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### **“Towards a new culture for urban mobility”**

**Mobility management policies** and programs are generally promoted as ways to reduce traffic congestion, parking problems and pollution emissions; **road safety is seldom a key objective**. This is a major shortcoming, because road safety should be one of the main objectives of any urban mobility plan.

About two-thirds of road accidents and one-third of road fatalities occur in urban areas, with pedestrians and cyclists being the most vulnerable road users. If we want to save lives, we need to ensure safer behaviour, safer vehicles, safer infrastructure and better enforcement of traffic rules. Cars must share city streets with public transport, freight services, pedestrians and cyclists. An efficient, safer and more environmentally friendly urban mobility is essential to guarantee a high quality of life. Cities should remain places where it is great to live, to work and to spend leisure time.

We must be aware of the reality - that mobility in urban areas is hazardous. Cycling and walking are important transport modes in a city, but how can they be integrated, as modes, if the city is not safe enough for all **vulnerable users**, and accidents and injuries occur daily on city roads?

The problem of promoting alternative means of transport to the individual car and ensuring safe mobility has been recognised in certain parts of the world. For example, the European Commission published a Green Paper on Urban Transport in 2007. It launched a debate on widely recognised issues, such as free-flowing and greener towns and cities, smarter urban mobility and urban transport which is accessible, safe and secure for *all* citizens.

We in the IRF recognize that there is no single solution, and all public administrations must work together to ensure the overall quality of life compatible with economic growth and mobility. Cities, with their high-density populations, are well positioned to look into the selection and implementation of measures to ensure the above-mentioned objectives.

Today, society is made up of individual citizens, who expect intelligent and affordable mobility solutions, seamless and accessible public transport *and* safe infrastructure for walking, cycling and private vehicle use. Efficient urban planning and high-quality public transport are essential to achieve this.

In the IRF we consider it our duty to look into these problems and to examine solutions that anticipate and deal with traffic accidents in conurbations, to highlight the close links between safety and other objectives, such as multimodality, road sharing and quality of life. We believe that **sound mobility management** strategies can increase traffic safety significantly, in addition to providing other economic and environmental benefits.

**In a nutshell, the overall objective of the International Road Federation is to contribute to a reduction in road accidents by making the collective expertise of the Federation available to *all* the various stakeholders.**