

## **ETSCO and the Global Road Safety Performance Targets**

Following Target 3.6 from the 17 SDGs (“By 2020, halve the number of global deaths and injuries from road traffic accidents.”) and the 2030 UN Agenda, the priority given to Road Safety is today more than obvious with the brand new **12 global road safety performance targets**. On November 22, 2017, following the request of the UN General Assembly, Member States reached consensus on setting these specific targets in order to accelerate progress towards safer roads. This way, they recognized that sustainable development cannot be really achieved if people continue to lose their lives at road traffic incidents. According to WHO “Road traffic injuries are the tenth leading cause of death globally, responsible for around 1.3 million deaths each year.”

ETSCO’s aim and objectives are strongly connected with these new road safety performance targets. Data collection, evaluation and analysis through naturalistic observations and state-of-the-art methodology will provide all necessary information about road users’ behavior and attitudes. In addition, understanding the factors that could easily change in order to enhance traffic safety culture, will help enormously reaching successfully the 12 targets that tackle issues such as travelling over the posted speed limits, not using safety belts or standard child restraint systems, driving using alcohol or psychoactive substances, using mobile phones while driving, not using standard helmets, etc.

For the 12 Road Safety Performance Targets to be implemented, it is extremely important for all stakeholders to collaborate and take initiatives. ETSCO aims to assist this joint effort by suggesting actions and interventions for creating traffic safety culture and by strengthening the work of the State in order to implement effective actions and policies for road safety.