

# El Nuevo Paradigma para Calles Seguras

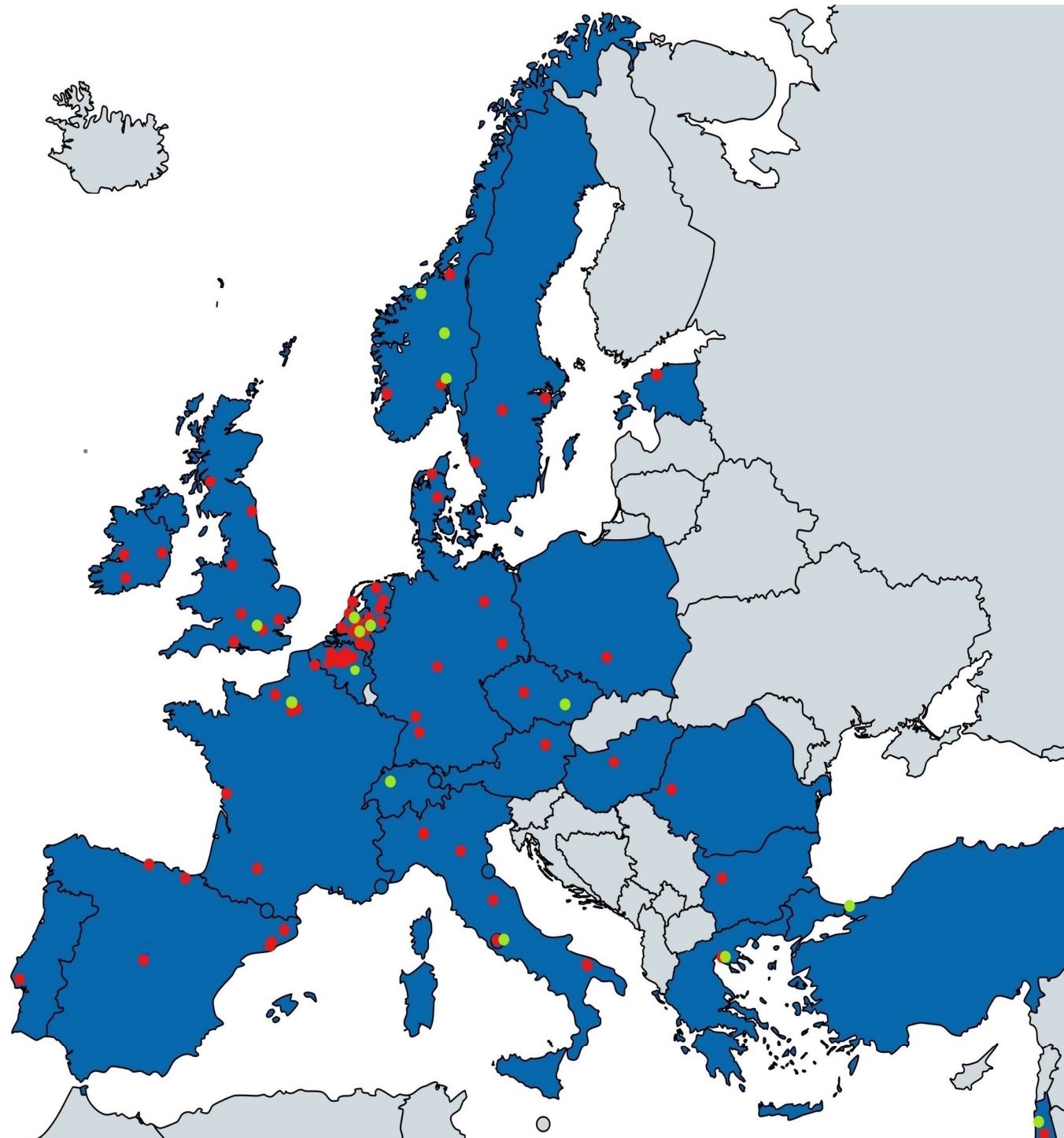
**Pedro Homem de Gouveia**  
Coordinator, Safety & Security



**VI Encuentro de Ciudades**  
Zaragoza, Octubre 2021

- Full members
- Associated members

Cities & Regions  
Transport Authorities  
Research Institutes



Movilidad

Movilidad Segura

Movilidad Sostenible

¿Hacer lo que?

¿Como hacer?

¿Por qué hacer?

¿Por qué hacer?

¿Como hacer?

¿Hacer lo que?



**Reducir las emisiones,  
mucho y rápidamente**

**Prepare for inevitable  
impacts**

**cambio social y  
políticamente viable**

**Reducir las emisiones,  
mucho y rápidamente**

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**cambio social y  
políticamente viable**



**Transporte  
Público  
Caminar  
Bici**





# For the man of Success

*- and with a mind  
of his own*

**W**HEN you come to think about it, ROADMASTER makes a singularly fitting choice in fine cars for the man who likes to use his own judgment.

It's not the costliest of fine cars—but it measures up to a standard far more exacting.

And that is—ROADMASTER stands at the top of a line of Buicks whose beauty and engineering and performance have brought them outstanding success. It begins with the things that have made all Buicks great and moves up to its own pinnacle.

**T**his, we believe, is what appeals to the men who can afford to select worth over cost—value over ostentation.

They find here the many luxuries that only the cream of a successful line can bring—limited edition styling inside and out—the most bountiful power plant in all Buick annals—a ride of consummate comfort and restful ease.

**B**ut definitely unique to ROADMASTER, in the world of fine cars, is the smooth and truly spectacular performance of Variable Pitch Dynaflo.

For only in ROADMASTER, of all fine cars, can you command the one automatic transmission that is smooth to the absolute . . . and that takes its cue from

the variable pitch propellers of a modern airliner.

Only in ROADMASTER do you have the thrill of calling on split-second getaway at the top inch of pedal travel—with all the gas savings this economy range gives—or "switching the pitch" by flooring the pedal for a safety burst of power.



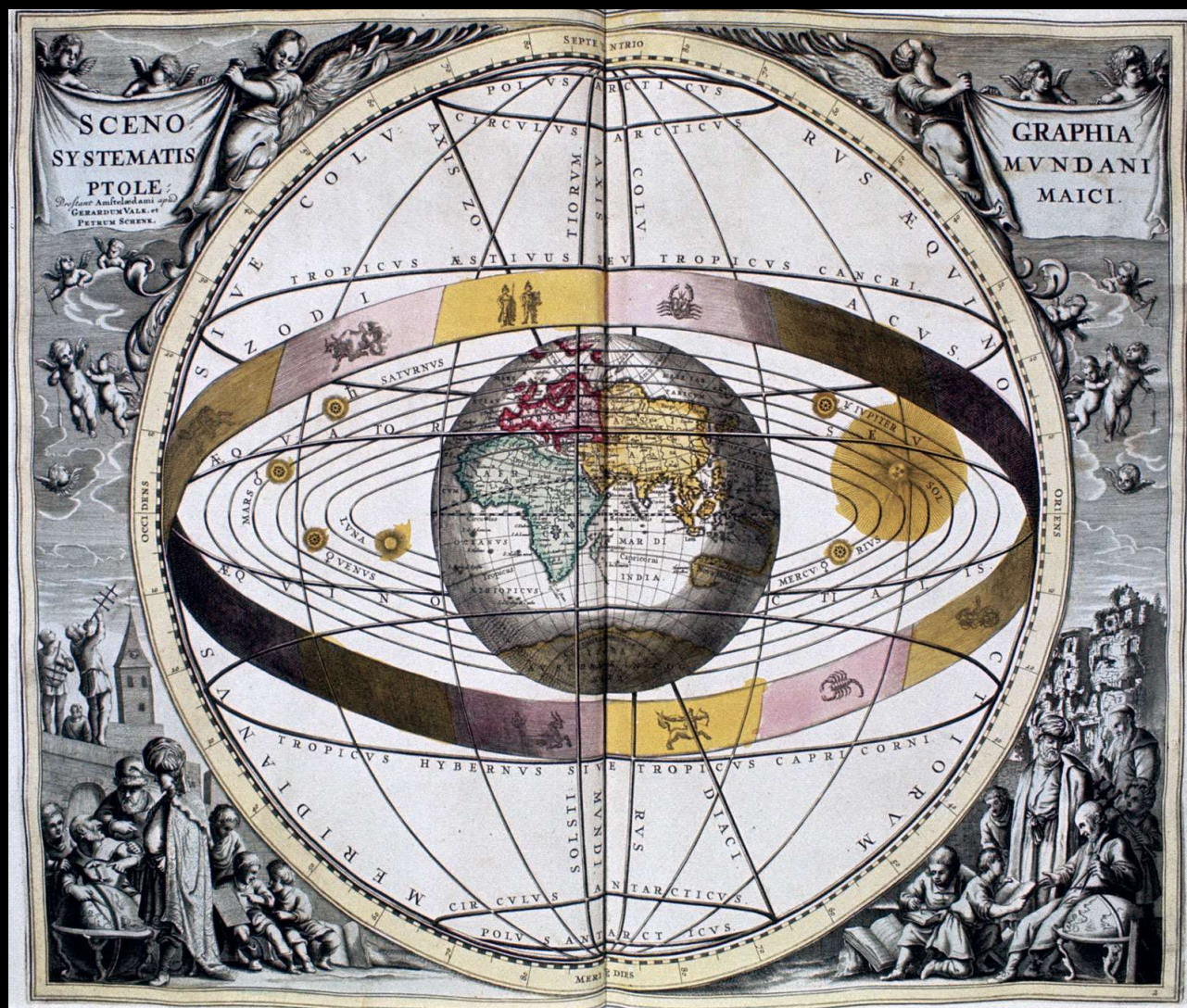
**D**on't you feel the time has come to test the mettle of this master car yourself?

Your Buick dealer will be happy to arrange such a meeting at your earliest bidding. Why don't you make the first move and call him this week?

BUICK Division of GENERAL MOTORS

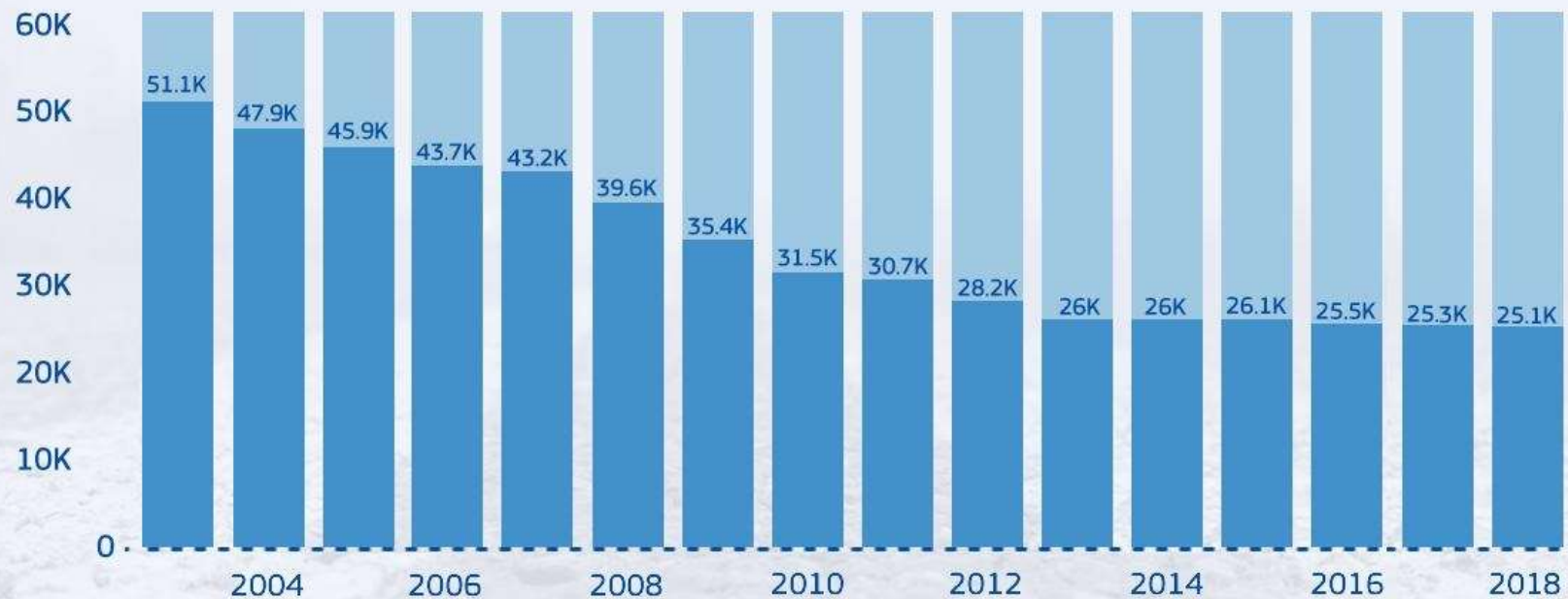
**Roadmaster**  
*Custom Built by Buick*

When better automobiles are built Buick will build them





# ROAD FATALITIES IN THE EU FROM 2003 TO 2018

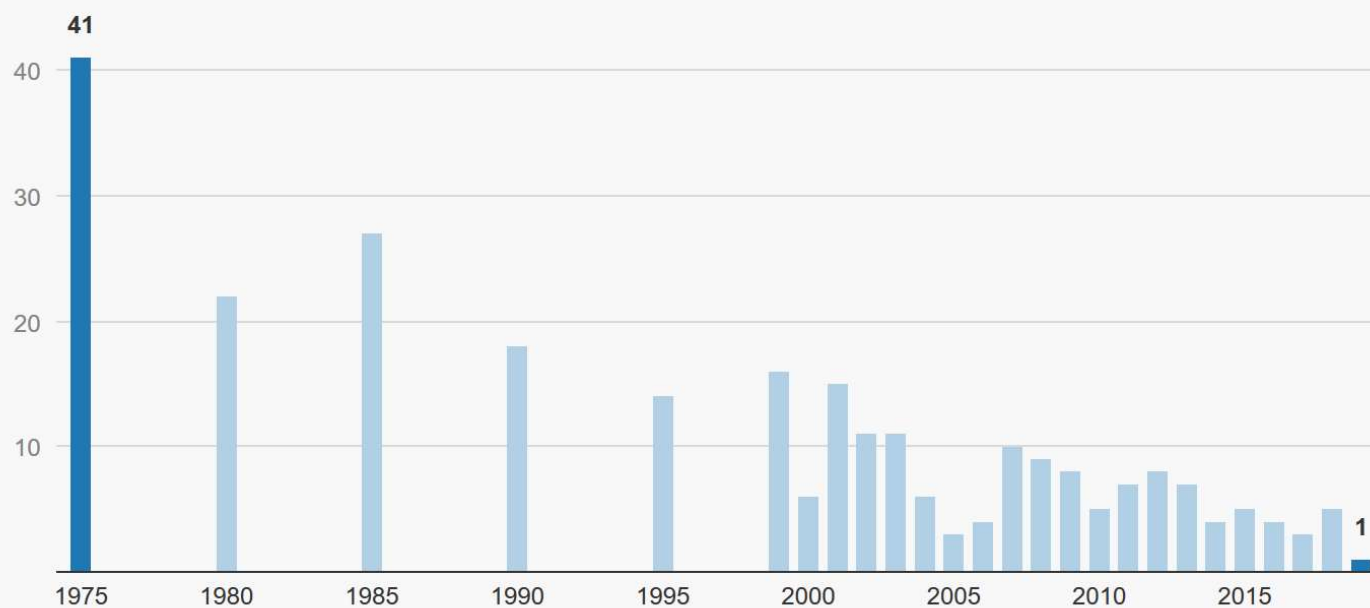


#RoadSafety

Source: European Commission, Directorate-General Mobility and Transport



## Antall trafikkdrepte i Oslo

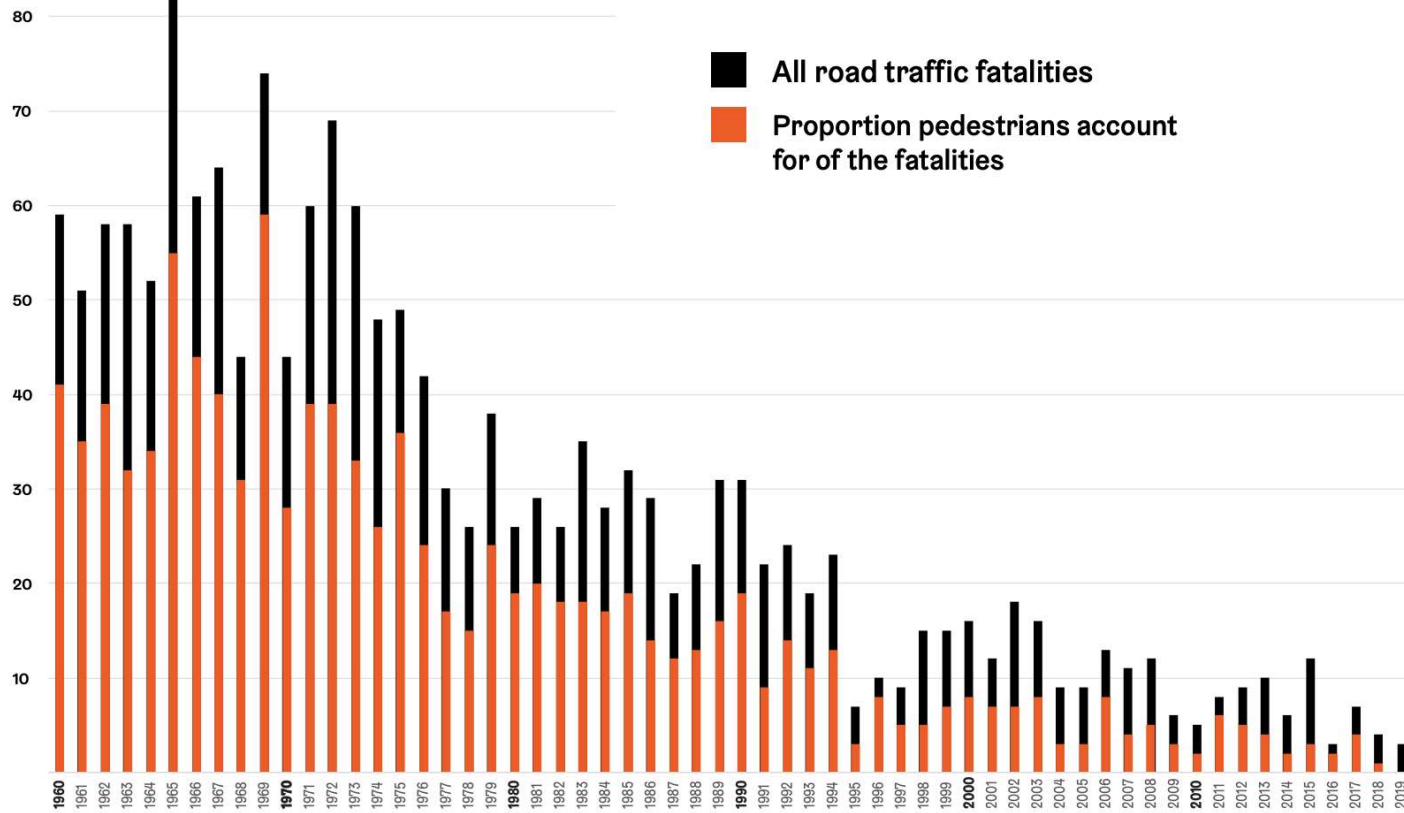


Siste 20 år og hvert femte år siden 1975

Kilde: Statens vegvesen

Aftenposten

## Road traffic accident deaths in Helsinki in 1960–2019

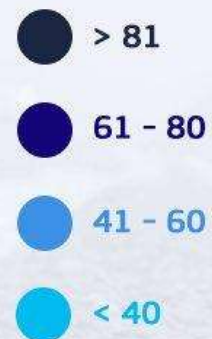


Source: City of Helsinki Traffic Accidents Register and Statistics on road traffic accidents by Statistics Finland

# ROAD FATALITIES BY EU COUNTRIES



Road fatalities per million inhabitants:



#RoadSafety

Source: European Commission, Directorate-General Mobility and Transport



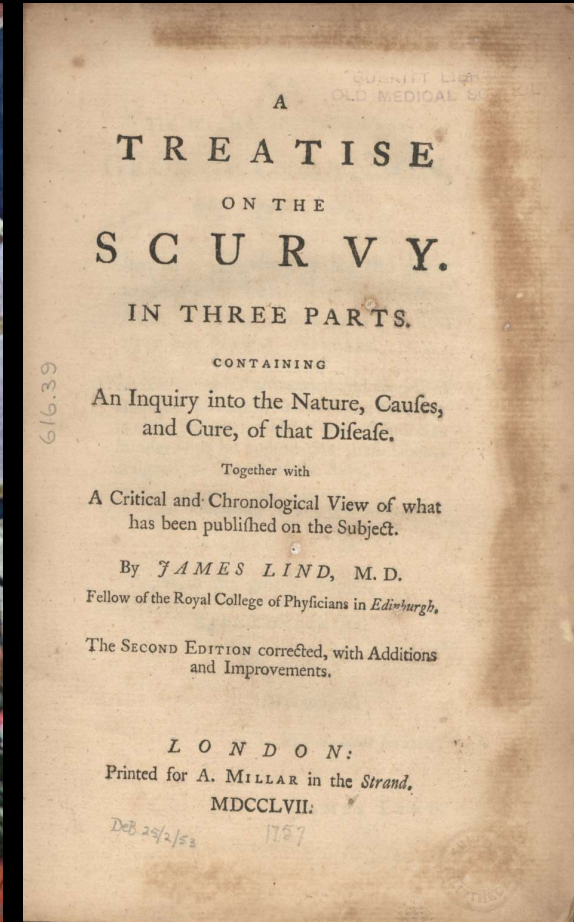




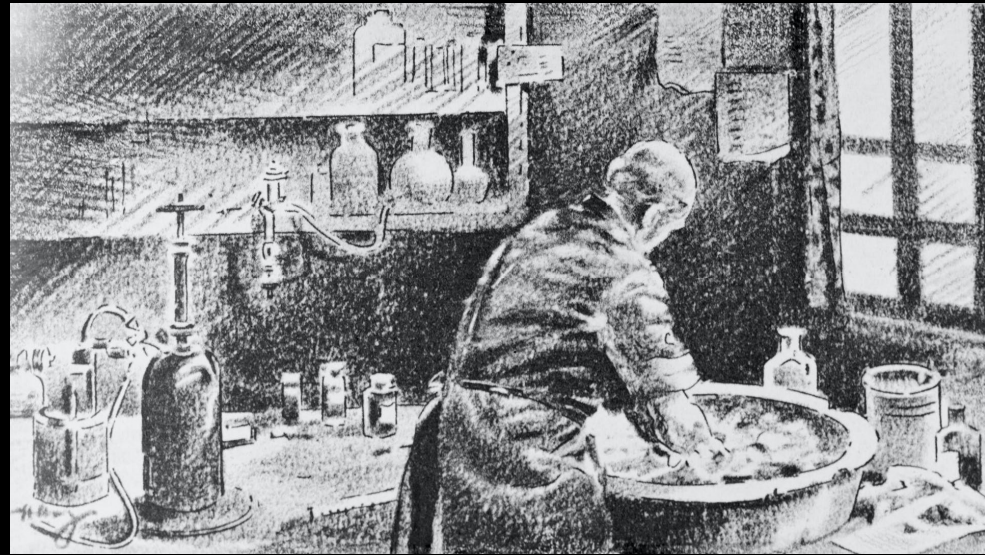
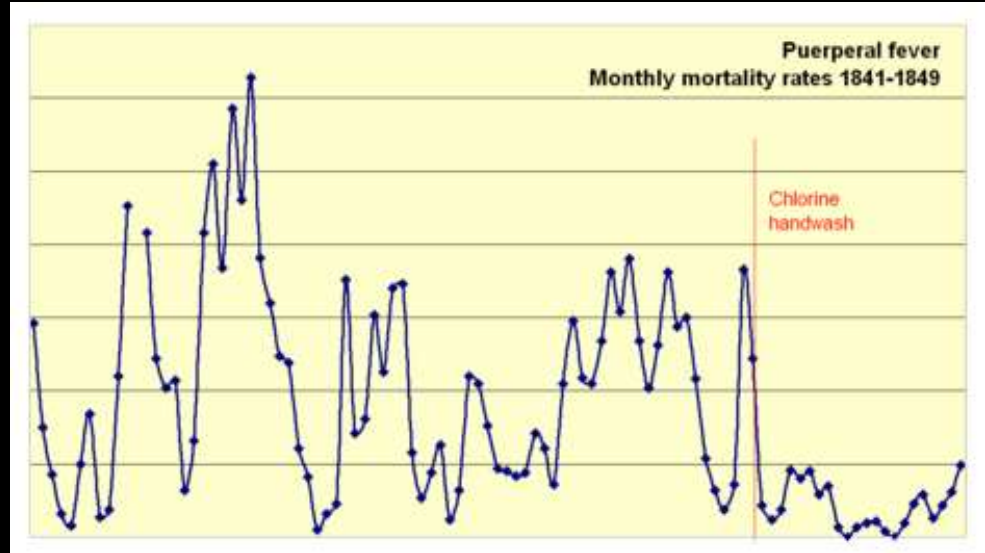
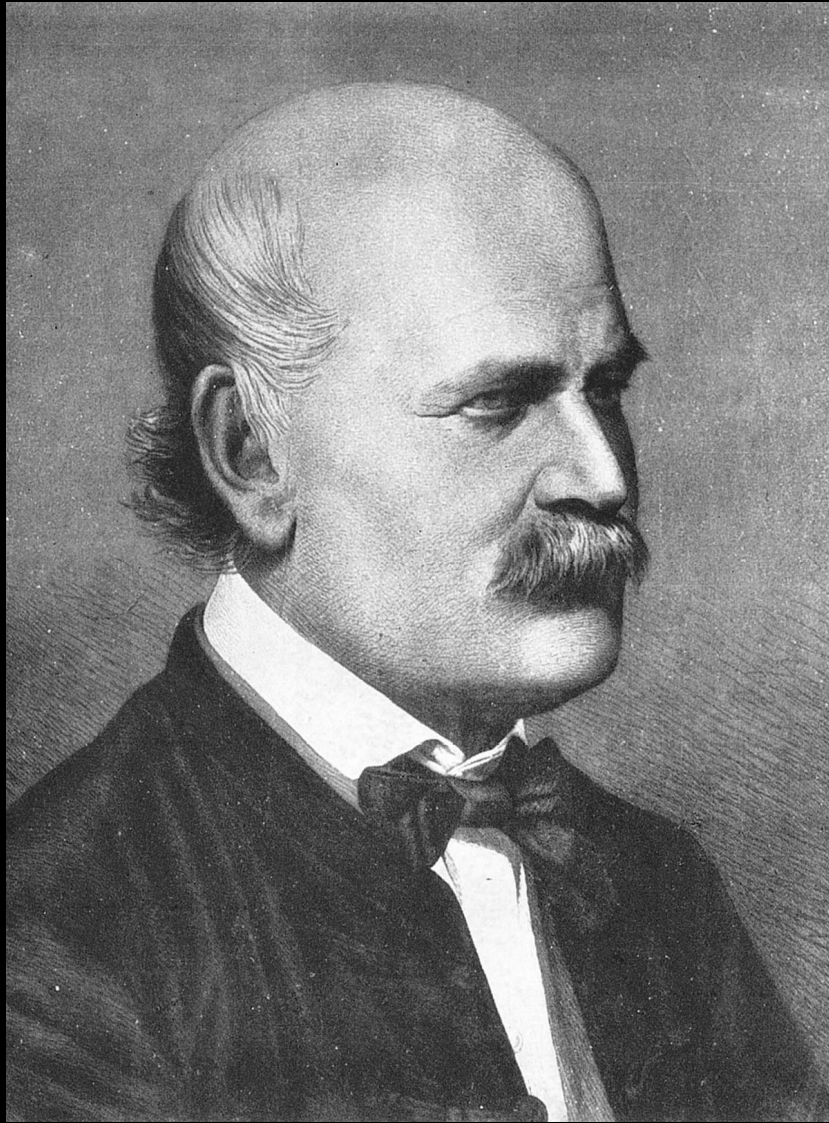
Peter Salk es vacunado contra la polio por su padre (1953)

Hoy contamos con los **conocimientos** y los **medios** para eliminar las muertes y las lesiones graves causadas por el tránsito en las calles urbanas.

Esto implica un  
**cambio de Paradigma.**



James Lind (1716-1794)



Ignaz Semmelweis (1818-1865)

La difusión de innovaciones  
es un **proceso social**.



“What if we don’t change at all ...  
and something magical just happens?”



**"This really is an innovative approach, but I'm afraid we can't consider it. It's never been done before."**





Shanahan

*"I like it!"*



HMS Leopard 1700  *M. J. J. J. J.*



¿Cómo podemos  
innovar **más rápido**?

# THE NEW PARADIGM FOR SAFE CITY STREETS

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WE, THE CITIES, ACT NOW

**POLIS**  
CITIES AND REGIONS FOR  
TRANSPORT INNOVATION

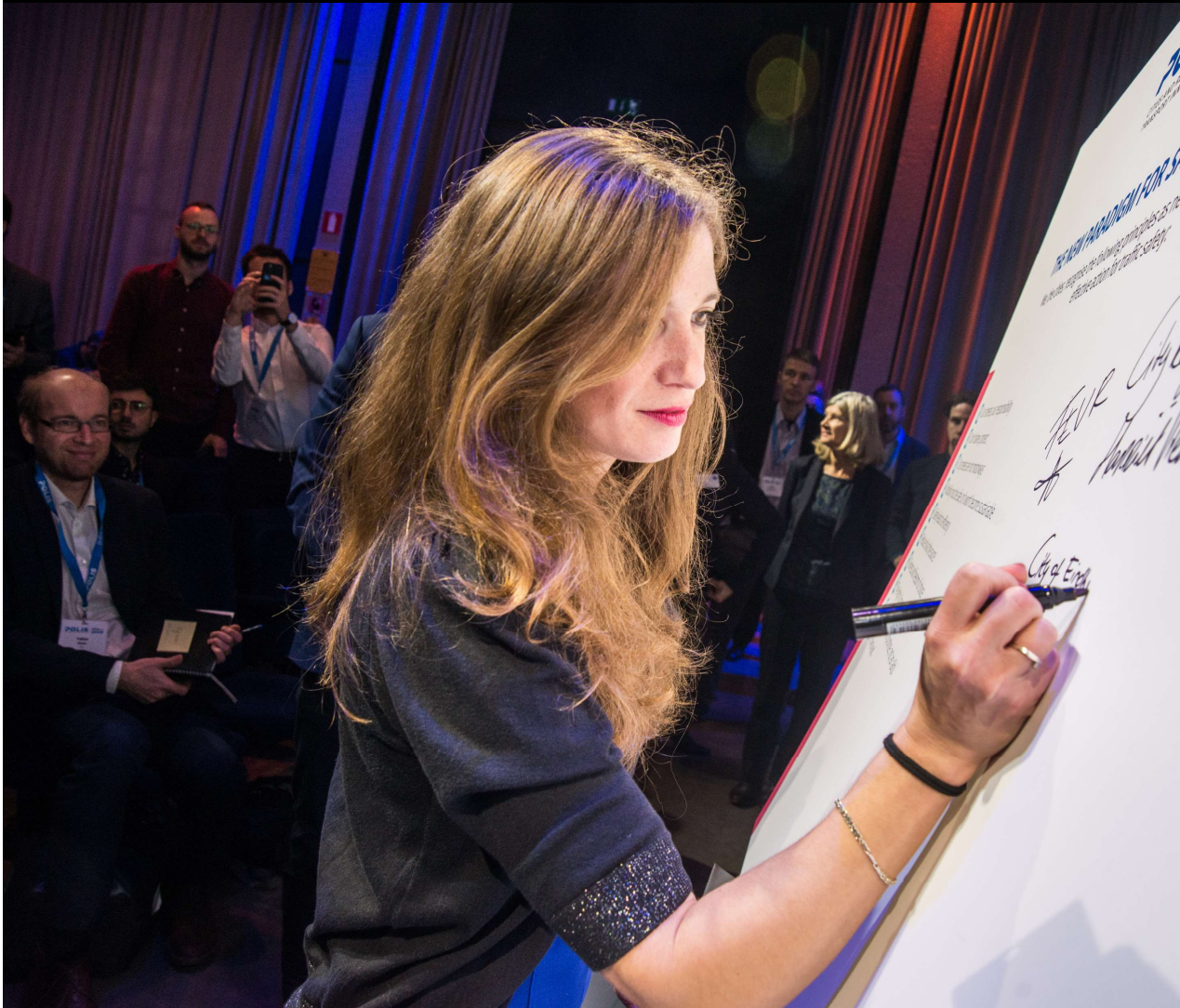


WORLD  
RESOURCES  
INSTITUTE | ROSS  
CENTER





“Nosotras, las ciudades, reconocemos los siguientes principios como necesarios para una acción sólida y eficaz...”



- Arnhem-Nijmegen** (Netherlands)
- Barcelona** (Spain)
- Berlin** (Germany)
- Bilbao** (Spain)
- Brussels** (Belgium)
- Budapest** (Hungary)
- Dublin** (Ireland)
- Eindhoven** (Netherlands)
- Farkadona** (Greece)
- Glasgow** (United Kingdom)
- Gothenburg** (Sweden)
- Greater Manchester** (United Kingdom)
- Helmond** (Netherlands)
- Île-de-France** (France)
- La Rochelle**(France)
- Leon** (Spain)
- Lisbon**(Portugal)
- London** (United Kingdom)
- Madrid** (Spain)
- Noord Brabant Province** (Netherlands)
- Rotterdam** (Netherlands)
- Schaarbeek** (Belgium)
- Sofia** (Bulgaria)



**Bird**

**CIE** (Cycling Industries Europe)

**Donkey Republic**

**ECF** (European Cycling Federation)

**EuroRAP** (European Road Assessment Program)

**FEVR** (European Federation of Road Traffic Victims)

**IFP** (International Federation of Pedestrians)

**IRVA** (Irish Road Victims' Association)

**Lime**

**MUBi** (Associação Mobilidade Urbana Bicicleta, Portugal)

**NTUA** (National Technical University of Athens, Greece)

**Sustrans** (United Kingdom)

**Uber**

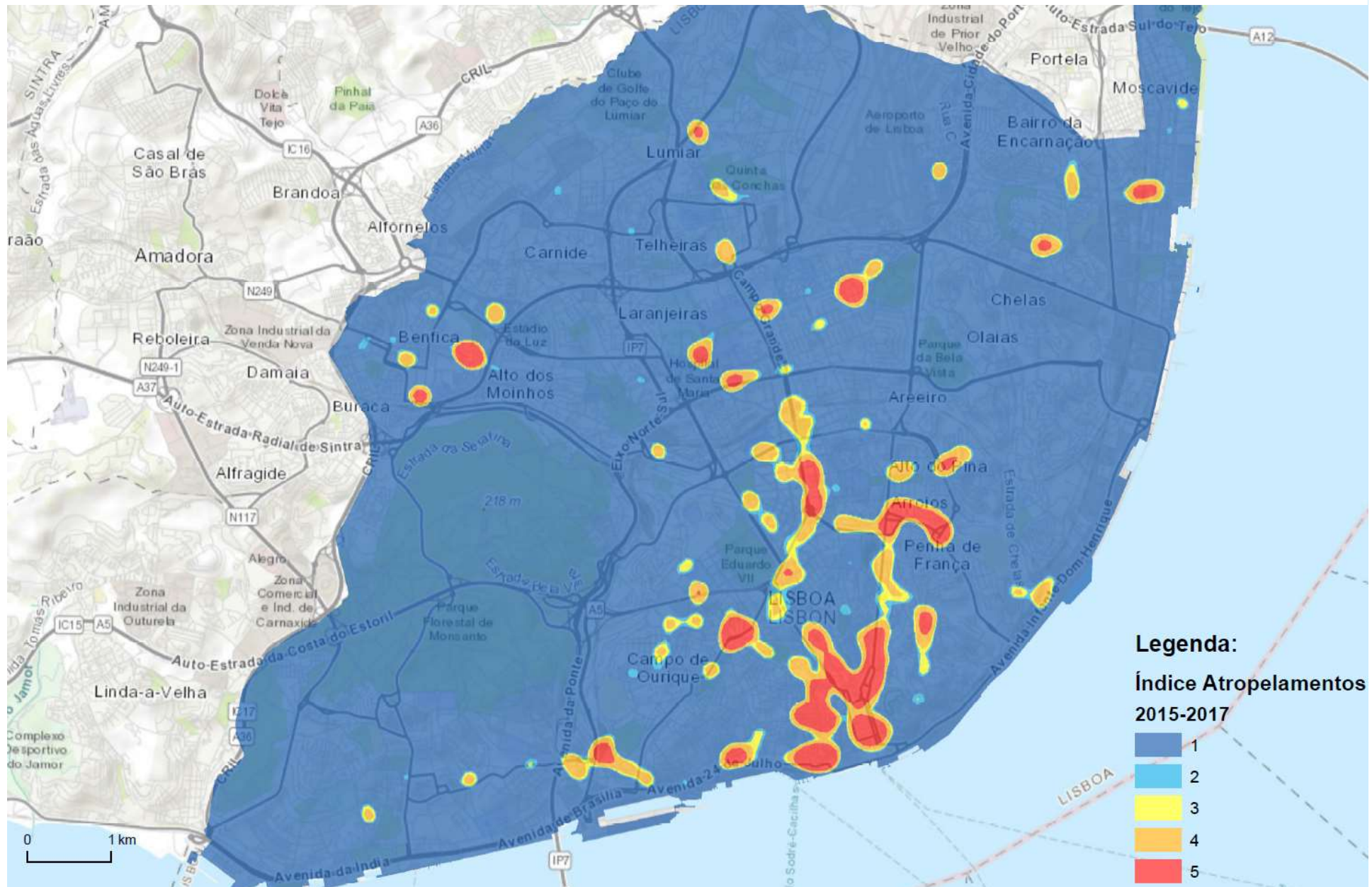
**VSV** (Flemish Foundation for Traffic Knowledge, Belgium)

**VOI Technology AB**

**Walk21**

**YOURS** (Youth for Road Safety)

# 1. Nuestras calles, nuestra responsabilidad



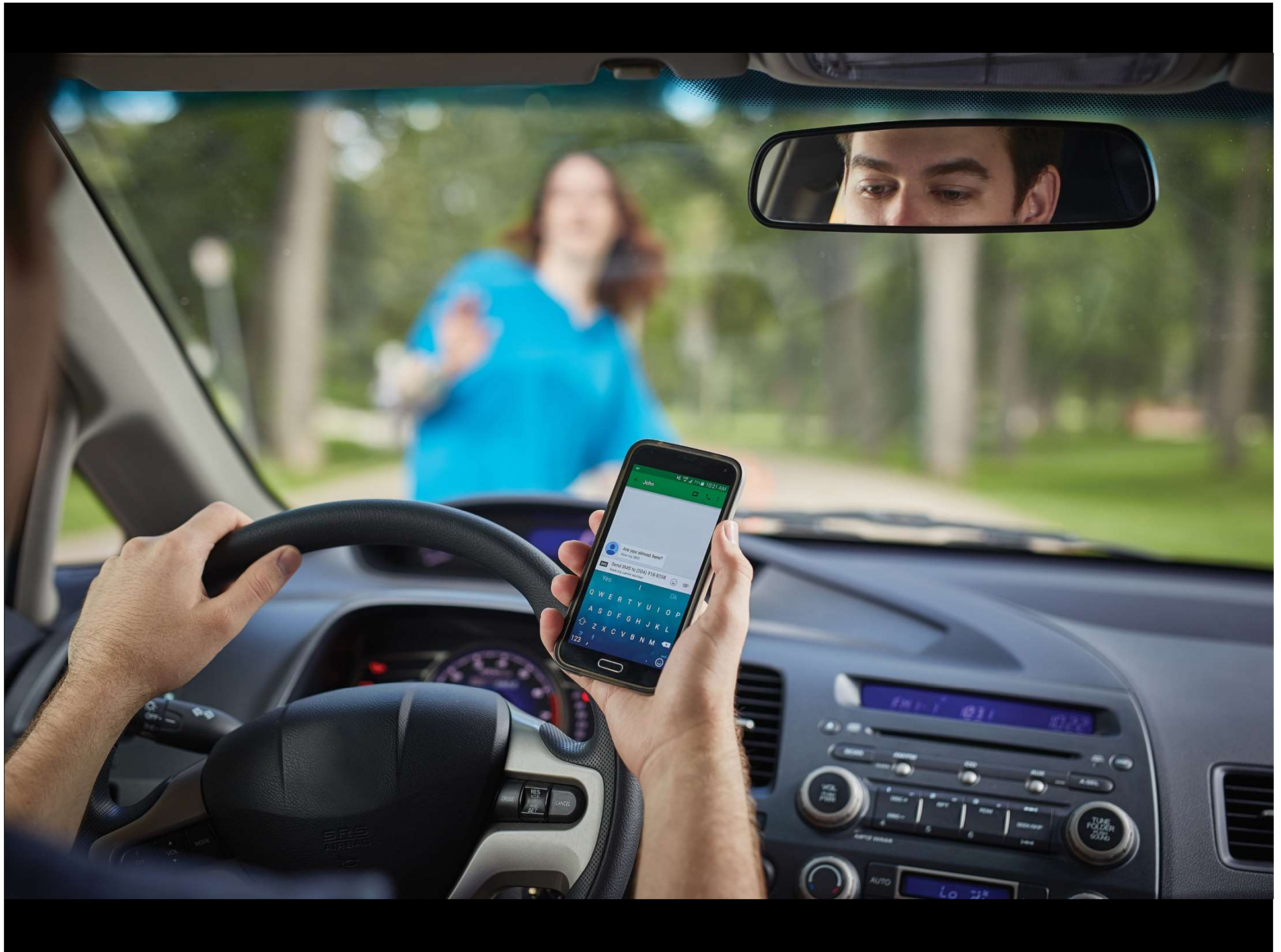


Thomas Adams & Rachel Aldred, 2020



## 2. No culpes, protege





### 3. Las calles de la ciudad no son autopistas





Photo: City of Rotterdam



Photo: City of Rotterdam



ROAD  
CLOSED

ROAD  
OPEN FOR



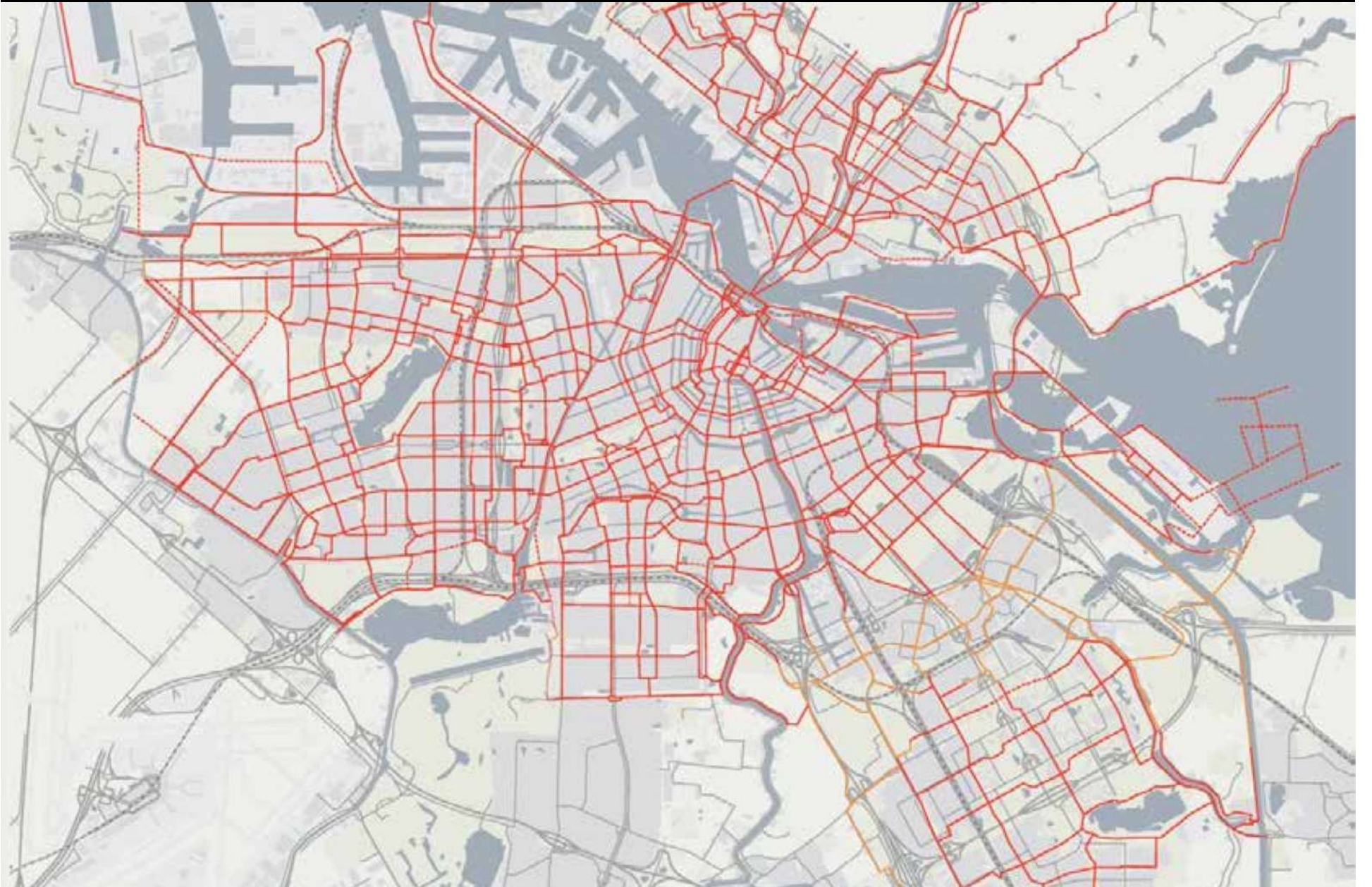


Photo: Mairie de Paris, 2021

## 4. La movilidad debe ser Segura, o no será sostenible







# 5. La seguridad conduce a la eficiencia

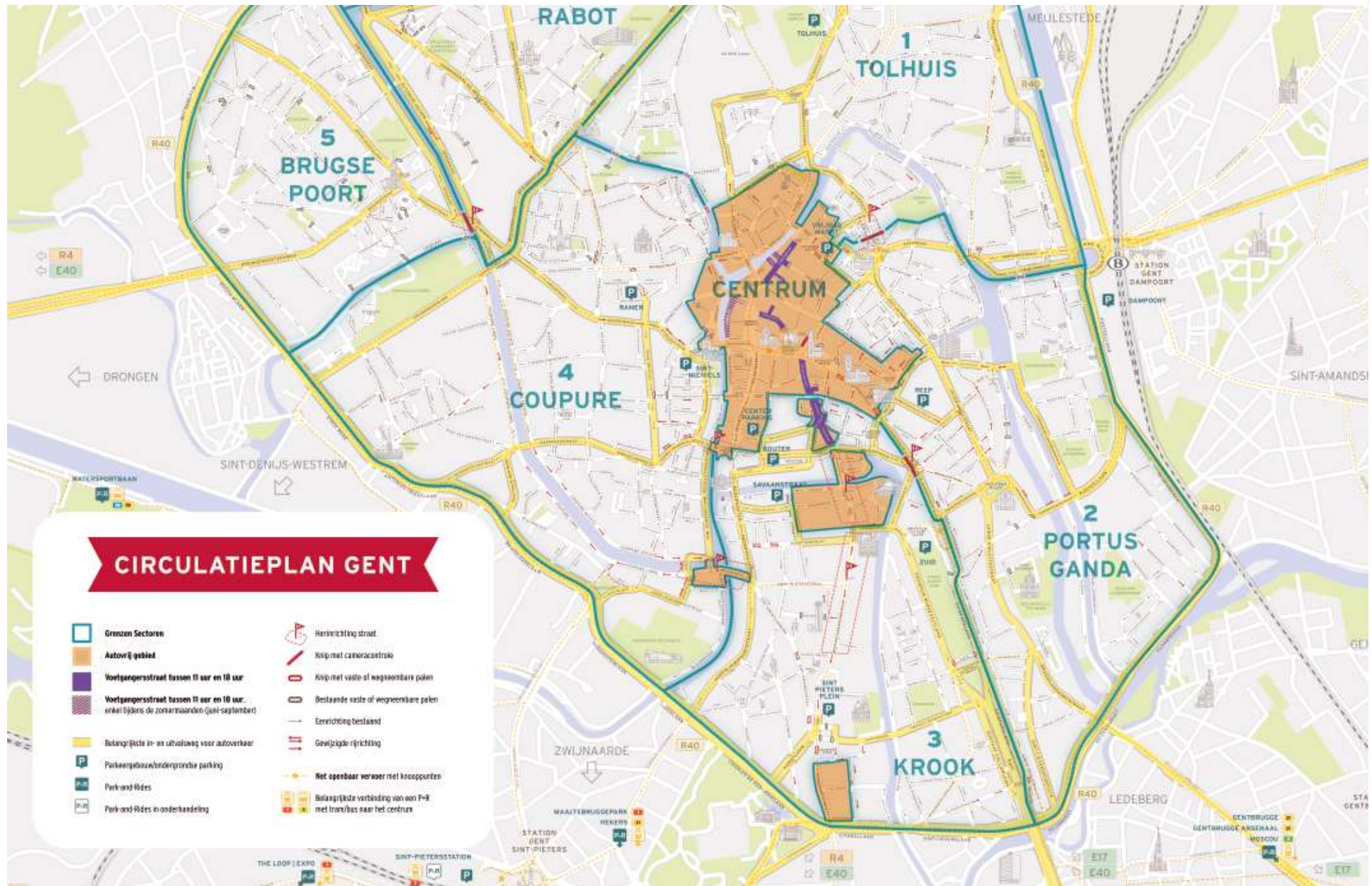
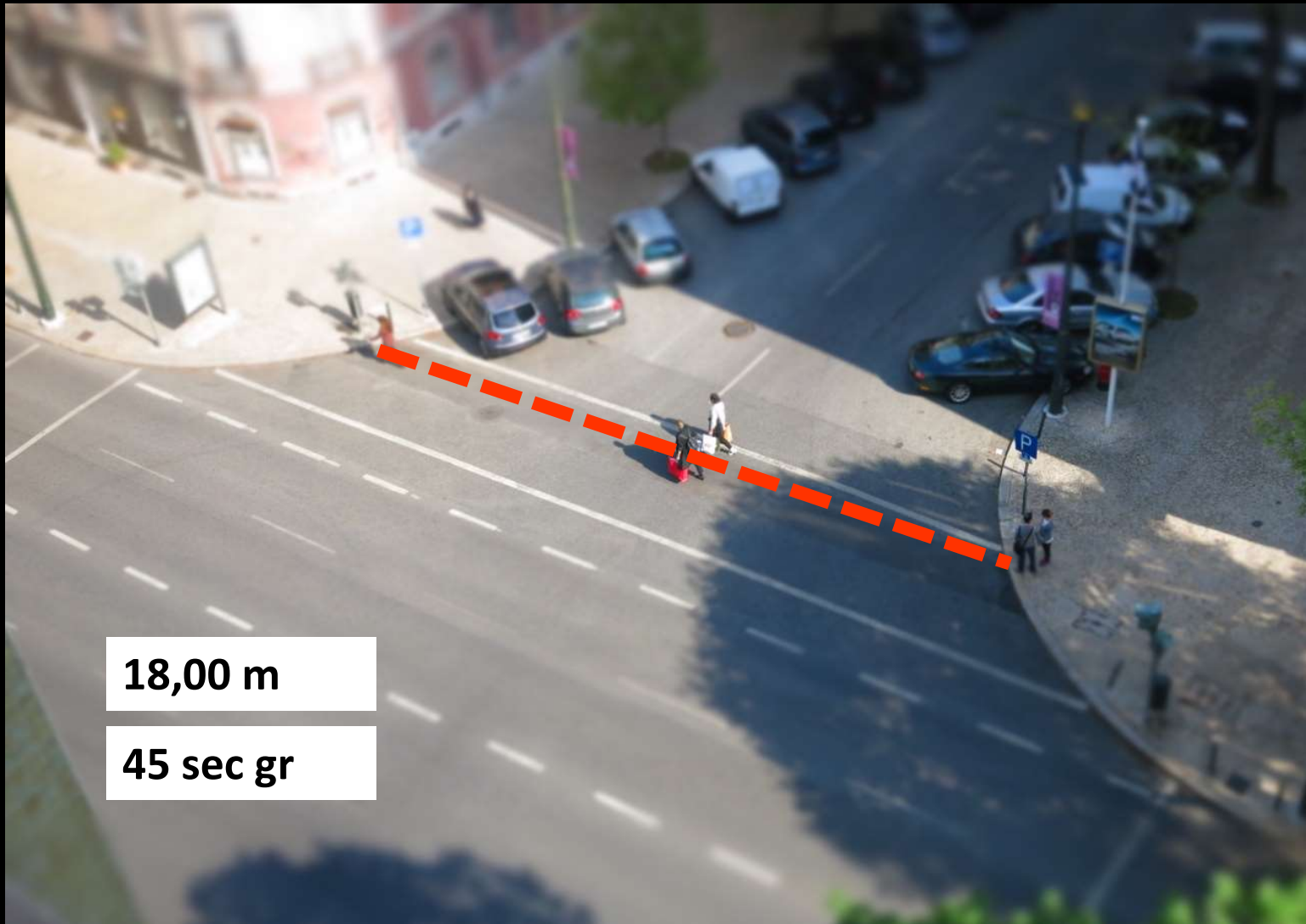




Photo: Pedro Homem de Gouveia/ POLIS

# Before

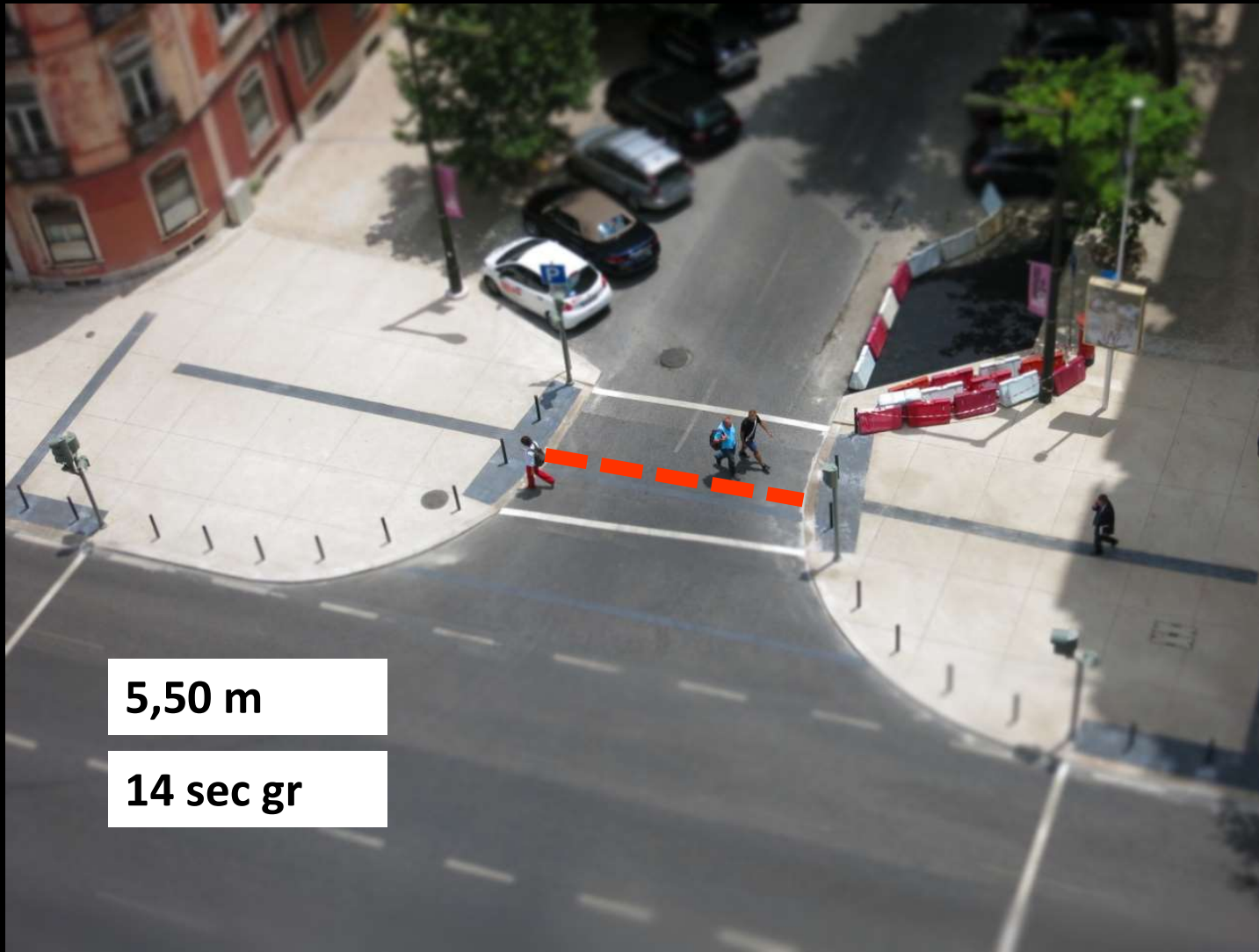


**18,00 m**

**45 sec gr**

Photo: Pedro Nave/ CM Lisboa/ EPAP

# After



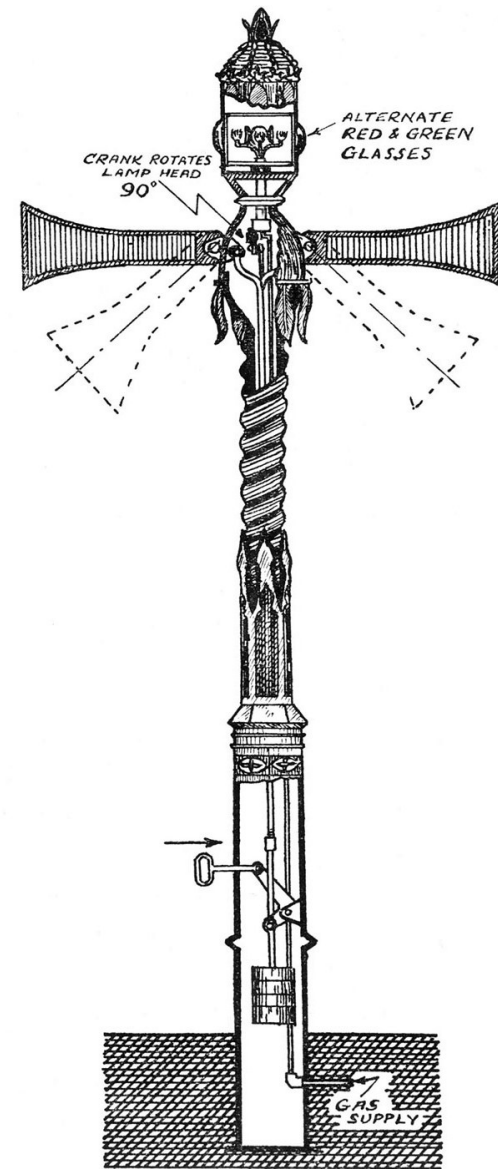
**5,50 m**

**14 sec gr**

Photo: Pedro Nave/ CM Lisboa/ EPAP

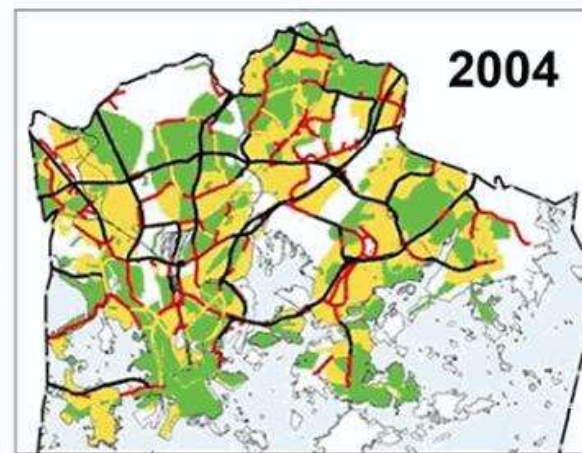
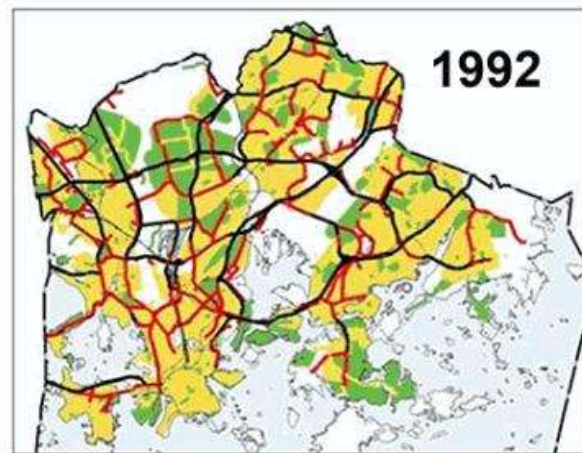
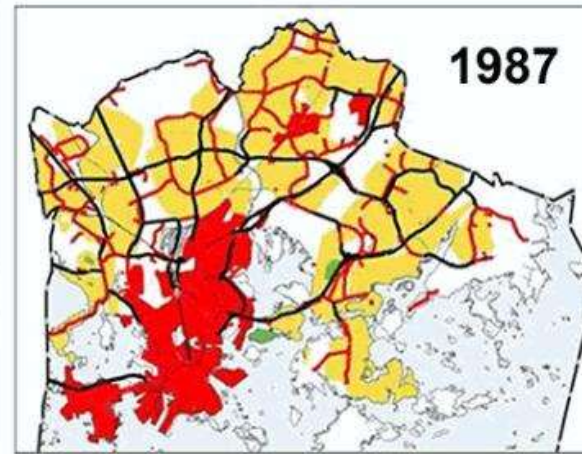
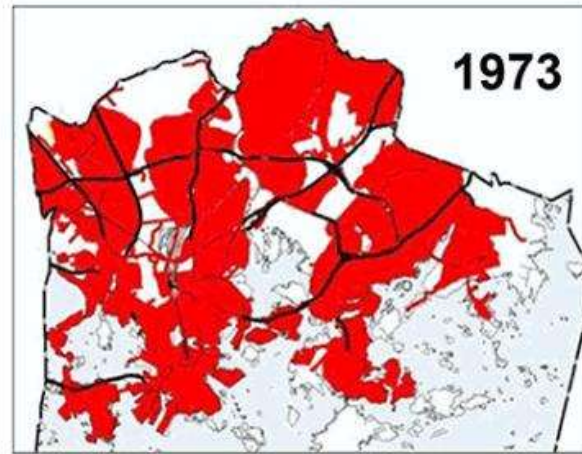


THE NEW STREET SEMAPHORE AT WESTMINSTER.



## 6. Reducir el riesgo en la fuente





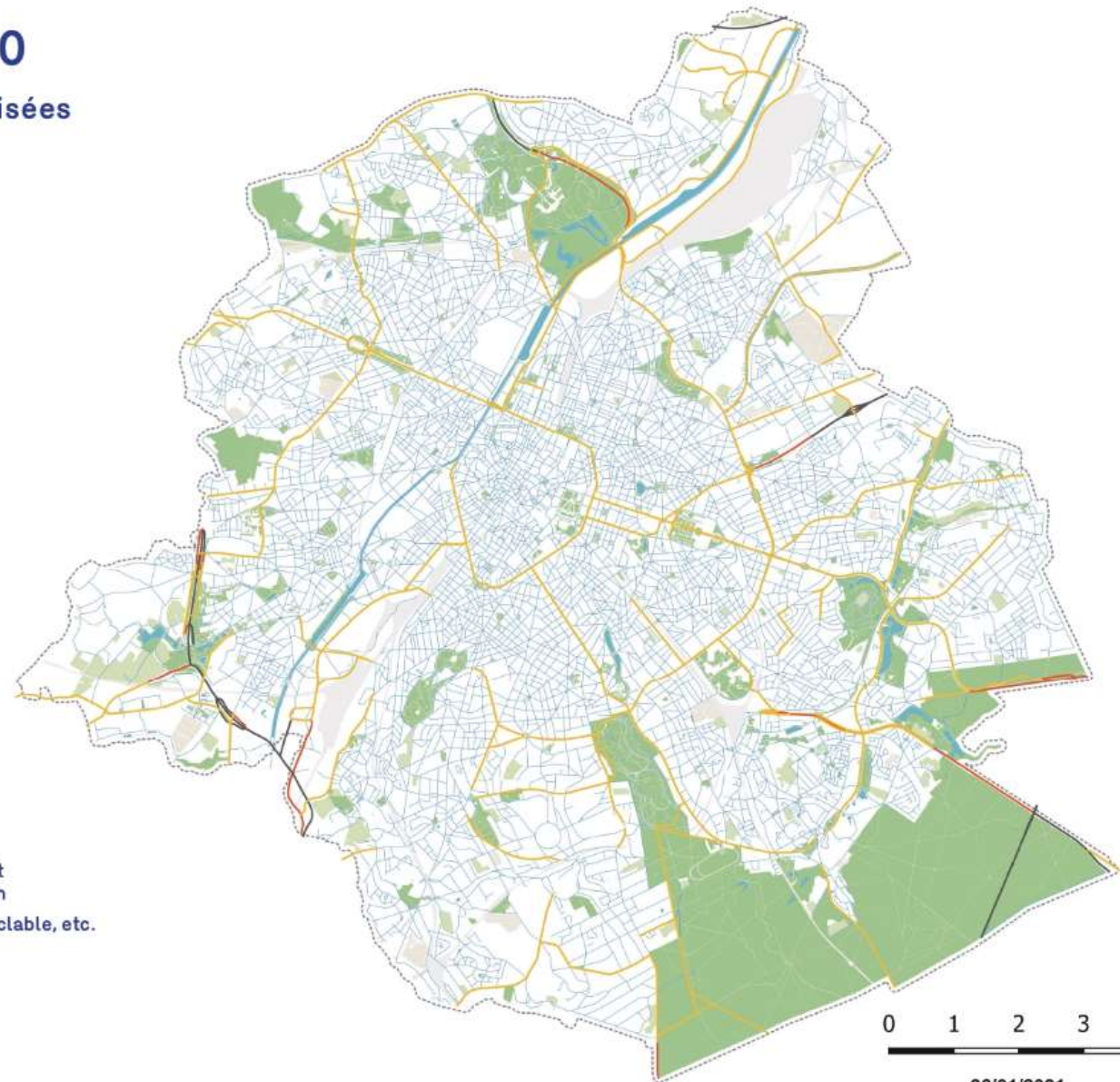


# Bruxelles Ville 30

Vitesses maximales autorisées  
au 1<sup>er</sup> janvier 2021



Les voiries latérales d'un axe complexe ont  
une vitesse autorisée de maximum 30 km/h  
\* zone de rencontre, zone piétonne, rue cyclable, etc.



26/01/2021



Photo: Aurélie Audureau/MAXPPP

En Bilbao vivimos  veces mejor! 

**BILBA****!**

  
**Bilbao**

## 7. Equidad y Libertad de elección





## Een mobipunt in jouw buurt!

- Lijkt een elektrische bakfiets handig om boodschappen te doen of voor een uitstap met de kinderen?
  - Wil je af en toe een elektrische fiets gebruiken voor langere afstanden?
  - Heb je geen (tweede) wagen maar kan je er soms wel een gebruiken?
  - Moet je na je treinrit nog een paar kilometer afleggen?
- Ontdek dan het aanbod van een mobipunt.

## Verplaats je zorgeloos, bespaar en geniet.

In een mobipunt vind je verschillende vervoersmiddelen - zoals elektrische bakfietsen, gewone en elektrische fietsen en auto's - om te delen, en vaak een aansluiting op het openbaar vervoer. Bespaar je de aankoop, de zorgen voor onderhoud, de plaats om die vervoersmiddelen thuis te stallen... Kies voor een verplaatsing op jouw maat en bouw mee aan een aangename en klimaatvriendelijkere stad.

Interreg North-West Europe eHUBS is een project van de Europese Unie. Het wordt gefinancierd door de Europese Unie via de Interreg North-West Europe eHUBS. De Vlaamse Provincie Leuven draagt bij aan de realisatie van dit project.

**Interreg**  
North-West Europe  
eHUBS

DEPARTEMENT  
OMGEVING

LEUVEN

[www.leuven.be/mobipunten](http://www.leuven.be/mobipunten)





## 8. El derecho a saber





Photo: Tiago Aleixo/ CM Lisboa/ EPAP

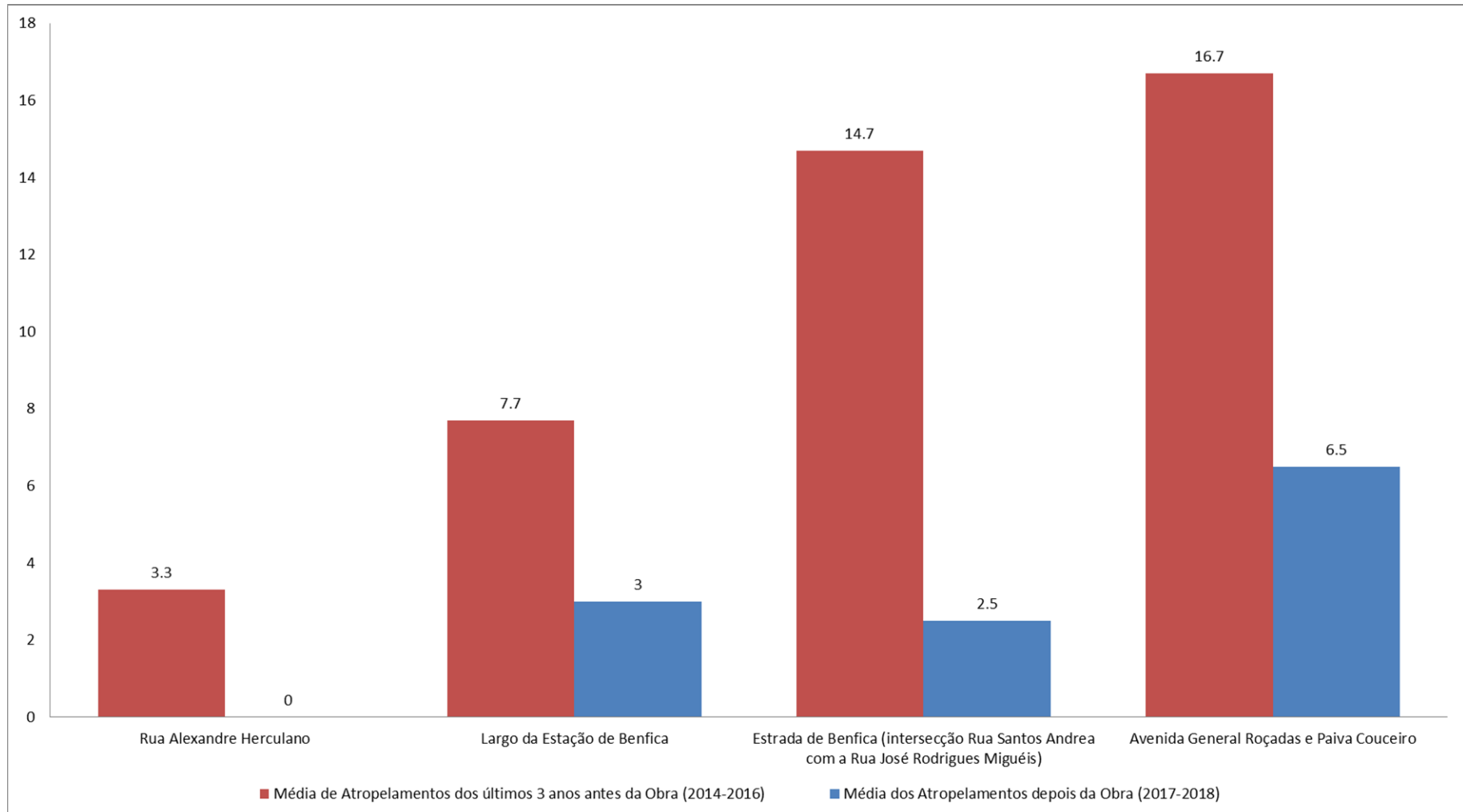




Photo: Tiago Aleixo/ CM Lisboa/ EPAP

# Pedestrian Crashes, Before & After

[average 2017-18 vs. average 2014-16]  
(AI + 5 meters)



Source: CM Lisboa/ EPAP



# GIVE INPUT AND VIEW DATA



SAFETY CONCERNS MAP

Help make Boston's streets



INJURY CRASH MAP

View the location of crashes

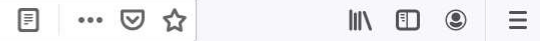


CRASH REPORT

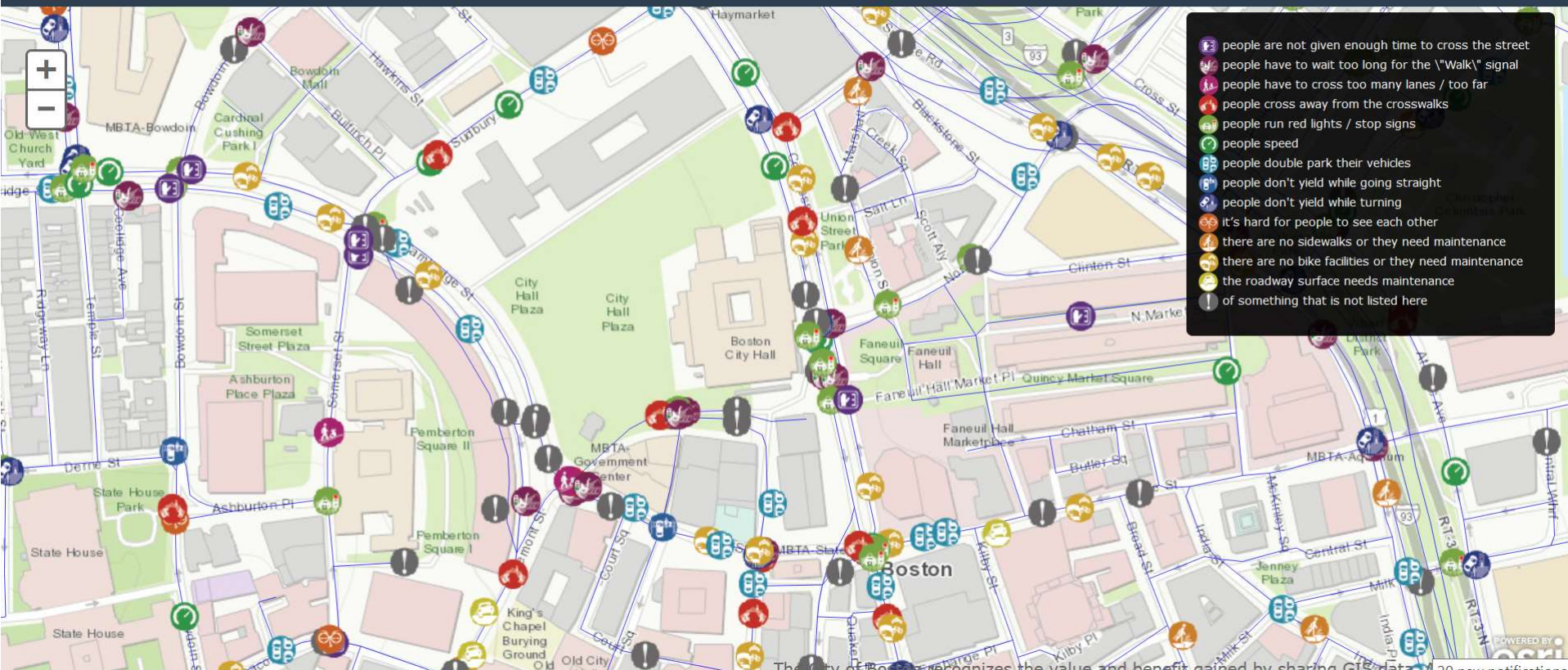
DASHBOARDS



app01.cityofboston.gov/VZSafety/



# Vision Zero Boston Safety Issues



The City of Boston recognizes the value and benefit gained by sharing GIS data. 20 new notifications

## 9. La tecnología puede ser una promesa, no una coartada



Photo: Daniel Szigeti, 2020

## 10. Deja que las ciudades lideren



**muchas gracias** 😊

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