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ACHIEVING SOCIAL SUSTAINABILITY OF  
THE EUROPEAN TRANSPORT SYSTEM  
THROUGH DEPLOYMENT OF ITS  
SAFETY ENHANCEMENT AND POLICY  
IMPLICATIONS

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2<sup>ND</sup> WORKSHOP OF THE **SEE-ITS** PROJECT  
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# Transport & Social Sustainability:

- Social Equity
- Safety and Human Health
- Quality of Life

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# Relevant issues for transport and Social Sustainability

Safety &  
Personal security

impact of transport on  
lives and lifestyle

Accessibility for  
disabled people

access to activities  
enhance life satisfaction  
and personal well-being

Health impacts

impact of transport on lives  
and lifestyle

# Relevant issues for transport and Social Sustainability

Community engagements and consultation

need to consult with the affected population about issues and schemes that affect them

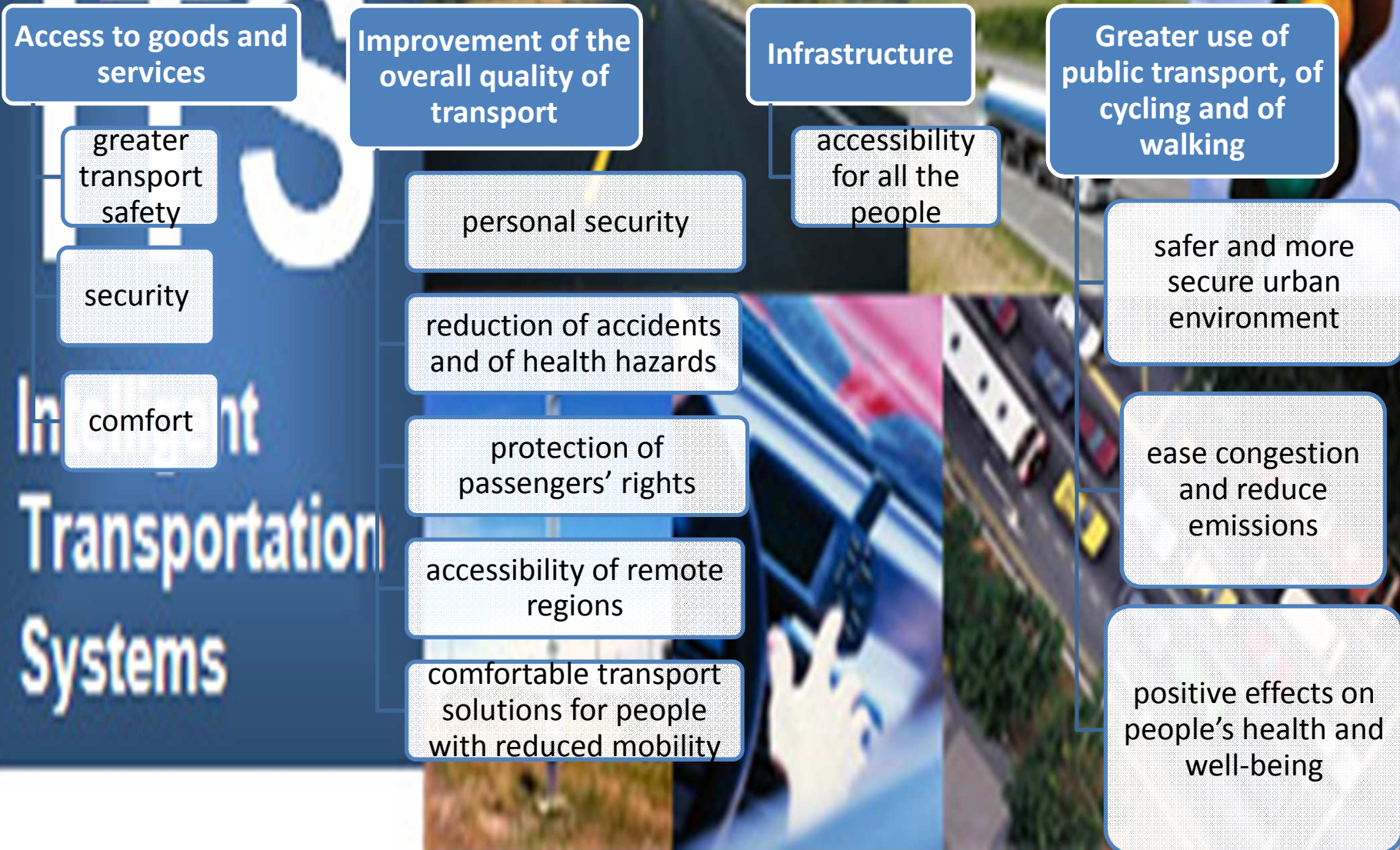
Social inclusion

transport is a means to overcome social disadvantages and gain access to better jobs, education, facilities and services

Equal opportunities and fair treatment for customers and staff

transport authorities and operators not to discriminate operators' staff to treat customers with dignity and respect; equality impact assessment

# Safety related transport indicators and their influence on social sustainability



# Safety related transport indicators

- People killed in road accidents



## Trends:

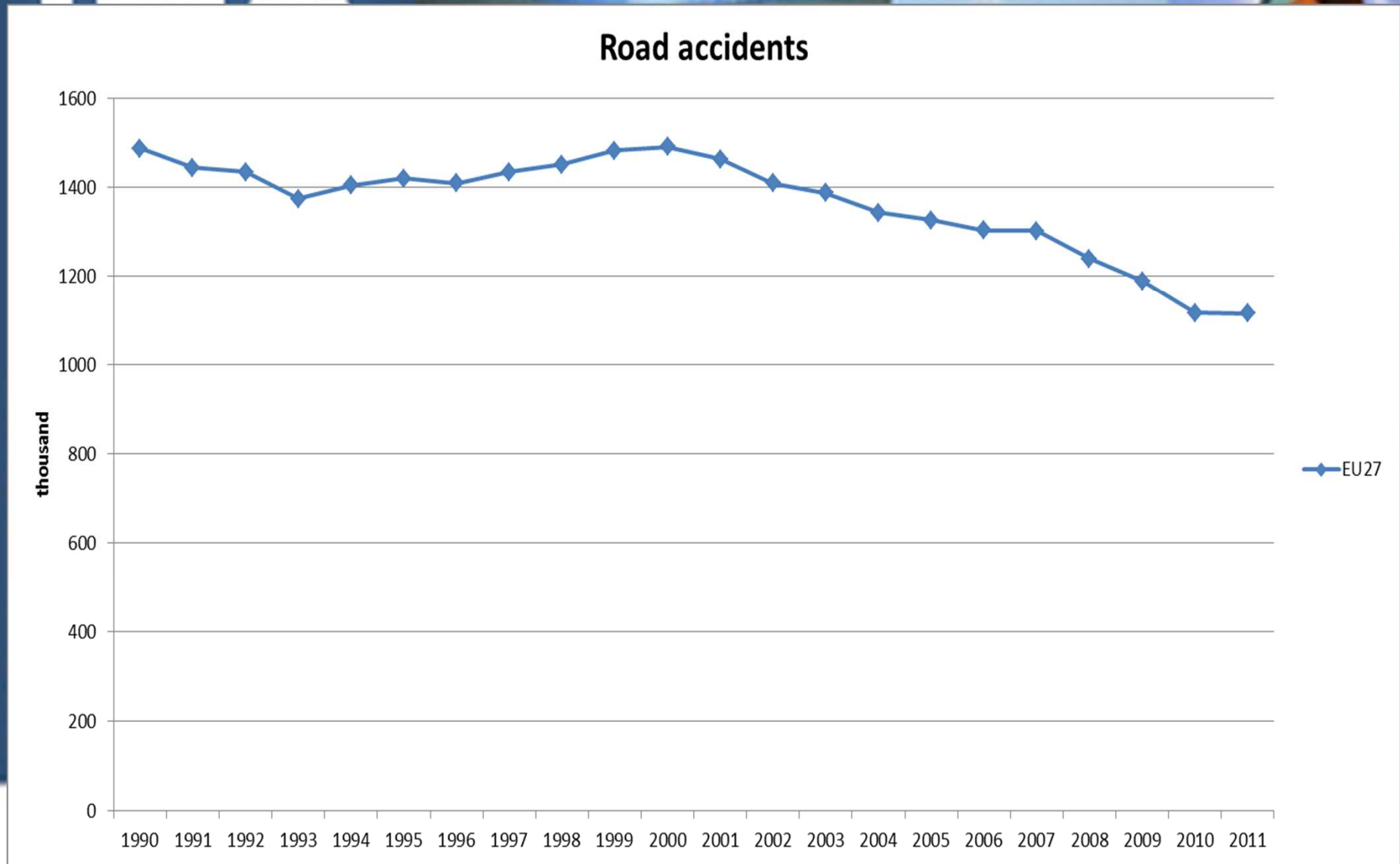
- steady decreases in road fatalities - (target 2020 - 27 000, 2010 - indicator's value 31 030).
- Fatalities fell by 2 300 per year between 1991 and 2011.
- From 2001 to 2011, casualties in road traffic fell on average by 5.4 % per year.
- Progress between 2007 and 2011 was especially strong, and this has been linked to financial insecurity resulting from the economic crisis

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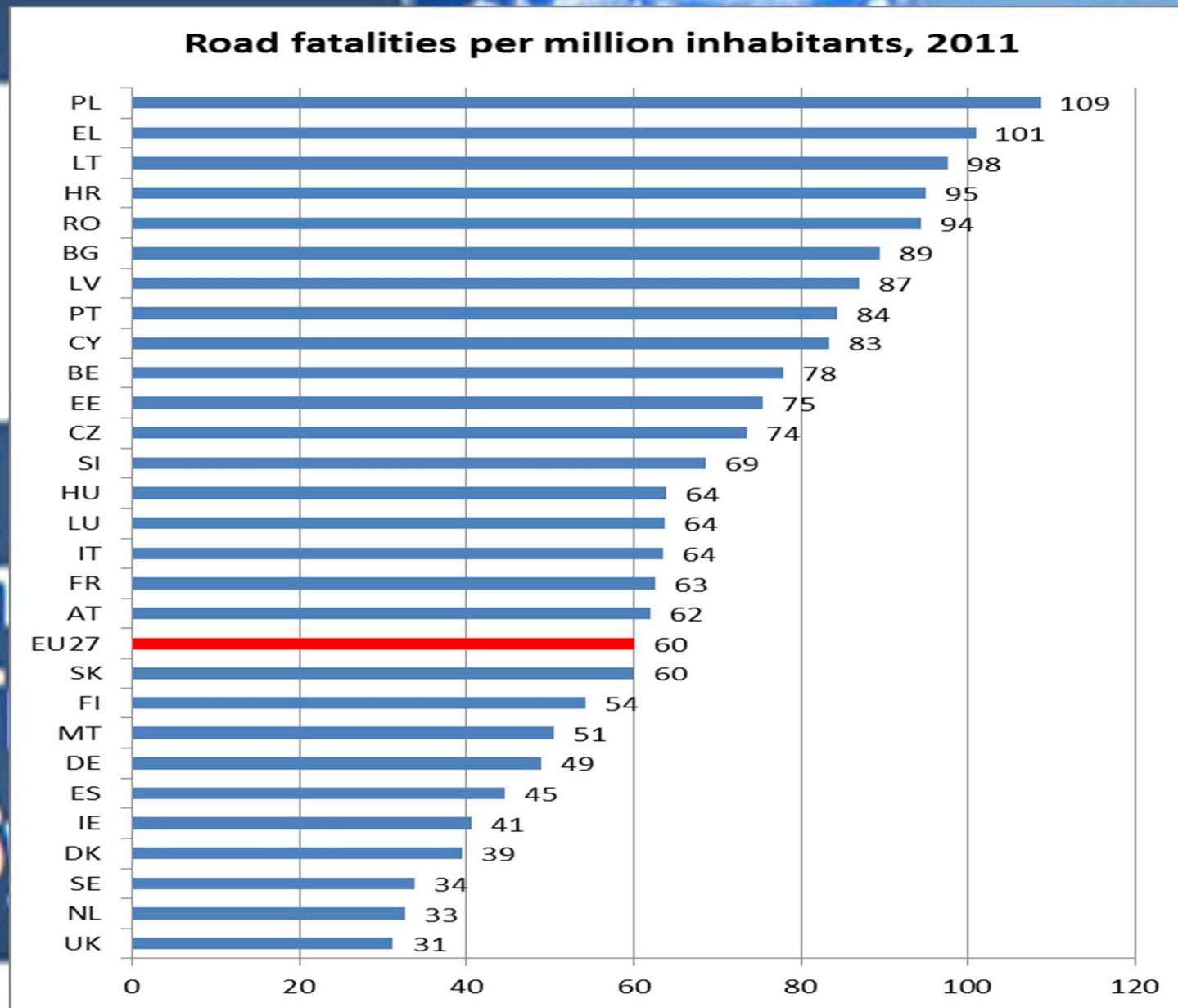


# Road accidents





# Road fatalities country rankings



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## Who is affected?

- Transport users
- Logistics and transport industry
- Drivers
- Road hauliers.



# How could ITS contribute to Social Sustainability?

## Policy objectives for ITS:

- **seamless traffic management and Real-time Traffic and Travel Information (RTTI) services, and**
- **road and personal safety** —Advanced Driver Assistance Systems (more effective warning of imminent danger; support to drivers and vulnerable road users, faster response to accidents etc.)

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# Impact Assessment of ITS:

Based on multi-criteria analysis:

- Direct and indirect impacts of the policy options regarding social sustainability.
- *Assessment of road safety, employment and security.*

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# Scenario A – no additional new actions

- difficult to achieve policy objectives;
- low penetration of safety-enhancing applications and life-saving services;
- generating high costs for society (medical, police intervention, material damage, etc.).

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## Effects:

- **External costs of accidents:**

2007 - €128.6 billion

2020 - €144.3 billion

- **Total external costs**

2007 - €161.8 billion

2020 - €193.3 billion by.

(DG MOVE, External Costs Handbook)

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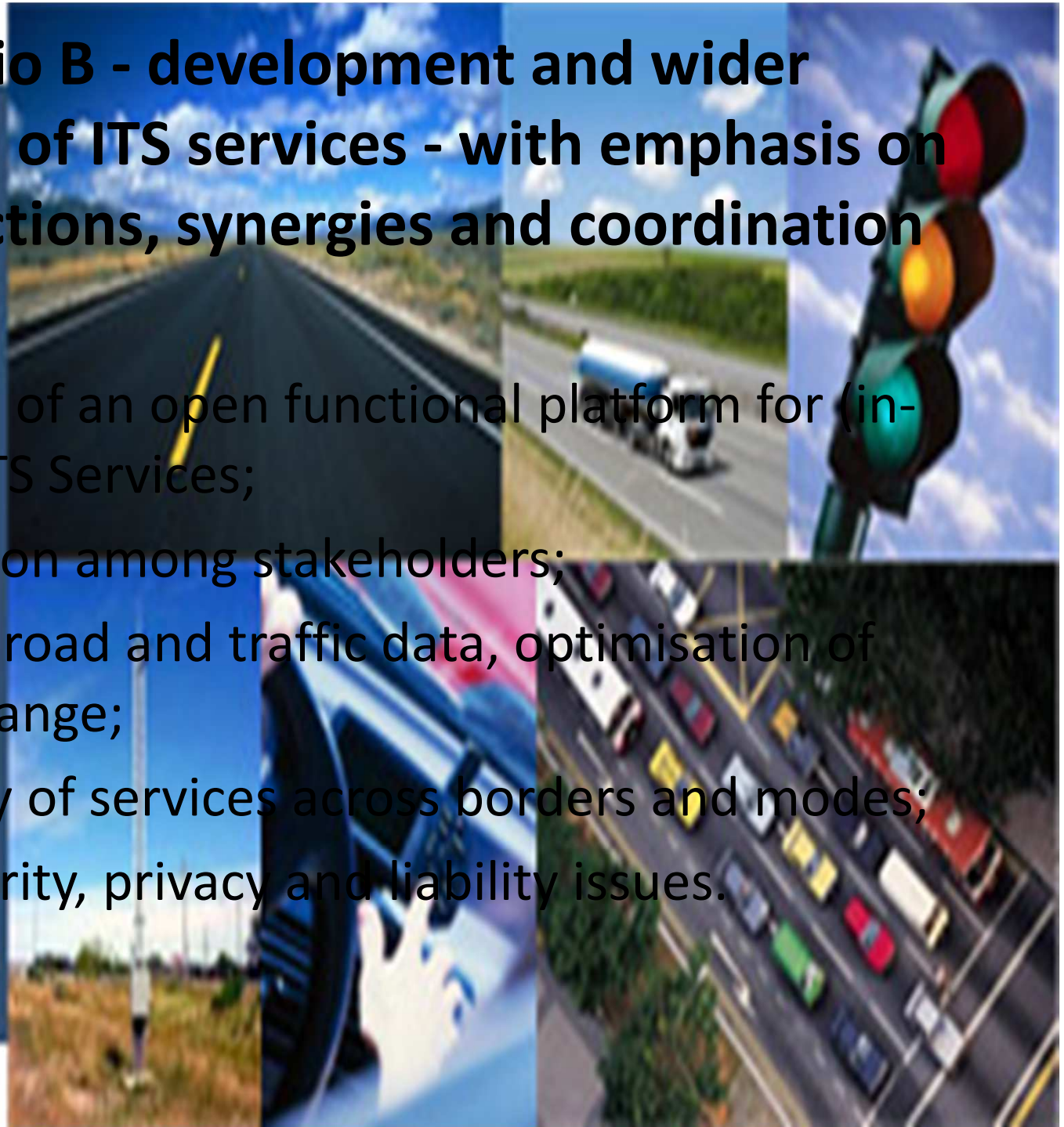


# Scenario B - development and wider deployment of ITS services - with emphasis on enabling actions, synergies and coordination

- Actions:
  - Definition of an open functional platform for (in-vehicle) ITS Services;
  - Cooperation among stakeholders;
  - Access to road and traffic data, optimisation of data exchange;
  - Continuity of services across borders and modes;
  - Data security, privacy and liability issues.

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# Road safety benefits:

- less risk of driver inattention;
- concentrating applications on a single platform with a unique, certified interface (HMI) - safe control/delivery of services, prioritisation;
- 40 % of fatal and injury crashes could be prevented (OECD estimation, 2008) – eCall

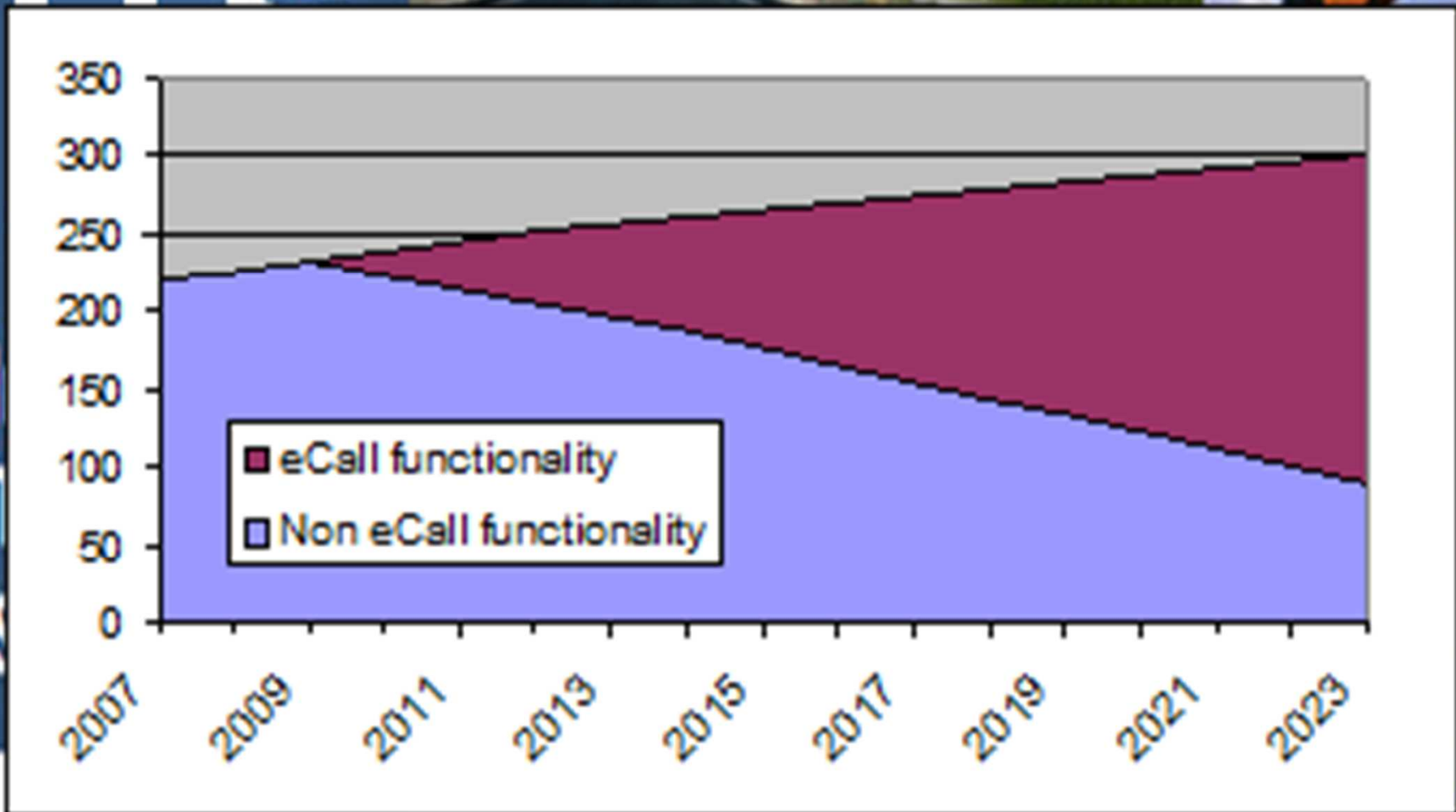
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# Estimated evolution of eCall in Europe — in Mio of new cars (Source: e-Safety)



**If eCall were to be deployed on 100 % of vehicles:**

- decrease in fatalities by 5 to 15 % across EU-27 by 2020 (2400-7477 persons),
- reduction in severe injuries by 10 to 15 % (30 000-45 000).
- cost-benefit ratio between 1.3 and 8.5 (according to SEiSS study).

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## Scenario B +

### Scenario B extended with a comitology procedure

- replaces the High Level Group by an **ITS Committee constituted by Member States' delegates** and an **advisory group** bringing together senior key representatives from all industrial sectors.
- **Impacts:**
  - avoid the risks;
  - ensure and speed up the implementation of policies;
  - further reduction of administrative costs through better consultation;
  - better chances to raise awareness of ITS among delegates from the public sector.

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# Comparison

	Society		
Impacts on ...	Road Safety	Employment	Security
Scenario A			
Scenario B	+	+	+
Scenario C	++	+	++

# Conclusion

- For both Scenarios B and B + EU action can have an added value contributing to most of the policy objectives;
- The transport-related criteria of reduced congestion, higher road safety and less impact of road transport on the environment;
- Faster and more harmonised deployment of ITS services

## Scenario B +:

- Positive impacts on congestion, road safety and emissions will be reached earlier;
- More lives will be saved and more time otherwise spent in congestion;
- CO<sub>2</sub> emissions will be reduced as well.

**Contributing to social sustainability.**

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**Thank you for your attention!**

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