

A stylized map of Europe in a light orange color. Overlaid on the map are several black silhouettes of people walking and cycling. In the top left, a woman holds a child's hand. In the top center, a person is on a bicycle. In the top right, a person in a suit walks with a briefcase. In the middle left, a woman walks with a bag. In the middle center, a person in a suit walks. In the middle right, a child walks. In the bottom left, a person is on a bicycle. In the bottom center, a person in a suit walks. In the bottom right, a person is on a bicycle.

# MAKING WALKING AND CYCLING ON EUROPE'S ROADS SAFER

PIN Flash Report 29

Jesper Sølund,  
Danish Road Safety Council

# OVERVIEW

- Flash Report Results
- Best practices from Denmark
- Recommendations

7,600



People died in road traffic  
while cycling or walking in  
the EU in 2013

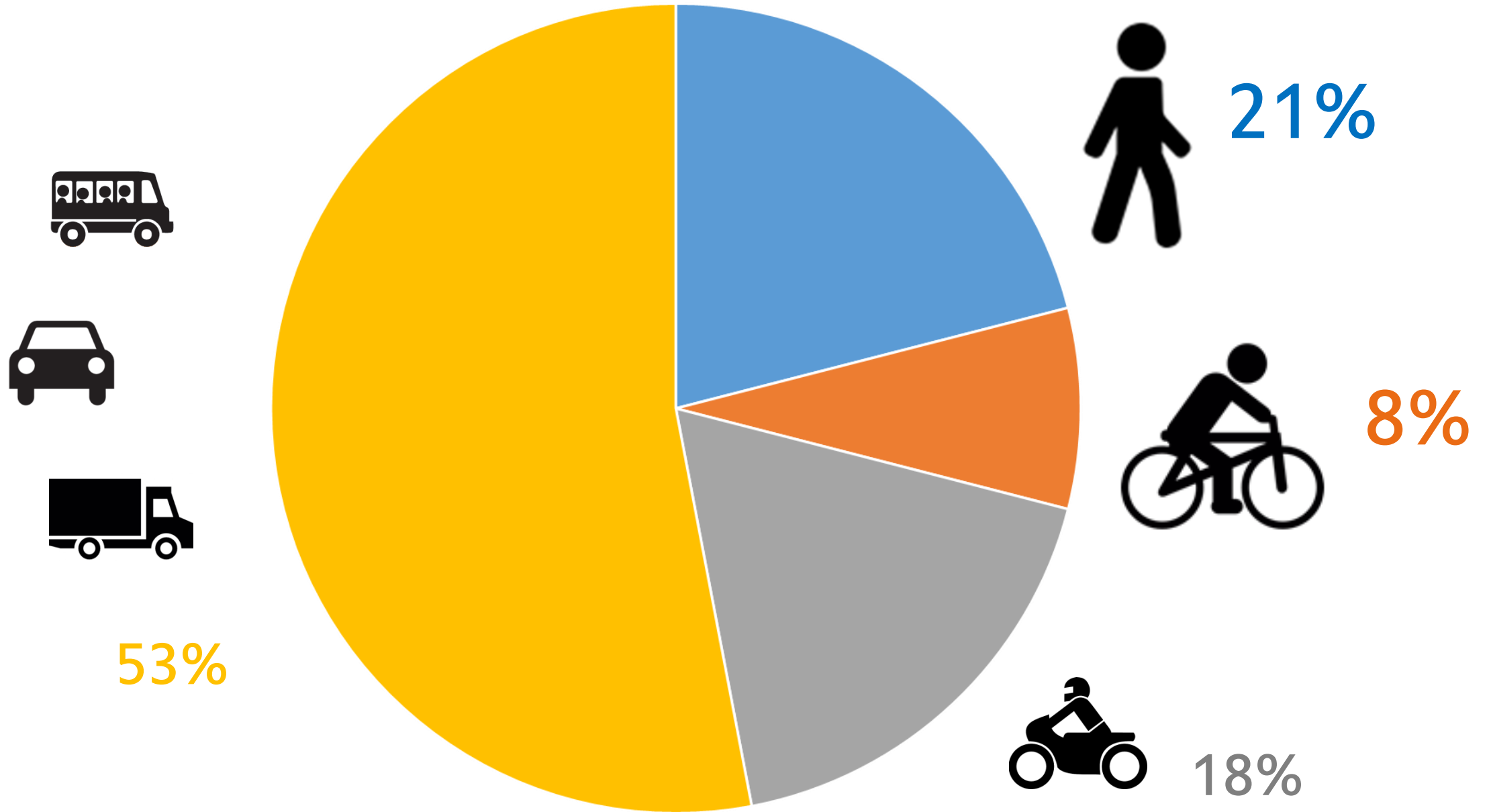
Approx.

73,300 

25,000 

killed since 2004

# PERCENTAGE SHARE OF OVERALL EU ROAD DEATHS



People who walk or cycle are not getting a fair share of improvements in road safety

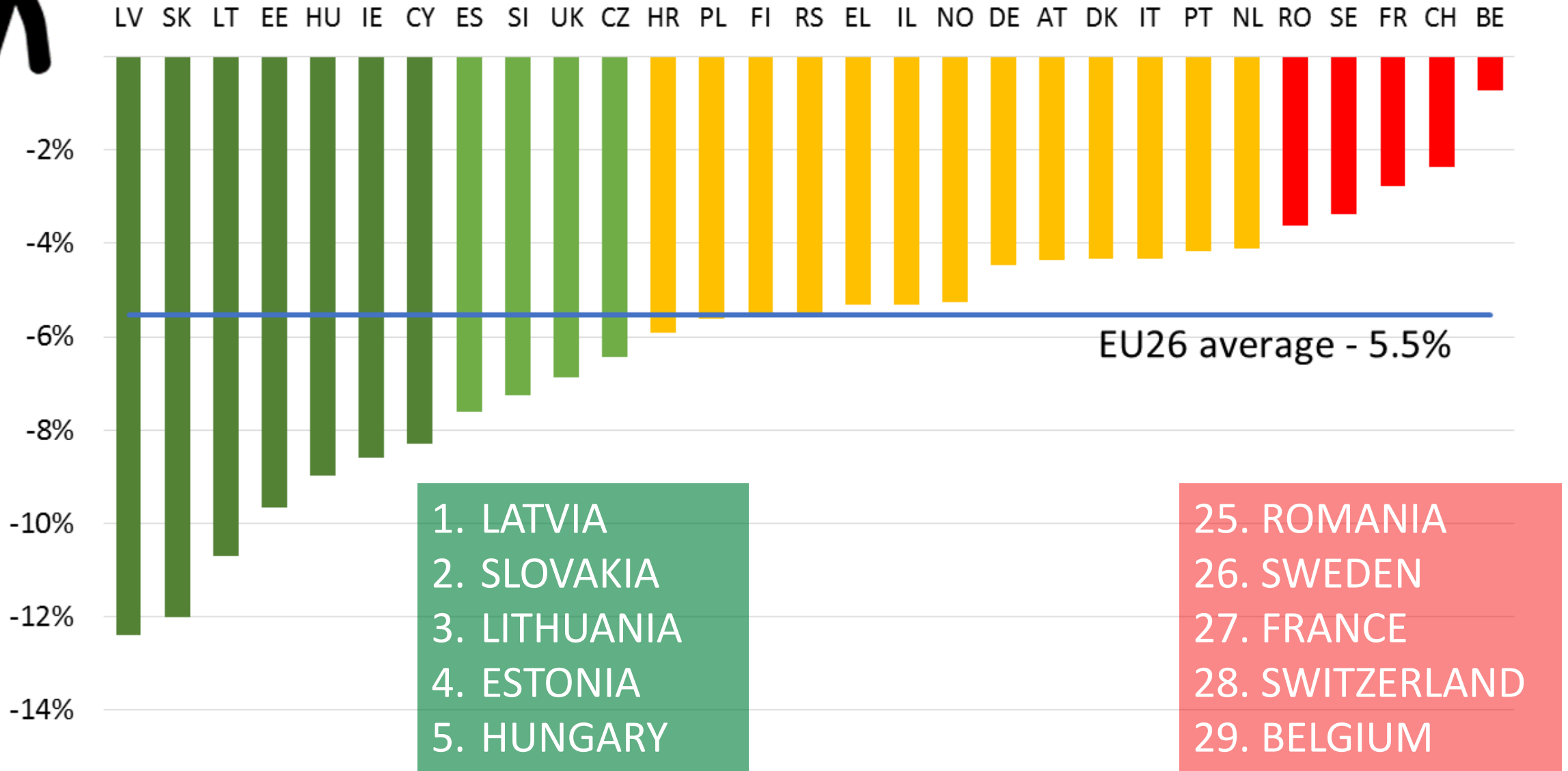


Reductions in road deaths 2002-2012



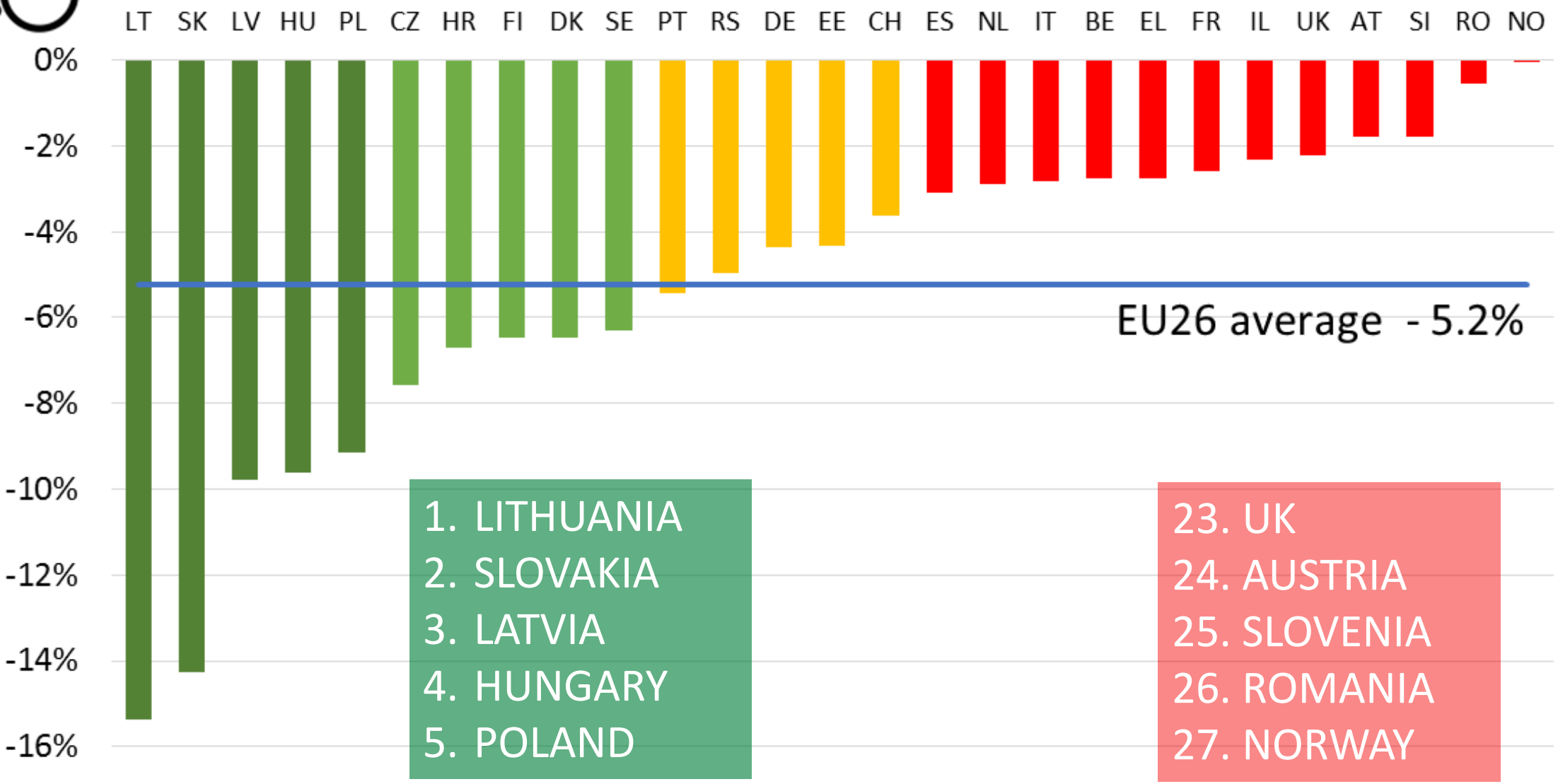


# ANNUAL % CHANGE IN PEDESTRIAN DEATHS BETWEEN 2003-2013





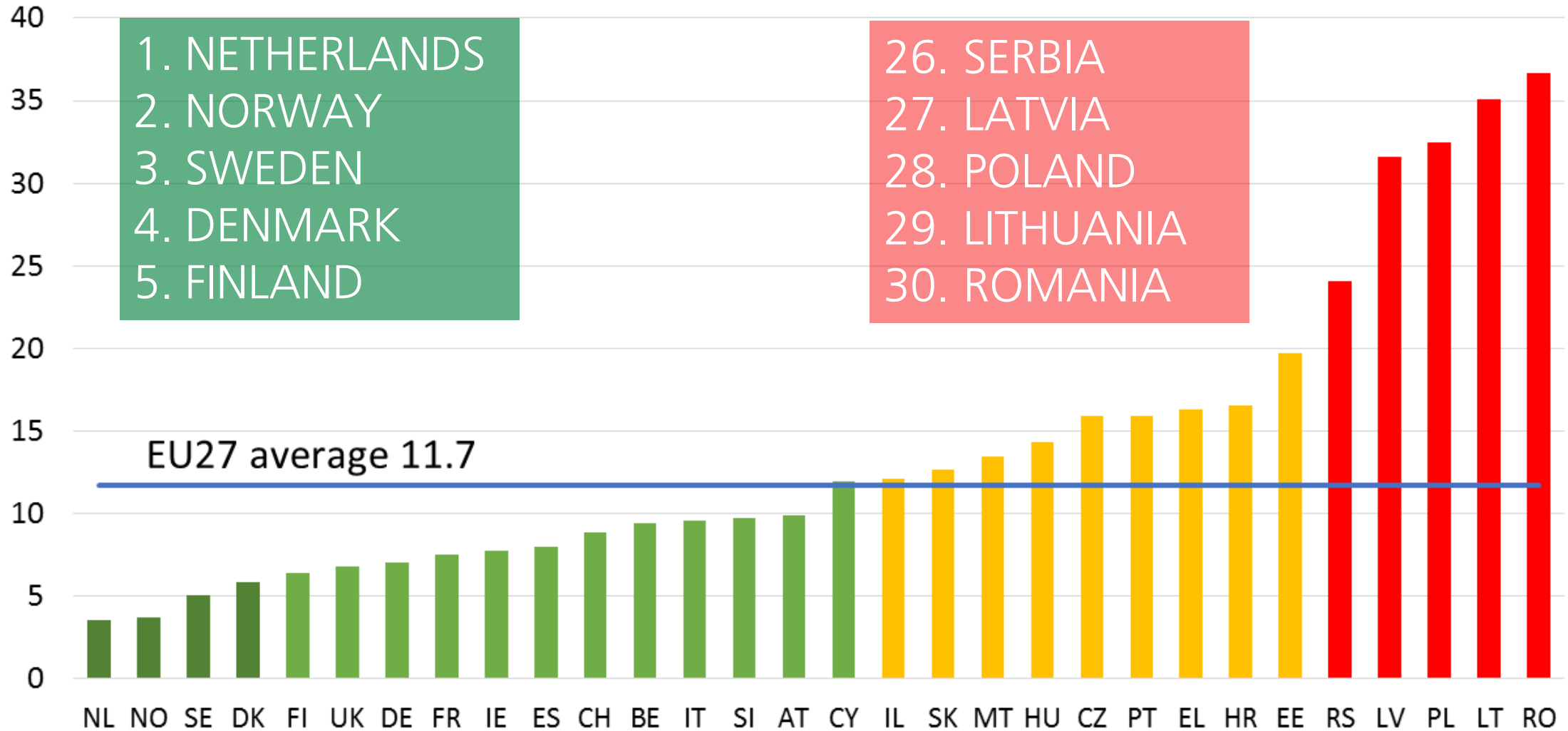
# ANNUAL % CHANGE IN CYCLIST DEATHS BETWEEN 2003-2013





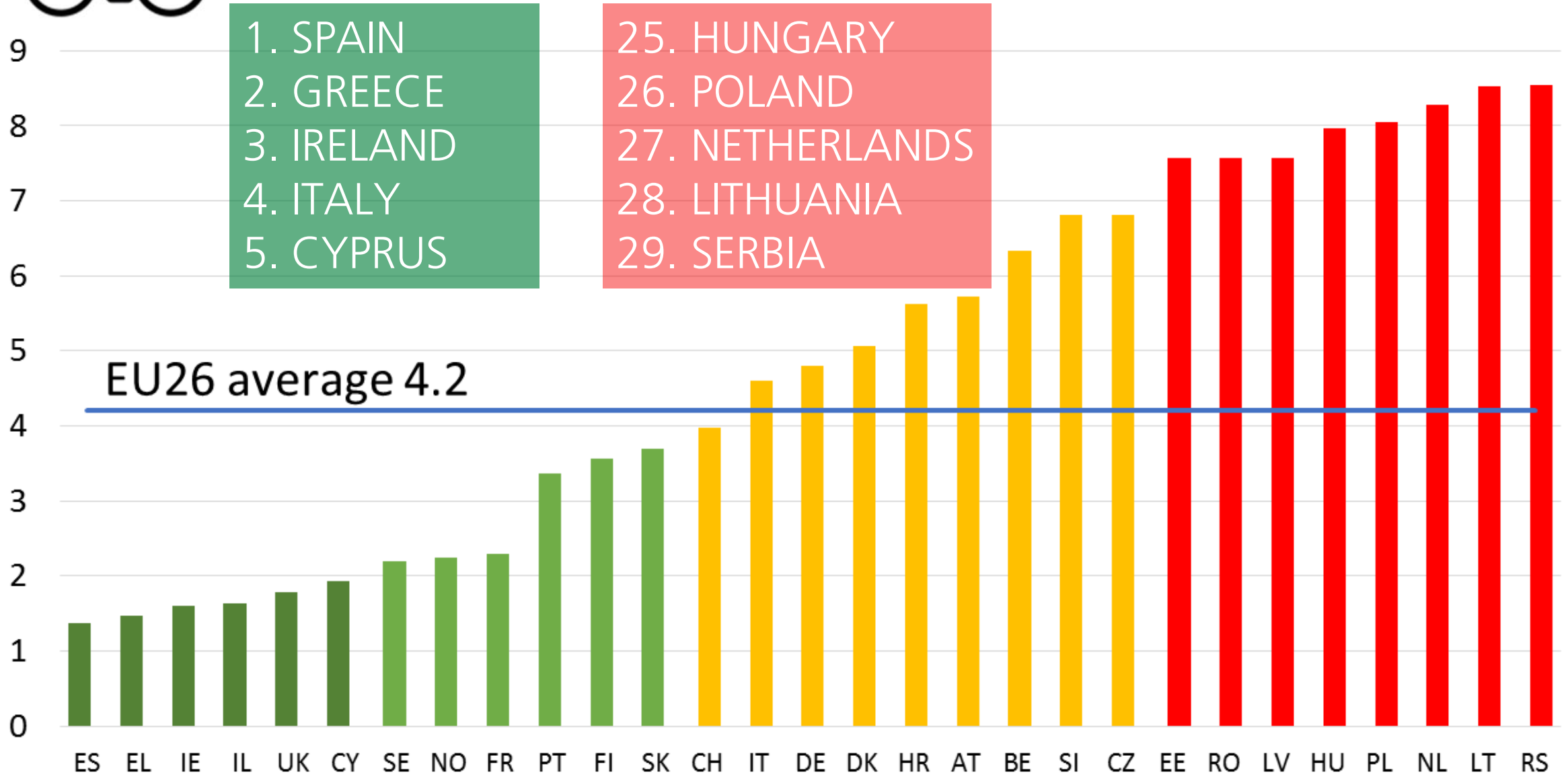


# PEDESTRIAN DEATHS PER MILLION INHABITANTS



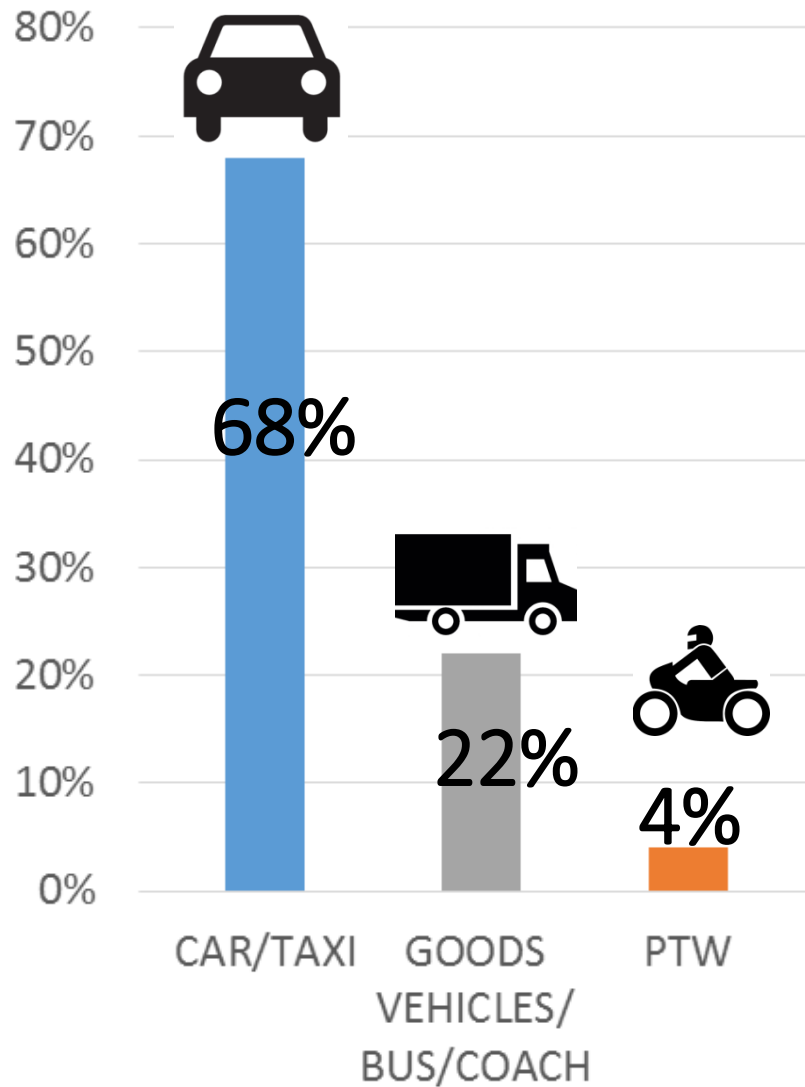


# CYCLIST DEATHS PER MILLION INHABITANTS

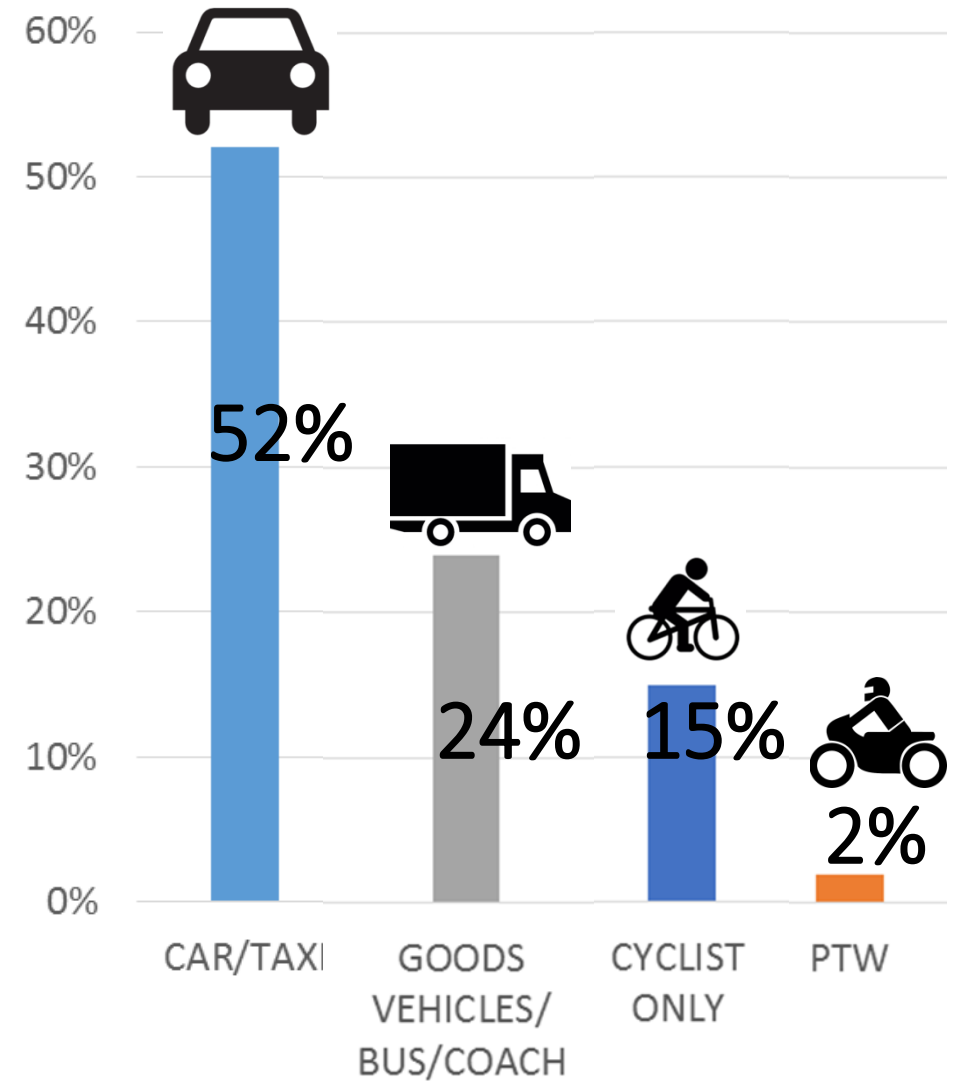




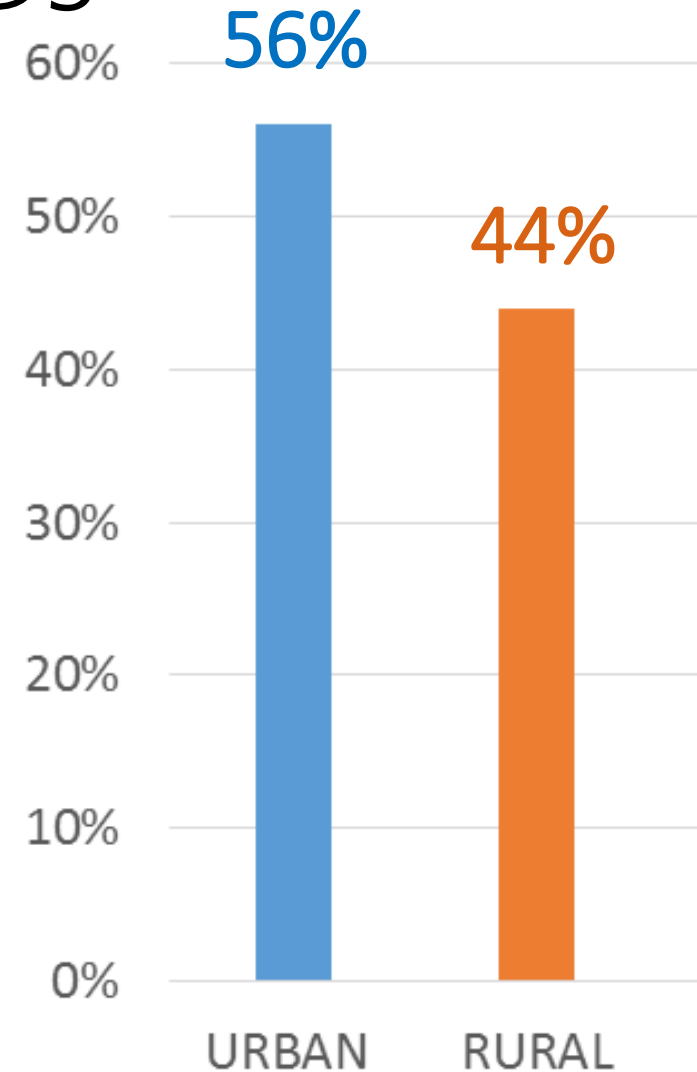
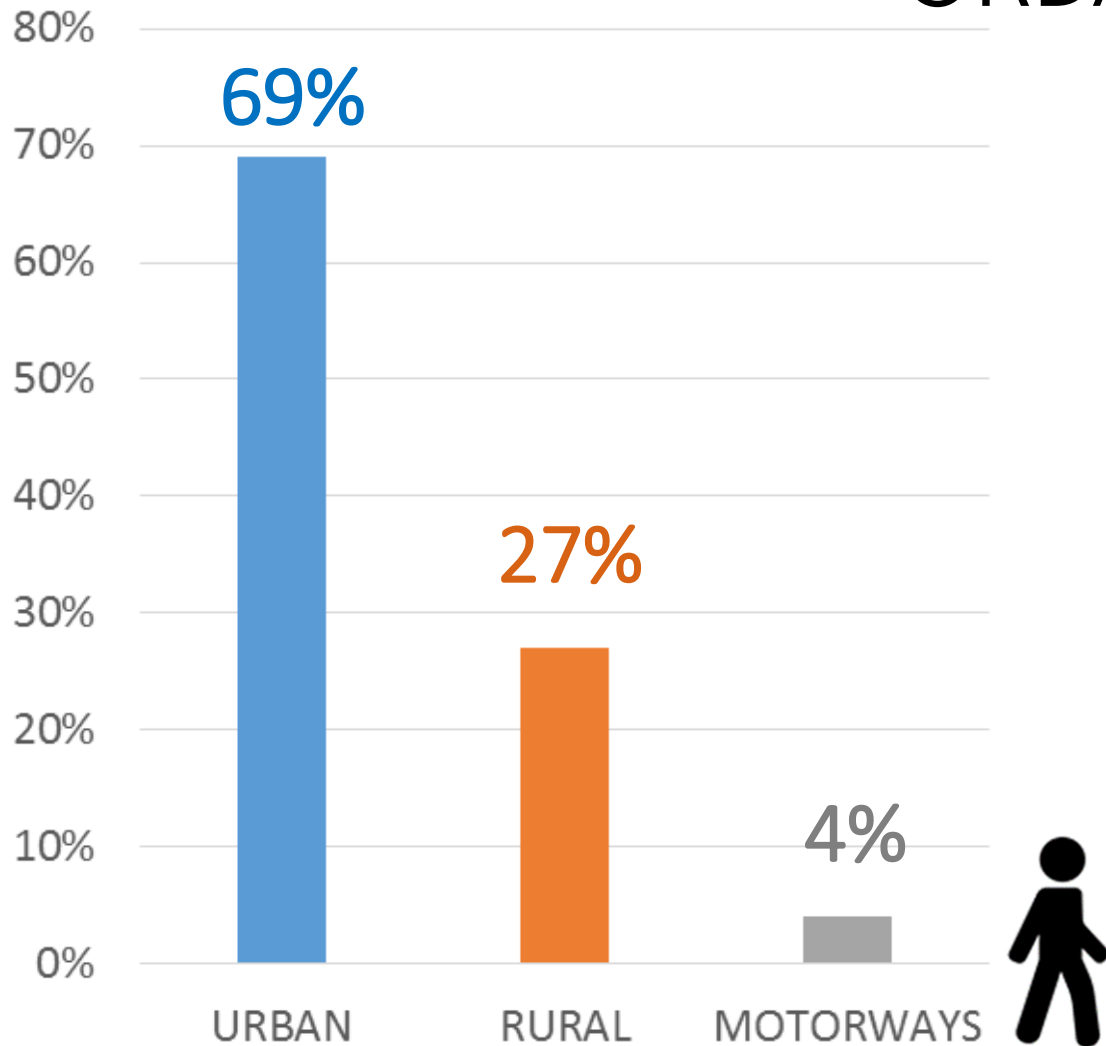
## 68% OF PEDESTRIANS KILLED IN COLLISIONS WITH A CAR



## 52% OF CYCLISTS KILLED IN COLLISIONS WITH A CAR



# MOST PEDESTRIANS AND CYCLISTS KILLED ON URBAN ROADS

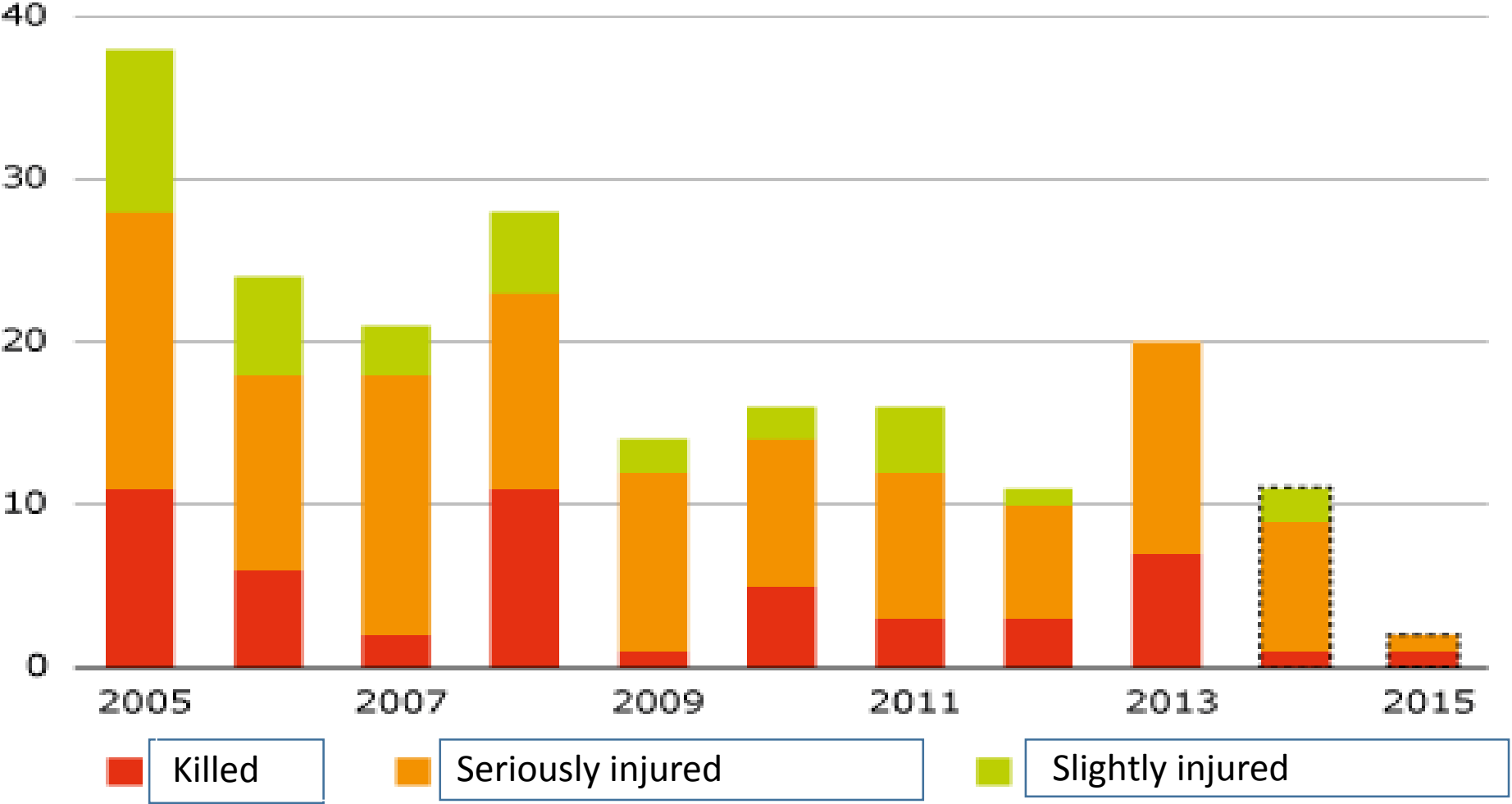


# Best practices from Denmark

## Multiple approach in reducing cyclist accidents

- Road engineering: Separation of cyclist and motor vehicles, cycle tracks, redesign of junctions
- Vehicles: Bicycles - brakes and visibility, HGV's - mirrors
- Speed management in urban areas
- Education and communication: 5th grade cycle test in schools, campaigns for bicycle helmet and risk in junctions
- Police control and enforcement
- Cooperation between authorities, private sector and NGO's

# Example, Best Practice Denmark: Accidents between right turning HGVs and cyclists



# Danish Road Traffic Accident Investigation Board

## In-depth study on right turning HGV's and cyclists 2006



### 16 recommendations

- 7 Legislation/Control/sanctions
- 1 Road Engineering
- 3 Vehicle
- 4 Communication
- 1 Further research

- 15 has been realized!

# Road Engineering – redesign of junctions



Withdrawn stop line – pre green for cyclists



Pilot project with "cycle box"



# Vehicles – improvements



New truck designs: Lower position of driver, wind screen and transparent doors

# Campaigns and education – cyclists and truck drivers



**Watch out  
for cyclists!**

**Achtung - Radfahrer!**

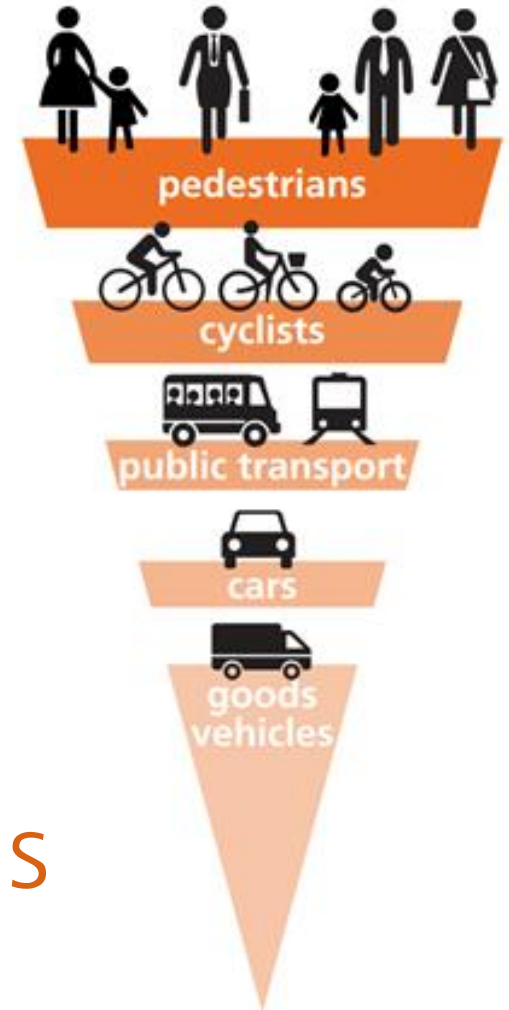


**The key to success:**

Excellent cooperation  
between authorities,  
private sector, unions  
and NGO's.

# WHAT CAN MEMBER STATES DO?

- ✓ Modal hierarchy based on safety, vulnerability and sustainability



[www.30kmh.eu](http://www.30kmh.eu)

- ✓ 30 km/h zones in areas with lots of cyclists and pedestrians

# WHAT CAN THE EU DO?



- ✓ Upgrade pedestrian protection tests for new motor vehicle and extend to protect cyclists



- ✓ Intelligent Speed Assistance and Automated Emergency Braking for new motor vehicles



- ✓ Improved HGVs cabin design