“Talk is NOT cheap”
The price for inaction on road safety is paid in human lives

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Country of great beauty
Country of great achievements
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

U.S. President Obama Visits Africa

Senegal
Tanzania
South Africa
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!