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# Safer roads with smart technology



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Better roads, better world.



# Outline of presentation

- Access to sustainable mobility
- Challenges
- Road safety context
- Role of technology for road safety
- How are emerging markets doing in terms of safety
- Manifesto recommendations for emerging economies



# The Key: Access to Sustainable Mobility

1. The key: access to sustainable mobility as **human right**
2. Transport and mobility **important enablers** of social and economic development





# Challenges to Mobility

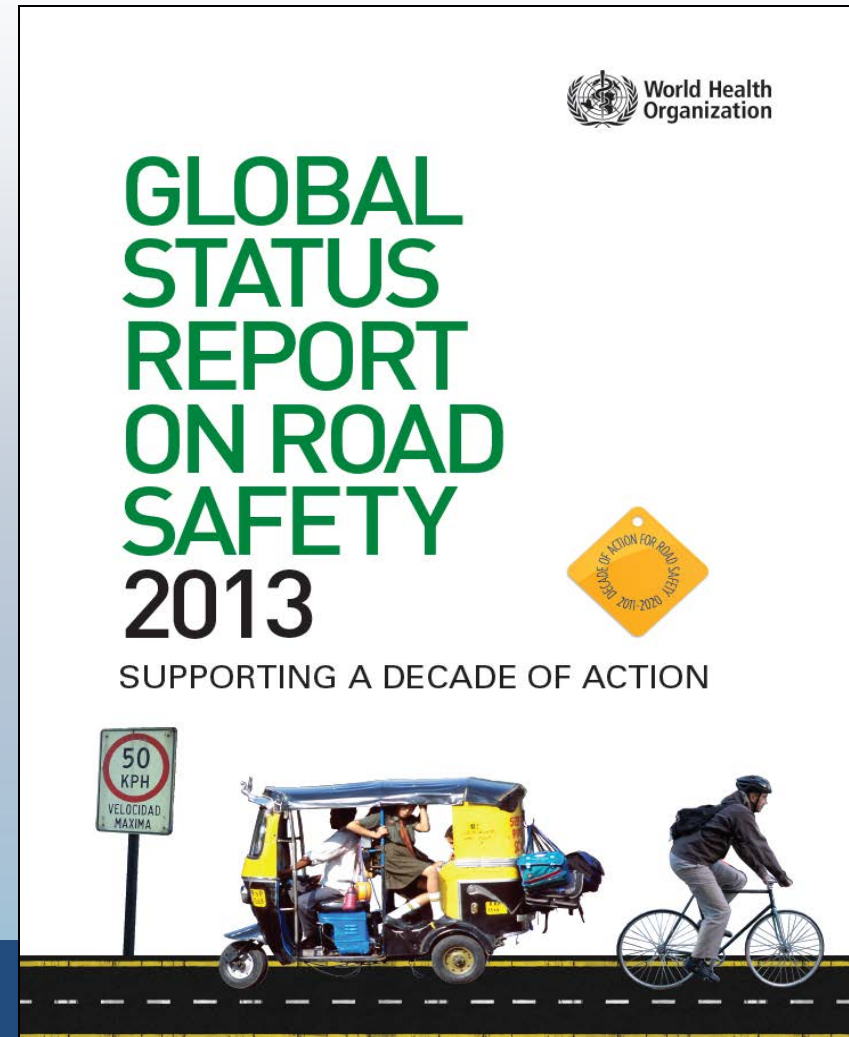


- Population growth & Urbanisation leading to higher mobility demand
- Limited options to expand transport infrastructure
- Negative impacts: **Safety**, Public health, Environment, Economy



# Global status report on road safety 2013

- Made possible through funding from Bloomberg Philanthropies.
- Country-based, multi-sectoral, consensus process used to gather information.
- Launched 14 February 2013
- Acknowledge World Health Organization for use of this information





# Main messages

- 88 countries have reduced their road traffic deaths, but the global total at 1.24 million remains unacceptably high.
- Only 28 countries have comprehensive laws that cover 5 major risk factors.
- Half of all road traffic deaths are among pedestrians, cyclists and motorcyclists.



# Role of technology?



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etter world.



# The role of ITS in Road Safety

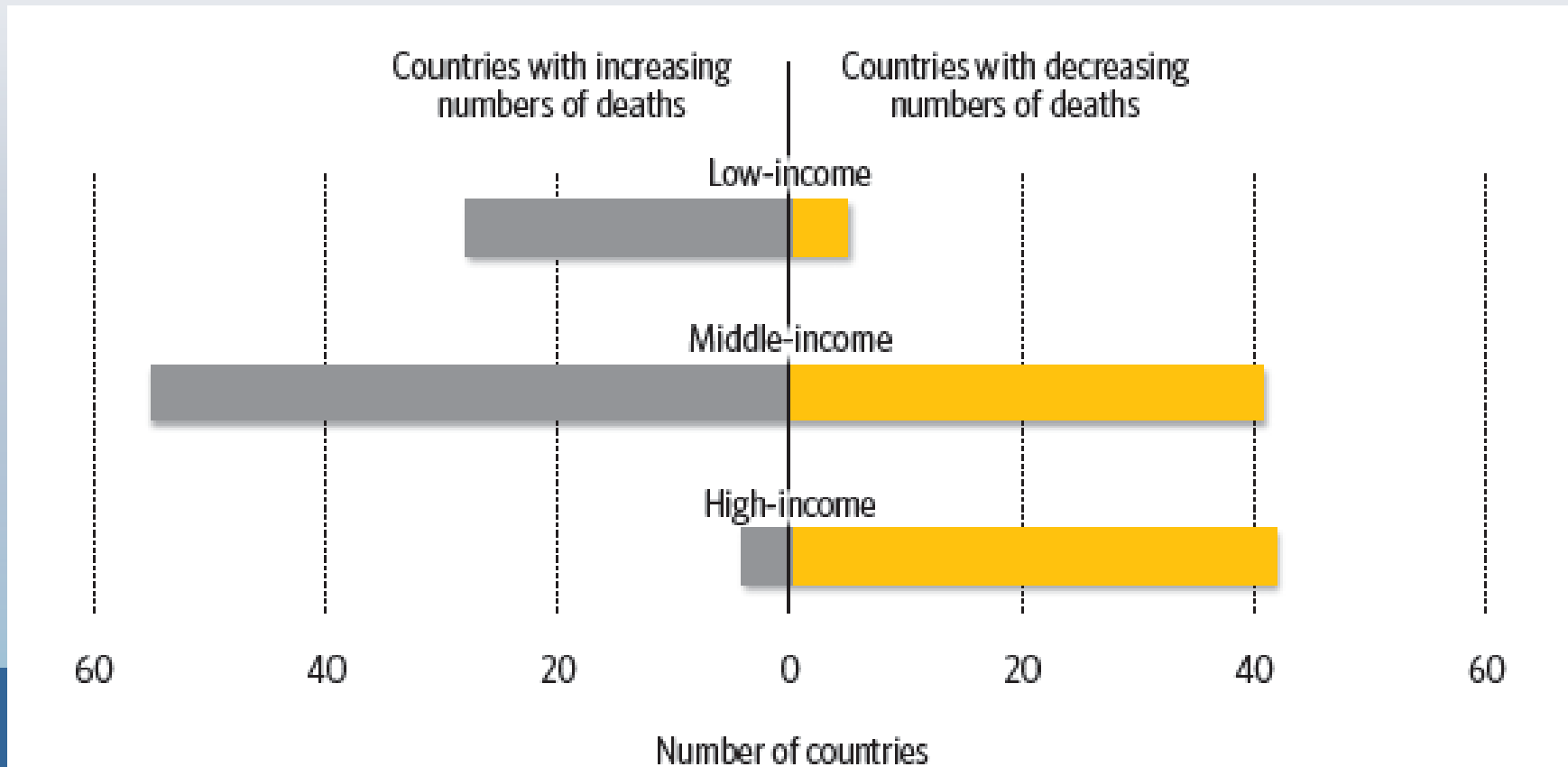
- 3Es: Engineering, Education, Enforcement
- Measures that smoothen traffic flow, improving speed compliance
- Incident detection, management and response
- In-car driver support & safety tools etc.







# Some countries are making progress, but the road traffic death rate remains unacceptably high at 1.24 million per year





## Emerging economies

- Key issues with technology implementation:
  - Transport infrastructure/services **backlog**
  - **No legacy systems** and/or **fragmented deployment** of ITS
  - **Policy frameworks** often lacking or under development
  - What **standards** to apply?



# The IRF Vienna Manifesto on ITS – Smart Technology for Sustainable Mobility

- Technology is here; now is the **time to commit**
- Recognise the importance and create **proper policy frameworks**





# Recommendations to emerging economies

- A. Incorporate ITS in Existing transport policies
- B. Enhance ITS partnership and collaboration
- C. Encourage sustainable mobility behaviour
- D. Plan for ITS deployment
- E. Foster ITS harmonisation and standardisation
- F. Stimulate ITS education



## What does **society** get out of this?

- ITS preserves **future access to mobility** by:
  - Saving lives
  - Reducing the negative environmental impacts of transport
  - Decongesting our roads
- Establishing **coherent & consistent, interoperable** services, at **reasonable cost** for developer and user, enhancing **comfort and safety**



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# Thank you for your attention!



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