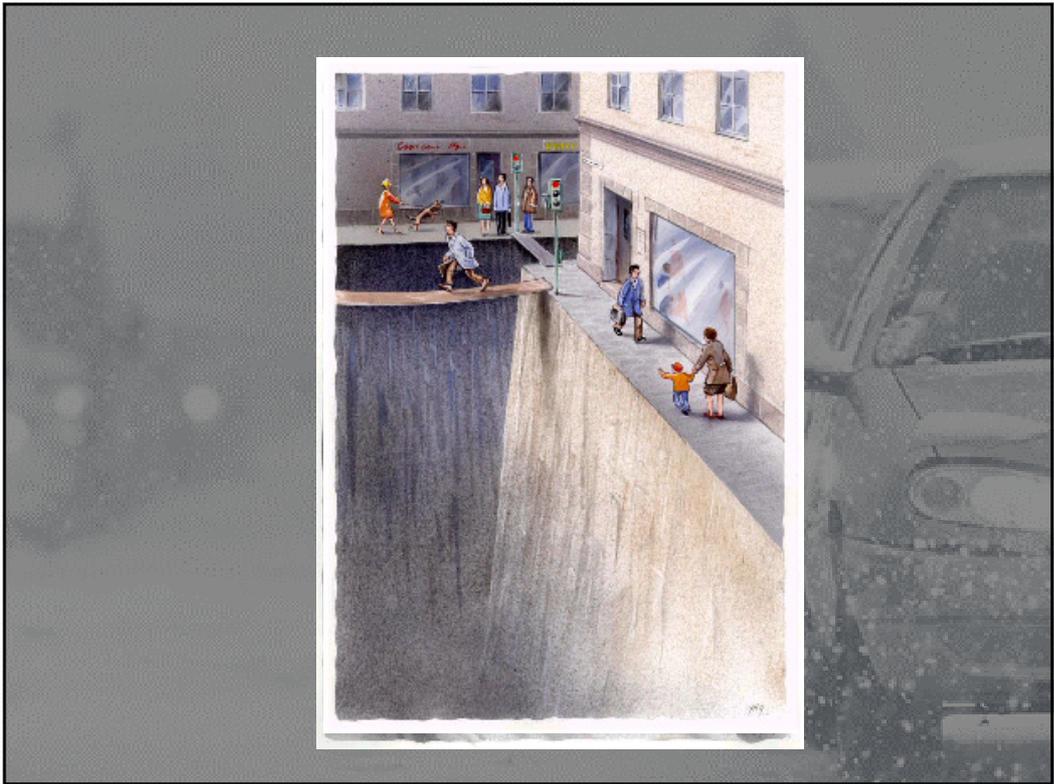
What is an acceptable number of deaths?

Is there anyone in the room that has never made a mistake?

Have you tried to drive on a bridge 50 meters up, 3 meters wide and without any guardrails in 100 km/h?

In the dark? In the rain? With only one hand on the steering wheel?





Looking upstream

*or simply finding the systemic prevention*



## Results of Vision Zero

New infrastructure design principles

New speed management principles

Competition on safety instead of regulations drive development

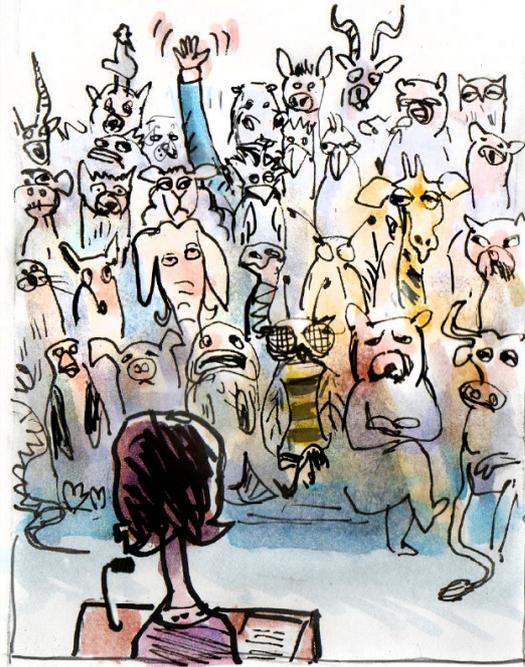
Management standards and principles established

Active and Passive safety replaced by Integrated safety



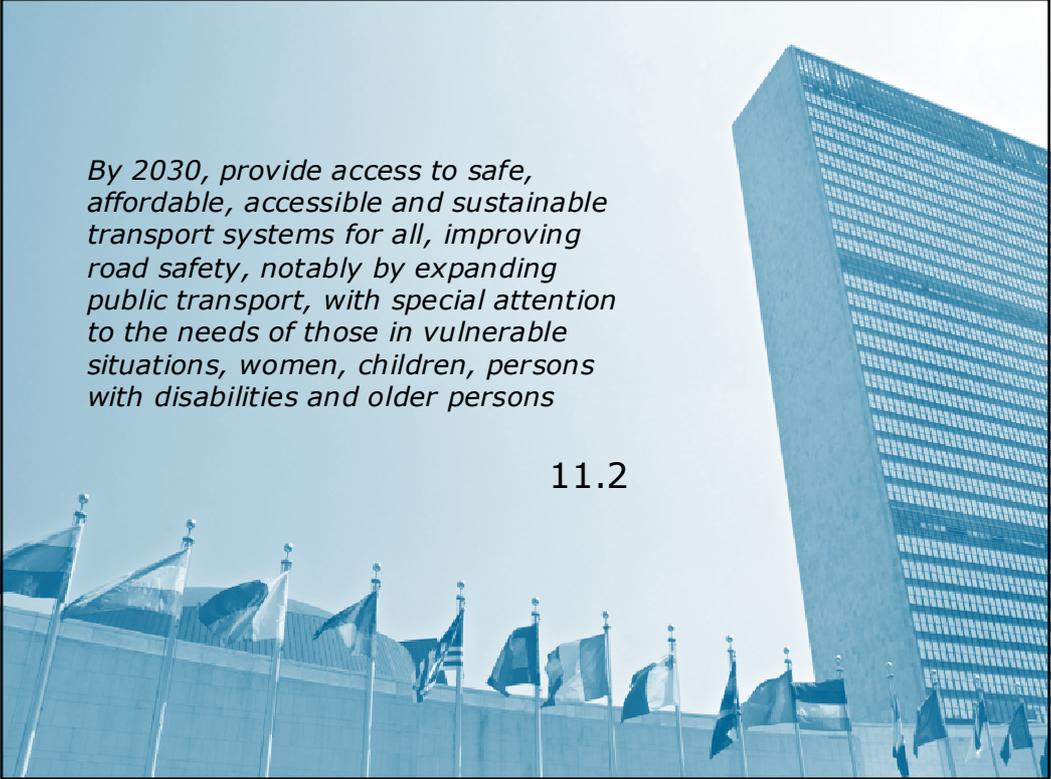
ANYONE THAT HAS  
**NOT** UNDERSTOOD  
THE SERIOUSNESS  
OF THE UN REPORT  
ON CLIMATE  
CHANGE?





*"Climate change is destroying our path to sustainability. Ours is a world of looming challenges and increasingly limited resources. Sustainable development offers the best chance to adjust our course"*



A photograph of the United Nations Secretariat Building, a tall, modern skyscraper with a grid of windows, viewed from a low angle. In the foreground, a row of flags from various countries is flying on poles. The entire image has a light blue tint.

*By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons*

11.2

A photograph of the United Nations Secretariat Building, a tall, modern skyscraper with a grid of windows, viewed from a low angle. In the foreground, a row of flags from various countries is flying on poles. The entire image has a light blue tint.

*By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities*

9.4

The background of the slide features a low-angle, blue-tinted photograph of the United Nations Secretariat Building on the right and a row of international flags on the left. The text is overlaid on the left side of the image.

*Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all*

9.1

The background of the slide features a low-angle, blue-tinted photograph of the United Nations Secretariat Building on the right and a row of international flags on the left. The text is overlaid on the left side of the image.

*By 2020, halve the number of global deaths and injuries from road traffic accidents*

3.9

*By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination*

3.6

*Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle*

12.6

*Promote public procurement practices that are sustainable, in accordance with national policies and priorities*

12.7



## **New words in transport planning**

**Safe**

**Accessible**

**Fossil free**

**Compact**

**Clean air**

**Space**

**Noiseless**

**Efficient**

**Secure**



## **New Tools in transport planning**

**Digitized transport services**

**Automated distribution of goods and services**

**Shared 20 kph streets**

**Robotisation**

**Weather protected**

**Active mobility**

**Soft pavement/ground**

**Silent public transport**

**Flexible streets**

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## **Summary**

Vision Zero is accepted and established

Traffic safety is one dimension of sustainability

Traffic safety is a part of other processes

Traffic safety is a leadership issue

Trade off is out - forever!

Innovation is the answer!!

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