



▶ II CONFERENCE ON ROAD SAFETY



▶ NEW ACTIVITIES



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# UEM MAG

## focus

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## IMPROVING PWT SAFETY IN EUROPE

*On Sunday the 13<sup>th</sup> of July, at the end of the UEM Annual Congress in Riga (Latvia), it has been held the 2nd Conference on Road Safety. The positive experience of last year in Cyprus has suggested the UEM Board to make the Conference an annual event.*

*After having studied the problems of some countries of South Europe, this year four national federations of Northern Europe (The Netherlands, Sweden, Poland and Latvia) had the possibility to present their National situation and success stories to improve Road Safety.*

*The presenters showed the importance of the activities that the different European federations can do to help in reaching the target*

*Majority of accidents are due to human factors and the Conference helps spreading know-how and best practices trough UEM network. The analysis of the accident situation in different countries push the lowest ranking one to put particular efforts in improving, because there is the evidence that certain taracts are reachable.*

After a brief introduction of the UEM President, Mr. Vincenzo Mazzi, who has confirmed the great interest of the UEM in road safety, the Conference Co-ordinator and Chairman of the Road Safety Commission, the French Jean-Pierre Moreau, highlighted the importance of such meetings to improve the attention of National Federations to the road safety problems.

### Latvia

Latvia is a country with a low population, but with a rapid growth in the use of PTW.

A very clear and comprehensive presentation was given by Mr. Aldis Lāma (deputy head of

information technology department, Ministry of Transport, Road Traffic Safety Directorate) who showed that Latvia has a very ambitious target to reach: a decrease of killed people on road by 70% till 2013.

Different measures have been put in place helping to reduce the number of deadly accidents, even if the circulation has rapidly grown in the last few years. The percentage of killed people on PTW is now 3,4% of total road killed people.

It is interesting to mention that if we take 100 as starting point in 1996, today the PTW traffic has grown to 250 (2,5 time), while the mortality has dropped to around 30 (0,3).



Mr. Aldis Lāma (Latvia).

This is due to different actions taken, in particular in three different periods (1996, 1999 and 2004) and many more are still planned to further improve the situation especially in three main directions: education, enforcement, road infrastructure.

#### Poland

Mrs. Ewa Ostaszewska of PZM has introduced the Polish situation. In Poland the registration of PTW is having a big boom with an increase of registration of 50% for motorcycle and an amazing 111% for mopeds.



*Ms. Ewa Ostaszewska (Poland).*

Unfortunately, this high increase of registrations brought also a high number of fatalities with 150 PTW users killed on road.

The Polish Federation is now fully committed in activities to reduce the number of fatalities:

- Education of children in schools;
- Organising national road safety competition (bicycles and motorcycles);
- First aid in emergency situations;
- Education in improving driving skills;
- Supporting amendments in traffic law restrictions;
- Popularization of safe behaviour on road;
- Supporting International Campaigns.

#### Sweden

In Sweden the Road Safety sector is followed by SMC whose Secretary General Mr. Jesper Christensen made a very interesting presentation of the different actions taken to reduce the accident numbers in Sweden.

Infrastructure

Basic facts is that motorcycles have been completely overlooked in designing, planning, building, repairing and maintaining roads in Sweden



*Mr. Jesper Christensen (Sweden).*

A plan with 9 goals was signed by the General Director of National Road Administration and General Secretary of SMC in the presence of the Infrastructure minister in 2007 to improve the situation

At the Tylösand Conference September 2008 the SMC MC-vision was clarified:

- Crash avoidance instead of "The Injury Reduction" in Vision Zero
- Responsibility of the rider
- Other road users
- A motorcycle perspective in infrastructure
- Advanced Riders Training

One very important project developed has been the SMCs Sportbike project, which lead to a significant reduction in sportbike fatalities (from over 60 in 2004 to 25 in 2007)

Worth mentioning, because sometimes overlooked, is the attention posed on the risk avoidance concept. Because accidents are a result of mistakes in combination with risks, the following concepts where emphasised:

- All training must include risk awareness, otherwise the result can be the opposite;
- Education in risk awareness can give results;
- Risk awareness should be a part of all training

#### The Netherlands

Mr. Patrice Assendelft of the Royal Dutch Motorcyclist Association is also the Vice-Director of KNMV.

KNMV has always been involved in road safety activities:

- 2000 evaluation road training;
- 2002 ERTS / Bike Safety;
- 2004 start development new curriculum KNMV working party.
- 2007 ERTS presentation and start pilot

Mr. Assendelft posed in particular the attention to the importance of the Early Hazard Perception.

A specific course has been developed with the experience gained in years considering that:

- Chances of getting in an accident are a lot higher than for most road users
- Consequences for riders are usually more serious



*Mr. Patrice Assendelft (The Netherlands).*

At the end of the training the riders:

- are aware of risks in traffic
- are able to identify hazards in traffic situations
- are able to translate this into action

A film was also shown highlighting the curriculum of this important course.

#### ACEM

Mr. Antonio Perlot, Public Affairs Manager of ACEM ( the European Manufacturers Association), after last year Cyprus very interesting presentation, has shown to the audience the "Safety Plan for Action", a summary of initiatives by the PTW Industry

In EU 27 there are 33 million users of PTW with a vast diversity of vehicles, owners and purposes.

We are facing a growing market and growing share of urban use. The motorcycle accident performance is not so good, so further efforts are needed.

Safety Plan for Action: It is needed an Integrated approach

- Act on the product
- Act on the human factor
- Act on the infrastructure

Of primary importance is improving the knowledge of accident causes and contributing factors. The MAIDS study helped in increasing this know how.

ACEM already took many initiatives, but its Vision is that Safety of PTW is a "Shared responsibility".

Need for concerted, mutually reinforcing, actions.

Need for engagement of all institutional and private



**Mr. Antonio Perlot (ACEM)**

Time for inclusive, informed and balanced integrated transport policies, leading to effective motorcycling policy strategies.

- o Key instruments:
- o Vehicle innovations;
- o Training/Behavioural initiatives;
- o Awareness campaigns;
- o Targeted enforcement;
- o Safer road infrastructure;
- o Exchange of best practices.

**ETSC**

Mr. Antonio Avenoso Executive Director ETSC (European Transport Safety Council) introduced his Association that is formed by :



**Mr. Antonio Avenoso (ETSC)**

- o 40 organizations from across Europe under one unique umbrella promoting science-based transport safety measures at EU level (FIM is one of the oldest members);
- o More than 200 experts contributing to ETSC's Projects, Reviews, Policy Papers, Newsletters, Positions, Lectures, Press Releases, Year Books, etc;
- o The European Commission, member organizations, member states and corporate sponsors are funding our work;
- o 10 Secretariat staff members do their utmost to coordinate projects and insert the knowledge of ETSC members and experts into EU transport

Riders: Safety implications of motorcycling in the European Union » with a very comprehensive list of problems and suggested actions.

The conference ended with the intervention of Mr. Chatterton Ross newly appointed responsible of public affairs in Brussels on behalf of the FIM and UEM, emphasising the importance of the presence in the different discussions that are daily held in the Commissions and Parliament and that could have influence on our World.

All presentations of the speakers are available on the UEM site under the Road safety section.

Silvio Manicardi



safety policy-making

In 2006 at least 6.200 motorcycle and moped riders were killed in road crashes in the EU 25.

- o Riders account for only 2% of the total km driven but represent 16% of the total number of road deaths.
- o Most challenging road user group (18 times more at risk than a car driver)
- o High death reduction potential

Between 2001 and 2006, PTW rider deaths yearly decreased on average by less than 1.5% (compared to 5% for the total number of deaths)

- o At least a 7.4% annual reduction is needed to halve road deaths between 2001 and 2010.
- o If the road deaths decreased at the rate at which rider deaths are going down, the EU would reach its target only by 2045

Between 97-06, rider deaths increased in 13 countries out of 27

Due to all these considerations ETSC has formed a working party who issued a paper « Vulnerable



**Mr. John Chatterton Ross (UEM-FIM)**