

## Measure 56: Pedestrian and cycling protection

### First page:

<p><i>Policy package:</i></p> <p><b>ID:</b> Road Safety, quality and environment</p>
<p><i>Measure 56:</i></p> <p>Voluntary agreement with the industry to make life safer for pedestrian and cyclists</p>
<p><i>What is the problem being addressed ?</i></p> <p>Thus measure is closely linked to the very gist of the WP and to most other measures - also obviously to the 2001 Communication 389 (see below). According to current statistics, about 8.000 pedestrian and cyclist are killed and a further 300.000 injured in the EU each year in road accidents. The measure aim to reduce deaths and injuries in road traffic through changes to the construction of the front of vehicles, mainly affecting the bonnet and the bumping. Accidents with motor vehicles at speeds up to 40 km/h are common in urban environments, where most accidents involving pedestrians occur. It is estimated that implementing the Commission proposals could prevent 2.000 fatalities.</p> <p>Tests will be applied to new types of vehicles in two phases, the first in 2005 and the second, with enhanced pass criteria, from 2010. Compliance with these tests will result in a reduction in disabling injuries to the legs (caused by the initial contact with the front of the vehicles) and fatal injuries to the head (caused by striking the bonnet of vehicles). The measure is in line with requirements of the 6<sup>th</sup> Community Environment Action Programme: to encourage environmental agreement with industry sectors on greenhouse emission reductions as well as a switch to more efficient and cleaner forms of transport (increasing of pedestrians and cyclists).</p>
<p><i>Measure's costs and/or benefits:</i></p> <p>Increased costs incurred by manufacturers will be reflected into prices paid by motorists, however the cost/benefit ratio is overwhelmingly in favour of vehicle design less apt to cause damage and impairment to pedestrians.</p> <p>We suggest that the cost of insurance (which should decrease as and when safety is increased and incidents/fatalities are less frequent) be assessed and deducted from any measure's cost</p>
<p><i>Legislative implementation at the EU level:</i></p> <p>COM (2001) 389: Communication from the Commission to the Council and the European Parliament Pedestrian protection: Commitment by the European automobile industry. Compliance with the content of the Communication is expected between 2002 and 2005</p> <p>Legislation has to be harmonised internationally (and Commitments be expressed not only by European, but also by Japanese and Korean manufacturers) in order to avoid a shift between rules when going through national borders.</p>
<p><i>What are the objectives ?</i></p> <p>The effectiveness of design modifications and improvements specified in the Commitment of ACEA (European Automobile Manufacturers Association) to increase safety for pedestrians and cyclists appears well documented. A clause in the Commitment is intended to enrol also the Japanese and Korean Manufacturers Association, thereby building up adequate consensus</p>
<p><i>Interactions with other WP measures:</i></p> <p>In order to assess correctly actual situations, trends and causal links, it will be necessary to issue rules so that national and municipal police in all countries record disaggregated, well defined features of accidents involving pedestrians and cyclists. In this way the effectiveness of new design can be proved and, in case it</p>

is inadequate, corrective actions can be taken.  
Increased safety of road transport will tend to make choice of road mode more attractive, hence counteracting the desired shift from road to rail.

**Second page:**

*Output indicators:*

Indicators listed under this same heading for Measure 56 will have to be matched against actual improvements to vehicles and actual penetration of the new models in the national car parks, the timing, entity and localisation of which will have to be recorded carefully. This will permit to determine cause-effect relationships.

*Outcome indicators: intermediate impacts on transport markets*

Increased costs are expected for car manufactures to comply with new safety requirements.

*Outcome indicators: final impacts on transport users and non users*

The key outcome indicators are the number of accidents and (especially) the number of fatalities and serious injuries involving pedestrians and cyclists, that should be reduced as a result of an effective implementation of this measure. Improvements in safety may also be expected to influence modal splits as well as end users and public satisfaction. Although it seems unlikely to observe any noticeable effect, the perception of unsafe cycling conditions often prevent people to consider this otherwise healthy mode of transport as a feasible alternative for short distance journeys.