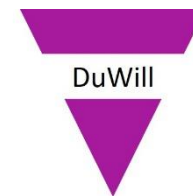


# Traffic safety footprint

## Introduction & project overview

Tania Dukic Willstrand, PhD

DuWill



# Crash between a cyclist and a car in Bergs Center



What is the safety level of the vehicle used?



Does the municipality logg the vehicle speed under duty?



Do drivers employed by the municipality receive a traffic safety education/training?



Does the infrastructure induce a low speed VRU?



# EVERYDAY REALITIES

"At the accident scene, the sights were horrifying and up until now the memory sends cold chills down my spine."

Akiki, Uganda

**#SPEAKUP**  
ROAD CRASHES ARE  
NUMBER 1 KILLER  
BE AWARE  
TAKE ACTION!

BE PROUD  
OF YOUR  
SCHOOL  
UNIFORM  
WOMEN  
FORUM  
MAY 2015

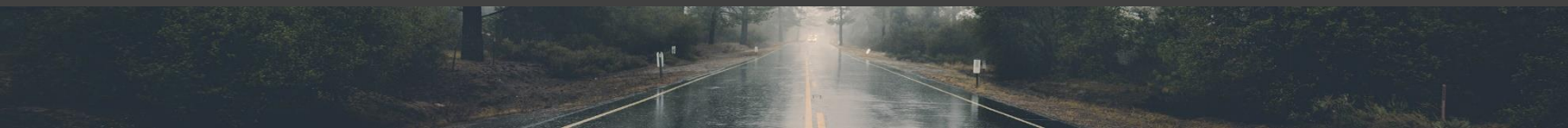


Year 2020: We are not where we should be!



**3RD GLOBAL**  
MINISTERIAL CONFERENCE  
**OF ROAD SAFETY**

**ACHIEVING**  
GLOBAL GOALS 2030  
STOCKHOLM  
19-20 FEB 2020

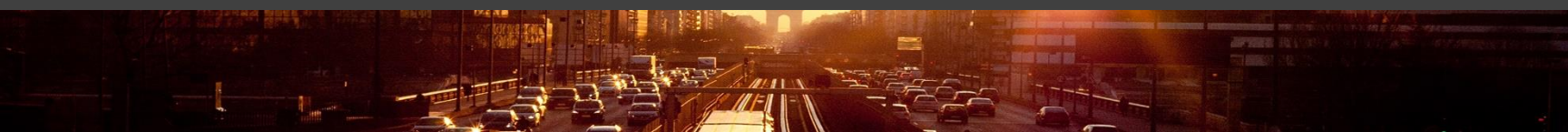


# THE GLOBAL GOALS

For Sustainable Development

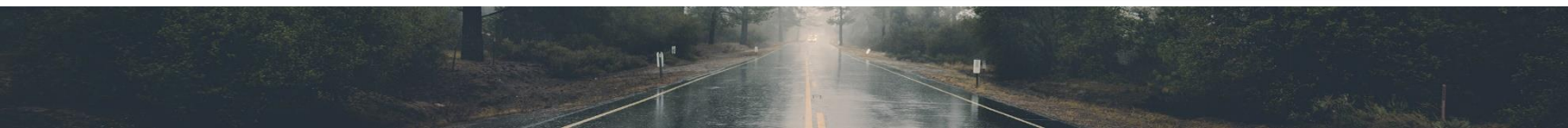
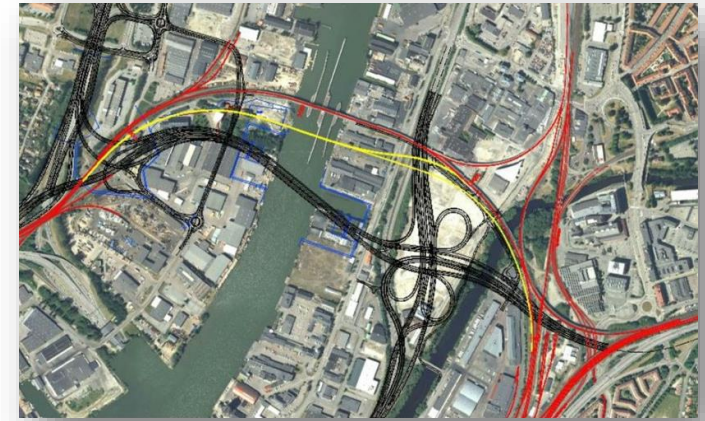


# Traffic Safety in a sustainable context



# What is traffic Safety Footprint?

- A report of an organisation's influence on traffic safety within its value chain



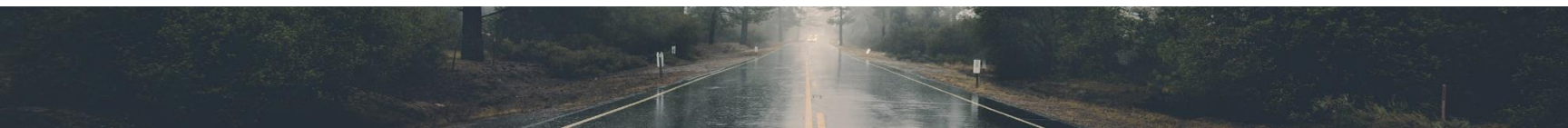
What is your organisation responsible for regarding traffic safety?

What has your organisation at their disposal to influence traffic safety?



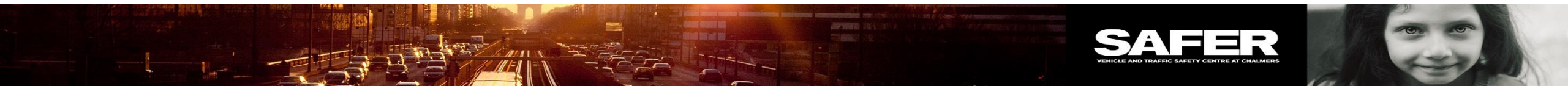
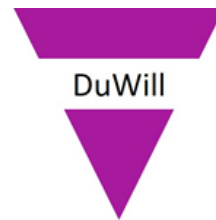
# Projects overview

- FIA – Road Safety Index – *Ikea, Autoliv, Total Energy, Äfry*
- Traffic Safety Footprint – Skyltfondsproject (2021-2022) – *DuWill, Göteborgs Stad, NTF, Partille kommun, SAFER, Sweco*
- Follow-up of traffic safety requirements during the procurement of freight transports. Skyltfondsproject (2022) – *DuWill, SAFER, Volvo Group Trucks Operations, VTI.*
- Think Tank Traffic Safety Footprint - SAFER pilot study – *Autoliv, Folksam, Trafikverket, AB Volvo, VTI.*



# Traffic Safety Footprint Q&A

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**SAFER**  
VEHICLE AND TRAFFIC SAFETY CENTRE AT CHALMERS