



INTERNATIONAL CONFERENCE “ROAD SAFETY EDUCATION FOR GOAL ZERO AND A SAFE SYSTEM”

Fundación **MAPFRE**

International Conference “Road Safety Education for Goal Zero and a Safe System”

Congress of Deputies, Madrid. January 12, 2023

In December 2018, Fundación MAPFRE and the Road Safety and Sustainable Mobility Commission of the Congress of Deputies organized an unprecedented international conference at the headquarters of the Congress of Deputies to take stock of the 20 years of the “Vision Zero” movement launched in Sweden in 1997 and to demonstrate that it was more relevant than ever.

The success achieved was a clear example of the commitment of society, the authorities, companies and experts in the sector to achieve the hoped-for Goal Zero victims. Taking up the baton of this commitment and the achievements made, a second edition has been organized for January 12, 2023, focusing on one of the most important values for achieving this improvement in road safety: **road user education as part of a Safe System.**



Speakers from international organizations and various cities and countries, as well as the world’s top researchers, shared proposals, experiences and discussed common challenges. All with the ultimate goal of identifying opportunities for actions to improve safe, healthy and sustainable mobility in the specific field of road safety education and, in particular, education for children.

Spain is a clear example of how road safety education can reach the classroom in a consolidated way and with clear content. New curricula for primary, secondary and high school education have recently been approved nationally, with a much clearer focus on sustainable mobility and road

safety. It is certainly the right time to bring an international perspective to this key issue.

Fundación MAPFRE is currently the National Liaison, or contact point, for the European Road Safety Charter (road-safety-charter.ec.europa.eu) and its function is to encourage the participation of Spanish organizations, both public and private, in the Charter. This conference is part of the activities of the European Road Safety Charter in Spain.

In Spain, road safety education is consolidated in classrooms

Road Safety Education is now part of the school curriculum thanks to the new education law LOMLOE. Specifically, this knowledge is transmitted at all school stages, from pre-school up to the baccalaureate level. The content related to this subject is mandatory and is transversally integrated into a number of subjects, including Physical Education, Knowledge of the Environment, Education in Values and Physics and Chemistry. How it should be taught and what should be evaluated is specified in the different Royal Decrees for Minimum Teaching in Pre-school, Primary, Secondary and Baccalaureate.

Ana Pastor, Second Vice-President, Spanish Congress of Deputies:

“Road safety education is enormously valuable and will pay dividends in the drivers of the future”

Goal Zero can only be achieved if everyone works together and, of course, it requires political commitment. Ana Pastor, Second Vice-President of the Congress of Deputies, opened this international conference by focusing on the importance of road safety education for training the drivers of the future. And, as she pointed out during her speech, road safety concerns everyone, not only deputies and senators, but every single person on a daily basis, as it is an issue that is still associated with the loss of human lives and injury.



The current Second Vice-President of the Congress of Deputies was previously Undersecretary at the Ministry of the Interior (2001-2002) and Minister of Health (2002-2004), so she has first-hand experience of the progress that has been made in the field of road safety. For all these reasons, she is aware of how important and difficult it is to achieve the goal of zero fatalities and serious injuries, although, of course, “we must all work towards it” . .

During her inaugural speech, she stated that Spain is currently registering relatively low road

accident rates, but, undoubtedly, this longed-for zero rate is still some way off, although it is “a desirable and attainable objective”.

She also acknowledged that she does not like the word ‘accident’ because she believes that every ‘accidental’ death can be prevented and, of course, this is also the case when it comes to traffic incidents.

She went on to highlight the importance of conferences such as this one, where experts, politicians and members of civil society can work together. In her opinion, “as legislators, we must continue to work very hard and do everything we can to ensure that any addition to the legal framework serves to prevent accidents”.

The second vice-president of the Congress of Deputies identified education as the most important element to ensure that, from an early age, children know that their role as pedestrians can contribute to reducing road accidents. In her opinion, we must behave safely and promote this culture.

Finally, she urged that the political and social consensus be maintained and strengthened in order to continue moving towards more ecofriendly mobility that is more respectful of the environment and, above all, people. The 2030 Road Safety Strategy was presented as the roadmap for achieving this.

Fernando Grande-Marlaska, Spanish Minister of the Interior:

“Road safety education is the most far-reaching factor in our policy for implementing safe mobility values”



The Minister of the Interior, Fernando Grande-Marlaska, addressed the inaugural conference, emphasizing that “road safety policies save lives”. In this sense, he pointed out that the 2030 Strategy has adopted the Safe System approach supported by the main international organizations and which focuses on two key issues: legislative policy and road safety. The Minister acknowledged that even the most diligent driver may experience a moment of slight carelessness, but that this should never have serious consequences. He pointed out that even a minor accident can have very severe repercussions for an individual.

The Minister of the Interior detailed the many measures implemented in favor of road safety, including the speed reduction in cities. He stressed that fatalities are reduced by 80% when the impact occurs at 30 km/h instead of the previous 50 km/h.

During his presentation, he highlighted the 2022 road safety balance, data that demonstrates how

much work remains to be done. In 2022, 1,145 fatalities and 4,008 serious injuries were recorded. Of course, it should be borne in mind that these are 24-hour figures and only take into account interurban road accidents.

The rate of traffic fatalities in Spain is 32 per million inhabitants, while in the EU it is 44. Nevertheless, the Minister of the Interior acknowledged that “this cannot translate into complacency. On the contrary, we must continue to make progress together.”

Fernando Grande-Marlaska went on to say that the objective of reducing deaths and serious injuries by 50% by 2030 is not an impossible goal, but it is “a titanic challenge that we cannot ignore”. Of course, road safety education plays a major role in achieving this. In fact, “Road safety education is the most far-reaching factor in our policy for implementing safe mobility values. Values that can only be learned in educational processes that must be ongoing throughout life”, he pointed out.

In this regard, the Minister of the Interior believes that the introduction of road safety education into the classroom marks a turning point. From now on, road safety education will be a core part of the school curriculum, with specific and measurable objectives in terms of safe, healthy and sustainable mobility at primary, secondary and baccalaureate levels.

Of course, the role of driving schools in transmitting civic values must also be highlighted. Once a driver has obtained their license, their training continues through awareness and education courses aimed at repeat offenders, as provided for in the points-based licensing system. No less than 68,000 people attend these awareness courses each year to learn more about the serious economic, social and human consequences of road accidents.

Within this line of new actions, it is also worth highlighting the courses on efficient mobility and the creation of the first Advanced Vocational Training certificate in Safe and Sustainable Mobility, which is already being taught in twelve colleges in Spain.

All with the ultimate aim of achieving the desired Goal Zero.

Antonio Huertas, Fundación MAPFRE CEO:

“It is essential to raise awareness among young people”

The President of Fundación MAPFRE, Antonio Huertas, spoke at this international conference, highlighting the need to work together to ensure safe mobility regardless of the way in which we travel. He stressed the need for effort, commitment and adequate resources and pointed to the importance of raising awareness among young people as one of the keys to achieving Goal Zero.

In this sense, the president of Fundación MAPFRE acknowledged that without Europe the achievements made in Spain would not have been possible. Although the figures for 2022 have not been good, it is important to highlight positive developments, such as the drop in the number of fatal



road accidents involving motorcycles and vulnerable road users.

Last year, there were no less than 1,350,000 road victims worldwide. In view of data like this, Antonio Huertas emphasized the need to keep up the good work and highlighted conferences of this kind that provide opportunities and lessons learned, enabling all our efforts to be pooled.

Finally, he mentioned the new road safety opportunities brought about by the emergence of *car-sharing*, *motosharing* and electric scooters. Likewise, artificial intelligence and data processing can help us to achieve Goal Zero. He concluded his speech by saying, “It is important to search for the opportunities that are already in front of us and that we must know how to take advantage of.”

Elena Kountoura MEP. Report on the EU Road Safety Policy Framework 2021-2030. European Parliament:

“It is crucial to implement road safety education plans at all levels, but especially when young people start to travel independently”

No less than 250 people die every week on European roads and yet we go on with our lives as if it were inevitable. In her speech, Elena Kountoura, MEP, warned that road safety must be the top priority until Vision Zero ceases to be a vision and becomes a reality.

In her opinion, we are in a state of emergency and must act accordingly. She believes that our fundamental right to mobility should not be combined with the heavy toll of human lives lost on the road.

Despite the fact that European roads are the safest in the world, the strategic objective of reducing traffic fatalities by 50% between 2010 and 2020 has not been met. She is therefore of the opinion that the new trends and challenges associated with the way we live and move need to be addressed as a matter of urgency.

Since 2019, she has been a Member of the European Parliament and coordinator of her political group in the Committee on Transport and Tourism and believes that political will at all levels of government, European, national and local, is a key factor. A case in point is Greece, the only EU country that managed to achieve the target of reducing the number of road traffic fatalities by 50% between 2011 and 2020. However, in many EU countries the number of fatalities is still very high, and above the European average. She believes that one of the main problems is often the widespread feeling of impunity.

During her address, the MEP highlighted the value of the European Parliament’s request to create

a new road transport agency to support sustainable, safe and intelligent road mobility. An active and leading role must be implemented at the European level as a prerequisite for closing the road safety gap and ensuring that the Safe System approach and the 2030 targets do not simply remain wishful thinking.

For Elena Kountoura, road safety education in the classroom is vital. However, the European Union does not have the competence to propose or enact legislation to make safe mobility education compulsory in the Member States. Nor can it dictate the teaching content or the organization of education systems, as stated in the Treaty on the Functioning of the European Union. The European Parliament and the European Commission are therefore appealing to the voluntary commitment of the education sector without outlining any specific action points at the European level. However, in her opinion, this lack of competences and legal obligations cannot be an excuse for a lack of action in the Member States.

In this regard, the MEP also referred to micromobility and the need for awareness and education, precisely because of the apparent lack of regulations and little harmonization where these do exist. To this must be added the fact that car drivers find themselves in traffic surrounded by an increasing number of new personal mobility devices, even though they have not received training on how to behave safely in this situation and how to identify possible dangers or risky behavior from these users; and many users of these personal mobility devices are in fact teenagers who have no experience in road traffic.

According to the LEARN! project, of which Fundación MAPFRE is a member, road fatalities increase considerably from the age of 14 onwards, when young people begin to move around more and more independently and some of them start riding motorcycles. The 15-17 age group accounts for 50% of all road fatalities under the age of 18. For Elena Kountoura, what is most striking is that almost one in five deaths in this age group is due to a traffic accident. This makes it clear that addressing road safety for this particular age group must be a priority.



Although it is commonplace throughout Europe for children to receive road safety education in primary school, in many States this training is often not provided for children and young people in secondary school or, when it is provided, it is often addressed too briefly. In fact, the vast majority of Member States that are signatories to the 1968 Vienna Convention on Road Traffic do not fulfill their obligations in the area of safe mobility education. According to the Convention, the signatories must take the necessary measures to ensure that road safety education is provided systematically and continuously, particularly in schools and at all levels.

For the MEP, it is imperative that all Member States implement ambitious plans for safe mobility training at all educational stages, including secondary level, which is the most relevant in terms of road safety. She believes that teenagers need to be educated, especially when they start to move

around independently, in other words, from the age of 15 onwards.

Finally, the European Parliament has asked the European Commission to develop Key Performance Indicators as part of the Safe System approach and in relation to the provision of road safety and mobility education in the Member States, and to develop tools for designing, implementing and evaluating road safety and mobility education in the European Union. In her speech, she encouraged all Member States to provide high quality road safety education, which should start at school and be part of ongoing lifelong learning.

Maria José Aparicio, Deputy Director General of Education and Training in the General Directorate of Traffic, Spanish Ministry of the Interior

“Road safety education is achieved through alliances”

For Maria José Aparicio, Deputy Director General of Education and Training in the Spanish General Directorate of Traffic, it is necessary to “educate, educate, educate”. Including road safety education in the classroom is not a new idea. As early as 1934, the first Highway Code (www.boe.es/buscar/doc.php?id=BOE-A-1934-8197) included road safety education in schools, and in 1961 a Ministry of Education instruction stated that road safety education should be introduced into the classroom, even in a practical way. The Organic Law for the General Organization of the Spanish Educational System (Ley Orgánica de Ordenación General del Sistema Educativo de España; LOGSE) kicked things off with cross-cutting subjects and, at that time, something very important was achieved: the doors of schools were opened to victims’ associations, road safety foundations and coordinators from Provincial Traffic Departments. “Of course, this did not go far enough. We know that if something cannot be assessed, it ends up not being taught”, she stated in her presentation.

Artículo 7.º

ESCUELAS

El Profesorado de todas las Escuelas y Colegios, tanto oficiales como particulares, está obligado a enseñar a sus alumnos las reglas generales de la circulación y la conveniencia de su perfecta observancia; advirtiéndoles de los grandes peligros a que se exponen al jugar en las calzadas de las vías públicas, salir atropelladamente de los Centros docentes, subir a la parte posterior de los vehículos y toques de los tranvías, etc. El Ministerio de Instrucción pública dictará las oportunas disposiciones que aseguren la conveniente vigilancia del cumplimiento de este precepto.

1934 Highway Code

The recent Organic Law 3/2020 - LOMLOE introduces road safety education into the classroom, but with a major difference: it is no longer a cross-cutting subject that is not thoroughly detailed. Instead, it has become an assessable topic linked to specific subjects and with clearly defined learning objectives. In this way, the aim is for young people to acquire a series of competencies

by the time they finish school, to have consolidated their fundamental knowledge and not only to know, but also to understand the skills necessary to respect safe, healthy and sustainable mobility.



In this way, road safety education appears in pre-school as well as in primary education, between 6 and 12 years of age, where it has been introduced into three different subjects with distinct perspectives. For example, it is taught within Values, Environmental, Social and Cultural Knowledge and Physical Education. It addresses basic rules, the Sustainable Development Goals applied to mobility and the Urban Agenda and coexistence. Of course, cycling is also covered in Physical Education, starting at age 8, as is the use of

electric scooters. At secondary level, various concepts related to traffic incidents are highlighted in subjects such as Physics and Chemistry; and examples of responsible behavior in cities are discussed in Geography, a subject that incorporates knowledge and practice of the Protect, Warn and Aid technique to be applied in the event of a road accident, as well as the responsible use of public spaces. Finally, at baccalaureate level, especially in the first year, the bicycle is intended to be a student’s regular means of urban transport. Safe mobility content is included in General Sciences, dealing with the laws of mechanics, and in Geography, where the different urban spaces and their mobility are addressed.

To equip schools with everything they need, work is being done on training teachers. For example, so far over 500 teachers have been trained in cycling, and this year a new course on methodological strategies and resources has been launched, which 235 teachers have already taken part in.

During her speech, María José Aparicio indicated that, in addition to addressing road safety education in schools, it is also necessary to explore this subject in depth with cyclists and users of personal mobility vehicles in general. There are currently many schools and organizations that offer courses on this subject.

The Spanish General Directorate of Traffic (DGT) is working with young people at risk of social exclusion or who have been convicted of crimes. Workshops on road safety education are offered as a substitute for community service work. Efficient driving courses are also going to be regulated and certified so that those who take them will be awarded points on their license. In her opinion, anyone who trains voluntarily should be rewarded. It is also important to highlight the first Advanced Vocational Training certificate in Safe and Sustainable Mobility, which is already being taught in twelve colleges.

The DGT’s Deputy Director General of Education and Training concluded by stressing that road safety education is achieved through alliances. Schools, colleges, victims’ associations, foundations... cannot do it alone. It must be a joint effort.

Jean-François Bonnefon, Chairman of the European Commission’s Working Group on the Ethics of Connected and Automated Vehicles. Toulouse Institute of Advanced Studies:

“When we talk about self-driving cars, ethics and road safety education are very much involved”

All eyes are on the car of the future, the self-driving or automated car. According to Jean-François Bonnefon, Chairman of the European Commission’s working group “Ethics of connected and automated vehicles” at the Institute for Advanced Studies in Toulouse, “The ultimate requirement for automated vehicles is to not increase the current risk, in other words, the hope is that we will do better and can improve both the situation and road safety.”

Of course, total safety is not yet available and we need to further increase the safety of self-driving vehicles, so that they gradually provide us with greater protection. In this respect, we need users to make appropriate decisions from the point of view of ethics and risk. This is important for saving lives.

Imagine if self-driving cars could increase safety by 30% over the average driver, would this be sufficient? Perhaps not always, because if you are a very good driver and, for example, you are 50% safer than the average driver, the safety level will decrease (the vehicle contributes an additional 30% compared to the average driver, but you were already 50% safer than that).



On this subject, during his appearance, Jean-François Bonnefon alluded to the perception that people have of themselves. The majority of motorists think that they are very safe drivers. In fact, they believe they are 75% safer than the average driver. And this is certainly not true in most cases. This is a widespread problem, he explained. However, it is typical that people want the self-driving car to, at the very least, deliver greater safety, in other words, to be safer than they themselves are. Most users would get into a self-driving car if it were 80 to 90% safer than the average driver.

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Another big question is: what would you prefer the car to do in certain situations? In the research undertaken by this expert, 100 million responses were obtained and it turns out that most people in the European Union have the same preferences. Here, the best option is not to choose what the car is going to crash into, but to distribute the risk in common day-to-day situations. It is possible to choose to spread the risk equally between all users or focus particularly on vulnerable users, who are actually more likely to die than the others. Undoubtedly, a major challenge is to develop a platform that educates road users, gathers their preferences and seeks to address all these doubts with a view to implementing the self-driving car.

Luis del Río, Road Safety Prosecutor, Ministry of Justice:

“Road safety education as a road crime prevention mechanism”

Luis del Río, Public Prosecutor for Road Safety, moderated the international round table. In his introduction, he stated that “Education is a tool of the highest level to achieve progress towards mobility that is sustainable, safe and healthy.” From the Institution he represents, he fully endorses the importance of education as a mechanism for preventing road crimes.



However, he stated during his speech that “Punishment is a tool that is implemented when it is already too late, and it can only go so far in remedying the situation in which the victims find themselves. Compensation for victims is never going to be sufficient or total.”

On the other hand, during the debate with the audience held during this round table of international experts, other aspects were highlighted, including the important educational work of the media, the key part helmets play in terms of electric scooters and bicycles as the best way to prevent serious head injuries in the event of a collision or fall, and the fundamental role of victims’ associations in improving road safety.

David P. Mooney, Director of the Trauma Center at Boston Children’s Hospital, USA:

From the healthcare sector to Boston’s classrooms

Although in the United States today, guns are causing more deaths among young people than traffic accidents, road injuries are still one of the leading causes of death in children, as David P. Mooney, Director of the Trauma Center at Boston Children’s Hospital, explained in his presentation.

The hospital has very strong prevention programs in place in the city of Boston. They are aimed primarily at schools and involve the cooperation of parents’ associations.

Six years ago they launched Vision Zero, but they encountered a series of problems: the streets of Boston are still the old roadways and motorists drive at very high speeds. During his speech, David P. Mooney expressed his regret that, although there are laws to prevent traffic accidents, in reality, the authorities cannot stop a vehicle for a violation such as using a cell phone, and can only penalize drivers if they have been pulled over for an even more serious offense. In fact, 90% of people in Boston text while driving and the police cannot stop them for it. Despite the pressures, using a cell phone at the wheel is still commonplace. In addition, only 70% use seat belts.

Fortunately, the number of children killed in road crashes has improved, although the rates have risen during the pandemic. Vision Zero lays the groundwork for reducing road accidents.

With the aim of reaching as many children as possible, and in collaboration with Fundación MAPFRE, there is a traveling van that tries to raise awareness among children about responsibility and road risks. To date, more than 726 events have been held and more than one million parents and children have been reached.



Unlike in Spain, the school curriculum in the United States is decided locally. The education system is very decentralized. However, it is very easy to establish partnerships or collaborate with schools. Boston Children’s Hospital visits educational institutions and establishes alliances with them. Through this, various awareness-raising activities are developed. Undoubtedly, the most successful is the one aimed at showing how beneficial helmets are. To do this, a melon is dropped on the ground with and then without a helmet. In the second case, the melon smashes into pieces. Students take part in the activities and receive a small reward for their achievements.

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Last November, Boston also celebrated World Day of Remembrance for Road Traffic Victims. A large number of establishments supported the initiative by lighting up in green as a show of solidarity. Alliances have also been established with the media... All with the aim of getting people to accept that they must respect the regulations while driving.

The hospital is aware that they will not know whether or not their work has been successful for another 5 or 10 years.

Frederico de Moura Carneiro, Brazil’s National Traffic Secretary

Road safety education, one of the cornerstones of Brazil’s road safety policy

Brazil covers eight and a half million square kilometers, has 27 states and more than 5,000 municipalities. This makes it a country with many unique features and characteristics. As Frederico de Moura Carneiro, Brazil’s National Traffic Secretary, explained during his appearance at this international conference, it is still common to see children riding motorcycles without helmets. In fact, 32 thousand people die on Brazilian roads every year.

To achieve the goal proposed by the UN in this Second Decade of Action, the National Plan for the Reduction of Traffic Deaths and Injuries (Plano Nacional de Redução de Mortes e Lesões no Trânsito; PNATRANS, www.gov.br/infraestrutura/pt-br/assuntos/transito/pnatrans) has been launched,

a plan that has been reviewed by more than 100 specialists and adopted by the Brazilian government to help prevent deaths due to road accidents. In line with Vision Zero, it is estimated that this strategy will save the lives of around 86,000 Brazilians by the end of the decade.

It is a robust plan that addresses the reality in each part of the country and aims to get everyone’s commitment so that the initiative can be deployed and succeed.

As a highlight, there are six basic elements in the plan:

1.- Road safety management.

2.- Construction of safer roads. To this end, the road network must be improved.

3.- Vehicle safety devices, including self-driving cars.

4.- Education. It is proposed that driving licenses should be revised and the concept of road safety education should be included from primary and secondary school. Together with Fundación MAPFRE they have established training courses for teachers, so that they learn how to teach children about these subjects. As a result, thousands of children are receiving this education.

5.- Assistance for traffic accident victims. It is necessary to expand the units and provide adequate training to professionals who work in ambulances and other emergency response systems.

6.-Legislation and Control. Improvement of the legal aspects and enforcement.



Rune Elvik, Institute of Transport Economics (TØI)

Vision Zero marks a turning point in Norway

Norway implemented Vision Zero in 2002 with the aim of accelerating the decreasing number of road accidents. Between 1970 and 2000, the number of road fatalities in Norway fell by an average of 2.1% per year. Since Vision Zero, between 2001 and 2021, the annual decrease was an average of 6.4%.

Road safety policy was transformed by adopting Vision Zero and, for the first time, a national road safety action plan was drawn up, which has been updated every four years since 2002. In addition, there is also widespread participation and interest of all stakeholders and the responsibilities for applying the measures are clearly defined.

Furthermore, a set of safety performance indicators has been developed and these indicators are monitored on an annual basis. Likewise, since 2010 there has been a quantified target set for



reducing the number of deaths and serious injuries. The challenge is clear: no more than 350 road deaths or serious injuries by 2030.

As Rune Elvik of the Transport Economics Institute (TØI) pointed out in his address, there are several factors that need to be improved in relation to the collection of accident data and statistics. He also stressed that the pandemic has taken a toll. In fact, the 2022 data is expected to be worse than that of previous years.

In this sense, he considers it important to improve the injury information included in the official reports, to identify which safety measures have had the greatest impact and to encourage road users to adopt safer behavior.

Speed reduction is the factor that has had the single greatest impact on road accident reduction in Norway, followed by improvements in roads and car safety. Close behind are other factors that have also contributed to this downward trend, including reduced risk among both young and older people -thanks, at least in part, to road safety education for children-, increased seat belt use, better legislation and enforcement, and reduced injuries to children.

Antonio Avenoso, Executive Director of the European Transport Safety Council (ETSC)

Quality road safety education in the European Union at all levels of education

A total of 58 organizations from all over Europe belong to the European Transport Safety Council (ETSC). Based in Brussels, more than 200 experts contribute to the important work being done on road safety, providing guidance at the European and national levels and analyzing the current situation in the Member States with a view to reducing the accident rate on Europe's roads.

One of the tasks developed within the ETSC is the LEARN! project. With the support of Fundación MAPFRE and the Flemish VSV Institute, it is aimed at highlighting the importance of road safety education in order to achieve Goal Zero.

This publication sets out a series of recommendations that should be implemented in all European countries, to ensure that everyone, especially children and young people, receive high-quality road safety and mobility education. These key principles are focused on educating all children and young people up to the age of 18.

During his address, Antonio Avenoso, Executive Director of the ETSC, highlighted the fact that no less than 19,823 people lost their lives on the roads in the European Union in 2021. In addition, 120,000 suffered serious injuries in 2019. Focusing on the youngest children, 809 children died in road crashes in 2020, and more than 11,000 have died during the period 2011-2021. A tragedy

that many countries are addressing. For example, Norway is notable for its great work in reducing child road accidents annually, while Spain ranks in the middle segment of the table and the Netherlands is in the group with the lowest average annual percentage reduction in terms of the number of children (between 0 and 17 years of age) killed in the 2011-2020 period.

As he explained during his presentation, child mortality increases when children reach 12-14 years of age. From that age onwards, fatalities increase. And why? They start to go out on their own, they begin to ride scooters and mopeds... Antonio Avenoso specified that 50% of children who die in traffic accidents are 15, 16 or 17 years old and that this death rate affects mainly boys.

The United Nations Economic Commission for Europe (UNECE) 1968 Vienna Convention on Road Traffic stipulates that signatories must take the necessary measures to ensure that road safety education is provided systematically and continuously, and at all educational levels. However, this is not something that happens across the board.

Antonio Avenoso stressed that, in practice, the commitment of European States to the UNECE convention is not always fulfilled, and there is a great deal of room for improvement in this regard, especially in secondary education.



While road safety education is taught at the primary level in all States, only 69% teach it in pre-school and 81% teach it at the secondary level. Only five States continue to give priority to road safety education in the subsequent stage, equivalent to the baccalaureate in Spain.

Table extracted from the LEARN! project Overview of the road safety and mobility education levels in Europe:



The LEARN! project (www.trafficsafetyeducation.eu) provides 17 key recommendations for effectively delivering safe mobility education to all schools and includes numerous examples of good practice. The goal is to guarantee the right to receive safety and mobility education, to involve and support schools, to ensure high quality education, to facilitate the framework conditions and to engage all stakeholders.

Finally, Antonio Avenoso indicated that ETSC has recently submitted two requests to the European Commission:

- That key performance indicators (KPIs) are developed on the road safety education provided by the Member States.
- That tools are developed for designing, implementing and evaluating road safety education.

He further encouraged all Member States to ensure high quality road safety education, which should start at school and form part of lifelong learning. He acknowledged that much remains to be done and improved. The 17 principles detailed in the aforementioned project are specifically

intended to provide ideas and measures. And, he concluded, it is important that any time and money spent on education be spent on well-designed programs.

Filippo Randi, President of the European Federation of Road Traffic Victims (FEVR)

Education for life

Founded in Geneva in 1991, the European Federation of Road Traffic Victims (FEVR, an organization based in Belgium) aims to support road victim assistance at the international level. It set up the World Day of Remembrance for Road Traffic Victims in 1995. Since then, the day has been marked around the world on the third Sunday in November.



Filippo Randi was one of the speakers at this international conference, providing a voice for road victims. During his speech, he stressed the importance of education for life. We

must strive to promote a culture of safety from the perspective of personal education.

“We are not the owners of life. We are responsible for its continuity. We must protect it and love it”, he said. In fact, an individual’s education, particularly in relation to road safety, concerns the entire social context, and prevention is a shared responsibility. Of course, this training must be of high quality so that it can transmit the necessary skills, such as self-control and compliance with the regulations... This is the only strategy for transforming regulations and prohibitions into shared values.

For Filippo Randi, the impact that crimes against road safety have on the lives of the victims is as profound as that caused by other felonies. “The number of victims never goes down: we can add more or we can add less. But the number never goes down”, he indicated in his speech.

For this reason, they have asked MEPs to ensure that traffic victims are covered by the European Directive on Victims of Crime (2012/29/EU) and that victims of road violence are ultimately protected. We must continue to raise society’s awareness of the importance and value of life. We have a shared responsibility to protect and love life, even when we are driving a vehicle.

CLOSING REMARKS

Julio Domingo, General Director of Fundación MAPFRE

Safety, health and education



For almost 50 years now, Fundación MAPFRE has been working to improve people's lives in five areas: social action; accessible culture; health promotion and, very intensely, injury prevention; financial education; and road safety education. Julio Domingo, general director of Fundación MAPFRE, presented the work carried out by the foundation, with solidarity being the most outstanding concept.

To date, Fundación MAPFRE has invested 700 million euros, ensuring that this

aid is increasingly efficient and generates a greater social impact. In the last year alone, more than 4 million people have been reached by the programs, most of them at risk of social exclusion. The foundation considers that this is a journey that they should be truly proud of; however, they are aware that there is still a long way to go.

The safety, health and education of their sons and daughters, in this order, are the issues that most concern mothers and fathers, explained Julio Domingo, who wanted to highlight the important role played by the Road Safety Commission of the Congress of Deputies in reducing the number of road accidents. In this way, he focused on the importance of education in prevention and the need to research and innovate for improvement. In his opinion, the latest decrees open the door to a veritable educational revolution involving clearly defined competencies and assessment objectives.

“We are not where we would like to be” in terms of road accident reduction and the Sustainable Development Goals (SDGs), he said during his speech. Still, he is hopeful about the goal of reducing fatalities and serious injuries by 50% by 2030 and achieving Goal Zero by 2050. In fact, he considers it imperative to make significant progress in 2023.

María Lidón Lozano, Secretary-General of the Spanish Directorate General of Traffic (DGT), Ministry of the Interior

“Education moves society, raises awareness, and it is important that we continue to commit ourselves to it in the medium and long term”

While management work from the authorities is necessary, the complicity and participation of civil

society is also vital. During the closing ceremony of the international conference, María Lidón Lozano, Secretary-General of the Spanish Directorate General of Traffic, emphasized the importance of both the Congress and public and private entities sitting around the same table with the overarching goal of achieving zero casualties in road accidents.



“Mobility has changed everything. After the pandemic, mobility has undergone a major societal paradigm shift that will shape our approach to road safety and education in the years to come”, she said. For example, there have been many technological advances in the field of vehicles and roads. All this leads us to consider a change in road safety strategies. Of course, we must always strive to reduce the number of fatalities and serious injuries by 50% by 2030.

These are, in her opinion, important and daunting but achievable challenges. To this end, Spain has developed the 2030 Spanish Road Safety Strategy. “Hopefully we will all meet here again at the end of the decade and be able to congratulate ourselves for having achieved this goal”, she declared.

The Secretary-General of the DGT reaffirmed the organization’s commitment to the Safe System. And the fact is that there is no need to make trade-offs between mobility and safety. The focus should be on maximizing safety without minimizing mobility. The two approaches are compatible. And the figure of the person must be at the center of it all.

In this way, she underscored the importance of road safety education and awareness, but also the need for vigilance and control. Thanks to the enormous efforts being made, Spain has become a benchmark in road safety and is one of the countries with the best data in the European Union, with 32 fatalities per million inhabitants, while the EU average is 44.

“Education is intangible, it is difficult to measure. But education moves society, raises awareness, and it is important that we continue to commit ourselves to it in the medium and long term”, she stressed. For this reason, she emphasized the need for training to be ongoing throughout life, regardless of whether one is a driver or not, because we are all part of the road phenomenon. Fortunately, after 30 years of trying, road safety education has been introduced in the school curriculum.

In conclusion, the Secretary General of the DGT asked for support to achieve greater momentum in terms of developing road safety education policies at the European level, defining common approaches throughout the European Union in order to move forward together. For this it is necessary to work in tandem and in a coordinated way. Of course, civil society will always have to push the authorities.

Teodoro García Egea and Maribel García López, Chairman and Vice-Chairman of the Road Safety Committee of the Spanish Congress of Deputies

Political consensus on road safety

The international conference was brought to a close by Teodoro García Egea and Maribel García López, the Chairman and Vice-Chairman of the Congress of Deputies’ Road Safety Committee. They both agreed on the importance of political will and listed the main conclusions of the day.



“There are too many deaths that we as a society should not tolerate. It is interesting that this topic of political willingness has been on the table throughout the day”, said the Vice-Chairman of the Commission during her speech, in which she highlighted some of the main conclusions of this international conference, including the need for Europe to consider the 30 km/h limit in cities, the use of public

transport to the detriment of private vehicles, awareness-raising campaigns, and the safe use of personal mobility or micromobility vehicles. She also referred to the gender dimension of road safety and how “Women can drive just as well or badly as men, depending on how we are educated. We must be equal when driving a vehicle.”

During her speech, Maribel García López also pointed out that road safety education parks were first introduced in 1961, and she highlighted the fact that the LOMLOE represents the first time that a Royal Decree has guaranteed that road safety education will be included in all stages of schooling and in all the Autonomous Communities. On this matter, she remarked that “Each Autonomous Community will subsequently develop its own curricular decrees. However, the minimum teaching must be reflected and must be met throughout Spain.”

In her opinion, a series of important challenges were put on the table during the meeting, including training for cyclists, for delivery companies, and the creation of specific workshops for young people. For the Vice-Chairman of the Commission, establishing the Advanced Vocational Training certificate will undoubtedly mark a turning point in road safety.

She also pointed out the ethical dilemma of self-driving cars. This raises millions of questions that need to be asked, such as who is responsible in the event of an accident, what compulsory insurance should be like, or whether we, as drivers, are prepared to do nothing in the car and trust it fully.

To conclude her speech, she emphasized the power of the media and awareness-raising campaigns to change people, to modify values, and she recalled the words of Nelson Mandela when

he said that education is the most powerful weapon which you can use to change the world. All in all, “We believe that road safety education is the most powerful weapon for achieving Goal Zero.”

The Chairman of the Commission, Teodoro García Egea, pointed out that few commissions generate as much consensus as the one on road safety, because we are talking about changes and how the decisions taken by Congress and other bodies impact people’s lives.

In this sense, he briefly reflected on a question posed to a famous inventor: what would people have thought before the advent of the automobile? In answer, the inventor pointed out that people would have responded at the time that they needed faster horses. Nobody would have replied that they needed automobiles because no-one was thinking about them. “I believe that mobility gives way to new challenges. Conferences such as this one are key to further progress because they bring together civil society, the authorities and experts in the sector”, he added during his address.

In closing, he expressed the Road Safety Committee’s willingness to continue working along these lines and thanked Fundación MAPFRE for the opportunity to reflect on this matter because, as he pointed out, “Our lives, the lives of our loved ones, ourselves and the future of our country depend on it.”



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