



TraSaCu

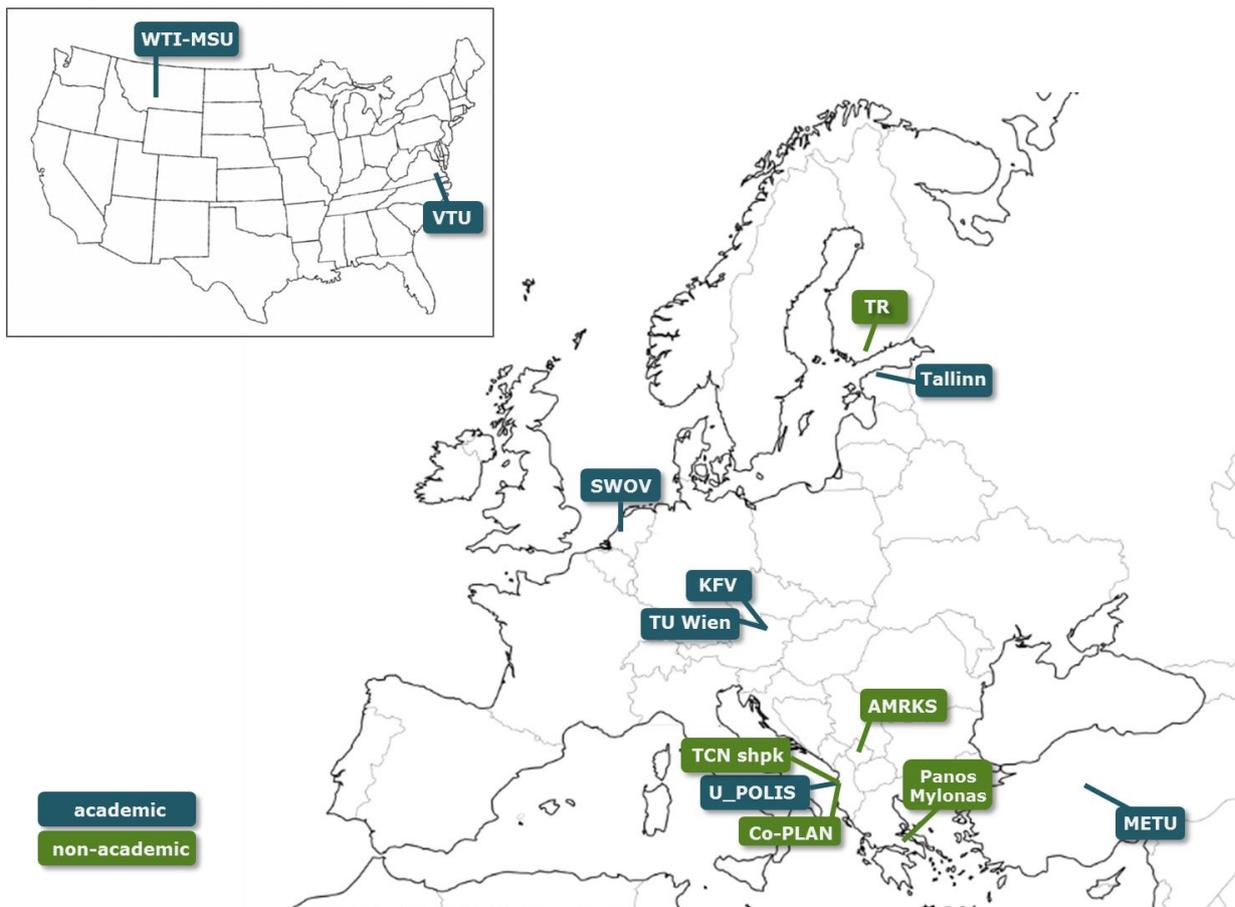
Traffic Safety Cultures and the Safe Systems Approach – Towards a Cultural Change Research and Innovation Agenda for Road Safety

Project in the EU Framework Programme Horizon 2020

Short Summary

EU-Programme	Horizon 2020, Marie Skłodowska-Curie Research and Innovation Staff Exchange (RISE)
Grant	499.500 €
Project Duration	36 months (02/03/2015 – 01/03/2018)
Coordinator	KFV (Austrian Road Safety Board)
Partners	13 academic and non-academic organisations from 9 countries
Project Character	Early stage and experienced researchers will be seconded to partner organisations abroad for 111 months in total.

Partners



10 Beneficiaries: KfV, Technical University of Vienna (Austria); Hellenic Research and Education Institute “Panos Mylonas” (Greece); Tallinn University of Technology (Estonia), Co-PLAN – Institute for Habitat Development, Polis University, TCN (Albania); Middle East Technical University (Turkey); Traffic Research Center of Finland Ltd; SWOV (Netherlands)

3 Partner Organisations: AMRKS (Kosovo), Virginia Tech, Montana State University (USA)

About the Marie Skłodowska-Curie RISE-Programme

In the EU's Marie Curie RISE-Programme...

- ... the mobility of researchers and the exchange of knowledge between countries as well as between academic and non-academic organisations is central.
- ... early stage and experienced researchers spend time at partner organisations inside and outside of Europe.
- ... the cooperation between academic and non-academic organisations is promoted.
- ... 84 projects from very different research areas are funded in all of Europe (EU grant budget in total: 70.000.000 €).



About TraSaCu

The **cultural approach** to traffic safety is a **new research perspective** which has emerged recently, especially in the US. It is part of the safe systems approach in recent safety research.

Safety culture has been identified as an important factor of road safety as it helps understand and explain the typical patterns of risk perception and risk taking that prevail in different national, regional or local traffic systems. The starting point of the project will be a pragmatic **definition** of traffic safety culture given by the US DOT safety council (2011): **Safety culture** can be understood as the shared values, actions, and behaviours that demonstrate a commitment to safety over competing goals and demands.

Traffic safety culture and **accidents** are strongly related: A strong safety culture helps reduce the number of accidents as well as mitigate their severity. It strengthens safety relevant attitudes and behaviour and is a condition for making road safety measures more effective.

The project brings together **expertise in engineering** (vehicle safety, road building, traffic system planning) as well as in the **sciences of human action** (psychology, sociology, anthropology) in order to develop a comprehensive framework of traffic safety culture that is useful for practical work in road safety as well as for academic research. **Knowledge exchange** will be a core element of the project, not only via the researchers that are seconded between partner organisations but also through a knowledge platform that will be created for the partners as well as for the public. The project will also include data from naturalistic driving studies that has not been used in the context of cultural analysis before. A major focus will be on factors that can be changed comparatively easy under given cultural conditions in order to **contribute to road safety work** in practice.

WP 1: Knowledge Management and Integrative Framework



WP 2: Analysis of Cultural Patterns



WP 3: Traffic Safety Culture in practice - Commitment and Compliance



WP 4: Synthesis



WP 5: Development of Action Framework to increase road safety based on traffic safety culture approach

TraSaCu Work Packages (WP)