

Joint ITU/UNECE Workshop on “Intelligent Transport Systems in Emerging Markets – drivers for safe and sustainable growth”

(Geneva, Switzerland, 27 June 2013)

“Talk is NOT cheap”

**The price for inaction on road safety is
paid in human lives**

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Geneva, Switzerland, 27 June 2013



Country of great beauty



Country of great achievements



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SOUTH AFRICA, JUNE 2010

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Country of rich and **poor**



Emerging Economies

- South Africa is a country of 2 worlds
 - ➔ Highly sophisticated and tech savvy
 - ➔ Large developing component
 - ➔ First & Third World at same time
- Share characteristics of both
- In the absence of legacy systems, it can leapfrog to state of the art ITS



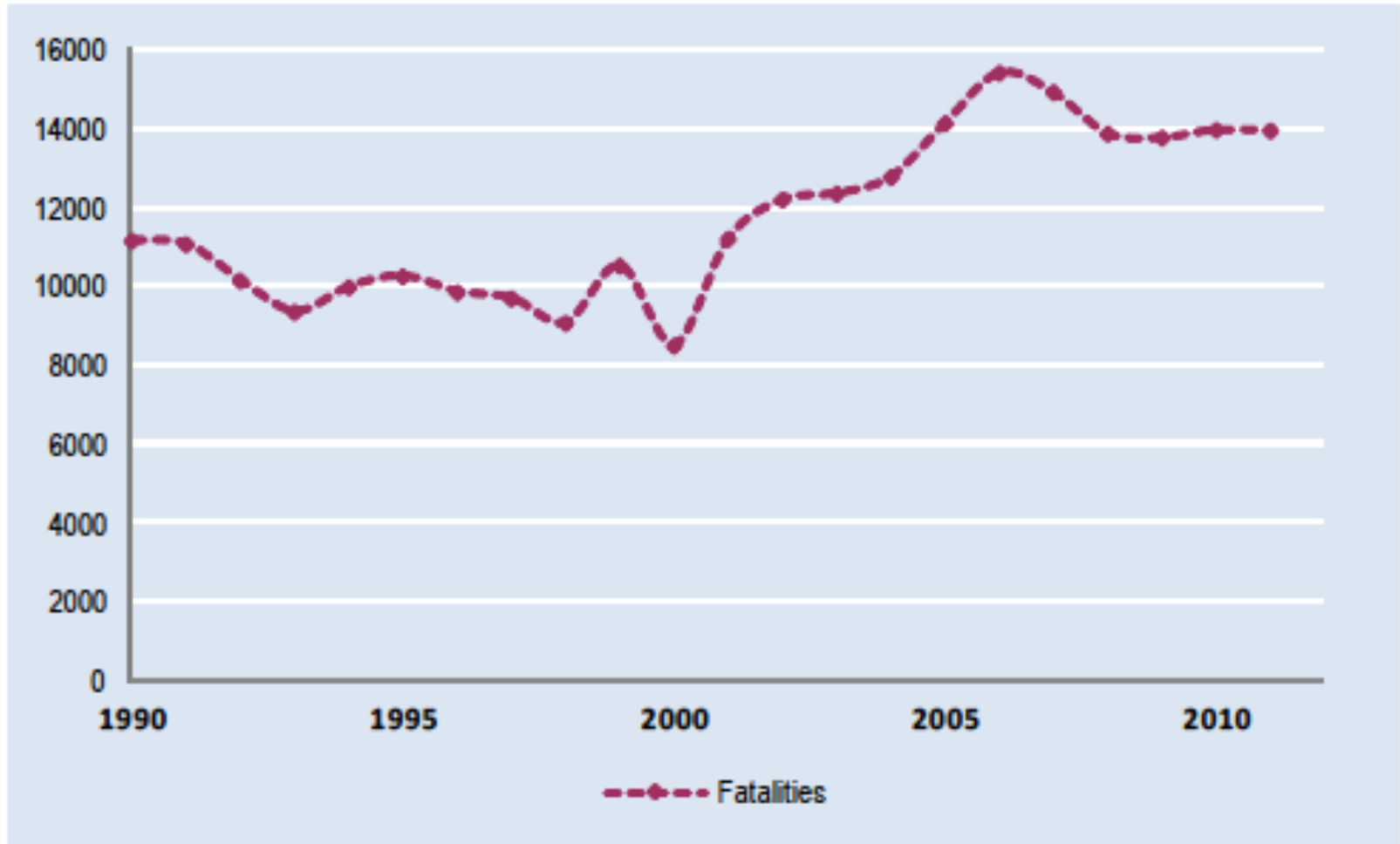
Some Challenges

- Rapid urbanisation
- Insufficient public transport
- Congestion
- High unemployment
- Old vehicle fleet
- Corruption in law enforcement
- This aggravates the bad road safety record



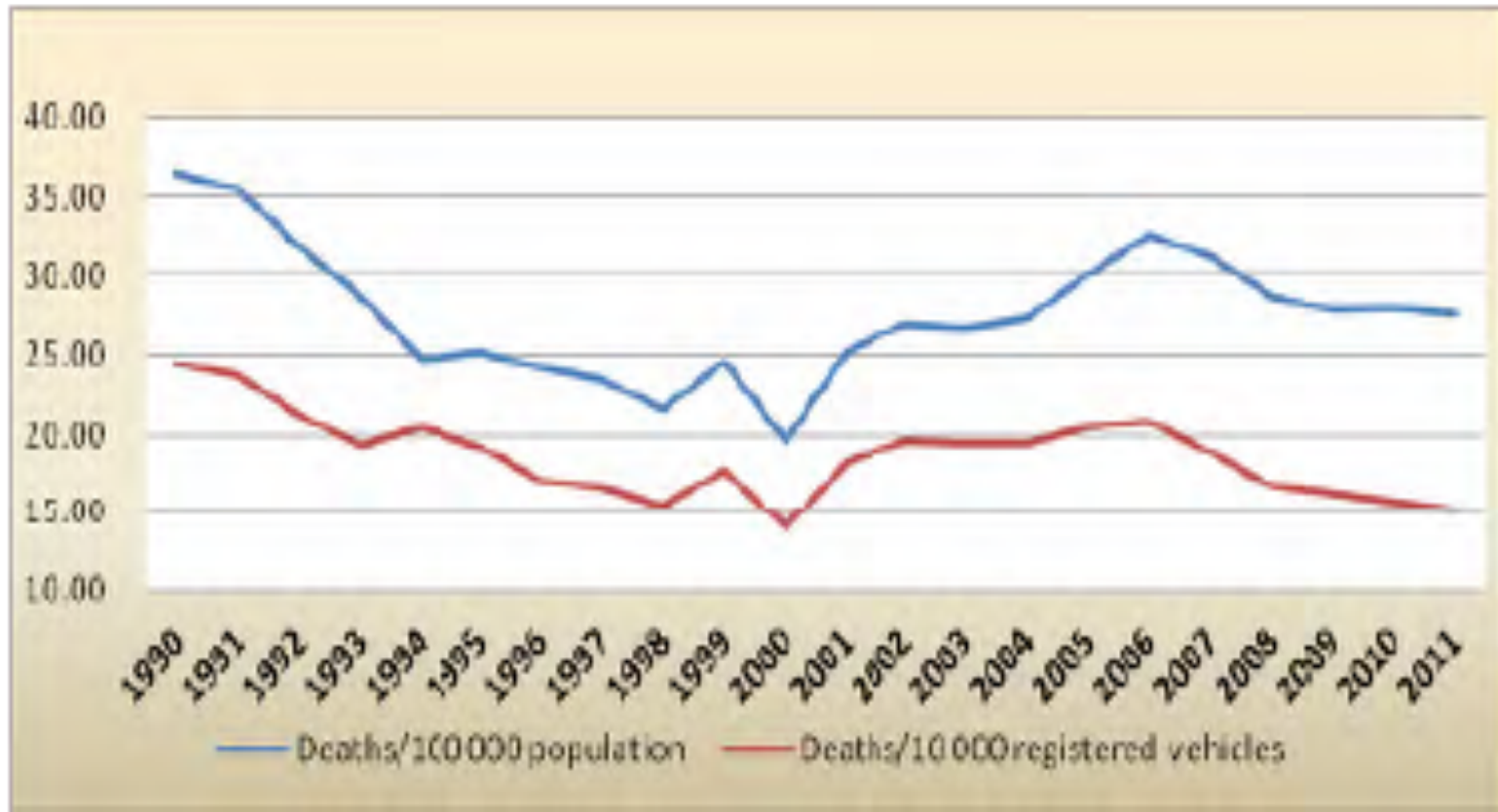
Road Safety

Figure 1. Evolution in the number of annual road traffic deaths 1991-2011



Road Safety

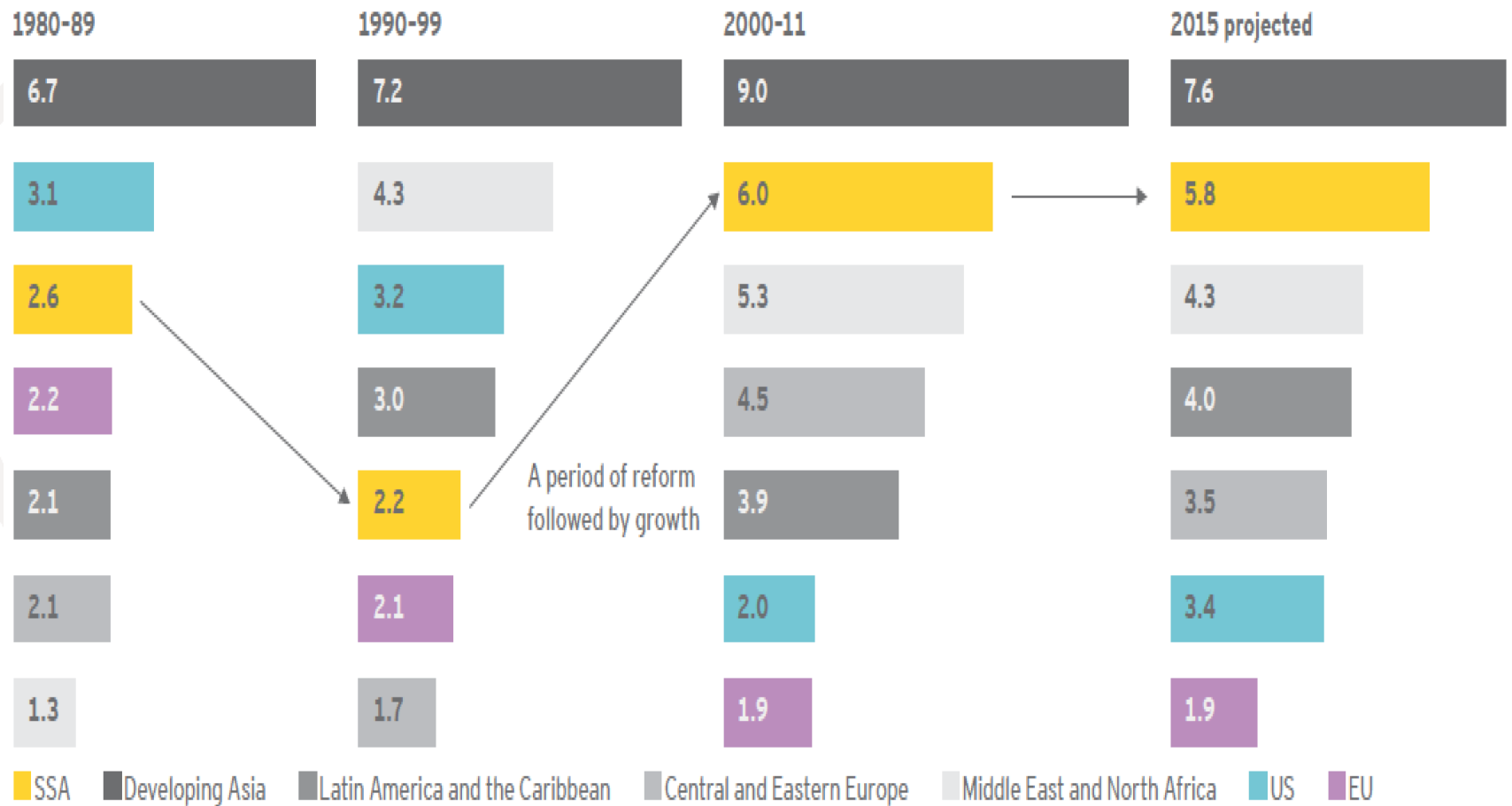
Figure 2. Evolution in death rates
1990-2011



Road Safety Challenges

- The motorised vehicle fleet has almost doubled in the last 20 years
- In 1990 the fatality rate was 36.7/100 000 population
- In 2011 it has decreased to 'just' 27.58/100 000
- Annual cost to economy is €30 billion
- This is more than 7-year rolling stock and signaling renewal programme




Growth in Sub-Saharan



Source: IMF World Economic Outlook Database, October 2012

New Era for Africa

Obama Takes Off for Africa Trip

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Way forward

- No economy and no society can afford such fatality rates
- ITS is a major driver in reducing such fatality rates:
 - ➔ e-Law enforcement
 - ➔ Promote public transport
 - ➔ Reduce congestion
 - ➔ Road safety specific deployments



Way forward

- We know the wisdom *that "talk is cheap, but money buys the whisky"*
- Similarly, we need *"money"* to implement ITS, such as:
 - ➔ Political championing
 - ➔ ITS Policy and Framework
 - ➔ Standards for interoperability
 - ➔ Skills and capacity-building
 - ➔ Resources for operations and maintenance

Conclusions and Recommendations

- Given the cost to the economy, there is a €30 billion business case to invest in ITS and road safety improvement
- Road safety cannot improve without using the strengths of ITS



Thank you for your attention!

