



CAREC Road Safety and Sustainable Mobility Course

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Coordination and collaboration of safe system implementation: Lithuanian experience

Egidijus Skrodenis, MC Mobility Consultants

Roads in the EU are the Safest In The World (2018)

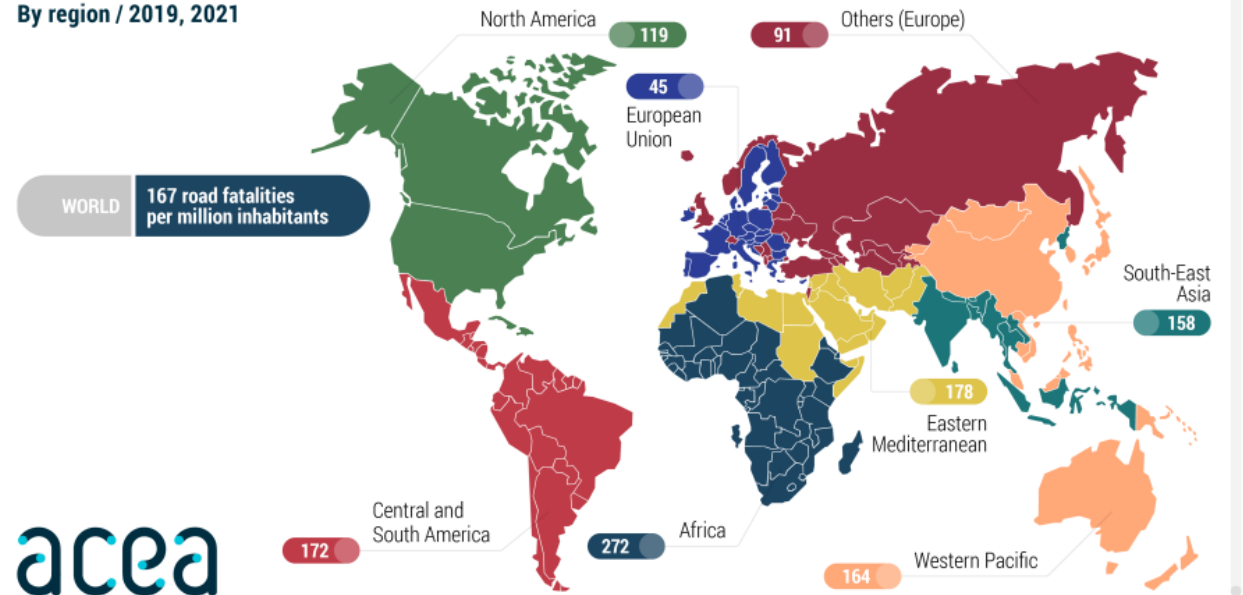
The EU counts on average less than **50 deaths per million** inhabitants, against:

- 174 deaths per million globally
- 106 deaths per million in the USA
- 93 deaths per million in geographical Europe.



ROAD FATALITIES PER MILLION INHABITANTS

By region / 2019, 2021



acea

Source: <https://www.acea.auto/figure/road-fatalities-per-million-inhabitants-europe-and-world/>

European “White paper” and Valetta declaration on traffic safety

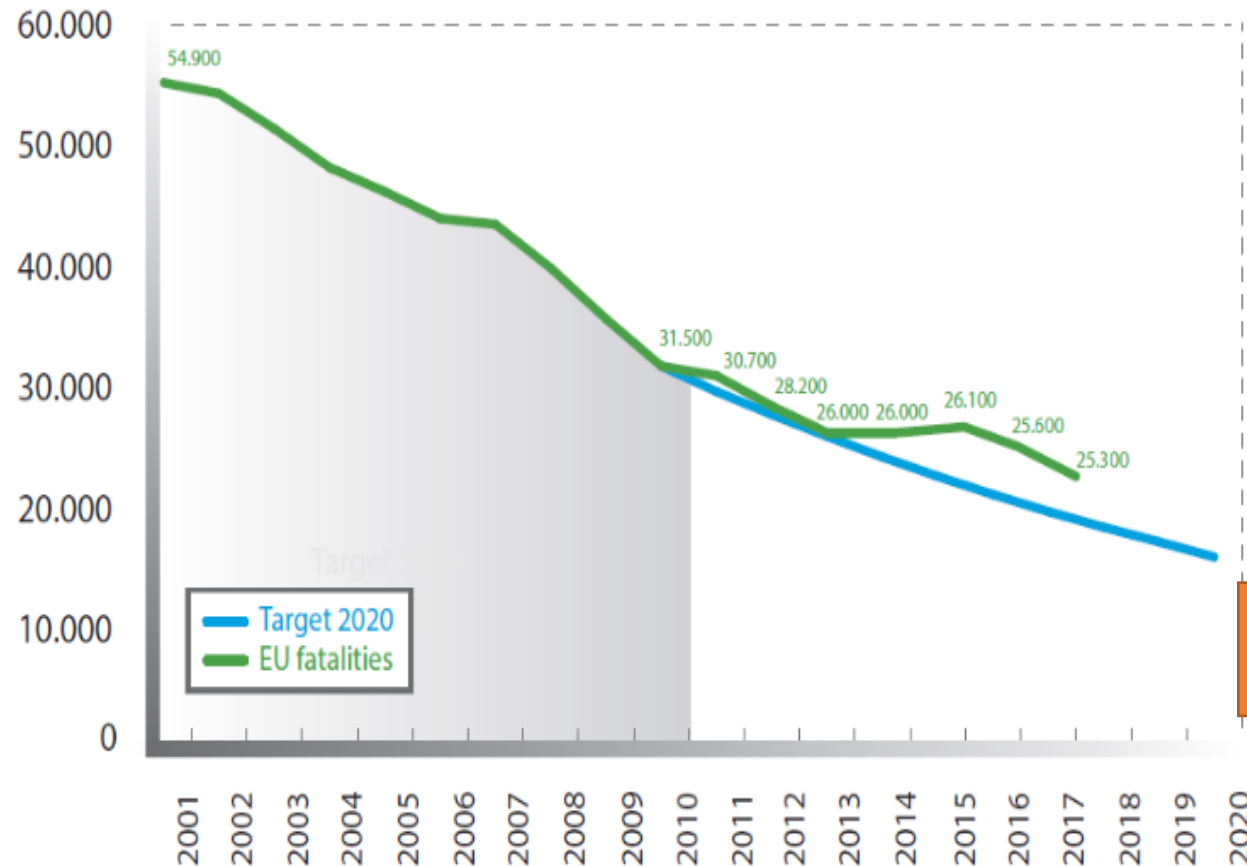
- In 2000 European Commission approved 1st “white paper” on traffic safety. Beside others, one of the main goals was to reduce fatalities on the European Union countries’ roads by **50% till 2010**
- In 2010 European Commission approved 2nd “white paper” on traffic safety. Beside others, one of the main goals was to reduce fatalities on the European Union countries’ roads by 50% till 2020 and achieve **0 death in 2050**
- In 2017 Valetta declaration on road safety was signed between European Union transport ministers to **reduce by 50% death** on European roads till 2030



MALTA EU2017

Progress in the two decades from 2000 till 2020 in the EU has been remarkable

- The number of fatal crashes fell **by 43%** from 2001 to 2010
- And by another **20%** between **2010 and 2017**

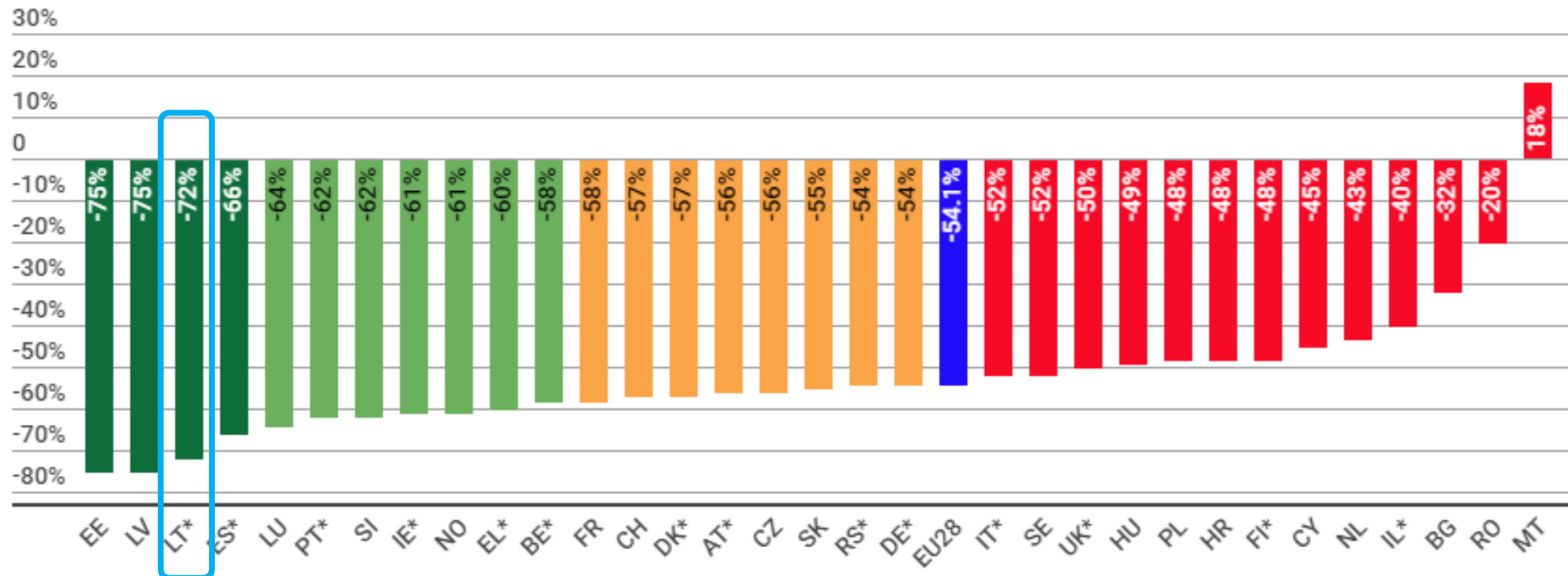


Source – CARE (EU road accidents database)

*Valletta
Declaration on
Road Safety*

Relative change in road deaths (%) 2001-2017

In 2004, Cyprus, the Czech Republic, Estonia, Hungary, Latvia, **Lithuania**, Malta, Poland, Slovakia and Slovenia joined EU and needed to fulfil EU targets, **including traffic safety**



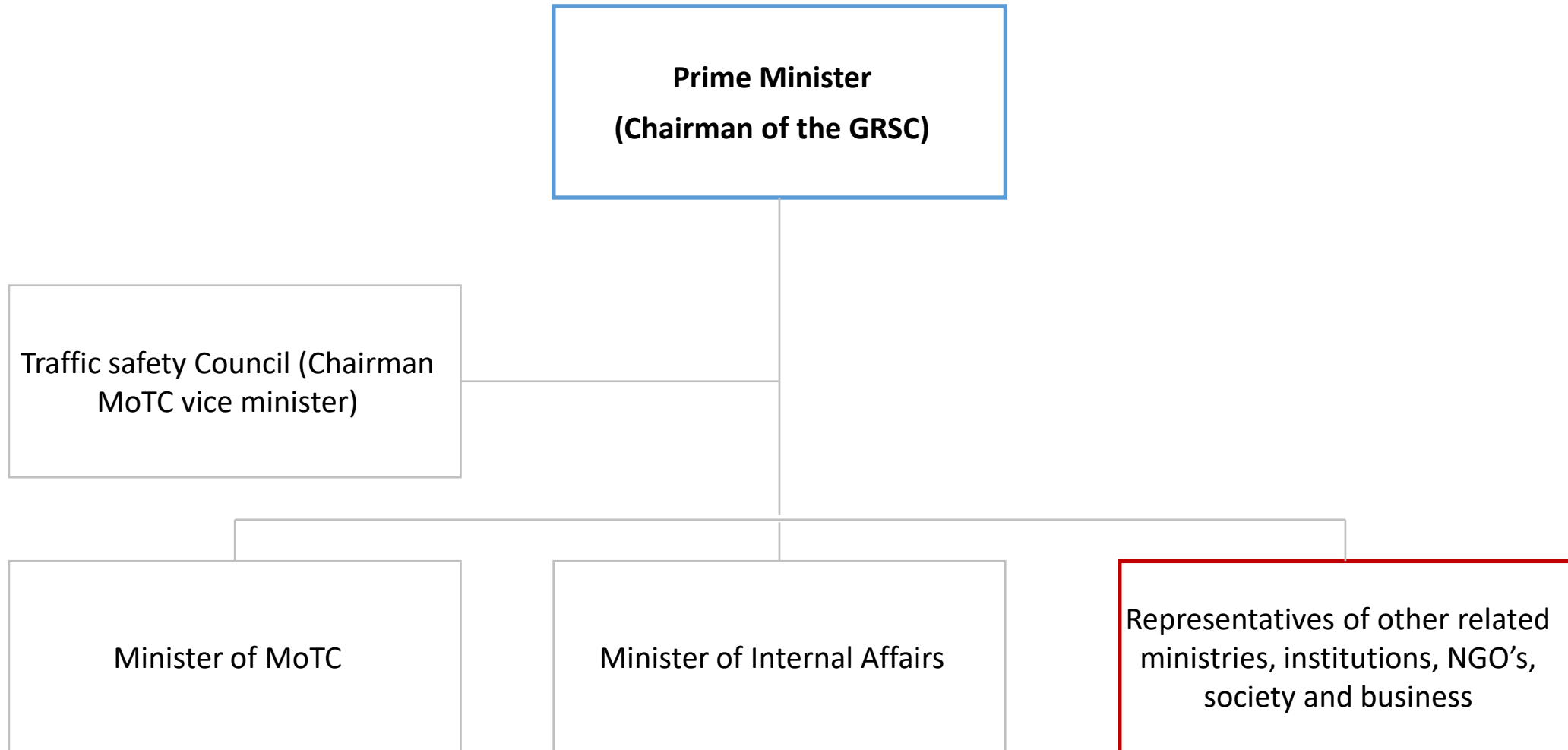
Lithuanian experience



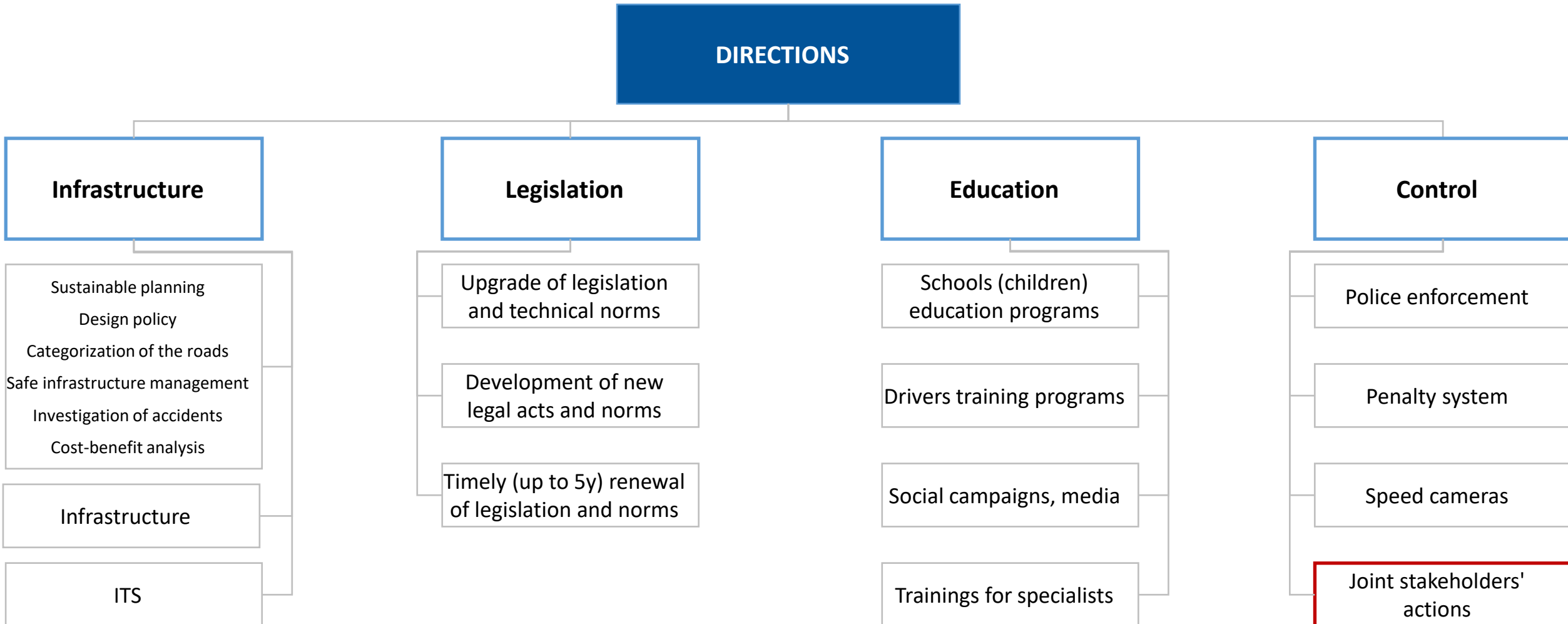
Lithuanian Road safety strategy 2008 - 2011



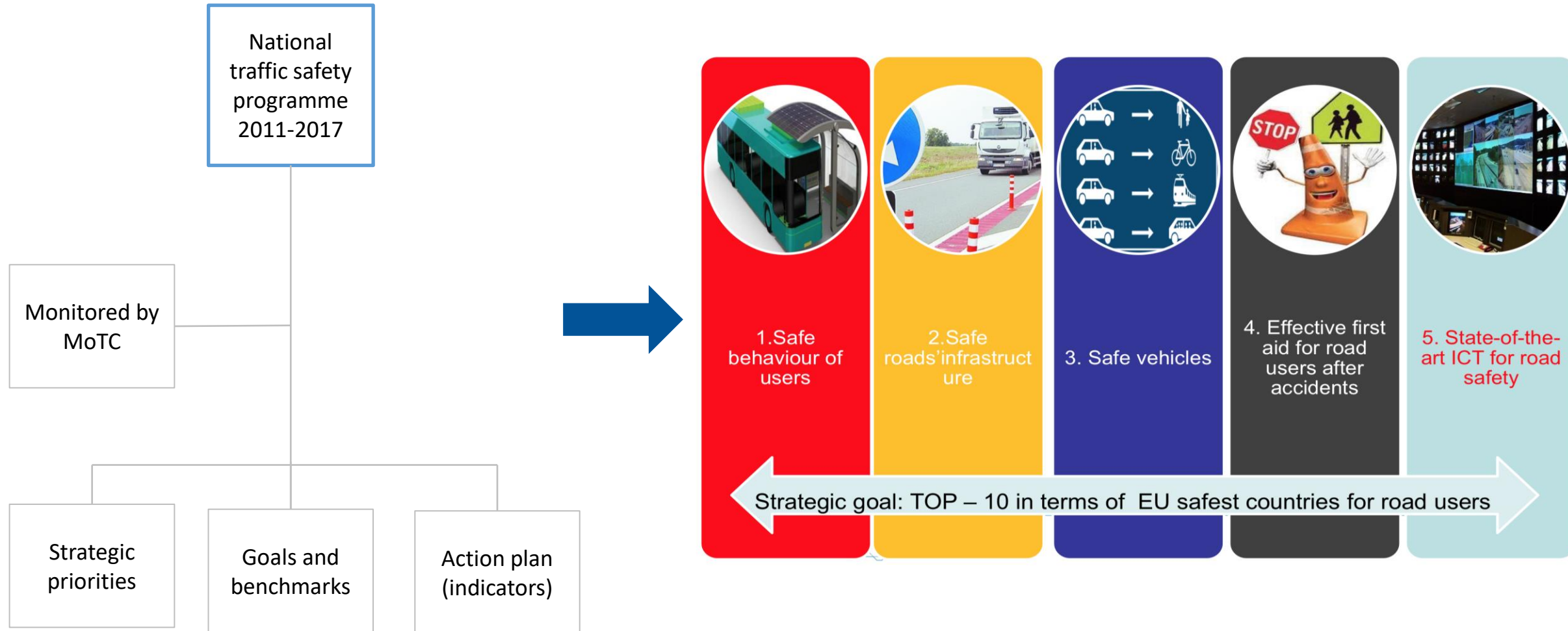
Structure of the governmental Road Safety Commission since 2008



New traffic safety approach since 2008



2011-2017 Traffic safety programme



Lithuanian sustainable development programme for transport 2017-2020

Principles of sustainable development



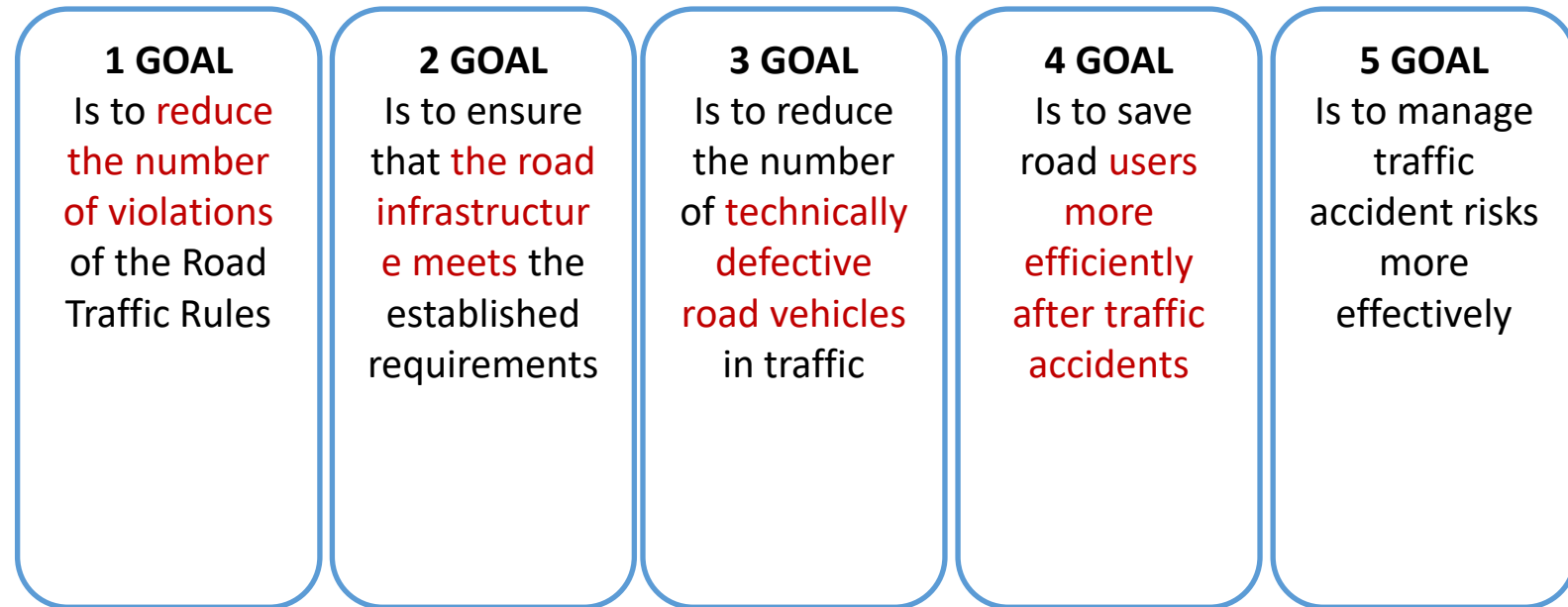
National road network development areas



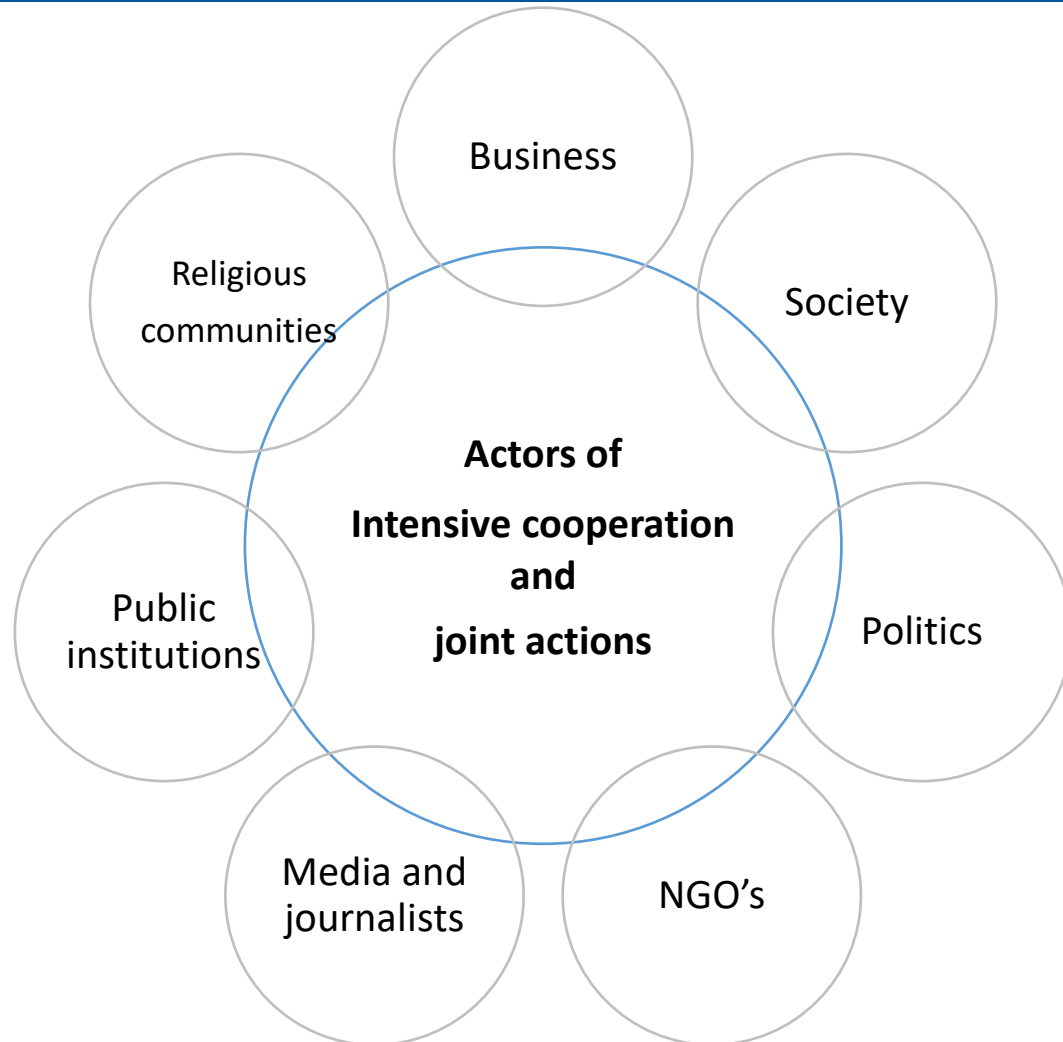
Lithuanian Vision-Zero programme for traffic safety 2020 -2030

Main targets:

- Not more than **75 fatalities per year** till 2030
- Not more than **37 fatalities per year** till 2040
- **0 fatalities per year** till 2050



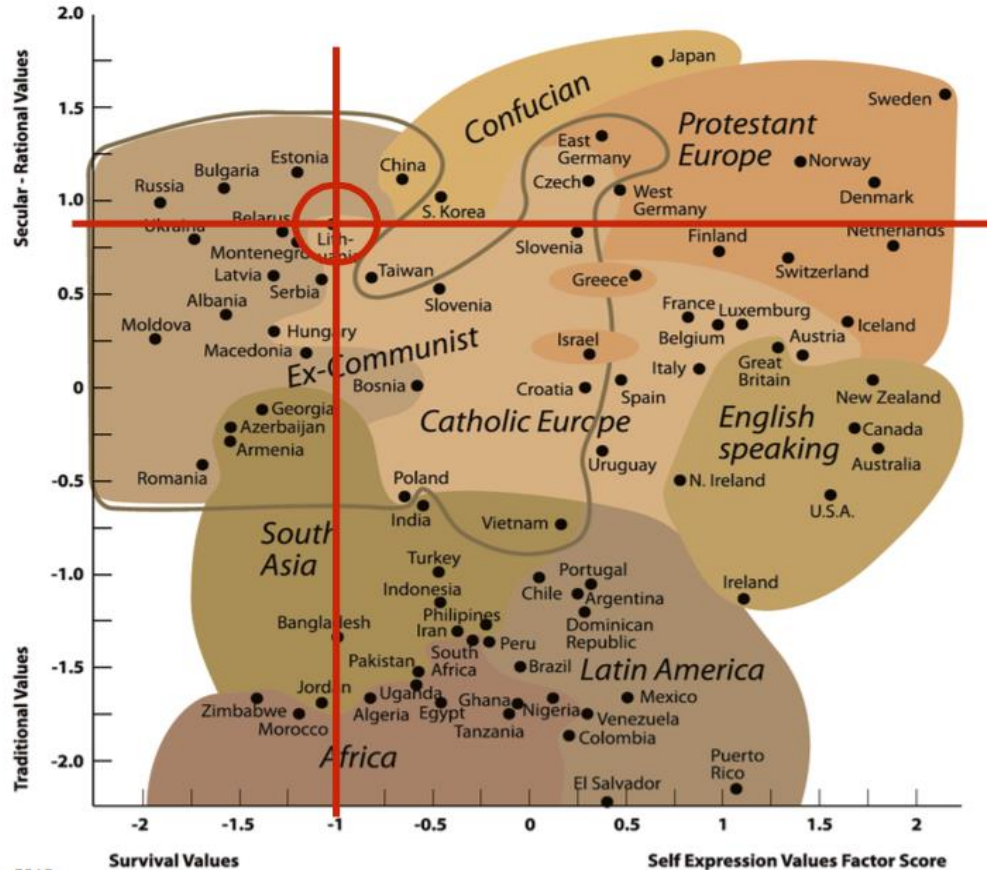
Cooperation and coordination of ALL actions between ALL stakeholders



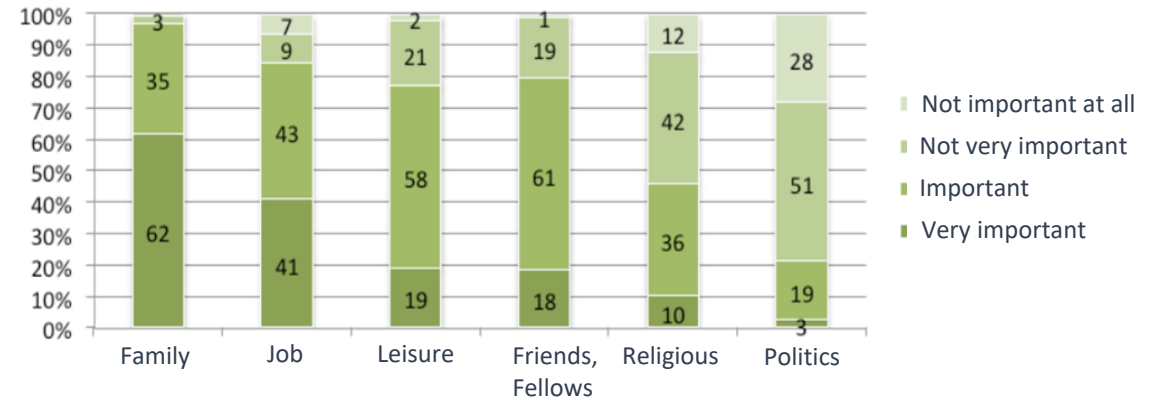
- The most important is **HUMAN** and everything should be oriented to his safety and comfort
- Coordination all actions between all stakeholders
- **Consolidate all funds and investments to common activities**
- Involve society and business as much as possible in all activities
- Use media and journalists and coordinate activities by providing them information
- Organize joint between all stakeholders' social campaigns to increase public awareness

Identification of the auditory and needs

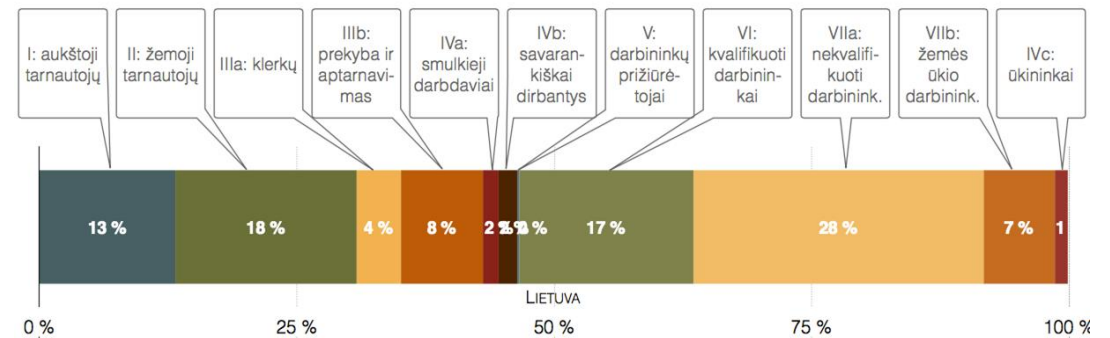
Identification of culture and psychology



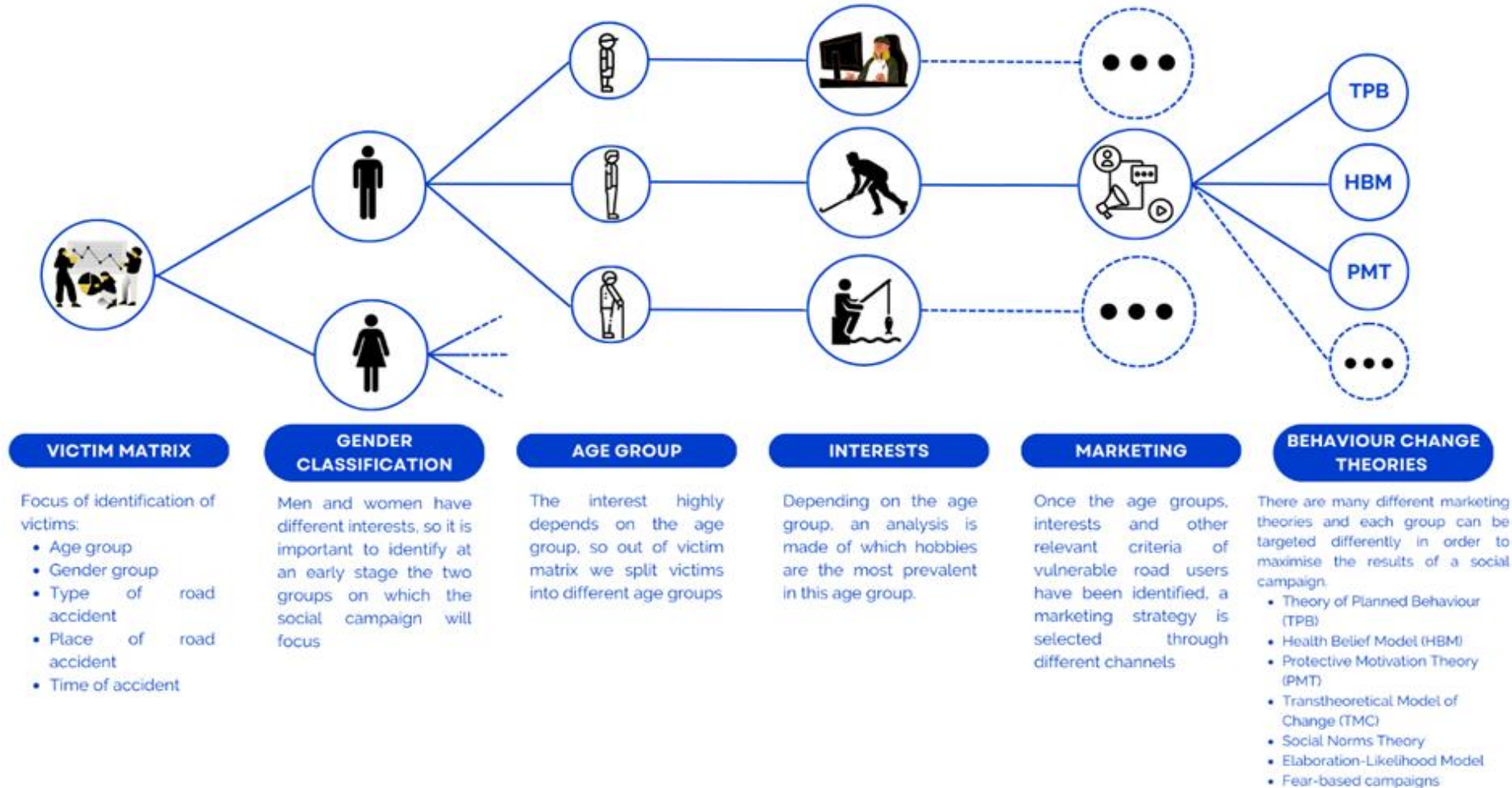
Identification of needs



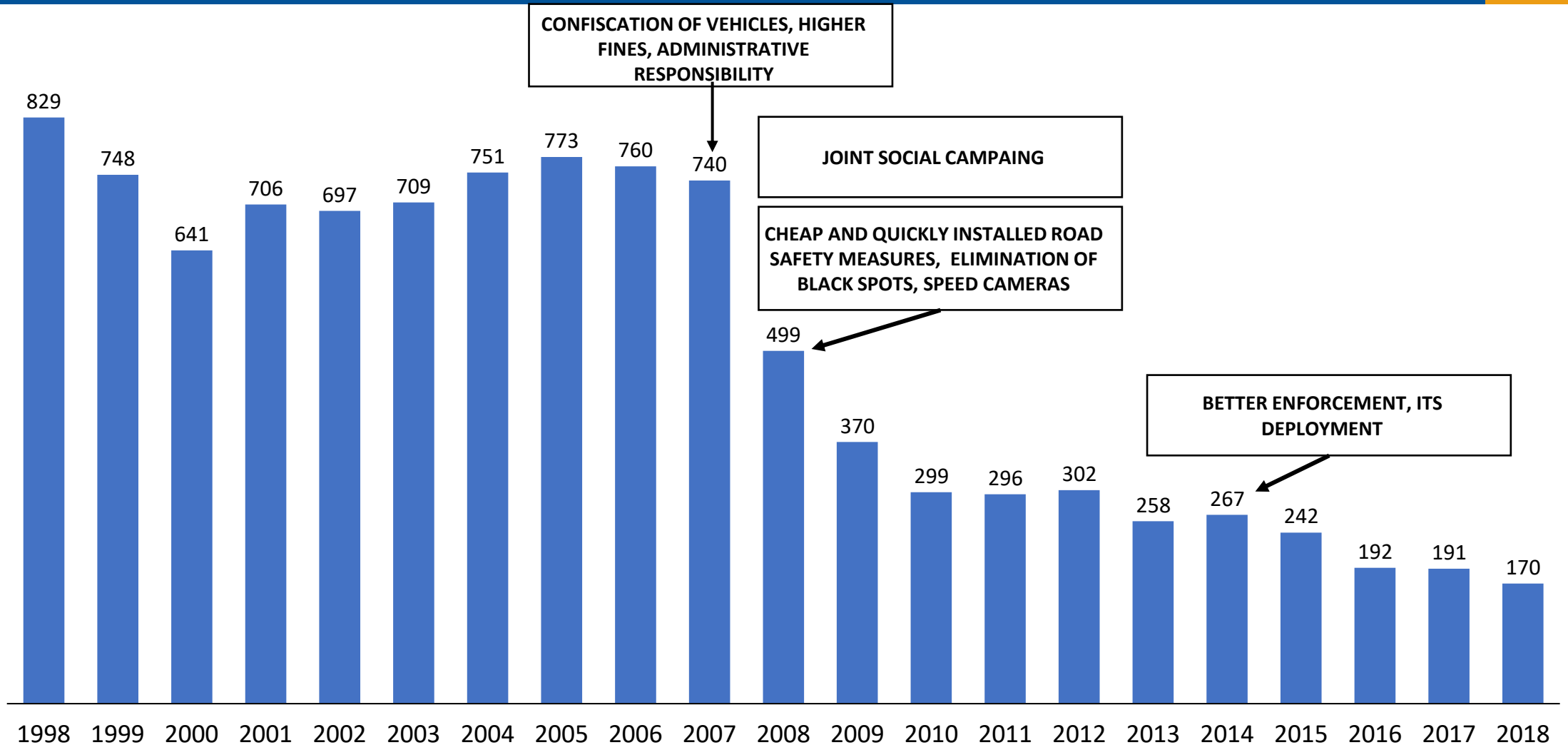
Identification of occupation



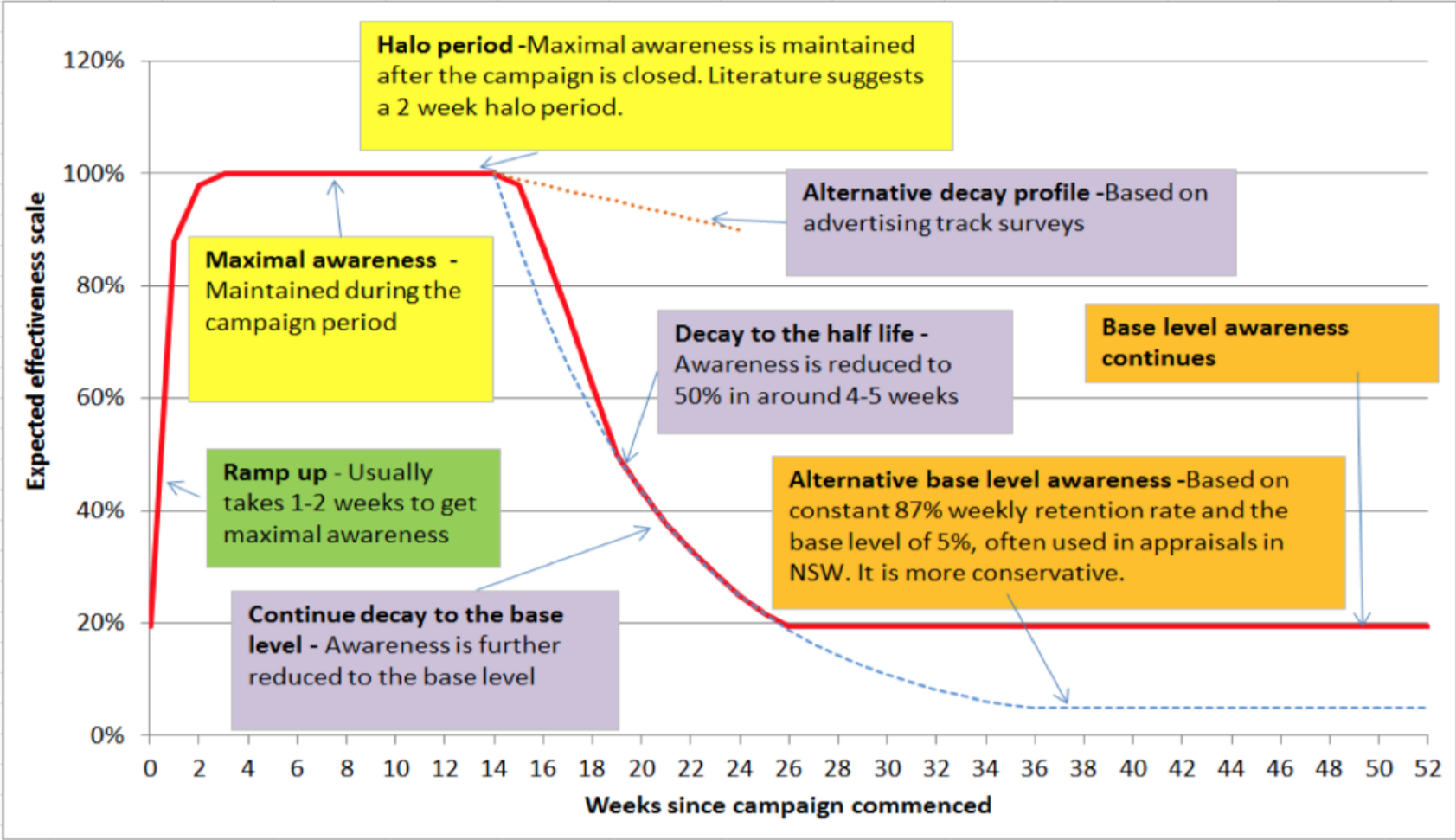
Social campaign action plan based on victim matrix agreed by all stakeholders



Influence of the joint activities



Joint social campaign planning scheme and overlapping



Cooperation between Police, LRA and MoTC

- Joint social campaigns
- Joint crashes investigation
- Exchange of the crash data
- Cooperation for the better infrastructure planning
- Joint implementation of the speed cameras' network (LRA buys, maintain, Police use)
- Joint education programmes
- Other joint actions



Joint media actions between LRA and police from 2008

- RADIO: social advertisements on 10 radio stations, on average ca 2000 programmes per month
- TV: 5 video clips, on average ca 800 programmes per month on 7 TV channels
- PUBLIC TRANSPORT: video clips in Vilnius and Kaunas city buses and troleibusas, Klaipėda and Šiauliai city buses (430 monitors; ca 700,000 programmes per month)
- Audio clips in public transport, in Vilnius bus station (on reflectors and their use)
- Two TV programmes „Roads. Cars. People“, “Not alone on the road“
- Stories on traffic safety integrated into TV serials, shown on the most popular TV channels (hidden advertisement (40 stories per year)
- Press: information on traffic safety in 5 daily newspapers (two publications per month);
- Video clips and reports on traffic safety in YouTube
- Information on the Internet news portals



Cooperation between Church, Police, LRA and MoTC

- Permanent activity of 700 parishes: during the Mass holidays, the priests remind about the safe behaviour on the roads, while visiting parishioners distribute reflectors, vests and other means with light reflecting elements, encourage people to use them.
- Special days: the Day of Travellers and Driver's, the World's Day to Commemorate Fatalities in Road Accidents, The All Saints' Day.
- Special events: during this events the priests encourage to pay attention to the traffic safety. After the Mass safety belts and vehicle turnover simulation equipment is demonstrated. During the entertainment program – concert reflectors, vests and other means with light reflecting elements are distributed.



Cooperation between public and private organizations in the field of traffic safety

Private actors:

- Bicyclists' associations
- Motorbikes' communities
- Private companies
- Schools and kindergartens
- Car traders
- Universities
- Local communities
- Sport associations



Cooperation between government and communities in the field of traffic safety

- **Main task:** to encourage safe behaviour of community members on the road
- **Project types:** quizzes, festivals, lectures, exhibitions, concerts, sports competitions, cyclists' actions, etc.
- More and more people are involved, old and people under social care living in remote places are visited and supplied with waists, reflectors, other traffic safety items.



Cooperation between public institutions and schools in the field of traffic safety

- Primary school competition Šviesoforas (“traffic lights”)
- Bicycle riders’ competition Saugus ratas (safe wheel) (2-14 years)
- Young moped (13-15 years) and motorcycle (16-18 years) riders’ competition
- Young drivers’ (16-19 years) competition.

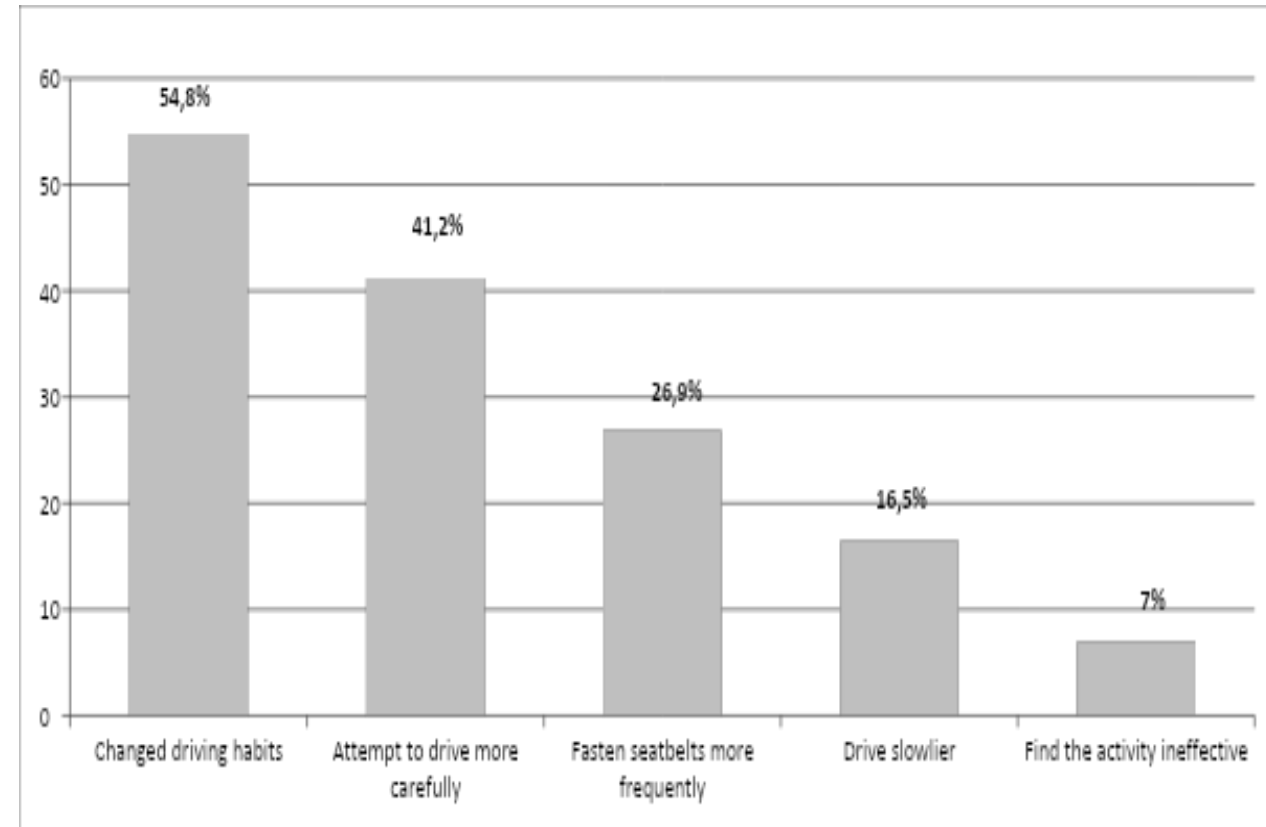
Each year ca 45,000 schoolchildren take part in the competitions.



Conclusions

- Cooperation of the stakeholders was the main trigger to achieve real reduction of the fatalities on the Lithuanian roads
- Cooperation let to use the funding in the most efficient way
- Cooperation let to start radical changes in the legislation
- Cooperation let to change behavior of the society

Cooperation let to save thousands of lives!



Thank You!

