



Growing Traffic Safety Culture | A Systematic Transition towards
Shared Responsibility for Safe and Sustainable Mobility in the EU

Local and regional authorities TRUST Online Training Concept

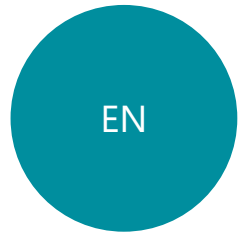
Tor-Olav Nævestad, Transportøkonomisk institutt TØI

Hanna Wennberg, Trivector Mobility / Lund University



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Practical information

Date and time (for International audiences)

- Part 1: **11 November 2026 09-12 CET**
- Part 2: **18 November 2026 09-12 CET**
- The course will be held on Teams in English.

Registration

- Please register by 30 September using the following link: <https://svar.toi.no/cvsxGH>

Course leader

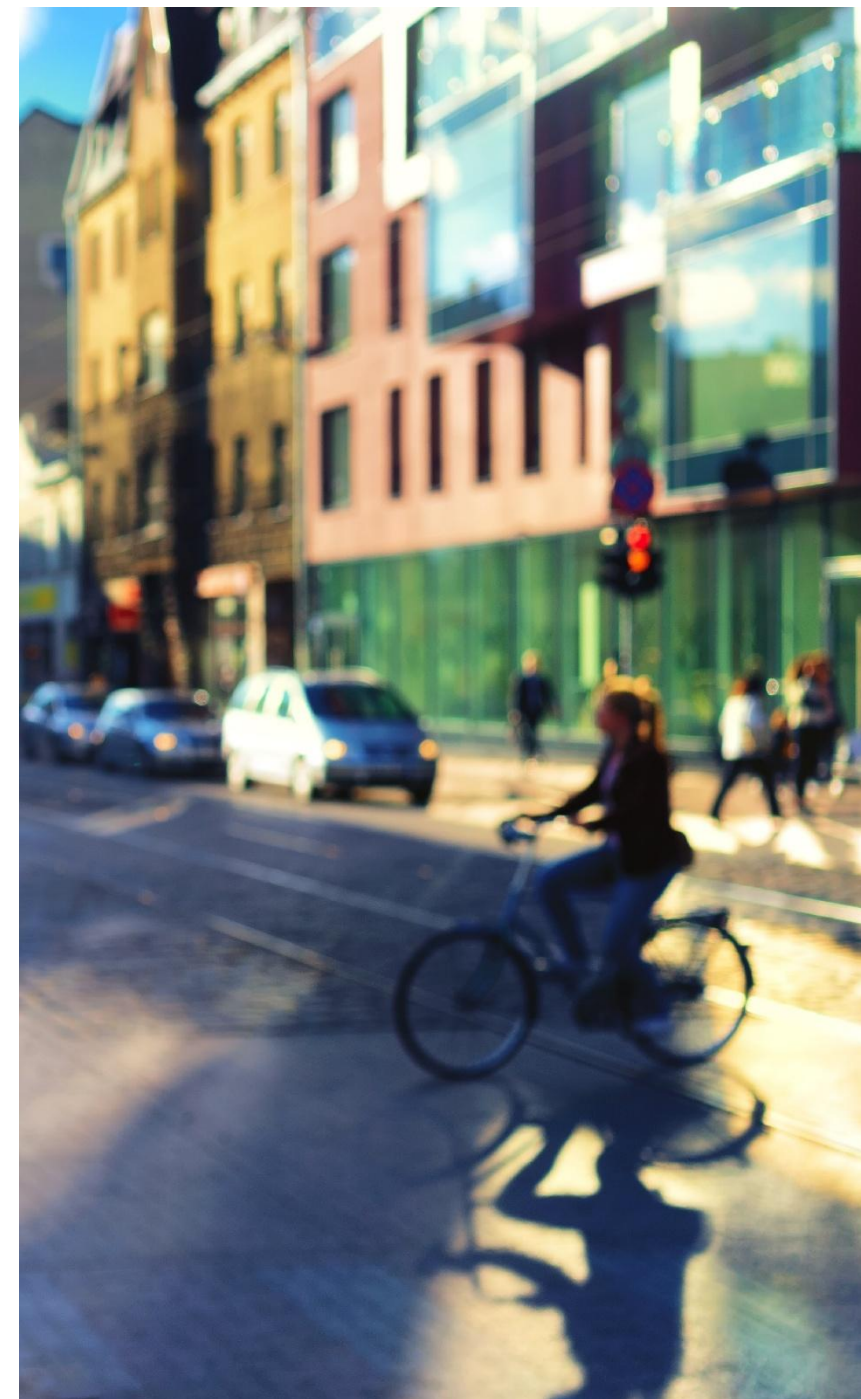
- Hanna Wennberg, senior expert in traffic safety and mobility from Lund University and Trivector Mobility (Sweden). Hanna is involved in the TRUST-project as expert on sustainability integration approaches.

Questions?

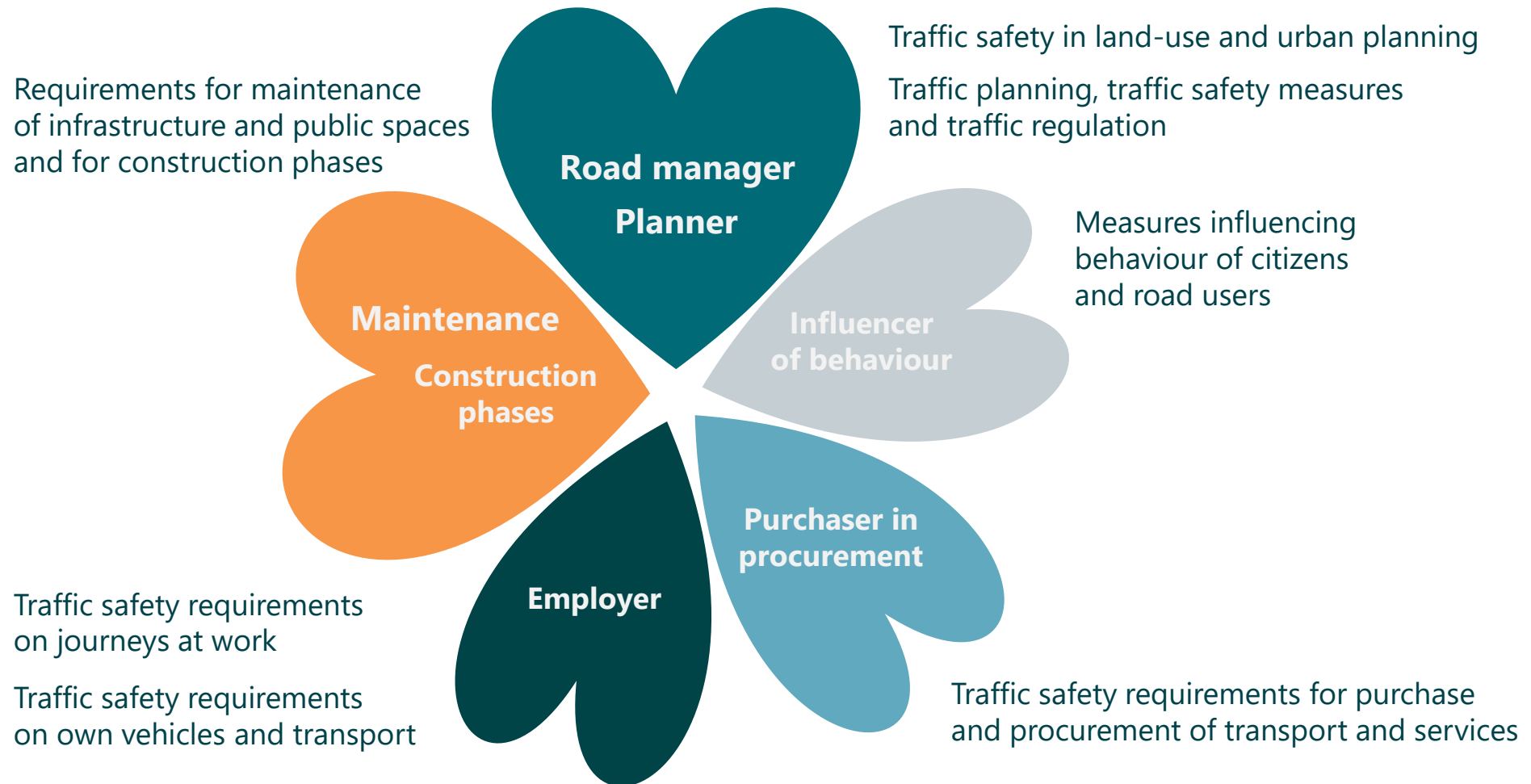
- Tor-Olav Nævestad (tor-olav.naevestad@toi.no), senior researcher from Transportøkonomisk institutt (Norway). Tor-Olav is leading work packages in the TRUST-project on development of understanding of traffic safety culture and pilots in local authorities and companies.

Participate in TRUST Online training and start growing your traffic safety culture

- The main purpose of the online training is to raise awareness of the organisation's impact on traffic safety in a sustainability perspective, and the role that course participants have in their professional capacities.
- The training provides a foundation for a better understanding of traffic safety, based on **Vision Zero** and the **Safe System approach**, and in alignment with the *2030 Agenda for Sustainable Development* and the *Stockholm and Marrakech Declarations*. It also offers inspiration for leadership and identifies key actions for local and regional authorities to improve traffic safety with learning points from Sweden.
- General introduction by experts from the EU project TRUST are followed by reflective discussions in participants' national language to facilitate learning and support local organisational change based on these insights.



Address more possibilities to influence traffic safety



Utilise the positive synergies

Precondition for active mobility

Traffic safety is part of the health goal in Agenda 2030 through SDG 3.6 and is a precondition for promotion of active mobility that provides positive health benefits by preventing diseases and mental illness (SDG 3.4).



Attractive, living cities

More attractive cities and communities through measures involving lower speeds for motor vehicle traffic. Traffic safety for pedestrians and cyclists is a precondition for sustainable mobility, and for the inclusion of children and older people in a sustainable transport system.



Workplace safety

Almost half of the fatal accidents in road traffic are work-related. Ensuring traffic safety within organisations' travels and transports is a work environment issue.



Increased gender equality

Traffic safety for pedestrians and cyclists contributes to a more equal transport system by the fact that women spend more time in traffic as pedestrians and are more exposed to falling accidents. Women also rate traffic safety measures more highly than men do.



TRAFFIC SAFETY SYNERGIES FROM A SOCIETAL PERSPECTIVE

Reduced inequalities

Traffic safety for pedestrians and cyclists contributes to independent and sustainable mobility for groups that depend on walking, cycling and public transport (e.g. children, older people, people with disabilities, and socio-economically disadvantaged groups).



Climate and energy use

Traffic safety for pedestrians and cyclists is a prerequisite for a modal shift from cars to more sustainable mobility, which can reduce the climate impact and energy use of the transport sector. Lower speeds of motor vehicle traffic also lead to lower fuel consumption and greenhouse gas emissions. Additionally, it reduces the impact on the environment and ecosystems at local and regional levels by decreasing motorised transport and performing transport at lower speeds.



Overview of the TRUST Online Training Concept

Part 1: General introduction (in English, 2-3 hours)

Introduction to TRUST Online Training to strengthen traffic safety culture in local and regional authorities

Traffic safety fundamentals

Vision Zero and the Safe System approach as guiding principles. Overview of key dimensions and core principles of traffic safety. Traffic safety trend over time, across accident types, and among different groups of road users and citizens.

Vision Zero in a sustainable society

Implementation of traffic safety in alignment with the *2030 Agenda for Sustainable Development*, and the *Stockholm and Marrakech Declarations*. Addressing traffic safety in relation to other policy goals and societal priorities. Integration across various contexts and processes, based on the roles and responsibilities of local and regional authorities. Making use of the positive synergies and handling potential conflicts between interests.

Actions to improve traffic safety

Introduction to systematic traffic safety implementation in the local context highlighting key actions to improve traffic safety across roles such as road authorities, planners, behaviour change influencers, employer, and procurer. Learning points from traffic safety implementation at the local level in Sweden.

Part 2: Local implementation and capacity building (2-3 hours)

Vision Zero implementation in the national and local context

Overview of the traffic safety trends in your country and on the conditions and current status of traffic safety implementation. Reflections on the relevance and applicability of the information from the general introduction (part 1) in national and local context. Presentation of results from pre-survey (if applicable).

Reflective discussions in groups

Reflections on own role:

How can you influence traffic safety in your professional capacity?

Reflections on organisations' strengths and weaknesses:

How is traffic safety considered and carried out in our part of the organisation?

Reflections on improvements:

What needs to be done to improve traffic safety in your municipality or region? (*point out the 3 most urgent actions points*)

Relationships – traffic safety and other sustainability goals: How can traffic safety join hands with other goals and contexts?

What should we do to build traffic safety culture and systematic traffic safety implementation in the organisation?

Conclusions and wrap-up

Who are the training relevant for?

- Top management and political leaders in local and regional authorities.
- Employees and managers at departments in local and regional authorities, directly involved or indirectly influencing traffic safety, in local and regional authorities.
- Other professionals working together with local and regional authorities (e.g. national road or transport authorities, interest organisations, industry organisations, and consultants).

Examples of departments relevant for the training:

Land-use and urban planning
Building and land-use permits
Traffic planning
Design of traffic environments
Traffic regulation
Traffic management
Maintenance
Communication, Mobility Management
Education / School departments
HR and work environment
Vehicles
Procurement

The training is based on research, connected to practice

The course will draw on inspiration from tools for traffic safety implementation in Sweden and research findings regarding “Vision Zero in a Sustainable Society”



Wennberg, H., & Dahlholm, O. (2024). Traffic safety implementation at local level in line with 2030 Agenda for Sustainable Development: synergies, challenges and enablers. Traffic Safety Research, 5, e000055. <https://doi.org/10.55329/lgf1703>



1. Organisation, management and collaboration
2. Traffic safety in land-use and urban planning
3. Traffic planning and traffic safety measures
4. Maintenance
5. Traffic safety in construction phases
6. Travelling at work and own transports
7. Traffic safety in purchasing and procurement
8. Information and communicative measures

- Employers
- Travelling at work
- Procurers
- Transport of goods
- Transport of persons

Trafiksäkra verksamheten
Swedish Transport Administration

Trafiksäkerhetslyftet (Local Traffic Safety Audit)
Swedish Association of Local Authorities and Regions

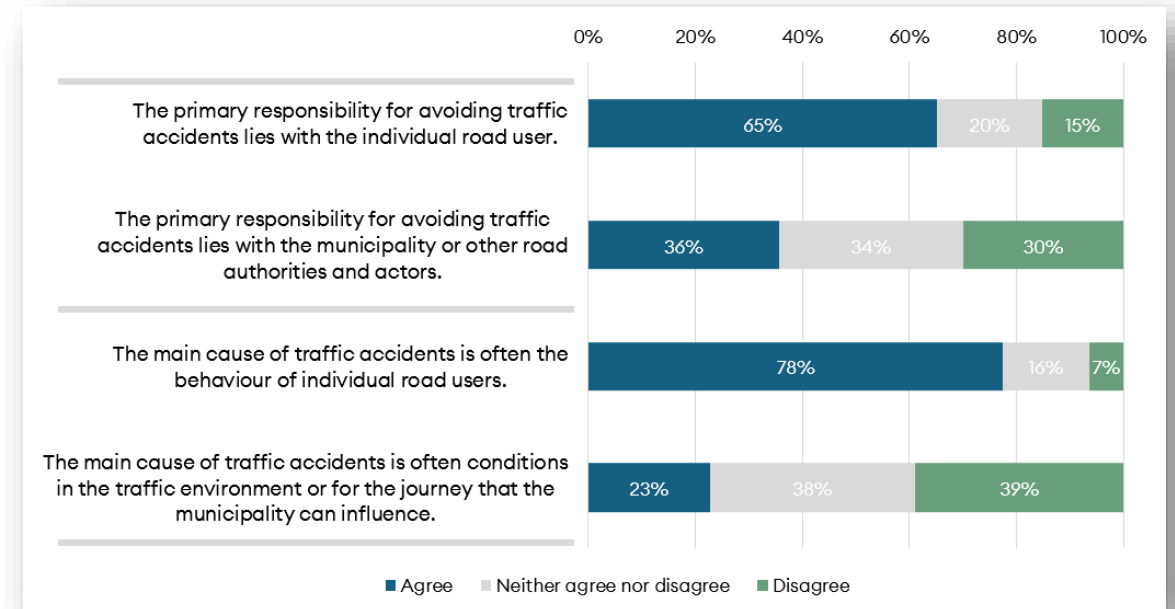
You participate in a survey before and after training

Aspects (measures knowledge and viewpoints before and after):

- Commitment and priorities
- Views on responsibility (cultural maturity)
- Systems thinking (cultural maturity)
- SDG integrative approach for traffic safety
- Perceived capacity (resources, knowledge)
- “Ways of working” (routines, processes)

Time plan:

- Survey (before): Oct 2026
- TRUST Online Training: Nov 2026
- Survey (after): Nov 2026



Views on responsibility in 12 Swedish municipalities (N=405).

Data from the national research project “Systematic traffic safety implementation at the local level: Trafiksäkerhetslyftet and traffic safety culture in Swedish municipalities”

D2.1 | Traffic Safety Culture: Definition and framework

D2.2c | Inventory of current Traffic Safety Culture measures and good practice

Learn more about the TRUST project and explore our publications:
<https://trafficsafetyculture.eu>



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Traffic safety culture within the safe system: developing a common definition of traffic safety culture

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This paper develops a common, theoretically grounded definition of traffic safety culture within a Safe System perspective. It provides the first triangulated, expert-informed, theoretically grounded unified definition of traffic safety culture applicable across actors in the transport system. Despite increasing use of the concept in research and policy, traffic safety culture is defined, measured and used in different ways, which may limit its usefulness for measurement and implementation. To address this gap, the study applies a three-step mixed-methods approach combining systematic literature reviews, two Delphi studies with international experts, and complementary focus group discussions. The literature reviews identified recurring conceptual elements across definitions of organisational safety culture and traffic safety culture, including shared values, beliefs, attitudes, norms, and patterns of behaviour. Two Delphi studies demonstrated strong expert consensus on the importance of these elements for both organisational contexts (e.g., drivers at work) and societal traffic contexts. Focus group discussions further highlighted the need for definitions that are practically applicable, sensitive to social context, and suitable for different actors within the transport system. Based on these findings, the paper proposes a unified definition of traffic safety culture that applies across meaningfully defined groups of actors, including road users, organisations, authorities, and other stakeholders. The definition emphasises shared cultural elements that shape how traffic safety is understood and enacted, while allowing for group-specific aspects in measurement and intervention.

KEYWORDS
common definition, mixed methods, road transport, safe system, traffic safety culture