



Executive report: SAFER Think Tank Traffic Safety Footprint

Phase 1, 2022-2023

PROJECT PERIOD

2022-04-01 – 2023-03-31

ABOUT THE SAFER THINK TANK

The Think Tank, an interdisciplinary working group operating within SAFER, has convened for a little over a year. Its mission is to delve into the potential of utilizing a road safety footprint as a conceptual framework for enhancing road safety.

This entails employing measurements and follow-up methodologies, seamlessly integrated into the systematic sustainability efforts, as well as looking into potential future research opportunities in the safety footprint area. SAFER partners involved in the Think Tank have been Autoliv, Folksam, The Swedish National Road and Transport Research Institute (VTI), The Swedish Road Administration and Volvo Group. This last served as coordinator and leader for the project.

This executive summary highlights the conclusions drawn from our collective deliberations over the project's duration. The Think Tank's journey will extend into 2023–2024 promising further advancements in this critical domain of road safety research and implementation.

SUMMARY OF THE MAIN FINDINGS

The Think Tank has distilled success factors and forward-looking recommendations as follows, guiding our path forward in leveraging the traffic safety footprint for enhancing traffic safety:

✓ Integrate traffic safety requirements with other sustainability requirements - There are hundreds of important and challenging requirements between supply chain partners, ranging from quality of deliveries to prevention of child labour, to CO₂, to road safety.

To create attention and facilitate reporting, the Think Tank recommends to pursue opportunities to collaborate with Global Reporting Initiative (GRI) and EU Financial Reporting Advisory Group (EFRAG), with the aim to include road safety as a specific topic in the GRI standards and CSRD, possibly also International Sustainability Reporting Standards/International Sustainability Standards Board (IFRS/ISSB) over time.

✓ Develop and establish a positive partnership with value chain partners - Working with supply chain partners in a positive and collaborative way is key to encourage change. The road safety footprint should be used to build stronger relationship across the value chain based on open discussion without fear of repercussions. Addressing traffic accidents throughout an organization's sphere of influence could provide a unique opportunity to address road fatalities in a novel way and thereby to stimulate improvements of traffic safety.



✓ **Leveraging digitalization** - Tracking incidents and allowing easy reporting of key data points is crucial. The granularity of the measures needs to be defined with precaution to allow identifying issues to be solved and also to allow the tracking with a limited amount of resources. Digitalisation is an enabler to track and identify traffic and transport data.

✓ **Pragmatic and actionable methods** - Since we cannot expect every organization to be experts in accidentology and safe system principles there needs to be agreed norms and standards to enable companies to set real and effective requirements on their business partners and to report progress in a robust and accurate manner. "Safety" needs to become a core value of larger organizations in a much deeper sense. This means committing to working systematically and pro-actively with safety in areas under direct influence by the organization.

✓ **Integrate the safe system value chain approach into the Occupational Health & Safety** - Workplace safety is an area getting much attention inside and outside companies. Most larger companies have established processes and governance for H&S. Several standards and methods are developed (ex. ISO45001) and the way it is reported is also very mature (ex. GRI 403). Broadening the scope and the way of working of occupational health and safety could be a base to highlight traffic safety and arrive at a common language to improve traffic safety outside the own organization and to communicate between organizations.

✓ **Reporting with common and global framework or standard** - Traffic safety knowledge is not widespread among many organizations. A common standard and method will enable companies to measure their progress without spending too much effort. The methods need to be applicable for all markets worldwide to be used. Reporting of traffic safety data must be made part of existing standards – otherwise the adoption across sectors will be severely hampered and likely not happen.

✓ **Creating incentives** - At the end of the day, to have a global reach, we need to find a way to tap into various sectors to create the necessary driving forces, such as involving the financial sector or finding legal requirements. Incentives are critical for scaling up across sectors. Any public dissemination and reporting of actual data points should be closely integrated with existing reporting instruments to ensure validity and harmonisation, and thus widespread adoption within industry.

BACKGROUND TO THE CONCEPT TRAFFIC SAFETY FOOTPRINT

The inception of the concept of a "traffic safety footprint" took place during the 3rd UN Ministerial Conference on Road Safety in 2020. At this pivotal international event, the road safety community recognized the imperative of integrating traffic safety within the broader context of sustainability. It became evident that to attain the ambitious 2030 targets, sustainability and road safety **must walk hand in hand**.



Road safety stands as a prominent global objective, with SDG¹ target 3.6 aiming to "halve the number of global deaths and injuries from road traffic accidents by 2030." The recommendations outlined in the Stockholm Declaration, the outcome of the conference, align perfectly with this objective. It was universally acknowledged during the conference that adhering to conventional practices would not suffice to meet these targets. A paradigm shift and substantial progress in implementing road safety measures in the forthcoming years were deemed essential. Various avenues to significantly expedite progress toward these targets within a relatively brief timeframe necessitated exploration.

A recent study conducted by Kullgren et al. in 2023 revealed a striking statistic: nearly half of all traffic-related fatalities are linked to work-related activities. This includes individuals injured on duty, those commuting to work and encountering accidents, and those causing harm to others while engaged in work-related or commuting activities. These statistics underscore an immense potential to reduce the number of traffic fatalities for the private sector among others.

One potential strategy to instigate action and address these casualties involves the private sector's identification and reporting of the number of deaths and severe injuries among road users within their value chain. The collective realization within the Think Tank is that organizations can play an instrumental role in actively contributing to progress in traffic safety. This leads to collaborative discussions on identifying relevant indicators that could be reported and developing methodologies for creating a "traffic safety footprint." Importantly, it was recognized that the composition of the footprint would need to be tailored according to the nature of an organization's activities, acknowledging that different organizations will need to calculate their footprints accordingly.

FUTURE RESEARCH PRIORITIES

- Work on the integration of traffic safety requirements with existing sustainability reporting frameworks.
- Dialogue with organizations like Global Reporting Initiative (GRI) and EU Financial Reporting Advisory Group (EFRAG) to incorporate road safety into reporting standards.
- Develop clear standards for reporting, and to also address injuries involving individuals not employed by the own organization.
- Create incentives for public engagement and awareness of traffic safety.
- Ensure that any public dissemination and reporting of road injuries data aligns with existing reporting instruments to drive widespread adoption within the industry.

PROJECT GENERATION

Throughout the Think Tank's period, a multitude of projects related to traffic safety footprint were conducted under the SAFER umbrella. Below, we provide accessible links for those seeking in-depth exploration:

¹ SDG = Sustainable Development Goal; <https://www.who.int/data/gho/data/themes/topics/indicator-groups/indicator-group-details/GHO/sdg-target-3.6-road-traffic-injuries>



- Procurement of goods transport. An opportunity for increase safety on roads. Partners: AB Volvo, DuWill AB, Safer, VTI.
- Traffic safety footprint I - An approach to study the impact of traffic safety, based on a municipality's value chain, through a simple tool. Partners: City of Gothenburg, DuWill AB, NTF, Municipality of Partille, SAFER, SWECO.
- Traffic safety footprint II - Development of the tool. Partners: Lund University, SAFER, SWECO.