



## 3<sup>rd</sup> Global Ministerial Conference on Road Safety Official Pre-Event Workshop

### Excessive Speeding & Distracted Driving: Global Best Practices in Enforcement

Grand Hotel, Stockholm, Sweden  
18 February 2020, 14:00-17:00

#### Background

Measures to cut excessive speed and distracted driving are recognized as one of the most effective pathways to achieving immediate and lasting reductions in Road Traffic Injuries (RTIs). As part of “Global Voluntary Performance Targets for Road Safety” established in 2017, countries committed to “halving the proportion of vehicles travelling over the posted speed limit and achieving a reduction in speed-related injuries and fatalities”.

The management of drivers’ speed involves a wide range of measures from setting and enforcing speed limits to targeted public education and awareness campaigns. The body of empirical evidence across numerous countries shows substantial reductions in deaths and serious injuries when all of these measures are designed to work together. **Without a strong, sustained public commitment to robust enforcement of speeds on the network by government, other safety measures are unlikely to be as effective.**

This workshop, open to all participants of the 3<sup>rd</sup> Global Ministerial Conference on Road Safety, is designed to strengthen the ability of road safety professionals in fast-motorizing countries to design effective speed & distracted driver enforcement programs. Presentations will be completed with demonstrations of enforcement practices and technologies.

#### Learning Objectives

- ✓ Understand the value of speed & distracted driver enforcement as a key pillar of road safety strategies
- ✓ Assess the role of data in driving successful enforcement programs
- ✓ Review the benefits and pre-requisites for Automated Speed Enforcement (ASE)
- ✓ Understand the importance of supporting measures to improve ASE acceptability
- ✓ Review existing technologies and successful case studies

# Agenda

**14:00-14:20**

## **What we Want to Achieve**

- General Introduction
- Welcome and high-level addresses

**14:20-15:00**

## **Successful Speed Enforcement Strategies**

- Experience from the UK
- Experience from Sweden

**15:00-15:40**

## **Technology Brief**

- How do speed & distracted driving enforcement systems work? Presentation of different systems
- Ensuring accuracy & integrity with type approval processes

**15:40-16:00**

## **Coffee break – Exchanges with participants**

**16:00-16:20**

## **Are you ready for Automated Speed Enforcement?**

- Role of Political Leadership
- Institutional, Legislative & Cultural Foundations

**16:20-16:40**

## **ASE / Distracted Driving Communications & Engagement: Examples from Sweden & the UK**

- Effective road safety campaigns and media engagement
- Alternatives to prosecution

**16:40-17:00**

## **Participant-led discussions & Workshop conclusions**

**17:00**

## **Reception**

## Speakers



**Michael G. Dreznes**  
**Executive Vice President**  
**International Road Federation**

Michael G. Dreznes assumed his current position of Executive Vice-President of the International Road Federation (IRF) in February of 2012. Dreznes has spent the last thirty years working to make the roads safer around the world. He is recognized as one of the world's leading specialists on roadside safety promoting the concept of "Forgiving Roads," and has conducted multiple road safety training seminars on roadside safety, work zone safety, vulnerable user safety and road safety audit in more than sixty countries around the world.



**Nicholas Worrell**  
**Director of the Office of Safety Advocacy**  
**National Transportation Safety Board (NTSB)**

Mr. Worrell's primary areas of focus are issues related to youth highway safety and distracted driving. Mr. Worrell has over 16 years of government service, having served in the U.S. Marine Corps and for the NTSB in multiple capacities. Mr. Worrell has a Bachelor of Arts degree in Political Science from The Masters College and a Master of Arts degree in Public Policy/Public Administration from Howard University.



**Emma Kelly**  
**PR & Advocacy Specialist**  
**Road Safety Support**

I am responsible for liaising with Road Safety Partnerships and Police Forces across the UK and internationally. I have developed and prepared a number of communications' strategies, enforcement strategy papers, research projects, marketing campaigns, presentations and media advice for road safety partnerships and organisations, for example, GoSafe Wales.



**Steve Callaghan**  
**Technical Manager & Head of Calibration**  
**Road Safety Support**

Project Management of the Police Type Approval testing of road traffic police enforcement equipment. This involves liaising between applicant companies, the Home Office, the Defence Science and Technology Laboratory and the Police to facilitate the police testing of speedometer equipment. Writing and verification of the test schedules to meet Home Office specifications. Supervision of the police staff in operation of test equipment and equipment under test, drafting and scrutiny of test reports.

## Speakers



**Eva Lundberg**  
**National Coordinator, Swedish Traffic Safety Camera System**  
**Swedish Transport Administration (Trafikverket)**

Eva Lundberg has worked at the Swedish Transport Administration for more than 30 years in different areas such as road planning, ITS, and for the last 15 years with Traffic Safety. As national coordinator for the Swedish Traffic Safety Camera System she is responsible for criteria to install new cameras as well as communication and impacts on traffic safety. Mrs Lundberg has a Master of Science in Civil Engineering from Lund University, Sweden



**Joris Lampe**  
**Chief Commercial Officer, Sensys Gatso Group**

Joris Lampe holds a Master of Science degree from the University of Twente and has worked with several technology firms in commercial positions. He has joined Sensys Gatso in 2017 and has since then worked with multiple Ministries and Police Forces around the globe to see how Sensys Gatso's technologies can support the Traffic Safety policies as required in the different markets.



**Philip J. Wijers**  
**Director Government Affairs, Sensys Gatso Group**  
**Chair, IRF Committee on Enforcement**

Philip J. Wijers joined the company in 2010 as Director of Government Affairs, where he, in close cooperation with governments and road safety NGOs, actively advocates the implementation of various SGG systems, both a PPP managed service and hardware sales model, to further promote road safety, a greener, more liveable urban environment and a controlled and optimized traffic flow.



**Malina Kroumova**  
**Chairperson**  
**State Agency "Road Safety"**

The Agency is responsible for the overall formulation, coordination, monitoring and control of the implementation of the state policy for road safety, including the development and implementation of standards, preparation and implementation of projects; data collection and analysis of road safety in Bulgaria; improvement of the cooperation of state, regional and local, mobilization of the civil society, business and academic stakeholders in policy formulation and implementation.

## Venue & Registrations



**Grand Hotel**  
**Södra Blasieholmshamnen 8, 103 27 Stockholm, Sweden**  
(15 minutes walk / 5 minutes by taxi from the Global Ministerial Conference Venue)

Complimentary registrations at [www.irf.global](http://www.irf.global)  
For any support, please contact [bhalleman@irf.global](mailto:bhalleman@irf.global)