A Global Culture (R)evolution

It is up to every individual to survive in a harsh environment.

It is a problem but we have to accept some victims.

It can never be acceptable that people are killed or seriously injured.
Vision Zero – a Swedish Contribution to the Global Community

In October 1997, Vision Zero was passed by a large majority in the Swedish Parliament.

“It can never be ethically acceptable that people are killed or seriously injured when moving within the transport system.”
1. System designers are always ultimate responsible for the design, up-keep and use of the road transport system, and in that way be responsible for the safety level of the entire system,

2. road users are responsible for showing consideration, for having a sense of judgment and responsibility in traffic, and for complying with traffic regulations,

3. if road users do not take their part of responsibility – owing, for example, to a lack of knowledge, acceptance or ability – or if personal injuries occur or are at risk of occurring for other reasons, the system designers must take further measures to the extent necessary to combat the occurrence of deaths or serious injuries.
Children 0-14 years killed in road traffic accidents per 100 000 in the same age

- 1966: 7.3
- 1996: 1.3
- 2016: 0.3
http://www.trafikverket.se/en/visionzeroacademy