



# The challenges of road safety today

Working for a world free of road crash, death and injury

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# Outline

- 01** a point of History  
... - 2014
- 02** a Global Issue
- 03** a Holistic Approach
- 04** Results
- 05** Conclusion



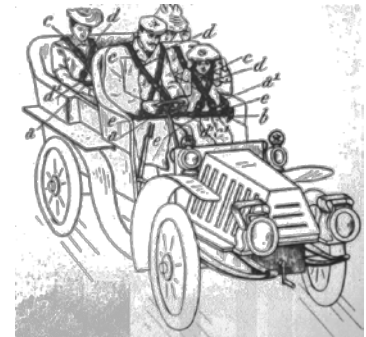
Back in the past...

The first Automobile Fatality : Mary Ward, an artist and a naturalist.

She died on a steam Carriage, which jolted on a corner and threw her occupant from her seat

This happened in 1869 !

It would have not happened if she had buckled a safety belt, invented in... 1903



Back in the past...

- .... The engine accelerator pedal should be located at a sufficient distance from the brake pedal to minimize danger of applying the accelerator when intending to actuate the foot brake.....



Back in the past...

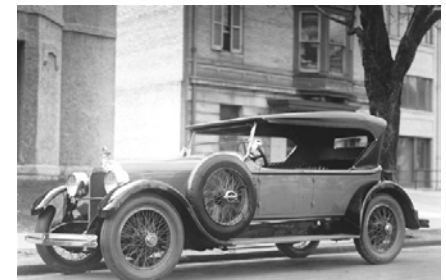
- .... The question of mirror design and location for purposes or rear view should be studied.....
- ... A study of the use of bumpers as a safety device should be undertaken in the next future



Back in the past...

- **These statements are extracted from ...**

The First National Conference on Street and Highway Safety, Washington, DC, December 1924



# 02



## A GLOBAL ISSUE



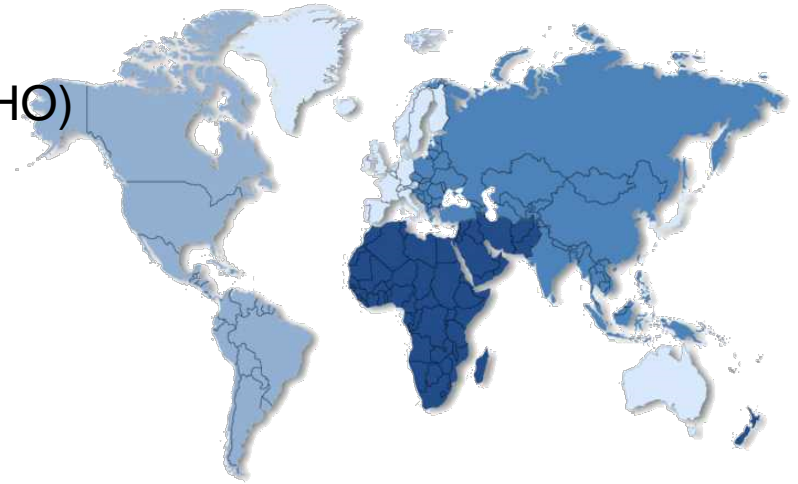
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# Facts and Figures

- 1.3 million fatalities each year (Source: WHO)
- 50 millions injured



## January 12, 2010 – Haïti

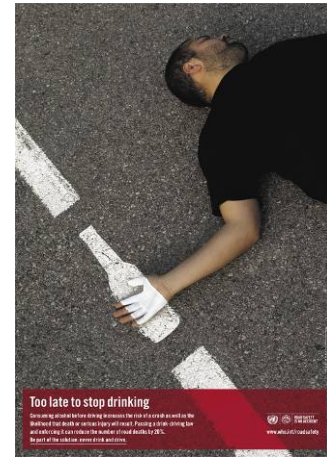
- 230 000 fatalities **70 days**
- 300 000 injured **2 days**
- 1.2 million homeless





# Leading cause of death in the world

- 9<sup>th</sup> leading cause of death in 2004
- 3<sup>rd</sup> leading cause of death in 2020
- 5<sup>th</sup> leading cause of death in 2030



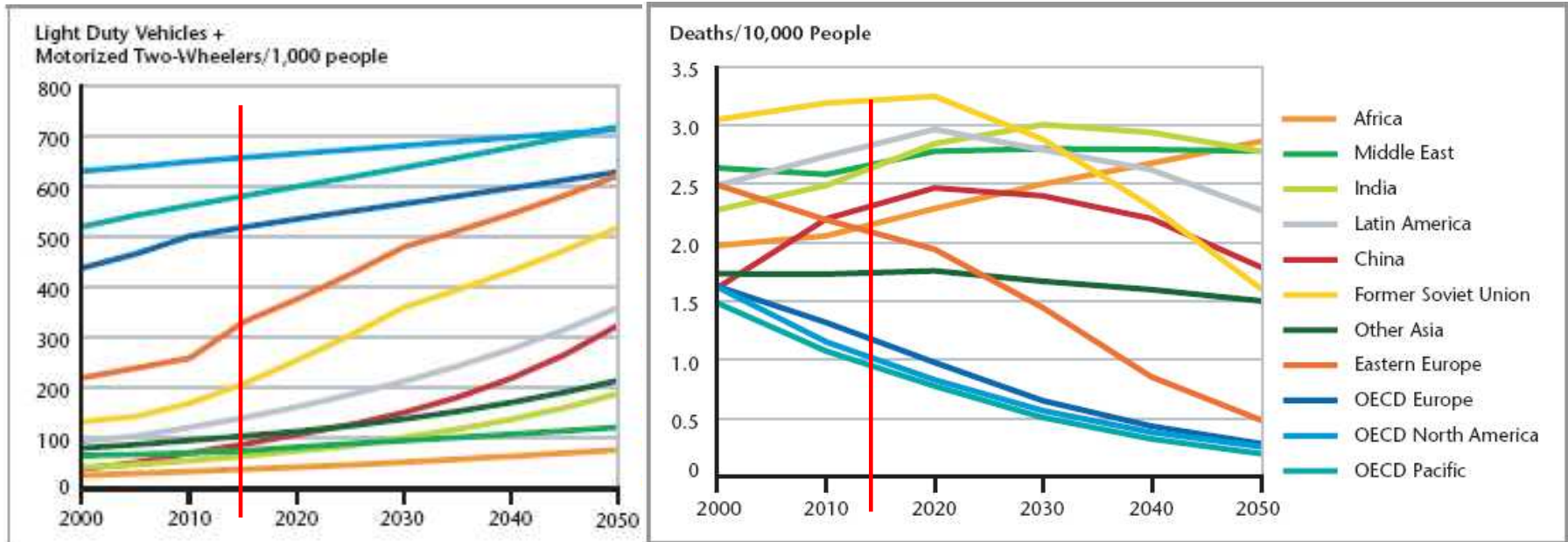
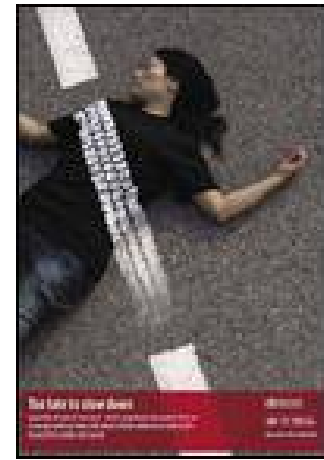
Rank	Disease 2004
1	Ischaemic Heart Disease
2	Cerebrovascular Disease
3	Lower Respiratory Infections
4	Chronic Obstructive Pulmonary Disease
5	Diarrhoeal Diseases
6	HIV
7	Tuberculosis
8	Trachea / Lungs Cancers
9	<b>Road Traffic Fatalities</b>
10	Perinatal Conditions

Rank	Disease 2030
1	Ischaemic Heart Disease
2	Cerebrovascular Disease
3	Chronic Obstructive Pulmonary Disease
4	Lower Respiratory Infections
5	<b>Road Traffic Fatalities</b>
6	Trachea / Lungs Cancers
7	Diabetes
8	Hypertensive Heart Disease
9	Stomach Cancer
10	HIV



# Facts and Figures

- **90% of deaths in countries with low / middle income**
  - **48% of vehicles**
- **50% of fatalities are vulnerable road users**



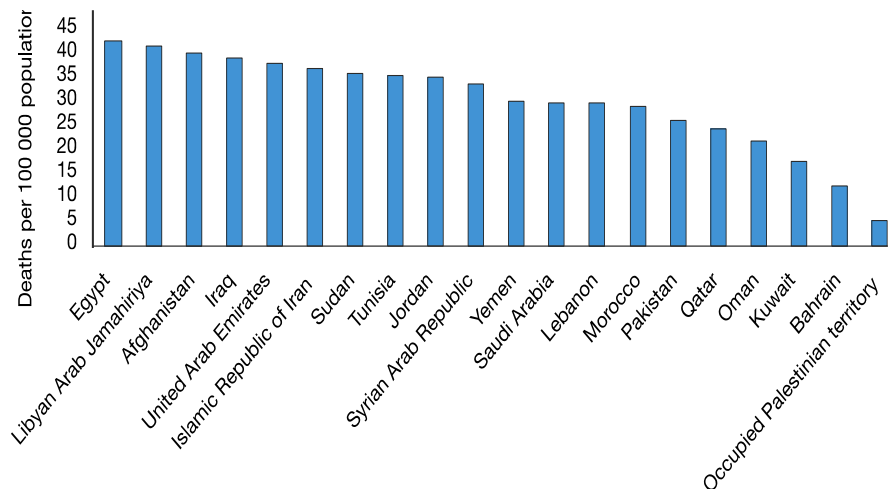
Source: WBCSD Sustainable Mobility Project





# Middle East North Africa Region: a snapshot

- Leading cause of death for 15-29 age group
- Second-leading cause of death among the 5–14 and 30–44 year age groups



# 03



## A HOLISTIC APPROACH



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# A HOLISTIC APPROACH



RAISE AWARENESS



PREVENT



CORRECT



PROTECT



RESCUE

Normal driving

Rupture

Emergency phase

Post collision



*t*



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# Haddon Matrix



	Human Being	Machine	Environment
Pre-event			
Event			
Post-event			

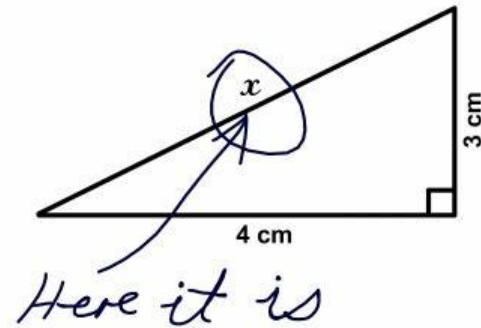


# 04

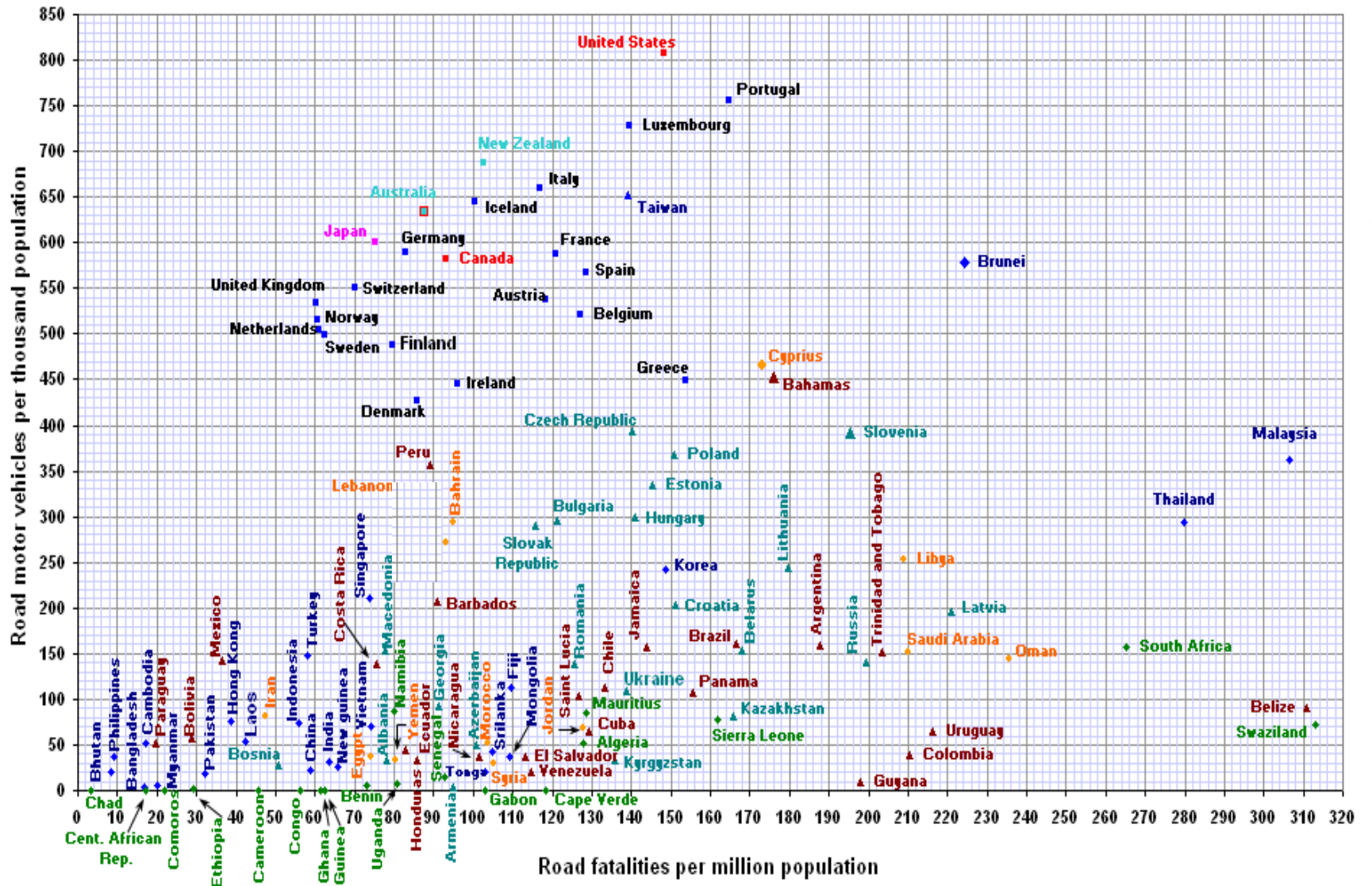
## Results

$$\frac{\sqrt{2}}{2} = \frac{1}{\sqrt{2}}$$

3. Find x.



Ocular Trauma - by Wade Clarke ©2005

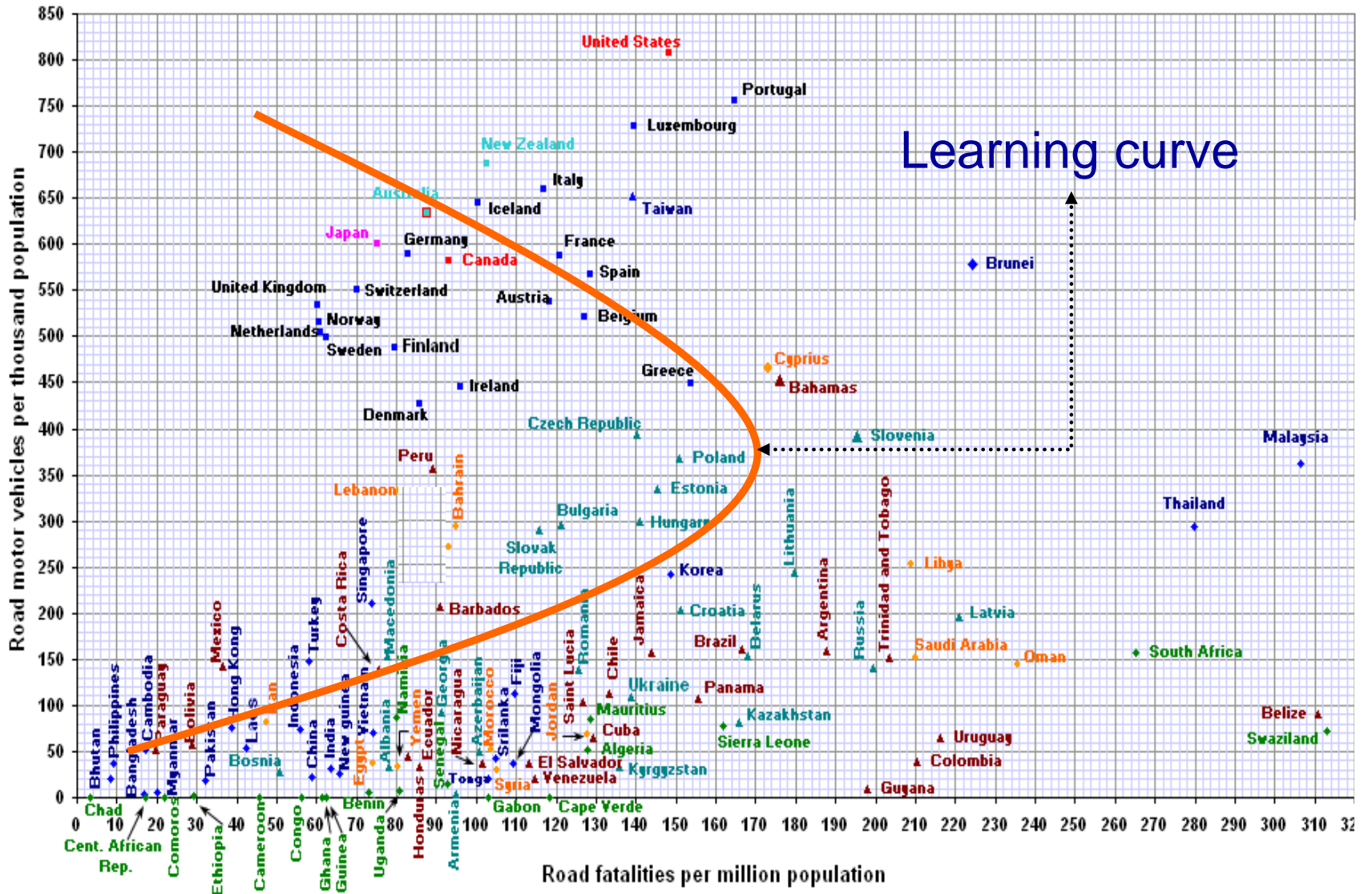


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## Pillar 1 – Road safety management

- Establish a lead agency
- Develop a national strategy
- Set realistic long-term targets
- Ensure sufficient funding
- Establish and support data systems

## Pillar 2 – Safer roads and mobility

- Promote road safety ownership and accountability
- Promote road users needs in sustainable urban planning
- Promote safe operation, maintenance and improvement of existing road infrastructure
- Promote development of safe new infrastructures
- Encourage capacity building and knowledge transfer
- Encourage R&D in safer roads

## Pillar 3 – Safer vehicles

- Encourage application of vehicle safety regulations
- Encourage implementation of NCAPs
- Encourage minimum safety features
- Encourage deployment of crash avoidance technologies
- Encourage fiscal incentives for safe vehicles
- Encourage application of VRU protection regulations
- Encourage safe vehicle fleet purchase and maintenance

## Pillar 4 – Safer road users

- Increase awareness of risk factors and prevention measures – social marketing
- Set and seek compliance with laws on speed limits; drink-driving; helmets; seat-belts & child restraints; occupational health & safety
- Promote comprehensive policies on work-related injuries
- Promote graduated driver licensing

## Pillar 5 – Post crash response

- Develop pre-hospital care systems
- Develop hospital trauma care systems
- Provide early rehabilitation and support
- Encourage insurance schemes to finance rehabilitation
- Encourage accident investigation
- Provide incentives for hire of disabled staff
- Encourage R&D into post crash response

## Transversal – International coordination

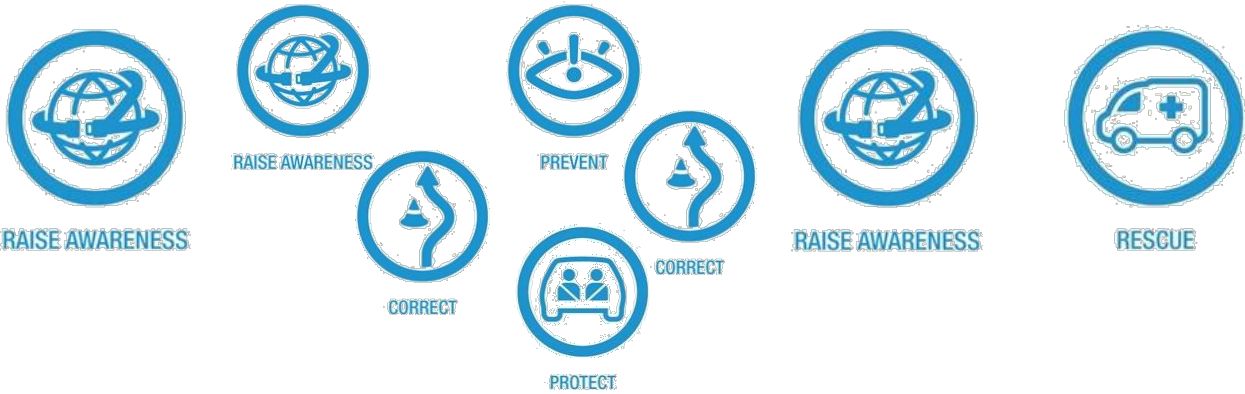
- Encourage increase in funding
- High level advocacy for road safety
- Increase awareness of risk factors
- Provide guidance on road safety management
- Improve the quality of data collection

# A HOLISTIC APPROACH



**DECADE OF ACTION FOR ROAD SAFETY 2011-2020**  
**SUPPORTED BY RENAULT**

<b>International coordination/ strengthening global architecture</b>				
<b>National activities</b>				
<b>Pillar 1 Road safety manage- ment</b>	<b>Pillar 2 Infra- structure</b>	<b>Pillar 3 Safe vehicles</b>	<b>Pillar 4 Road user behaviour</b>	<b>Pillar 5 Post crash care</b>



# 05



## CONCLUSIONS



'Keys for success'

## Road safety management based on

- Managers Own Responsibility & making people responsible
- Engagement
- Action



'Keys for success'

## Managers Own Responsibility & making people responsible

- Recognize value of life
- Recognize that road kills
- Recognize that prevention is each and every duty



'Keys for success'

## Engagement

- Persuade top management of urgency road safety problems
- Persuade colleagues of relevance of safety actions
- Prioritize oneself for safety commitment



'Keys for success'

## Action

- Do the right thing
- Allocate the right resources
- Evaluate one's prevention actions







SENSIBILISER



PRÉVENIR



CORRIGER



PROTÉGER



SECOURIR

شكرا

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