



European Road Safety Action Programme 2011–2020



Directorate-General
for Energy
and Transport



Working Document for the Stakeholder Conference

2nd December 2009



1 Introduction

Stakeholder consultation towards the development of the next EU road safety action programme 2011–2020 was carried out by the European Commission between July and December 2009. This consultation comprised a series of six thematic workshops and an internet consultation and culminates in a stakeholder conference on 2nd December, 2009.

Based on the results of the consultation, this background document presents an overview of key problems and identifies priority actions which could be implemented at EU, national, regional, and local levels. The European Commission requires the priority recommendations for action to achieve a positive impact on road safety and public health while also improving mobility, energy, the environment and the economy.

2 Preliminary results of public Internet consultation

As part of the consultation process, an internet consultation was launched on 25th September 2009 to run online for eight weeks until 20th November 2009. The objective was to engage European citizens, governmental stakeholders at national, regional and local levels, business and professional sectors, in identifying the:

- Key road safety problems to be addressed by the European RSAP for the period 2011–2020.
- Priority actions to address the unacceptable and costly levels of road death and serious injury across the EU.

2.1 Replies received to the Internet consultation

2.1.1 Responses and type of respondents

This background paper has analysed responses to the Internet questionnaire received by 20th November which totalled 496. Most (55%) spoke on behalf of an organisation or a public authority while 45% responded as individuals. Responses by different groups to 13th November 2009 when a total of 292 online responses to the Internet consultation had been received have also been analysed.

Type of respondents

The respondents cited cars, bicycles or public transport as their most frequently used mode of transport. Almost 60% of the respondents were users of cars or trucks, more than 20% were vulnerable road users (motorcyclists, pedestrians, cyclists, moped users) and under 20% used public transport or other means.

Almost 30% identified themselves as private individual. Almost 18% of the respondents were from private companies and 25% from associations/NGOs. More than 12% of respondents were from national, regional and local governments and 10% from academic institutions. The group of "other" (5%) included research institutes, European Commission, police, international organisations, etc.

Country responses

More than 92% of the respondents lived in European Union Member States. Out of the respondents from EU 25% were from United Kingdom, 11% from Germany, 10% from Belgium and 6% from Austria. There were no respondents from two EU countries – Cyprus and Malta – and three countries (Bulgaria, Estonia, and Lithuania) had only one respondent from each



2.2 Perception of road safety

In general 76% of respondents perceived that traffic is safer now than 10 years ago and 21% thought the opposite while 5% did not know. Respondents from organisations and from countries with low fatality rates and large casualty decreases were generally more positive than the average. Opinions were more varied on the safety of the different traffic modes and road types as illustrated in Figure 1. In general respondents felt that traffic was safer compared to 10 years ago, but motorcyclists, mopeds and cyclist are seen as less safe in traffic today.

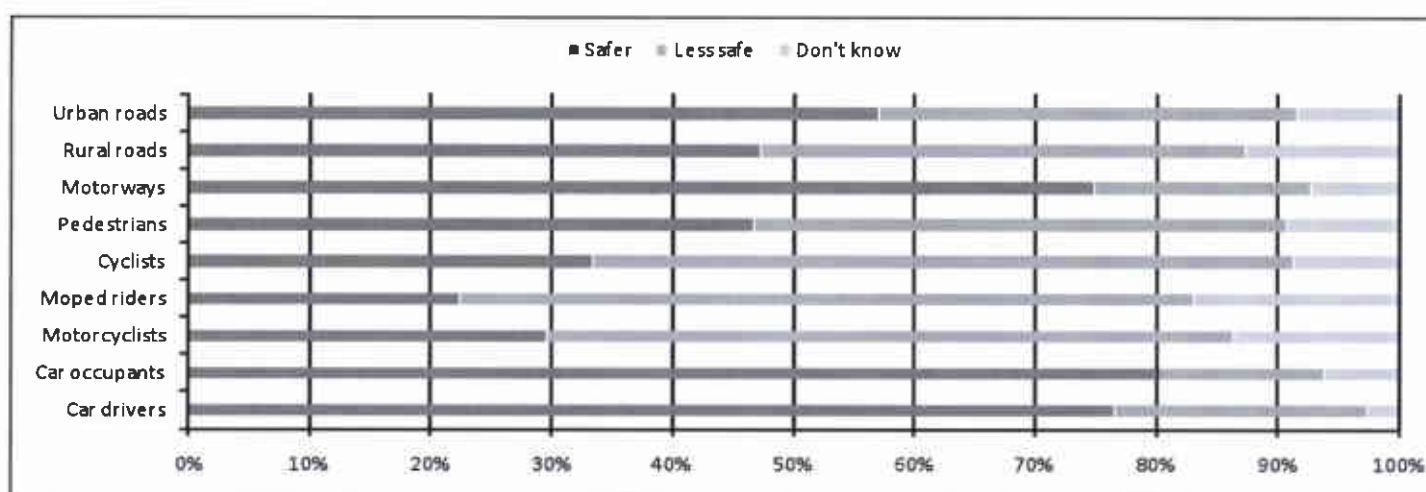


Figure 1 General perception of safety compared to 10 years ago by mode and infrastructure

2.3 Scope of the next European road safety action program

2.3.1 What are the most important road safety problems?

Road safety performance and social costs involved

Respondents were divided when it came to defining the main road safety issues, however, most (78%) – both in total and by the different respondent groups – identify the numbers of death as the primary issue in road safety. But 47% also consider the level of societal impact of death and long-term injury and 45% the costs to the society as problematic. There were additional comments from 70 respondents and many concluded that the three options are interrelated and that it is difficult to choose two of them. Most respondents cited the costs of car crashes (2% of GDP) and their impact on society and traffic as being most important.

Road safety problems and road users

Young drivers (63%), car drivers (31%) and powered two-wheeler users (39%) were in general identified as the main casualty problems.

However, users of public transport found car users (52%) to be the main casualty problem followed by young drivers (50%) and cyclists (27%). The group of respondents finding traffic less safe than 10 years ago also found cyclists (27%) to be the main casualty problem together with young drivers (53%) and car drivers (51%).

Impact of societal changes

Regarding the impact of societal change, the majority of respondents identified lifestyle change as the primary problem in road safety (59%), but change in transport mode (50%) and ageing of society also played an important role (45%).



2.3.2 Countermeasures: infrastructures, road users, enforcement, vehicle safety

Infrastructure

Among all the respondents the most important countermeasures on infrastructure are assessed to be road classification – appropriate match between function, speed limit, design, layout (57%), facilities for pedestrians and cyclists (57%), speed management in urban areas (49%) and implementation of safety audit and safety inspection (47%). Most groups gave these countermeasures high priority.

Speed management in rural areas was found by many groups of respondents (43% of the total) to be an important countermeasure. Respondents from countries with high fatality rates also found safety impact assessment of land use planning and road infrastructure important.

Additional comments from stressed that speed limits should be understandable and some suggested variable speed limits according to time and day. It was suggested that roads should generally be made better and friendlier, rural roads needed to be improved, safer crash barriers for motorcycles were needed as were better traffic markings and better facilities for pedestrians and cyclist.

Road users

Among all the respondents the most important countermeasures were assessed to be social marketing/ campaigns safety education to encourage compliance with rules on safe behaviour (65%), safety quality of driver licensing and testing standards (60%) and safety quality of driver training (56%). All groups gave these countermeasures high priority.

Additional comments indicated that training drivers/riders should take responsibility for their actions and understand the human body's weakness. There was a need to increase public awareness in general through better training in schools. They also stressed the importance of starting to teach responsibility and good driving and riding behaviour from a very young age in schools. It was also suggested that re-testing of motorists should be carried out every five or ten years roads, cyclists' behaviour should become a mandatory part of the test for truck drivers and there should be theoretical and practical training for teenagers who want to use a powered two wheeler.

Enforcement

Among all the respondents the most important countermeasures on enforcement were assessed to be combined publicity and police enforcement of important safety rules (73%), deterrence of drinking and driving/riding (60%) and enforcement of speed limit (57%). All groups give these countermeasures high priority.

Additional comments indicated that punishment should be more severe, e.g. penalties for causing death by driving in line with other forms of causing death by negligence or manslaughter. It was also suggested that enforcement is improved through reintroducing police patrols, more enforcement of crash helmet usage and of eye sight testing.

Vehicle safety

High priority should be given to preventing crashes through better brakes, lighting, intelligent systems (54%), preventing injuries through better occupant protection (47%) as well as improving the safety quality of vehicle standards and equipment for heavy commercial vehicles (39%) and cars (40%).

Vehicle inspection was also seen as an important issue as well as the need for improved safety quality of vehicle standards and equipment for powered two wheelers was seen as important by respondents from countries with high fatality rates and large decreases.

Additional comments highlighted that the safety in cars should focus more on increasing safety for other road users especially pedestrians and powered two wheelers.



2.3.3 Institutional management of road safety

Institutional leadership and coordination

The lack of political willingness to prioritize road safety, insufficient integration and coordination of activity and lack of high-level review of safety management performance have been considered as the key problems in institutional leadership and coordination.

Respondents from organisations, the group mostly using cars and those finding current traffic safer than before also found the lack of definition of road safety objectives to be an important problem. The lack of a lead office/department agency for road safety was also mentioned, particularly by respondents of countries with a high fatality rate.

Most respondents who provided additional comments believed that governments hesitate about safety regulation for fear of unpopularity. Some believed that the EU could coordinate better to encourage countries to adopt regulations.

Legislation, funding and resource allocation, promotion

The respondents generally cited limited resources dedicated to road safety, insufficient harmonization of road safety rules and standards and insufficient promotion and communication on road safety as the key problems.

Other respondents stated that there was too little funding, or that money should be used better or that there should be more harmonization.

Monitoring and evaluation, knowledge transfer, research

Respondents rated the lack of periodic, independent review of road safety performance, lack of health sector monitoring to establish under-reporting of injuries and lack of harmonised definition of serious injury as the key problems in monitoring and evaluation, knowledge transfer and research.

Respondents from the group mostly using public transport as well as vulnerable road users also found the lack of data on distance travelled (vehicle kms) to be an important problem. Problems with crash injury classification (serious, light injuries) were given a high rating by respondents from countries with high fatality rates and large casualty decreases. There were additional comments from 33 respondents on monitoring and evaluation, knowledge transfer and research. The respondents found lack of knowledge and knowledge sharing in general, lack of an international classification of injuries, according to their seriousness, and the lack of use of hospital records problematic.

2.4 The role of the EU

2.4.1 Integration with other policies

Most respondents believed that the integration of road safety into other areas of EU policy has only been partially effective and 20% thought that that integration was ineffective. In particular, respondents recommended more integration in education policy, health policy and environmental policy. Respondents from many groups also believed integration into research and social policy important. There were additional comments which called for improvement in EU policy.

2.4.2 Priority for actions in the Road Safety Action Programme

Respondents generally indicated that the priority areas of actions should be funding effective road safety activities, proposing a European road safety objective to 2020, supporting road safety research and applying road safety standards to all roads. Many respondents also thought legislation and recommendations where the EU has competence an important action.



There were additional comments on priority areas for EU next road safety programmes. The most common response was the need to harmonise regulations. Others suggested setting a goal for the reduction of number of deaths and injuries, etc.

2.4.3 New technologies

Generally all groups of respondents (77%) believed there was a need for EU action to increase the market acceptance of new technologies, innovative and intelligent transport solutions. In particular they saw establishing the safety effects of new technologies prior to widespread application and intelligent speed adaptation / speed adjust / speed alert / speed limiters as possible fields of action.

Many respondents also found advanced braking and handling systems in all motor vehicles (like ESC/ESP), collision avoidance systems and dynamic traffic management to be important EU actions on new technologies.

3 Results of thematic workshops

Six thematic workshops were carried out between July and October 2009. The workshops comprised a major element of the stakeholder consultation on the development of the next road safety action programme 2012–2020. Workshop themes, technical presenters and delegates were identified by the European Commission. Delegates comprised stakeholder organisation, policy and research experts.

The themes were:

- Vulnerable and unprotected road users,
- Vehicle safety technology and management,
- Road safety economics,
- Safer driving in EU through training, education and enforcement,
- Safety of non-motorway, non-urban roads in Europe and
- Road safety communication.

3.1 Vulnerable and unprotected road users

The workshop on the road safety of vulnerable and unprotected users¹ was held on July 15, 2009 in Brussels, attended by around 30 delegates representing a range of safety, user and industry groups and policy makers.

The main conclusions of the workshop are the following:

- Fatalities and injuries among vulnerable and unprotected road users are significant and in some European countries are still increasing. Emerging road safety problems e.g. motorized scooters and the vulnerability of an ageing population needed to be taken into account in future road safety policies.
- EU, national and local polices should focus on the implementation of evidence-based approaches to reduce exposure to the risk of death and serious injury, to prevent serious and fatal injury; to mitigate the severity of injury when they occur and to reduce the consequences of injury.

¹ Vulnerable and unprotected users are seen as comprising pedestrians, cyclists, powered two-wheeler users, children, young novice drivers, older drivers and riders, and drivers with reduced mobility, though there was no agreement on a useful definition for this group.



- The EU should encourage high-level championing of road safety, create a cadre of professional support for road safety and support training and knowledge transfer, develop new tools to build capacity for road safety management; best practice guidelines, surveys and databases, as well as provide funding to roll out effective road safety.

Key conclusions and identified priority actions

- The key fields of EU, national and local actions recommended for vulnerable road user safety included:
 - Separation wherever possible of dangerous mixed traffic at speeds above human tolerance thresholds.
 - Provision of pedestrian and cyclist facilities.
 - Speed management and enforcement.
 - Crash protective roadsides and vehicles which better reflect human tolerance thresholds.
 - Training for all target groups to increase awareness and improve compliance with requirements for different user groups, although the lack of evidence, to date, on the impact of training on crash and injury reduction for the general driving and riding population was highlighted.
- Specific EU actions include:
 - Developing and adopting a common definition of 'serious injury' and funding surveys of exposure data where necessary across the EU.
 - Promoting take up of the safety engineering elements of the T E N T Directive – safety impact assessment, road safety audit and road safety inspection – for all road network.
 - Developing and promoting a series of EU best practice guidelines e.g. on speed management, urban safety management etc.
 - Developing technical standards in road safety engineering and vehicle equipment which address vulnerable road user needs e.g. crash barriers and helmet standards.
 - Establish an EU-wide crash protection rating for powered two wheeler crash helmets.
 - Developing further and adopting/promoting take up of harmonised standards for HGV under run protection, safer car fronts for pedestrians and other vulnerable road users; limiting power to weight ratio for powered two wheelers; and promoting the use of ISA in urban areas.
 - Promoting user conspicuity e.g. use of lights and retro-reflective clothing and monitoring the impact of day time running lights.
 - Encouraging Member States to enforce speed limits and to remove loopholes in automatic speed camera enforcement practices.
 - Encouraging measurement of emergency medical response and take up of eCall.
 - Determining what improvements need to be made to improve the safety impact of driver and rider training within the licensing and testing package.

3.2 Vehicle safety technology and management

The workshop on vehicle safety management and technology was held on September 3, 2009 in Brussels, attended by around 30 stakeholder, policy and research experts.

The workshop addressed two specific issues concerning continuous compliance with safety requirements and a vehicle information platform as well as the much broader issues concerning the further development of vehicle safety requirements over the next decade.

The high level of vehicle safety achieved when the vehicle is put into service has to be maintained throughout its life time. Therefore the system of "continuous compliance" has to be installed and a system for providing technical information for each single vehicle has to be set up.

Furthermore based on such an information system a EU wide platform on vehicle information linking type-approval, vehicle registration and vehicle roadworthiness inspection should provide the basis for a European single market for vehicles guaranteeing a high level of safety of vehicles throughout their use.



The broader issues of vehicle safety and a vision of the cars of 2020 were very substantial and deserved more consideration than was possible given the time limit. A second theme concerned the need for systematic evaluation methods of existing and proposed policies together with developed cost-efficiency evaluations and it was felt the existing methods were not adequate at EU level due to a lack of data and insufficient methodologies.

Key conclusions and identified priority actions

Vehicle information platform

- The EU needs to create basic data using in-depth investigations to define the relevance of inspection to road safety and develop procedures to identify technical performance data for all vehicles.
- Develop methods to inspect electronic systems (presence and efficiency of system) for safety – improve availability of OBD (on board diagnostics).
- Review inspection protocols in relation to higher speed conditions relating to more severe collisions.
- Review technical inspection intervals.
- Include powered two wheelers into technical inspection regime
- Continue development of Vehicle Information platform on grounds of administrative efficiency and clarify issues of data ownership, reliability and access.
- Implement technology database.
- Implement an EC task force to assist Commission on new vehicle safety technologies in order to identify the systems with expected most effective casualty reduction.

Vehicle safety requirements to 2020

- An integrated approach to vehicle safety should be developed, linking preventative, active and passive safety; cooperative systems for motor vehicle occupants and vulnerable road users are necessary.
- Priority actions for secondary safety identified by research are: a standardized test method for car to car compatibility; truck to car compatibility and improved methods for front, side and rear impacts.
- Priority actions for primary safety identified by research are: implementation of Intelligent Speed Adaptation systems, development of assessment procedures for intelligent systems, HMI evaluations and identification of systems with greatest casualty savings.
- Provide consumer information on the comparative safety of vehicles to encourage rapid changes to vehicle design to be implemented before 2020 and promote effective technologies to encourage uptake by the buying public.
- Improve safety design tools.
- Implement a systematic programme of evaluation of technologies before and after use on road and establish a sound evidence base including data about human factors and how are the technologies being used.
- Implement a systematic programme of evaluation of EU legislation (e.g. pedestrian) before and after implementation to support the evidence base.
- Improve technology e.g. sensing and communication technology between vehicles and between vehicle and infrastructure.
- Ensure that the road safety agenda is not overwhelmed by green agenda.
- Training and information for emergency rescue workers on vehicle technology.
- Increase focus on motorcycles and motorcyclists, e.g. ABS (in pipeline)
- Implement systematic crash investigation across Europe to identify future priorities and monitor performance.
- Add pedestrian detection as a priority development issue.
- Conduct a systematic review of safety issues related to future vehicle propulsion systems (hybrid, electric, plug-in electric and fuel cell) including an assessment of the broader regulatory needs. A specific Commission task force should be considered to receive the results of this review and to plan further actions.



3.3 Road safety economics

The workshop on Road Safety Economics: Internalising External Costs; Promoting Economic Incentives and Building cases for Investment was held on September 7, 2009 in Brussels, attended by around 20 delegates comprising stakeholders and policy experts.

The workshop concluded that the socio-economic costs of road crashes place a heavy burden on society and need to be reduced substantially.

Key conclusions and identified priority actions

- Assessment of external costs/tools is necessary for effective cost benefit analysis work and to allow a business case to be made for road safety investments.
- There is a need to better understand the different elements of the social cost, especially the external cost of road crashes.
- The current IMPACT handbook is a good starting point today but will need to be further enhanced or a further recommended approach developed. More EU research on external costs is needed to allow categorisation and updating of values (e.g. for serious and long term injury).
- The willingness to pay methodology was accepted as the best approach for establishing the indirect costs of road crashes and willingness to pay surveys may be needed.
- The role of internalisation of external costs of road crashes is accepted as a good principle, but is not well understood in terms of its potential effectiveness in improving road safety. EU demonstration projects should be carried out to assess the impact of the internalisation on road safety.
- The Action Programme should contain a Road Map towards internalization of externalities linked to road safety;
- Other financial instruments are likely to have potential to play a greater role in improving road safety. Examples are tax reductions on demonstrably safer vehicles and safety equipment and using 5* EuroNCAP in public procurement processes.
- A milestone should be set to assess the general impact and define optimal combination of financial measures to reduce the social costs of road safety.

3.4 Safer driving in Europe through training, education and enforcement

The workshop on safer driving in Europe through training, education and enforcement was held on 18th September 2009 in Brussels, attended by around 30 delegates representing key stakeholders, policy and research experts.

The workshop stressed the need for further harmonisation of licensing, testing and training at EU level, notably as regards more vulnerable users such as novice drivers and motorcyclists. Further action would also be needed as regards training and qualification of driving instructors and examiners.



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Key conclusions and identified priority actions

Licensing, testing and training

- EC to further harmonize licensing, testing and training in all Member States based on best practice and research – including:
 - Improving the quality of the whole package « education, training and licensing ».
 - Lengthening and deepening the learning process to become a five star driver in a five star car on five star roads.
 - Novice drivers: Longer learning process incl. mandatory pre and post license training in order to achieve more responsible drivers.
 - Novice drivers: Accompanied driving and probationary periods (driving alone at night time, zero BAC, heavier demerit point system).
 - Novice drivers: Second phase training.
 - Insurance discounts for accident-free novice drivers.
 - Do we have a licence for life or is some form of continuous training required (learning from the professional driver's directive)?
 - Rehabilitation programs for offenders
 - Quality insurance of the system.
- Coaching methods for more efficient driver training.
- Instructors incl. accompanied persons have to undergo introductory seminars and have min. and max age.
- Harmonize qualifications of instructors based on the definition of clear goals.
- Improved qualification of driving examiners.
- Improved training of motorcyclists.
- Raise risk awareness of new in car driver assistance systems.
- EC to fund more research on second phase training, restrictions for novice drivers, older drivers etc.

Enforcement

- EU to harmonize:
 - Traffic regulations.
 - Penalties and infringements including limits (alcohol, drugs, exemptions to wear seat belts, etc.).
 - Technical equipment standards.
 - Training of vehicle inspectors. Exchange and gathering of enforcement data form all Member States.
 - Facilitate cross border enforcement.
 - Enforcement practices.
 - Training of enforcers, in particular on social legislation in road transport.
- EU to promote:
 - Add helmet and fatigue to list of rules.
 - Raise awareness (incl. politicians) and promote best practices.
 - Publish a public version of the accident risk rating system.
 - Coordination of heavy-vehicle inspections between Member States.
 - Legislation for vans and small lorries (< 3.5 ton).
 - Harmonization of demerit point systems.
 - Harmonization of licenses including chips with information on driver (medical records etc.).
 - Use of black boxes and regulate possibilities of using data from black boxes.
 - Use of campaigns together with enforcement.
 - Alcolocks and seatbelt reminders



3.5 Safety of non-urban, non-motorway roads in Europe

The workshop on the safety of non-urban non-motorway roads in Europe was held on September 30, 2009 in Brussels attended by around 25 delegates representing key stakeholders and policy experts.

Key conclusions and identified priority actions

Safe design and management of roads

- Road safety engineering should be actively promoted at EU, national and local levels since it represents a sound investment and a higher benefit/cost ratio, in general, for these roads than for other road engineering measures.
- Road safety of all road users needs to be catered for in national revisions of functional road classifications.
- A range of EU actions were recommended:
 - The EU should work for the principle that Directive 2008/96 should apply to all roads even if hard to achieve.
 - Support the development of authoritative guidance/best practice guidelines covering a range of safety engineering issues and establish a process of obtaining agreement (EU level guidelines), e.g. land use planning, speed management, forgiving roads.
 - Establish road safety engineering criteria for inclusion in EU project investment guidance.
 - Resource allocation for safety engineering.
 - Promote the concept of self-explaining and forgiving roads within Safe System which takes better account of the needs of vulnerable and unprotected road users in the operation and design of road improvements.
 - Have a role in technical standards (skid resistance, barriers, markings etc) to ensure minimum standards.
 - Promote consumer information on the risks of specific roads.
 - Promote better crash/survey data.
 - Support demonstration projects and research for innovative safety engineering.

The role of technology

- Technologies are expected to have safety potential, but more testing and demonstration projects are needed to assess evidence on what works and what does not with regard to safety.
- The EU should promote both traditional technologies and new technologies e.g. by:
 - Supporting testing and demonstration projects.
 - Ensuring common EU standards on proven safety technologies.
 - Providing a framework for economic evaluation, cost-benefit decision making, use impact assessment, when assessing the benefits of potential ITS technologies.
 - Promoting, standardizing and providing for deployment of ISA (Intelligent Speed Adaptation).
 - Promoting e-call and extending it to powered two-wheelers.
 - Funding the development, testing, deploying technologies with greatest life-saving potential (e.g. ISA, ACC, SBR, LDA).
 - For technologies to hinder dangerous driving (fatigue, alcohol, drugs and distraction).
 - Assuring better co-operation between cars and road infrastructure providers to achieve safe travel on the whole network.
 - Ensuring development of best practice guidelines and dissemination of them.

3.6 Road safety communication

The workshop on Communication on Road Safety was held on October 1, 2009 in Brussels, and attended by around 30 delegates representing key stakeholders, policy and communication experts.



Key conclusions and identified priority actions

European Road Safety Observatory

- The European Road Safety Observatory should be established as a permanent EU structure as a source of information and knowledge for all with appropriate human and financial resource.
- The broadening of the scope of ERSO should preserve and strengthen the original aims of ERSO as an established and valuable source of knowledge and data.
- In broadening the target groups, the ERSO will need to create appropriate communication platforms for the general public, experts and policymakers.
- Contact with ERSO by the general public should be easy and accessible and the EU should promote the development of an interactive tool so that the enquirer can receive relevant, targeted information.
- Knowledge and data for experts and policymakers should be updated periodically and added to in light of new EU research and policy initiatives and the international knowledge base.
- More coherent data for international comparison is needed and the DaCota project will take this forward.
- The existing Council agreement for provision of data by Member States may need to be reviewed to meet the future data needs of ERSO.
- The EU should develop, promote and establish, in due course, a single EU reporting system for crash injury, exposure and other data and should stimulate detailed in-depth investigations. There is a need for the Commission to adopt a standard definition for 'severe' and 'minor' and implement across databases.
- The EU should promote the development of more 'best practice' resources/ tools for implementation.
- The EU should build on proposals for quick indicators/monthly reports of safety performance targeted at the media.
- The EU should fund demonstration projects on the value of data to reinforce the importance of data in policymaking.
- The EU should create a network of national level observatories within ERSO.

European Road Safety Charter

- The EU should stimulate specific, effective action for different stakeholder groups within the framework of the Charter e.g. employers, health sector, cities etc. It is important that the Charter actions were 'as well as' not 'instead of' effective road safety action.
- It was important that the EU evaluated the effectiveness of all types of road safety action being carried out within the framework for the Charter.
- The improvement or enlivenment of existing commitments was as important as seeking new commitments.
- The ERSC framework should be developed to encourage the development of national Charters which might allow for easier access by smaller organisations.
- Commission ownership was as important for the ERSC as the ERSO and the EU should seek also support for the ERSC in the new Member States.
- Networking, regular contact, and access to 'road safety champions' including celebrities were all important and a central office might be useful in aiding external contact.
- Making a formal commitment is likely to lead to more meaningful organisational engagement and discussion than supporting the Charter just as a signatory.
- Notwithstanding the success of CIVITAS, the Charter needed to reach beyond cities and more broadly to civil society – to other jurisdictions, non transport organisations, schools, supermarkets, health organisations – if funding can be secured.

New communication tools

- The summary conclusion was to use best practice, innovate and evaluate.
- Any communication directed at improving road safety should be based on a well-defined, carefully prepared and targeted communication strategy, as outlined in the EU CAST project and in combination with other effective actions such as police enforcement. The EU should actively promote the CAST best practice communication strategy manuals.
- New opportunities exist for more direct targeting of road safety messages but proven best practice methods will continue to play the key role for the foreseeable future, although experimentation with new media is desirable.
- The EU should support experimentation and evaluation of new media tools for use in combined online and offline campaigns.