



Introduction to Vision Zero for Ukraine

A workshop organized by the World Bank Global Road Safety Facility (GRSF) in collaboration with the Vision Zero Academy/Swedish Transport Administration and Reform Support Team at the Ministry of Infrastructure of Ukraine, under the Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS) 2020-2025.

Date & Time: Tuesday, 11 May 2021, 13:00 to 16:30 - Eastern European Summer Time (EEST)

Language: English, with simultaneous interpretation provided for Ukrainian and Russian

[Registration and connection details here](#)

Time EEST	Theme	Speaker
13:00	Welcome and introduction	Klimashevskiy Anatolii, Deputy Minister for Digital Development, Digital Transformations and Digitization & Dominic Patella , World Bank
13:10	Vision Zero – a policy innovation	Matts-Åke Belin , Vision Zero Academy, Swedish Transport Administration
13:30	Model for safe traffic	Matteo Rizzi , Swedish Transport Administration
13:50	Vehicle safety and emerging safety technologies	Rikard Fredriksson , Swedish Transport Administration
14:10	Road design and traffic environment	Lars Ekman , Swedish Transport Administration
14:30	Safety benefits of implemented measures	Matteo Rizzi , Swedish Transport Administration
14:50	Break	
15:05	Management by Vision Zero	Matts-Åke Belin
15:25	Evidence based approach - the need of data	Kenneth Svensson , Vision Zero Academy, Swedish Transport Administration
15:45	Road traffic injuries in the world and Road Safety in a Sustainable Development Goals Framework	Matts-Åke Belin
16:05	Q&A	Moderated by Alina F. Burlacu , World Bank
16:25	Closing remarks	Kelly Larson , Bloomberg Philanthropies
16:30	End of session	

Background

The **Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS) 2020-2025** is a \$240 million partnership program focused on the reduction of road deaths and serious injuries in 15 priority countries and 30 cities in low- and middle-income countries around the world. This initiative builds from the success and impact of 12 years of investment under the [Road Safety in Ten Countries \(RS10\) program](#) and the [BIGRS 2015-2019](#). World Bank's [Global Road Safety Facility](#) (WB GRSF) was engaged in both earlier phases the past decade, and as well as the current phase.

The main focus of the WB GRSF engagement is primarily to support the BIGRS program at the national level. The WB GRSF has been closely working with governments in priority countries to support their efforts to adopt safer road infrastructure designs and improve existing road networks to accommodate all road users, by delivering high-level road safety engineering capacity building and learning events, conducting assessments of high-risk roads, providing recommendations for safety improvements, providing technical guidance on speed management, and supporting governments to adopt or improve crash data management systems.

Ukraine, as one of the BIGRS countries, through the Reform Support Team at the Ministry of Infrastructure (Mol), has been closely working with the WB GRSF to plan and deliver a series of road safety webinars.

Vision Zero Academy (VZA)

In 2019, the Vision Zero Academy was established by the Swedish Transport Administration. VZA is a global knowledge hub with the overall purpose to spread knowledge about the Vision Zero and to support and collaborate with different stakeholders around the world in their strive for safe road transport systems. The starting point for the work of the Vision Zero Academy is the belief that knowledge saves lives. The VZA also believes that the number of traffic-related deaths and injuries will decrease faster if we work systematically with road safety using the Vision Zero approach, in Sweden and around the globe. Vision Zero has introduced a new approach to road safety. From its country of origin – Sweden – ideas and working methods have been, and continue to be, spread internationally.

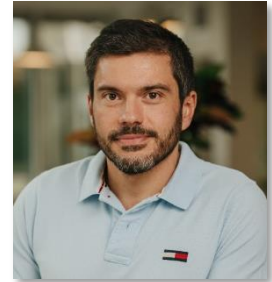
Matts-Åke Belin

Dr. Matts-Åke Belin has more than 30 years of experience within the Swedish government. He has primarily worked with overall safety policies, strategies and collaboration with different stakeholders. Dr. Belin also has three years of experience working for the *World Health Organization* (WHO) in Geneva where he participated in the development of global road safety strategies and global partnerships. Currently, Dr. Belin is Director of the *Vision Zero Academy* at the *Swedish Transport Administration*. Parallel with his work within the Swedish government, he also has an academic career. Dr. Belin has a PhD in public health policy from the *Karolinska Institute* in Stockholm and is affiliated with *KTH Royal Technology Institute*, where he is serving as an Adjunct Professor on traffic safety.



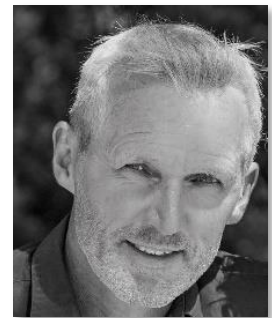
Matteo Rizzi

Dr. Matteo Rizzi has a long experience of working with traffic safety related research and analysis. He currently works as a road safety analyst at the Swedish Transport Administration and he has experience on working with crash investigation, road safety analysis, crash and safety assessment based on STRADA and in-depth studies of fatal crashes. He has previously worked as a researcher at the insurance company Folksam and as a road safety analyst at Vectura. Matteo has a PhD from Chalmers University of Technology, where his research focused on motorcycle safety.



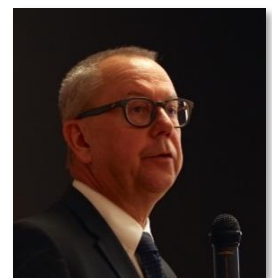
Rikard Fredriksson

Dr. Fredriksson has a long experience from car industry safety research, with over 20 years with the car safety system supplier *Autoliv* and 3 years with *Apple Special Projects Group on self-driving car technology*. His main research topics were accident analysis, test and dummy development and to use this to develop effective countermeasures. He also represented the companies and European suppliers in groups such as *ISO, SAE, EuroNCAP, UN GRSP&ECE, ChinaNCAP, NHTSA*. He has a PhD in pedestrian protection from the *Karolinska Institute* and holds a position as Associate Professor at *Chalmers University of Technology* in vehicle safety. In 2019 he joined the *Swedish Transport Administration* and works as Senior Advisor in vehicle safety. He is there responsible for the EuroNCAP partnership and serves on its board as well as several working groups.



Lars Ekman

Dr. Lars Ekman has a background as researcher at *Lund University*. The research focused on traffic safety evaluation applied on pedestrians and bicyclists. Ekman has also for a long time been involved in international collaboration in the field of traffic safety both on a European level with *CEDR*, the organisation of European national road administrations, and on an international arena. At present Ekman is a senior expert on traffic safety at the *Swedish Transport Administration* with special emphasis on traffic safety countermeasures. Ekman is a popular speaker on the topic of the *Vision Zero* and often in connection to the *Vision Zero Academy*.



Kenneth Svensson

Mr. Kenneth Svensson has a long experience within traffic safety at the *Swedish Transport Administration* and at the *Swedish Road Administration*. He has been working as a co-ordinator of the in-depth studies of fatal accidents in the western region and has also been in charge of the strategic traffic safety work in the same region. He has been engaged in traffic safety projects in Serbia and Bosnia for the *Swedish National Road Consulting AB*. He took the initiative to develop a methodology in order to determine which fatalities in the road transport system that actually are suicides. He is in charge of the suicide classification work that since 2010 is carried out in cooperation with the *Swedish Transport Agency* and the *National Board of Forensic Medicine*.

