



# Interreg



## Danube Transnational Programme RADAR

Project co-funded by European Union funds (ERDF, IPA, ENI)



**Your Road Safety is on our  
RADAR.**

## **D 2.2.2 Model article**

**MODEL ARTICLE ON THEMATIC AREA 3: ITS, Speed  
Management and Traffic Calming Approaches**



**RADAR – Risk Assessment on Danube Area Roads**



<https://www.interreg-danube.eu/radar>

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<b>Authors (per company, if more than one company provide it together)</b>	Nina Petrič, Automobile and Motorcycle Association of Slovenia (AMZS)		
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## Abbreviation list

Abbreviation	Explanation
EU	European Union
TEN-T	Trans-European Transport Network
WHO	World Health Organisation
UN	United Nation
TA	Thematic Area
RSEG	Road Safety Expert Group
VRU	Vulnerable Road Users
RADAR	Risk Assessment on Danube Area Roads
SENSoR	South East Neighbourhood Safe Routes
ITS	Intelligent Transport Systems



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## Executive Summary

In any city mobility is a key concern; be it going to school, college and office or for any other purpose citizens use the transport system to travel within the city. Leveraging citizens with an ITS can save their time and make the city even smarter. ITS aims to achieve traffic efficiency by minimizing traffic problems and enriches users with prior information about traffic, local convenience real-time running information, seat availability, etc. which reduces the travel time of commuters as well as enhances their safety and comfort. It also serves to contribute to improving the traffic calming approaches as well as implement a range of measures aimed at balancing safety and efficiency of vehicle speeds on a road network.

RADAR project is contributing to develop further ITS by using environmental-friendly technology, especially in urban regions. Good road maintenance is a means by which road safety can be improved at reasonable cost and the value of the infrastructure can be maintained.

## 1. Introduction

Between 2001 and 2010, the number of road deaths in the EU decreased by 43 %, and between 2010 and 2018 by another 21%. However, 25,100 people still lost their lives on EU roads in 2018 and about 135,000 were seriously injured<sup>1</sup>. This is an unacceptable and unnecessary human and social price to pay for mobility. In monetary terms alone, the yearly cost of road crashes in the EU has been estimated in a new study to be around EUR 280 billion, equivalent to about 2 % of GDP<sup>2</sup>.

In June 2019, the European Commission adopted the EU Road Safety Policy Framework 2021-2030<sup>3</sup>, outlining specific policy measures planned for 2021-2030 and developing on the EU Strategic Action Plan on Road Safety published in May 2018<sup>4</sup>. By endorsing the Valletta Declaration on road safety<sup>5</sup> of March 2017 in Council conclusions, EU transport ministers also, for the first time, set a target for reducing serious injuries, namely to halve the number of serious injuries in the EU by 2030 from a 2020 baseline. To move towards these goals, a new approach is set out in the 'Europe on the Move' Communication.

### 1.1. Vision Zero

First, the idea of 'Vision Zero' needs to take hold more than it has so far, both among policy makers and in society at large. Road crashes are *silent killers*, in that they often go virtually unnoticed in the public sphere, even though, taken together, they kill as many people – around 500 – as fit into a jumbo jet every week, in Europe alone. We do not accept deaths in the air, and we should no longer accept them on the road – the premise that no loss of life is acceptable needs to inform all decision making on road safety.

### 1.2. Safe System

Secondly, we need to implement the *Safe System* at EU level. The core elements are ensuring safe vehicles, safe infrastructure, safe road use (speed, sober driving, wearing safety belts and helmets) and better post-crash care, all long established and important factors in the Safe System approach.

### 1.3. New Trends

Thirdly, we must be ready to confront new trends, such as the growing phenomenon of distraction by mobile devices. Some technological advances, especially connectivity and automation, will create new road safety opportunities in the future by reducing the role of human errors. However, the best machines are not yet nearly as good as their human counterparts, and at least in the transition phase new risks are emerging, for example related to the presence of vehicles with a wide range of different automated/connected capacity in mixed traffic with *traditional* vehicles and vulnerable road users such as motorbike riders, cyclists and pedestrians.

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<sup>1</sup> European Commission (4 April 2019), Publication of preliminary road safety statistics 2018

<sup>2</sup> European Commission (2019), Handbook on the External Costs of Transport

<sup>3</sup> European Commission (2018), Communication "Europe on the Move - Sustainable Mobility for Europe: safe, connected, and clean", COM (2018) 293 final

<sup>4</sup> Annex I to the Communication ([https://eur-lex.europa.eu/resource.html?uri=cellar:0e8b694e-59b5-11e8-ab41-01aa75ed71a1.0003.02/DOC\\_2&format=PDF](https://eur-lex.europa.eu/resource.html?uri=cellar:0e8b694e-59b5-11e8-ab41-01aa75ed71a1.0003.02/DOC_2&format=PDF))

<sup>5</sup> Council of the European Union (2017), Council conclusions on "Road safety endorsing the Valletta Declaration (Valletta, 28 – 29 March 2017)

#### **1.4. About model article on TA3**

TA 3 – Thematic area 3 (RSEG on ITS and other speed management strategies) focuses on producing a roadmap for implementation of specific techniques (such as average speed cameras) and institutional requirements and barriers may be. Intelligent Transport Systems (ITS) can significantly contribute to a cleaner, safer and more efficient transport system. With the conception of smart city transmuting cities into digital societies, making the life of its citizens easy in every facet, ITS has become an indispensable component among all.

In any city mobility is a key concern; be it going to school, college and office or for any other purpose citizens use the transport system to travel within the city. Leveraging citizens with an ITS can save their time and make the city even smarter. ITS aims to achieve traffic efficiency by minimizing traffic problems and enriches users with prior information about traffic, local convenience real-time running information, seat availability, etc. which reduces the travel time of commuters as well as enhances their safety and comfort. It also serves to contribute to improving the traffic calming approaches as well as implement a range of measures aimed at balancing safety and efficiency of vehicle speeds on a road network.

**Keywords:** ITS, intelligent transport systems, speed management, safe system, Traffic Calming Approaches



## 2. More information

If you wish to publish an article in professional press or an article in national and/or local journal as well as magazines and need more information on this specific topic, find below the content suggestions along with instruction on how to write and disseminate such professional article.

Please note that the suggestions below are not a mere recommendation but are content-related reference with information on this thematic article. To write an article, you are obliged to first check what has been published and disseminated, secondly to consult with communications manager of the project and when the article is published, inform the project leader as well as communications manager to ensure the report of such great work.

- Article on second **Road Safety Expert Group (RSEG) meeting on TA3** in Budapest, Hungary – access [HERE](#)
- RADAR project RSEG Report on ITS, Speed Management and Traffic Calming Approaches – access [HERE](#)
- Communication Strategy plan for more information on how to write articles for professional press and articles in national/local journal and magazines – access [HERE](#)

For any additional information on this topic or request for publishing the article, please contact **Nina Petrič** at [nina.petric@amzs.si](mailto:nina.petric@amzs.si).