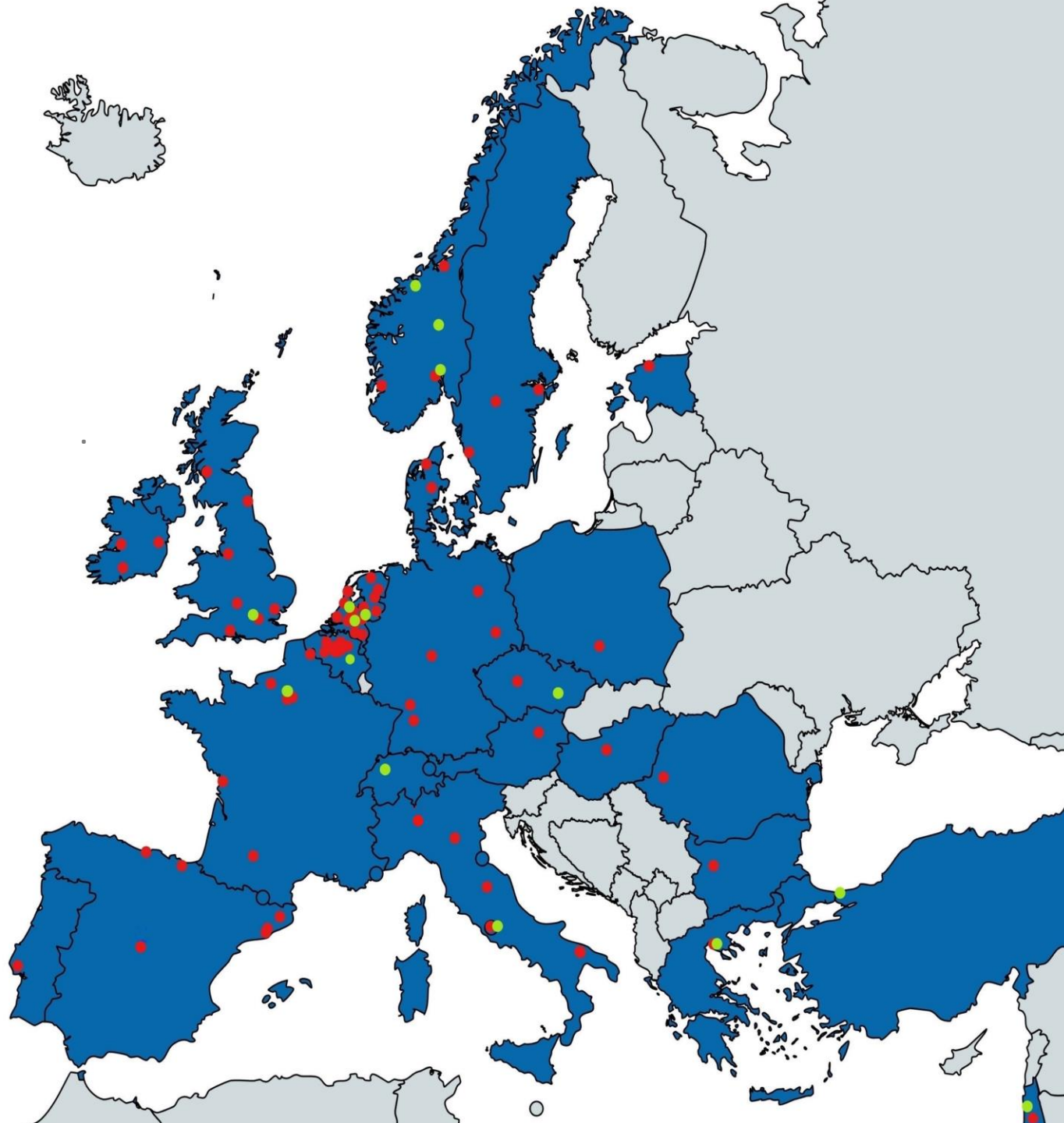


# Zero means a lot.

**Pedro Homem de Gouveia**  
Coordinator, Safety & Security



**EURO SAFETY**  
Vienna, June 2022












A high-angle photograph of a person's legs and feet as they cross a zebra crossing. The person is wearing dark trousers and dark shoes with red accents. Their shadow is cast long and dark on the pavement. The zebra crossing consists of white stripes on a dark asphalt surface. Five speech bubbles with black outlines and white backgrounds are overlaid on the image, each containing a different statement in bold black text. The background is a bright, sunny day, as indicated by the sharp shadows.

**they jump  
in front of  
cars!**

**they cross  
against the  
red light!**

**paint a zebra,  
they'll have to  
follow the law**

**they cross  
out of the  
crosswalks!**

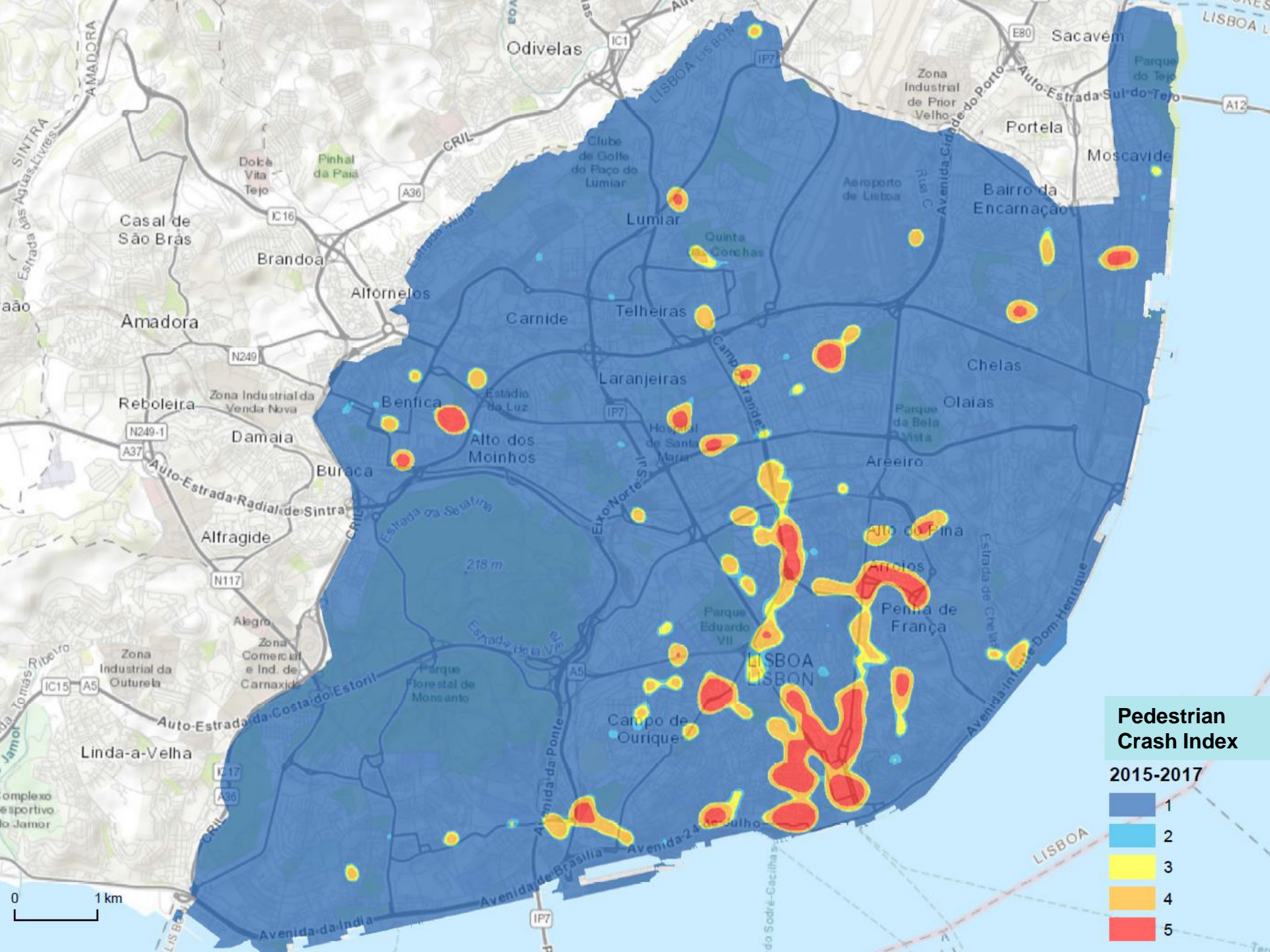
**It's our  
culture...**

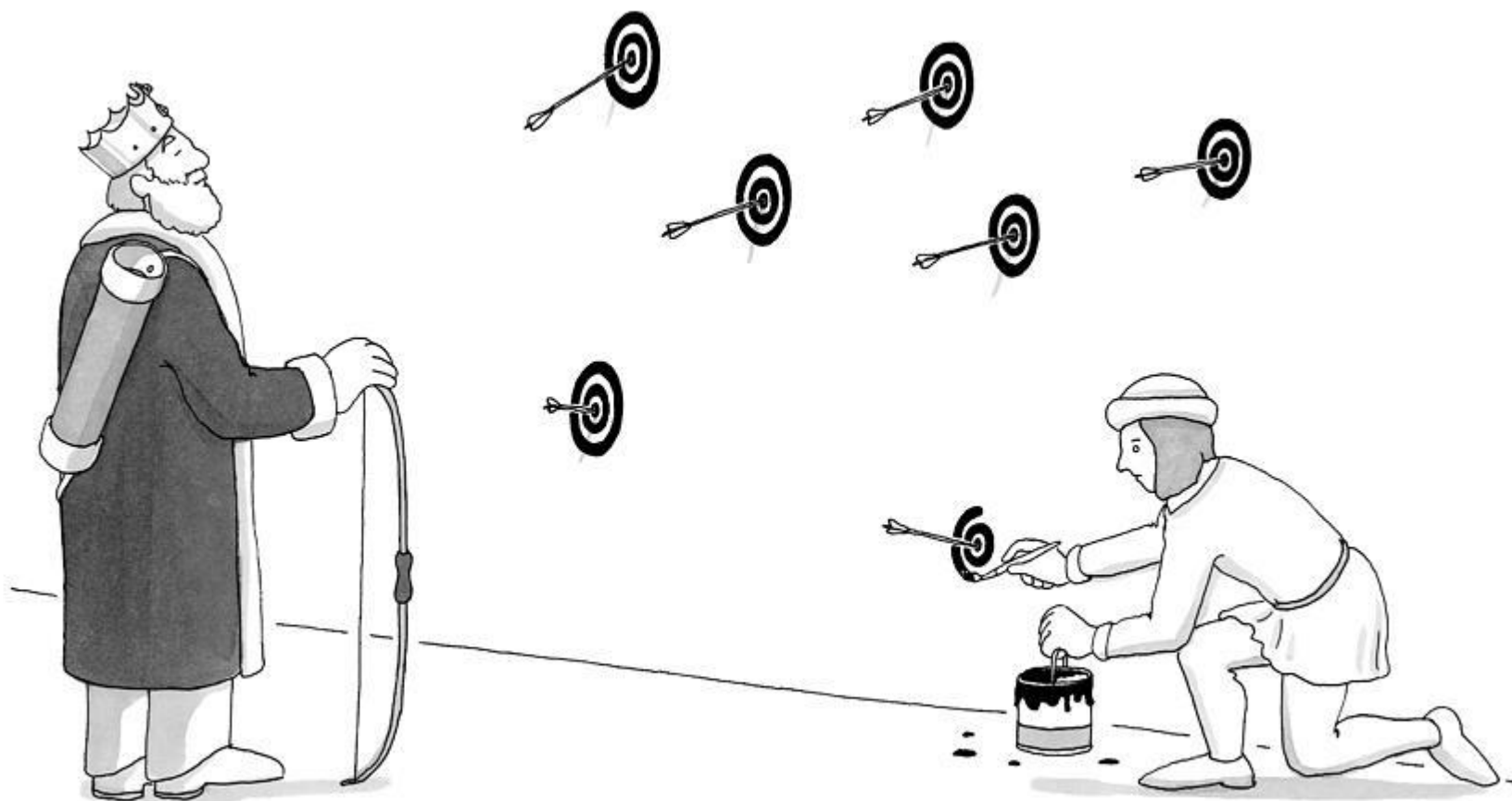




**they text,  
hear music,  
walk slow!**







Hankin





**Before**

**18,00 m**

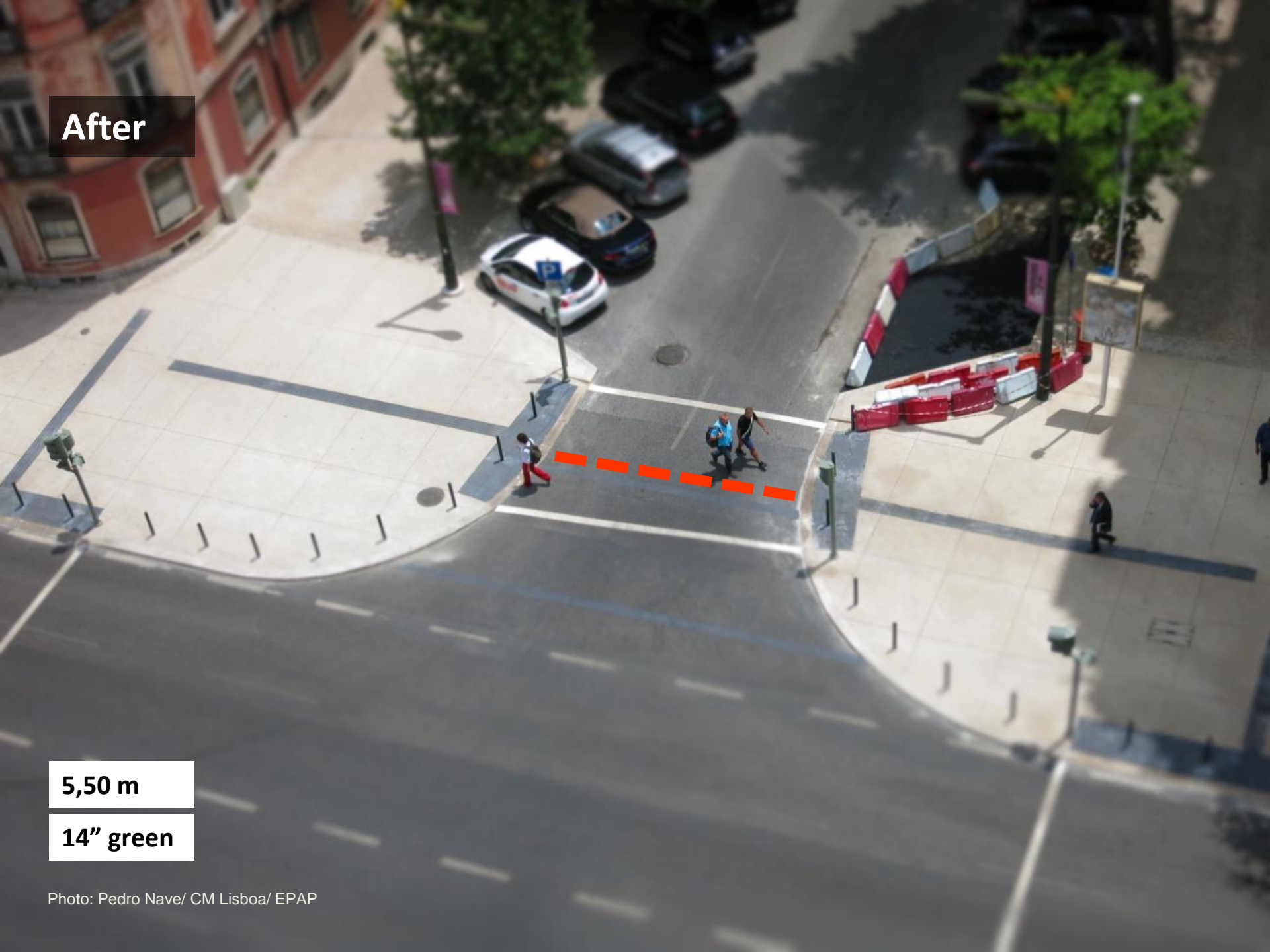
**45" green**

**After**

**5,50 m**

**14" green**

Photo: Pedro Nave/ CM Lisboa/ EPAP









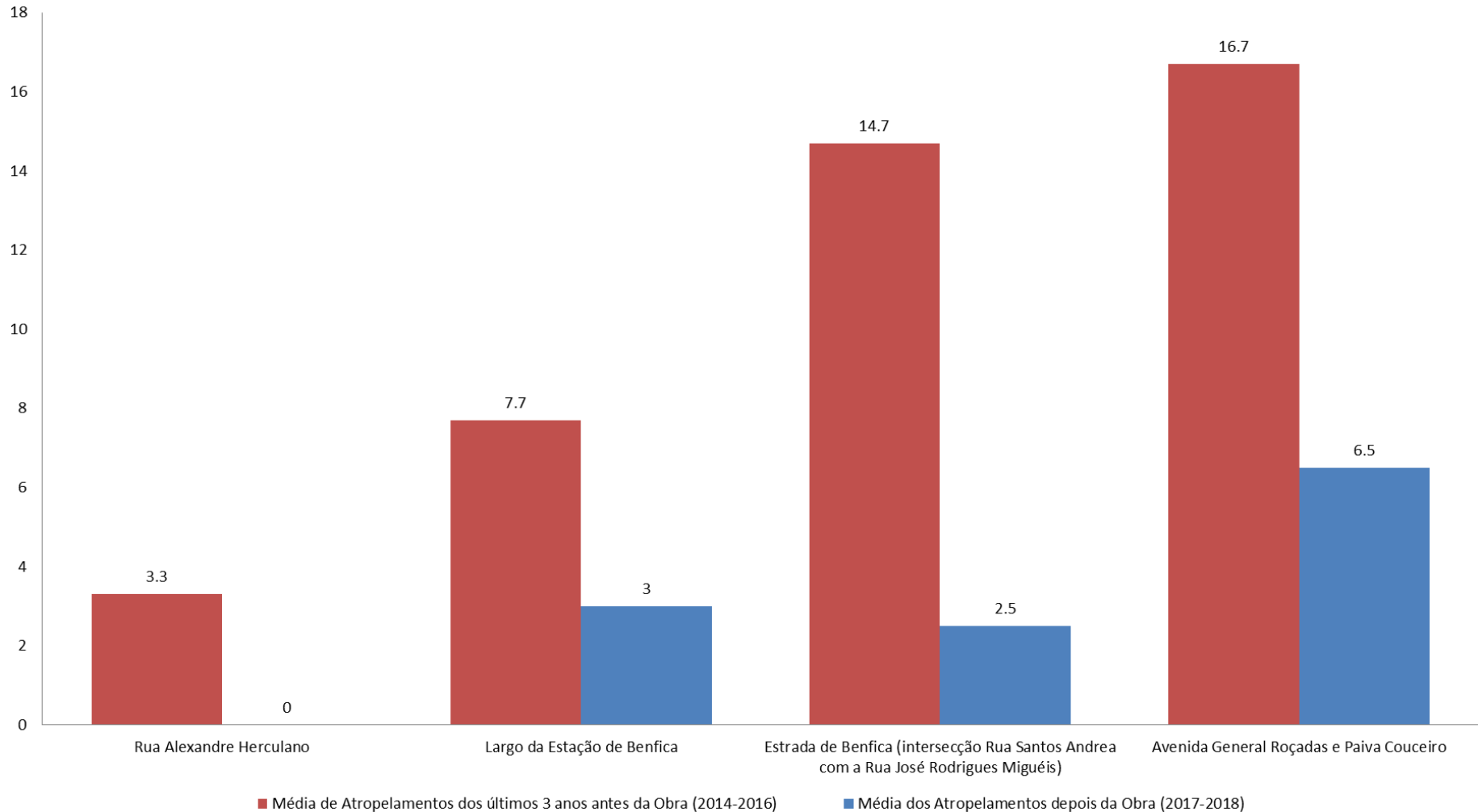






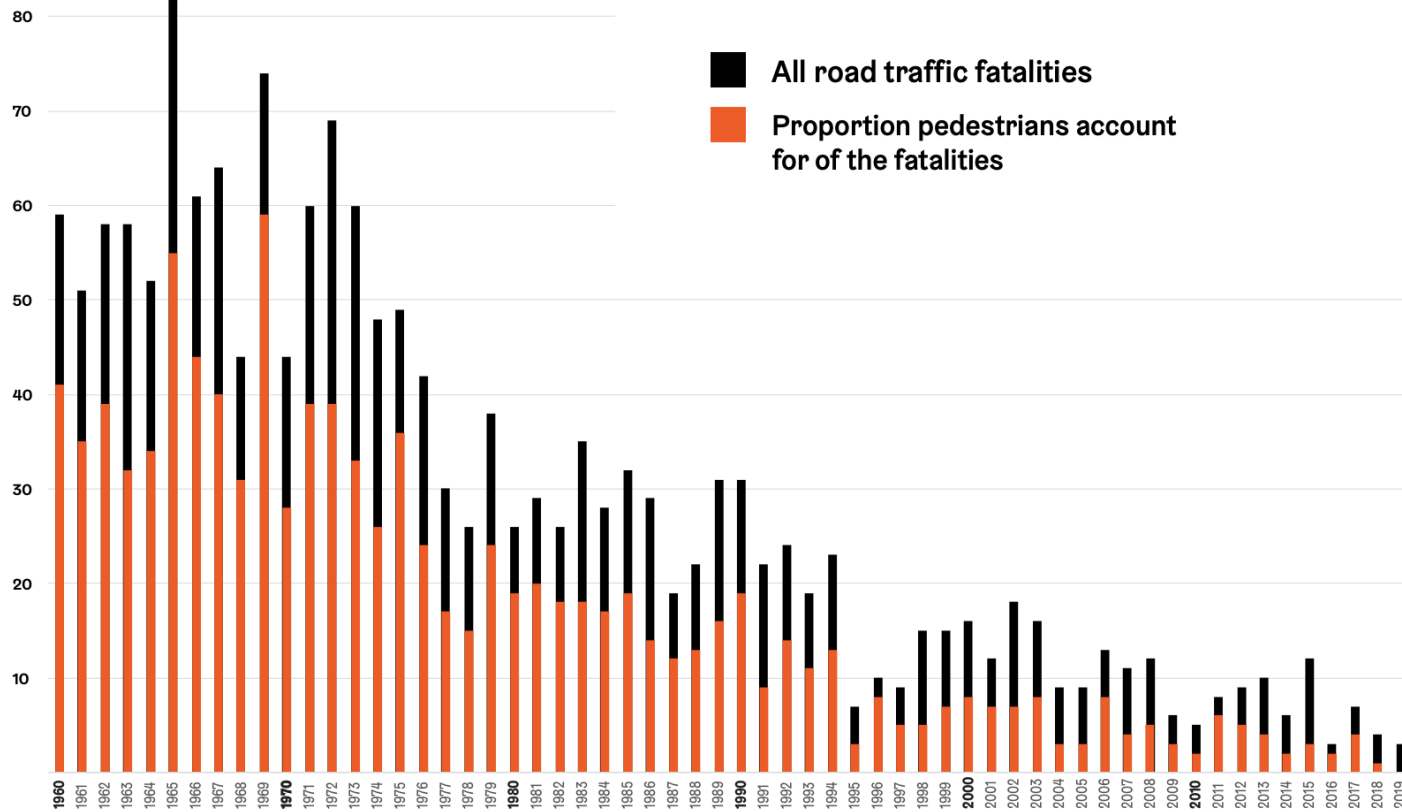
# Pedestrian Crashes, Before & After

[average 2017-18 vs. average 2014-16]  
(1A + 5 meters)





## Road traffic accident deaths in Helsinki in 1960–2019



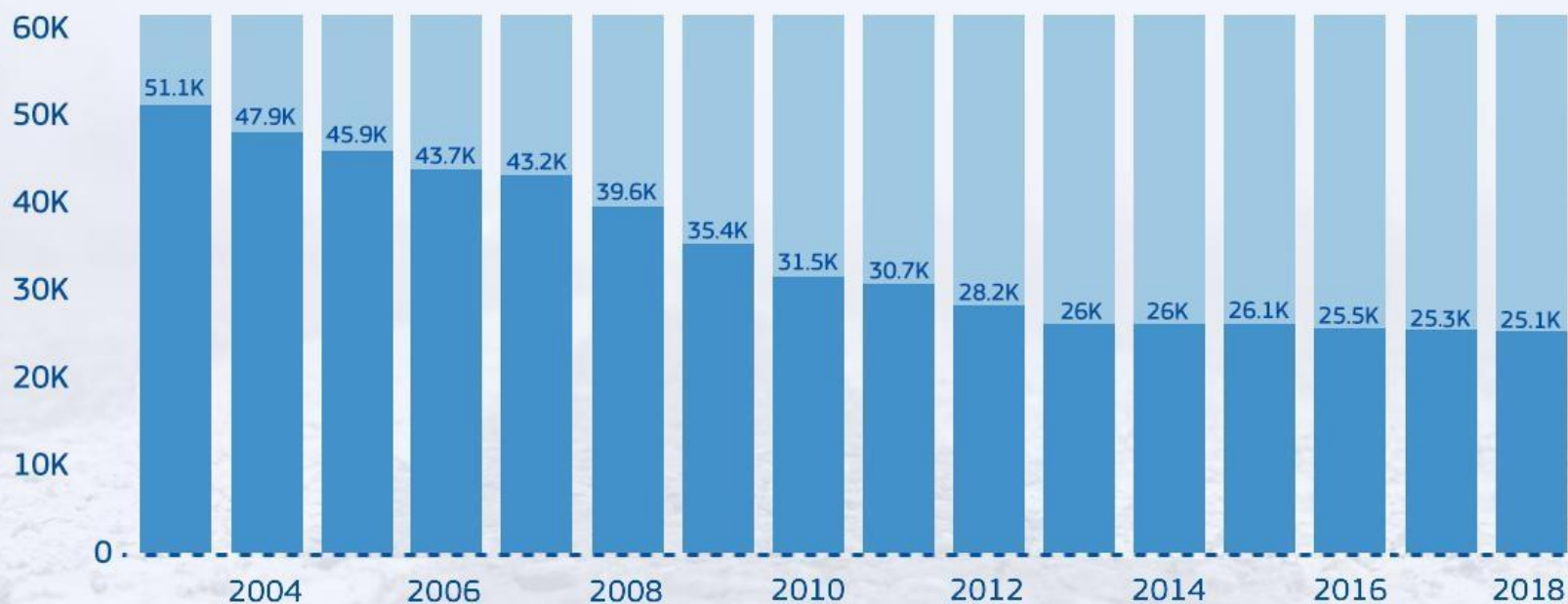
Source: City of Helsinki Traffic Accidents Register and Statistics on road traffic accidents by Statistics Finland



Peter Salk gets a Polio shot from his father Jonas, as his mother looks on (1953)



# ROAD FATALITIES IN THE EU FROM 2003 TO 2018



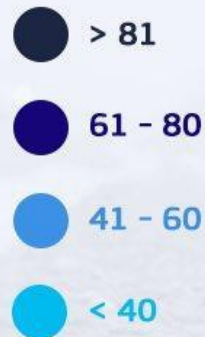
#RoadSafety

Source: European Commission, Directorate-General Mobility and Transport

# ROAD FATALITIES BY EU COUNTRIES



Road fatalities per million inhabitants:



#RoadSafety

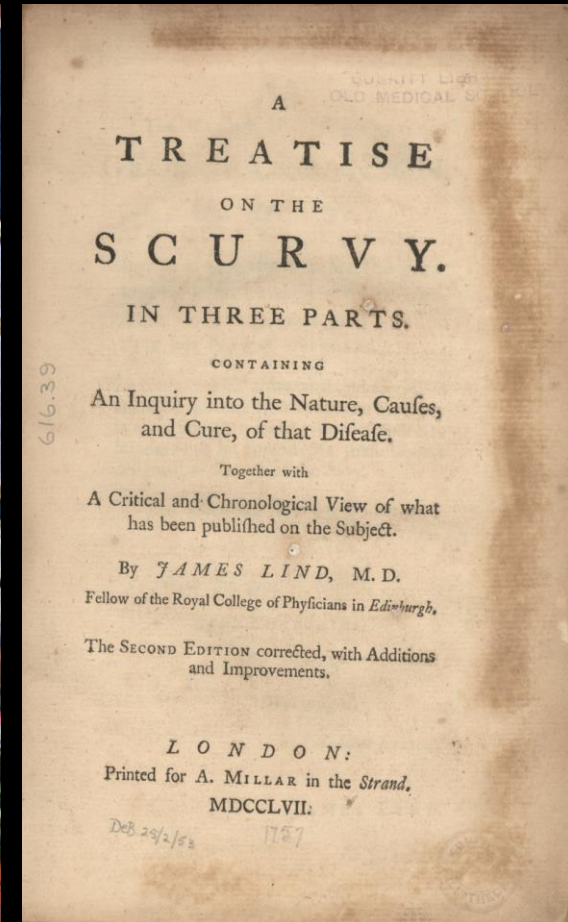
Source: European Commission, Directorate-General Mobility and Transport



Today we have the **knowledge**  
and the **means** to eliminate  
traffic deaths and serious  
injuries in city streets.

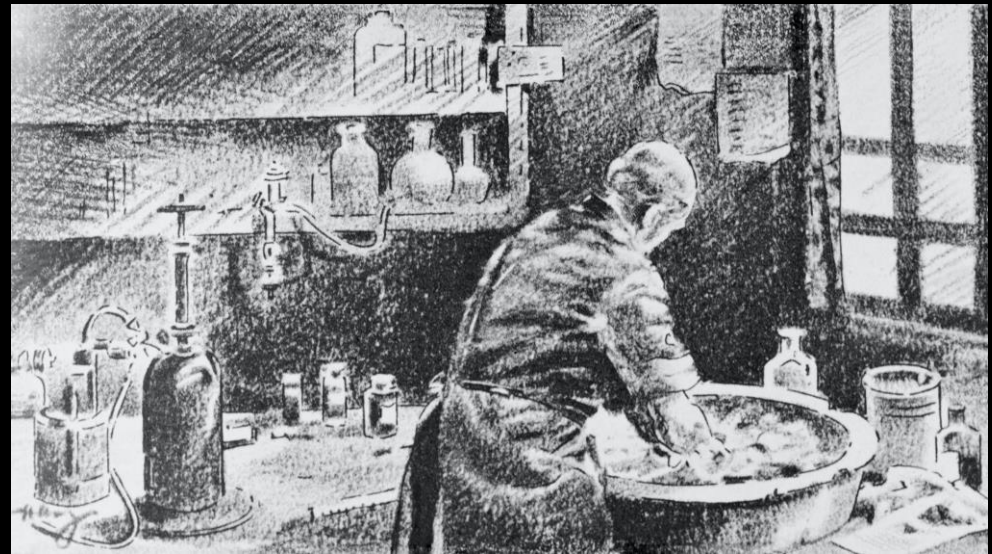
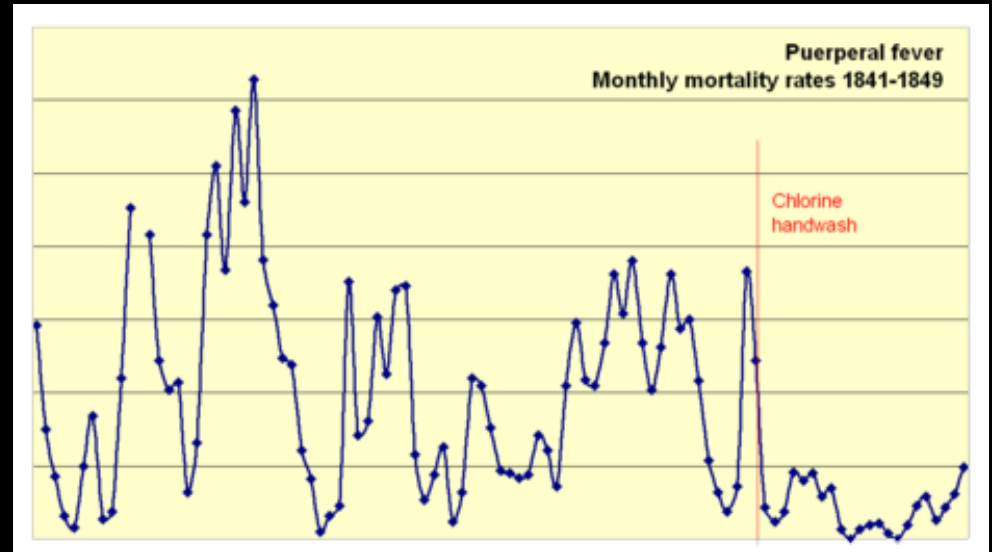
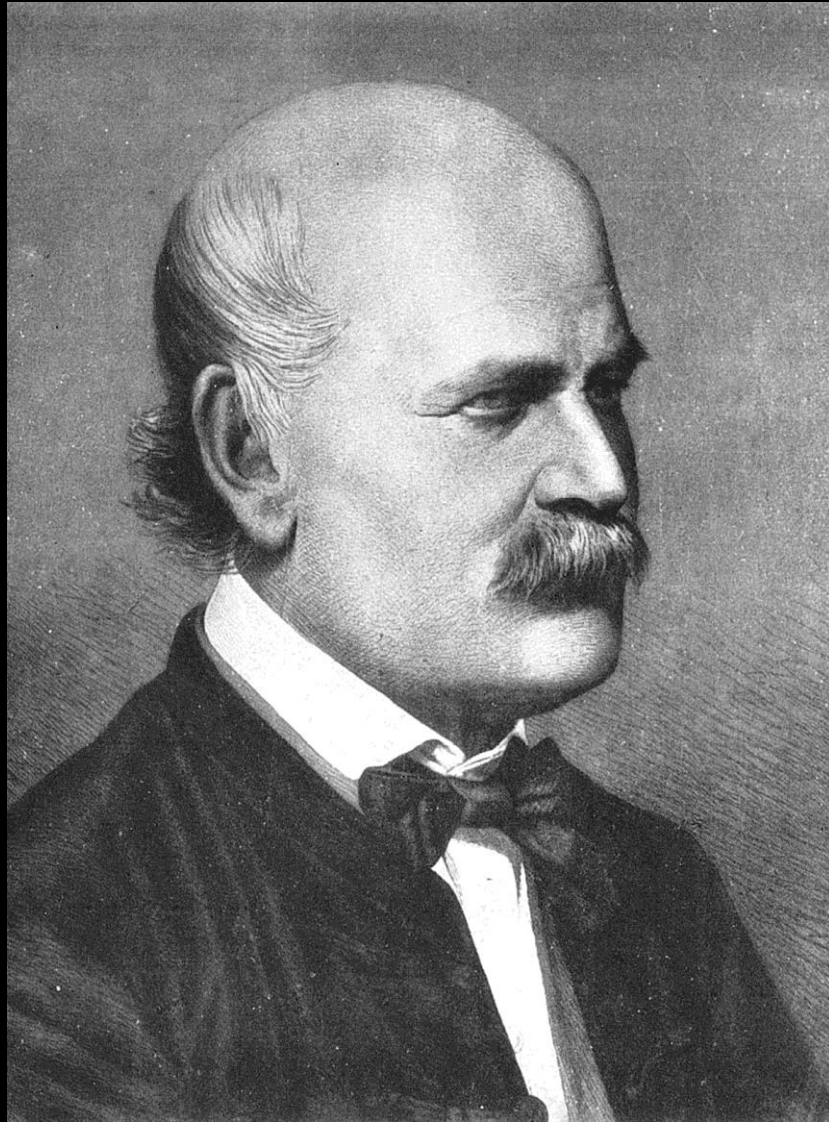
This implies a **Paradigm Shift**.





James Lind (1716-1794)





Ignaz Semmelweis (1818-1865)



The Diffusion of Innovations  
is a **Social Process**.



“What if we don’t change at all ...  
and something magical just happens?”





**"This really is an innovative approach, but I'm afraid we can't consider it. It's never been done before."**

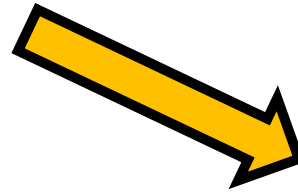


Shanahan

*"I like it!"*

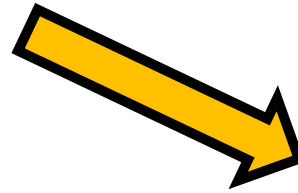


**Structure of  
Knowledge**



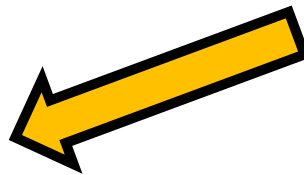
**Structure  
of Action**

**Structure of  
Knowledge**



**Structure  
of Action**

**Structure  
of Power**

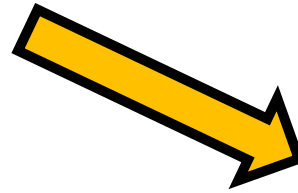




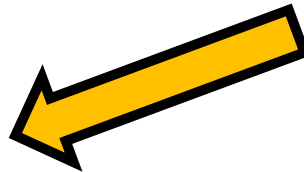
**Structure of  
Knowledge**



**Structure  
of Power**



**Structure  
of Action**



# For the man of Success

*- and with a mind  
of his own*

WHEN you come to think about it, ROADMASTER makes a singularly fitting choice in fine cars for the man who likes to use his own judgment.

It's not the costliest of fine cars—but it measures up to a standard far more exacting.

And that is—ROADMASTER stands at the top of a line of Buicks whose beauty and engineering and performance have brought them outstanding success. It begins with the things that have made all Buicks great and moves up to its own pinnacle.

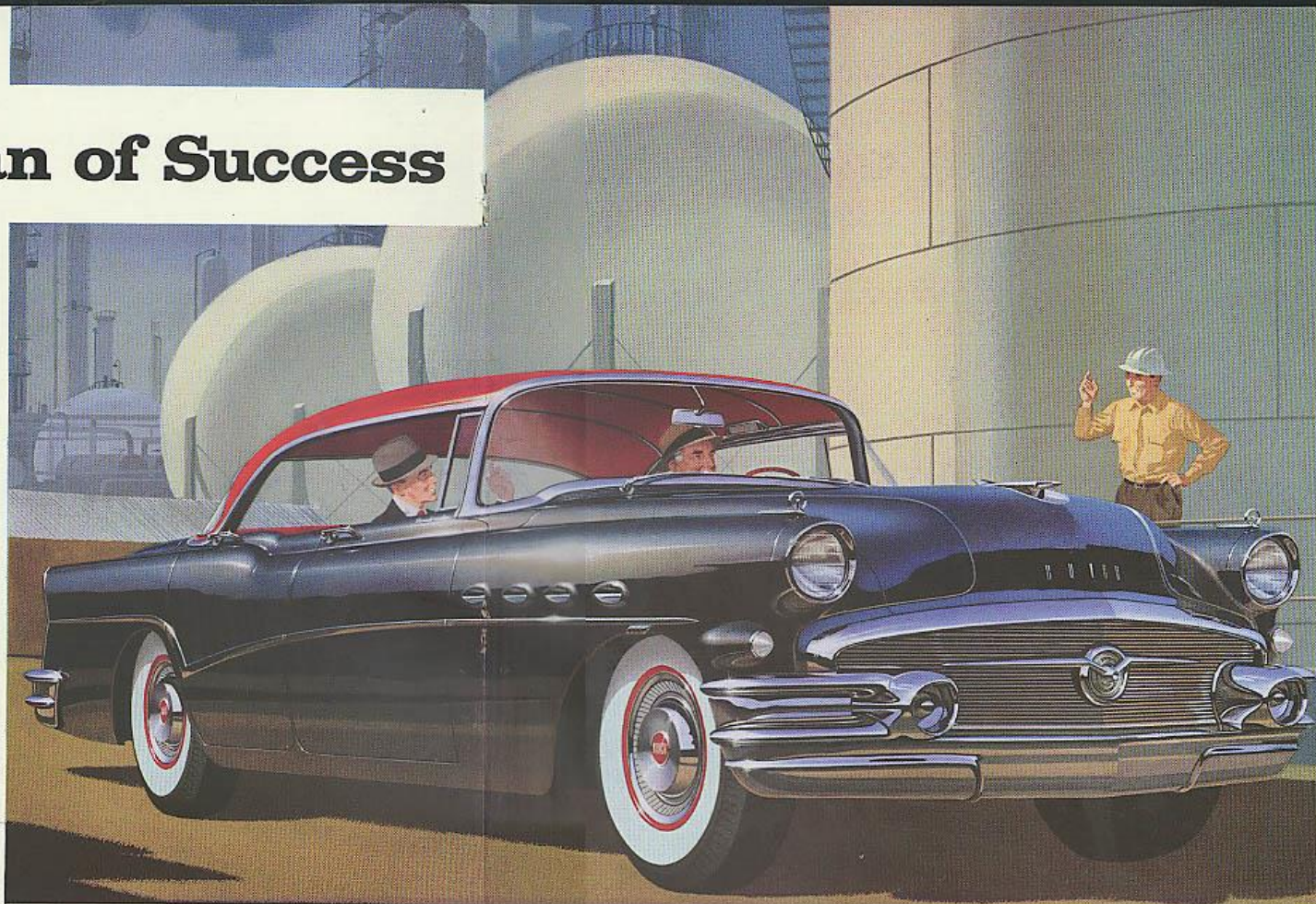
This, we believe, is what appeals to the men who can afford to select worth over cost—value over ostentation.

They find here the many luxuries that only the cream of a successful line can bring—limited edition styling inside and out—the most bountiful power plant in all Buick annals—a ride of consummate comfort and restful ease.

But definitely unique to ROADMASTER, in the world of fine cars, is the smooth and truly spectacular performance of Variable Pitch Dynaflo.

For only in ROADMASTER, of all fine cars, can you command the one automatic transmission that is smooth to the absolute . . . and that takes its cue from

the variable pitch propellers of a modern airliner. Only in ROADMASTER do you have the thrill of calling on split-second getaway at the top inch of pedal travel—with all the gas savings this economy range gives—or “switching the pitch” by flooring the pedal for a safety burst of power.



Don't you feel the time has come to test the mettle of this master car yourself?

Your Buick dealer will be happy to arrange such a meeting at your earliest bidding. Why don't you make the first move and call him this week?

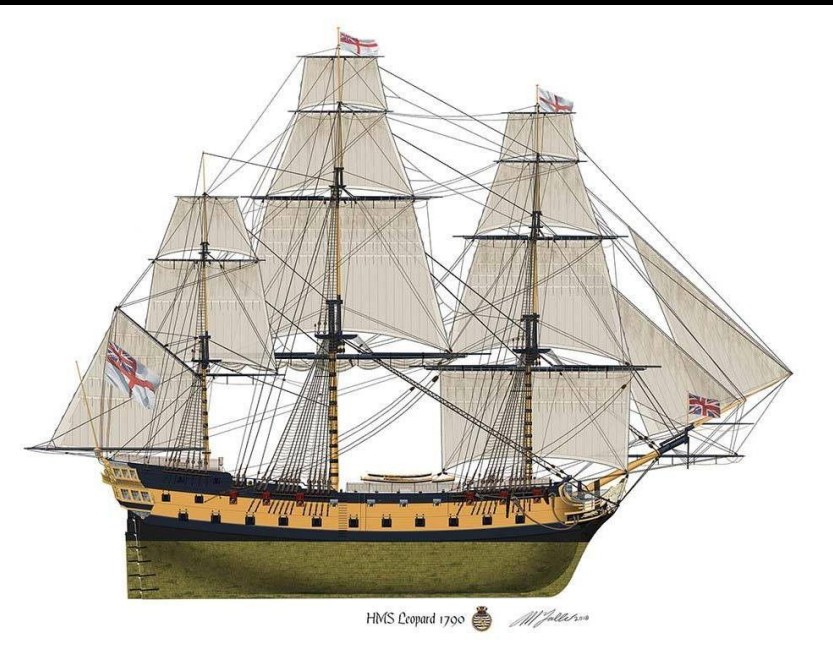
BUICK Division of GENERAL MOTORS

**Roadmaster**  
*Custom Built by Buick*

When better automobiles are built Buick will build them

In a fast-changing  
world, how **smart**  
will Road Safety get ?





How can we innovate **faster**?



# THE NEW PARADIGM FOR SAFE CITY STREETS

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## WE, THE CITIES, ACT NOW



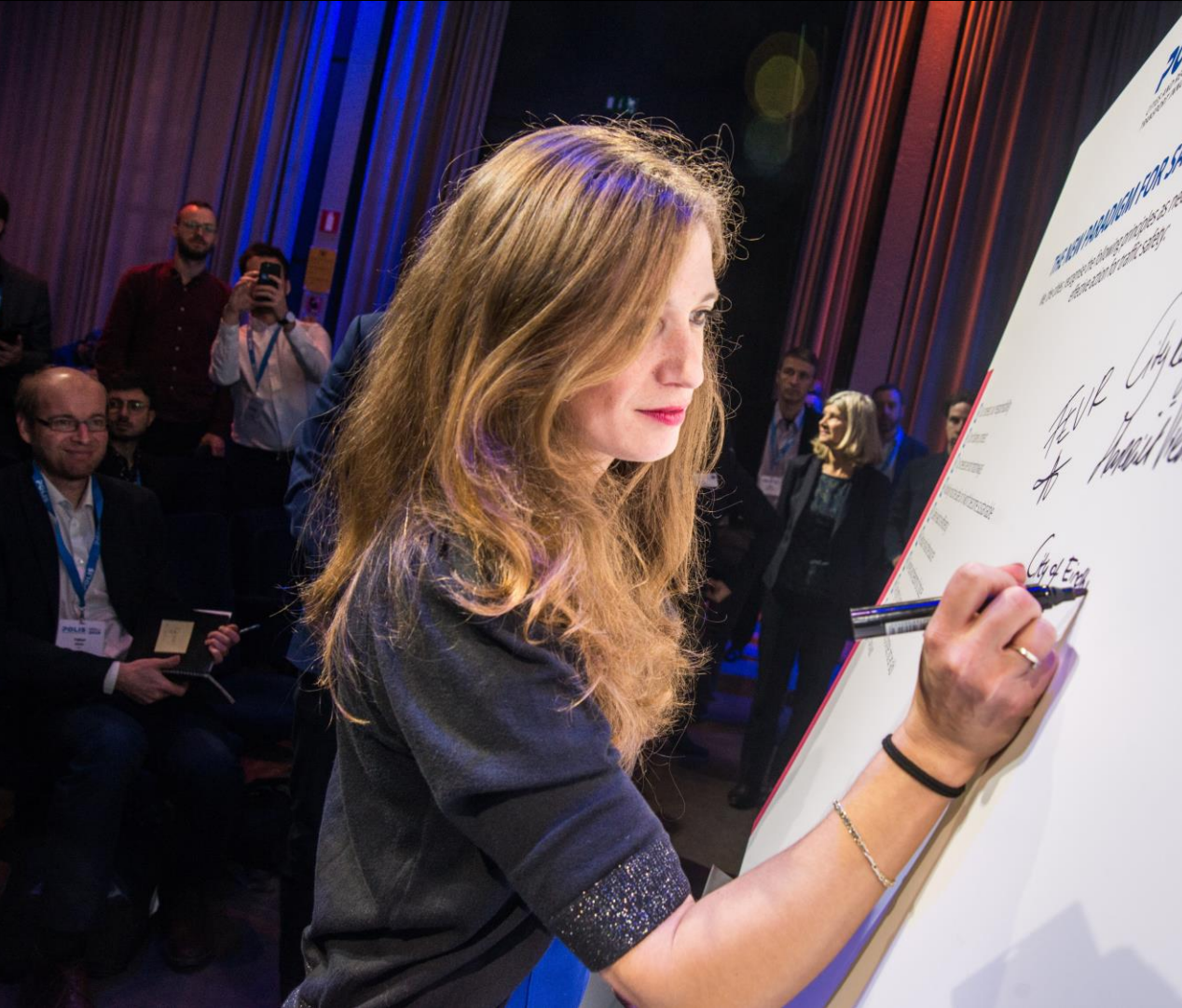
WORLD  
RESOURCES  
INSTITUTE | ROSS  
CENTER







“We recognise the following Principles as **necessary for sound and effective action** for Traffic Safety...”



**Arnhem-Nijmegen** (Netherlands)  
**Barcelona** (Spain)  
**Berlin** (Germany)  
**Bilbao** (Spain)  
**Brussels** (Belgium)  
**Budapest** (Hungary)  
**Dublin** (Ireland)  
**Eindhoven** (Netherlands)  
**Farkadona** (Greece)  
**Glasgow** (United Kingdom)  
**Gothenburg** (Sweden)  
**Greater Manchester** (United Kingdom)  
**Helmond** (Netherlands)  
**Île-de-France** (France)  
**La Rochelle**(France)  
**Leon** (Spain)  
**Lisbon**(Portugal)  
**London** (United Kingdom)  
**Madrid** (Spain)  
**Noord Brabant Province** (Netherlands)  
**Rotterdam** (Netherlands)  
**Schaarbeek** (Belgium)  
**Sofia** (Bulgaria)





**Bird**

**CIE** (Cycling Industries Europe)

**Donkey Republic**

**ECF** (European Cycling Federation)

**EuroRAP** (European Road Assessment Program)

**FEVR** (European Federation of Road Traffic Victims)

**IFP** (International Federation of Pedestrians)

**IRVA** (Irish Road Victims' Association)

**Lime**

**MUBi** (Associação Mobilidade Urbana Bicicleta, Portugal)

**NTUA** (National Technical University of Athens, Greece)

**Sustrans** (United Kingdom)

**Uber**

**VSV** (Flemish Foundation for Traffic Knowledge, Belgium)

**VOI Technology AB**

**Walk21**

**YOURS** (Youth for Road Safety)



# 1 Our Streets, Our Responsibility

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## 2 Don't Blame, Protect

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### 3 City Streets Are Not Motorways

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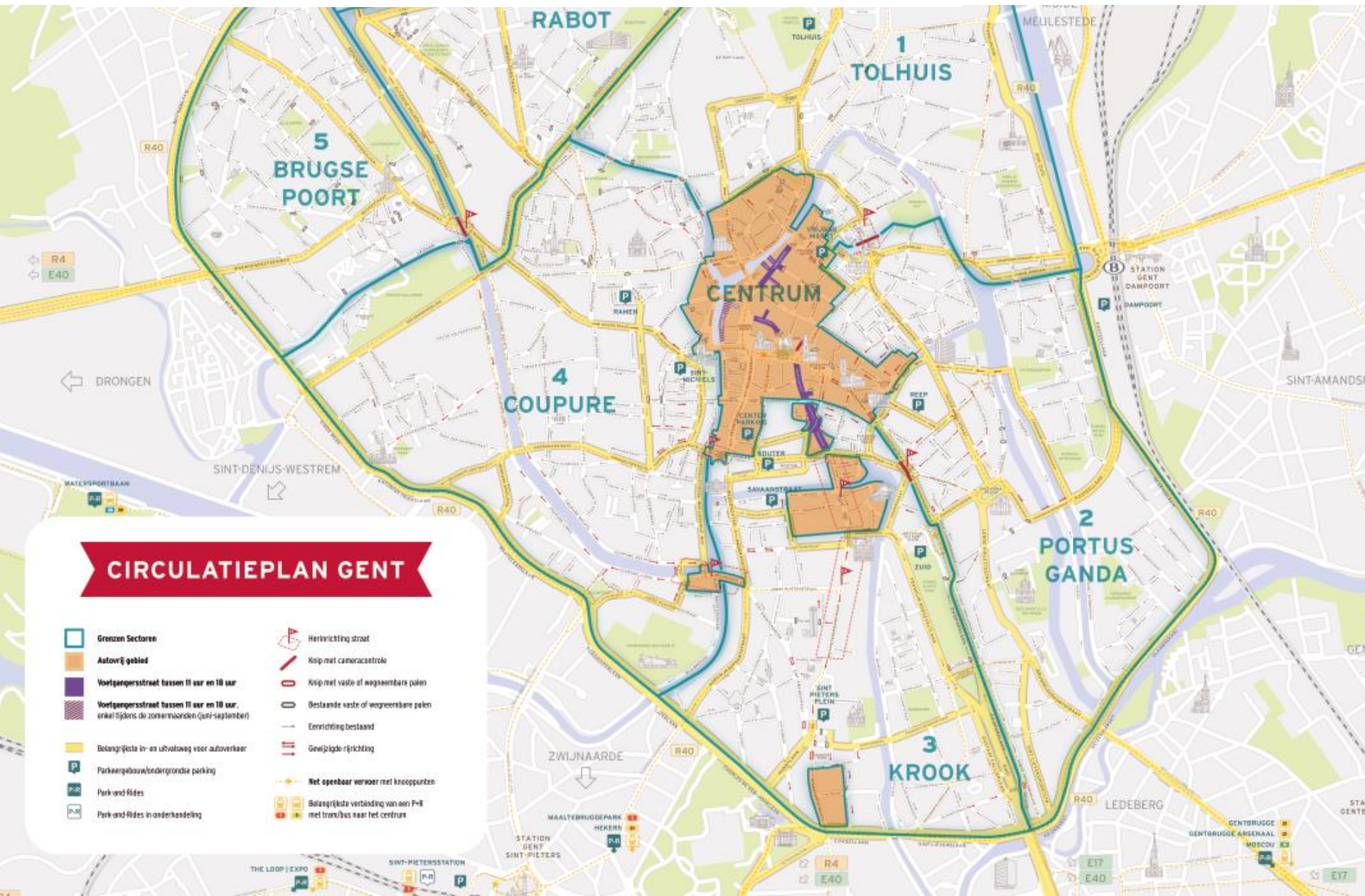
## 4 Mobility Must Be Safe, or It Won't Become Sustainable

---





# 5 Safety Leads to Efficiency





## 6 Reduce Risk at the Source





## 9 Technology Can Be a Promise, Not an Alibi












A woman with shoulder-length brown hair, wearing a light-colored blazer over a dark top, is speaking into a microphone. She is gesturing with her left hand. In the background, there is a green screen with some text and a red wall. In the foreground, there are water bottles and a person leaning over a table.

*People want action, they  
want to see change.  
They do not vote for  
politicians in order for  
them to hide, they want  
them to act.*

**Elke Van den Brandt**

Minister for Mobility  
Brussels Capital Region

**POLIS**  
CROSSING BORDERS FOR TRANSPORT INNOVATION

**POLITICAL  
GROUP**

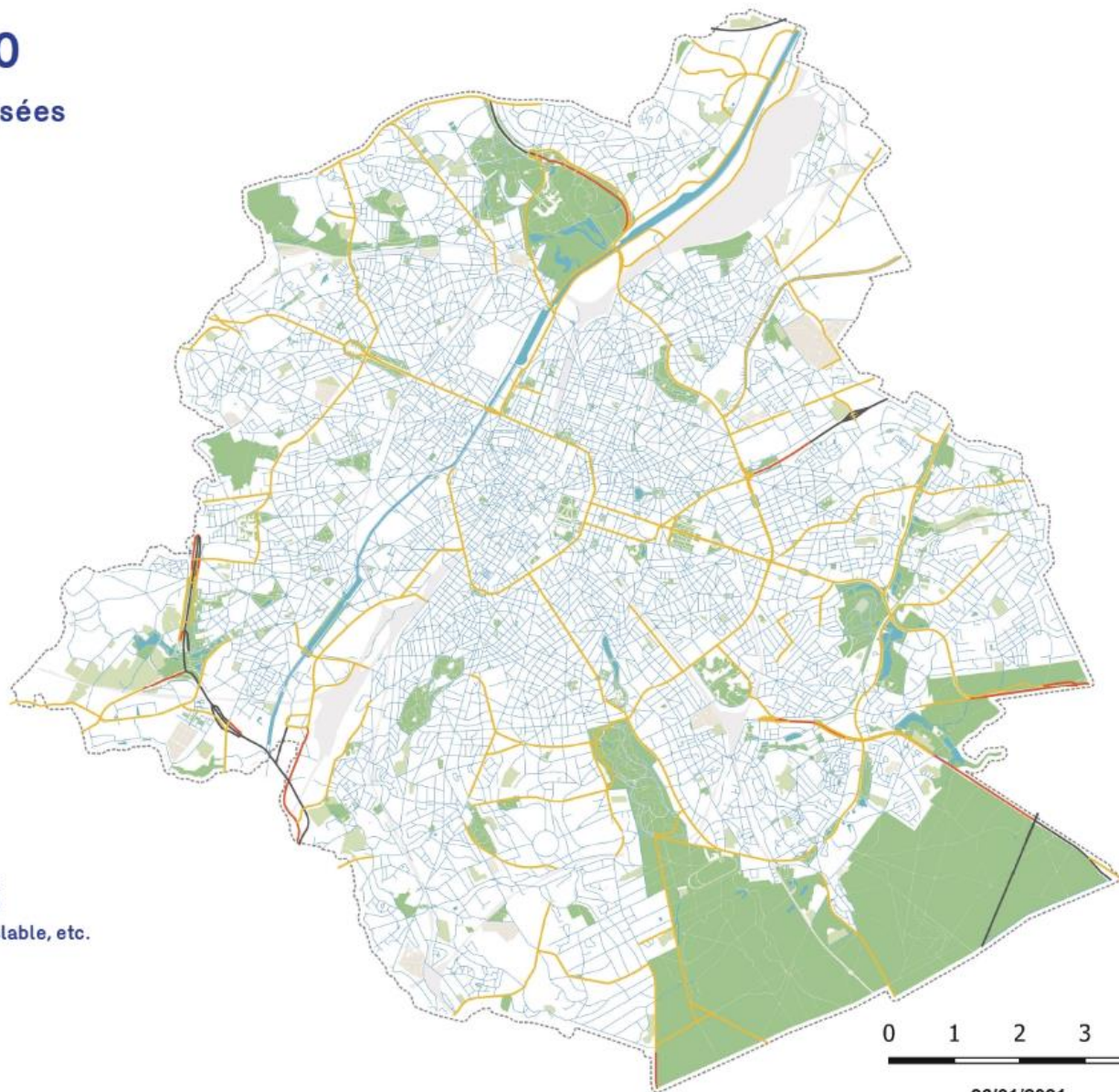
# Bruxelles Ville 30

Vitesses maximales autorisées  
au 1<sup>er</sup> janvier 2021



Les voiries latérales d'un axe complexe ont  
une vitesse autorisée de maximum 30 km/h

\* zone de rencontre, zone piétonne, rue cyclable, etc.



26/01/2021



En Bilbao vivimos  veces mejor! 

**BILBA****!**

  
**Bilbao**

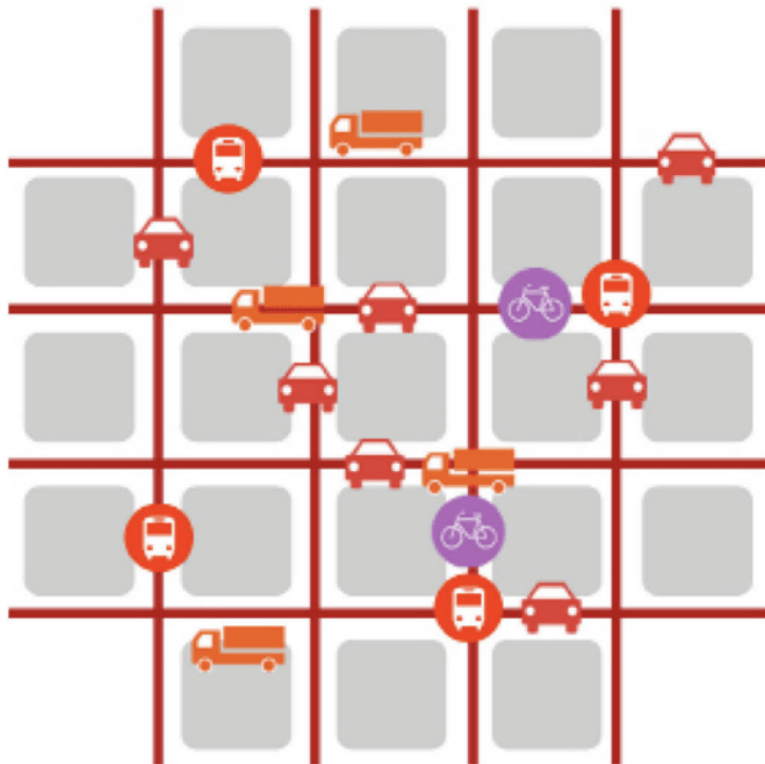




Photo: Mairie de Paris, 2021



## Current Model



## Superblocks Model





Photo: Pedro Homem de Gouveia/ POLIS











“The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man.”

George Bernard Shaw



...thank you :-)

Find out more about the  
**New Paradigm for Safe City Streets**  
by [clicking here](#)

Pedro Homem de Gouveia  
Coordinator, Safety & Security  
POLIS Network

pgouveia@polisnetwork.eu