

SWOV
Annual Report 2014
Highlights



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Director's report



At the Dutch national road safety congress NVVC 2014 the 2013 numbers of road casualties were announced: the number of road fatalities went down from 650 in 2012 to 570 in 2013, a decline of more than 12%. The number of serious road injuries also experienced a positive development: in 2013 an estimated 18,800 casualties sustained serious injuries, while 2012 counted 19,500 serious road injuries, a 3.6% decline. This means that the Netherlands remains one of the EU countries with the highest road safety level. And that is something to be proud of. At the same time, each casualty is one casualty too many and it remains uncertain whether our country will achieve the targets it has set for 2020, especially that for road injuries.

SWOV's mission has always been to contribute to road safety with scientific knowledge. All our research in 2014 was carried out with that mission in mind. *Prevent crashes, reduce injuries, save lives*, that is SWOV's motto. This report will tell you a little about the results of our research in 2014, but also about our international projects.

Whereas SWOV's mission has remained unchanged, the SWOV organisation has been undergoing some changes. The reduction in funding from the Ministry of Infrastructure and the Environment has led to a number of difficult decisions. The efforts of many, however, have resulted in positive results from the acquisition of assignments from external clients.

Simultaneously, as in 2013, 'the usual' investments were made in the modernization of the organisation: improvement of the project management, focus on external developments and improvement of the internal organisation were given special attention. The proposed (small) reorganisation will be effective per 15 March 2015. The changes are expected to contribute to forming an organisation in which research and those who perform it are at

the center so that SWOV can optimally contribute to a safer road traffic.

Speaking of which: in 2014 SWOV published reports on, among other things, safety at intersections, distributor roads, the use of guidelines for the cycling infrastructure, injury crashes involving cyclists older than 50, accompanied driving (2toDrive), effectiveness of the advanced training for motorcyclists, and traffic education. We actively shared our knowledge with numerous organisations and individuals. The assessment report on injuries due to crashes was remarkable: it showed that one in five serious road injuries experiences lasting restrictions after a crash, whereas the nature of the injury and the burden that is experienced is not the same for all casualties.

SWOV is proud of its the Knowledge Center which was opened in 2014 and of Marjan Hagenzieker being appointed professor of Traffic Safety at Delft University of Technology. The same goes for Divera Twisk getting her PhD and for the completion of ProMeV, an instrument that enables provinces to proactively measure and improve road safety. By being combined with Safety Performance Indicators, ProMeV increases the opportunities of more safety and more well-defined responsibilities. We look forward to seizing these opportunities together with our partners and bringing them to fulfillment.

Peter van der Knaap
Managing director SWOV



International



SWOV invests much time in sound international collaboration. Not just in order to carry out research together and to disseminate SWOV's knowledge, but also to learn from its international partners. In 2014, as in previous years, SWOV worked on several projects outside the Netherlands and SWOV researchers were asked to be keynote speaker at international conferences.

Morocco

The Moroccan National Committee for the Prevention of Road Traffic Accidents (CNPAC) and SWOV and RDW from the Netherlands successfully collaborated in a project aimed at improving Moroccan road safety. During a Moroccan trade mission to the Netherlands in March 2013, the Moroccan delegation also visited SWOV, RDW and the Ministry of Infrastructure and the Environment. The delegation was introduced to the Dutch road safety approach and further contact led to a request for Dutch assistance in building up the road safety expertise in Morocco. SWOV report *[Extending the road safety research and development capacity](#)* in Morocco describes the approach used in this project.

UDRIVE: naturalistic driving study

The large-scale European Naturalistic Driving study UDRIVE was started to acquire more knowledge about the interactions between man, road, vehicle, and weather and traffic conditions for passenger cars, trucks and motorcycles. The first instrumented trucks were put into use in 2014. The four-year project will be completed in 2016.

EuroRAP

In July 2014, SWOV and Royal Dutch Touring Club ANWB visited iRAP/EuroRAP in Basingstoke, United Kingdom. Topic of discussion were the roles of road assessment programmes (RAPs), innovations, and national road assessment protocols and instruments. RAPs can help individual countries to raise awareness of the extent to which the road network is dangerous and which road sections have the highest crash rate. RAPs provide a basis to take active measures to improve road safety at the most hazardous locations. In Europe this approach was first used by EuroRAP and after it was found to be successful, it did not take long before the approach was adopted in Australia (AusRAP), the United States (usRAP) and New Zealand (kiwiRAP).

Conferences

The International Conference on Women and Road Safety was organized in the Moroccan city of Skhirat. On 8 March 2014 the conference was officially opened by Princess Lalla Meryem. At the conference SWOV's Marjan Hagenzieker spoke about the road safety developments in the Netherlands and said that men still have a higher risk than women, even though the risks declined considerably during the past 40 years.

On 16 October 2014, the United Nations Economic Commission for Europe (UNECE) organised a road safety workshop in Belgrade, Serbia. SWOV managing director Peter van der Knaap spoke about the strategy and challenges for Dutch road safety issues.

All SWOV's contributions to international meetings and scientific journals are listed in the *[Overview of papers and contributions](#)*.

Special events

In 2014 there were several highlights for SWOV.

A few examples: SWOV's Marjan Hagenzieker was appointed professor of Traffic Safety at Delft University of Technology and SWOV researcher Divera Twisk got her PhD at Maastricht University.

Also in 2014, the new SWOV Knowledge Centre was officially opened and SWOV was one of the organizers of the highly successful national road safety congress NVVC 2014.

Furthermore, 2014 was characterized by special forms of cooperation like the publication of a joint info sheet on drugs by TeamAlert, Trimbos Institute and SWOV.

Opening SWOV Knowledge Centre

Since its move to The Hague late 2013, SWOV is located at very short distance of the Ministry of Infrastructure and the Environment and the House of Representatives, two major consumers of SWOV knowledge. However, for SWOV cooperation with the national government is not sufficient to make a difference in the field of road safety; this also requires cooperation with municipalities, provinces and other organisations and institutes that are active in this field. The SWOV Knowledge Centre Road Safety is a modern, multi-functional area where all the knowledge in SWOV's possession is available.

The official opening of the new SWOV Knowledge Centre on 2 oktober 2014 was recorded in a short online report (in Dutch): [*SWOV Kenniscentrum Verkeersveiligheid; Impresie van de officiële opening.*](#)

Marjan Hagenzieker appointed Professor Traffic Safety

SWOV's Marjan Hagenzieker was appointed professor of Traffic Safety at Delft University of Technology on 1 september 2014. One of the topics she will focus on is how to achieve safe road traffic in a modern urban environment with many different types of road users and divergent interests. She will also continue as a scientific advisor at SWOV. The professorship at the Transport and Planning department of the Civil Engineering and Geosciences faculty in Delft is for a period of four years. To the news item [*Marjan Hagenzieker \(SWOV\) professor Traffic Safety at Delft University of Technology*](#)

PhD Divera Twisk

In September 2014, researcher Divera Twisk got her PhD at Maastricht University on her thesis [*Protecting pre-license teens from road risk*](#). Her research focused on the effectiveness of education programmes that are used to reduce the number of traffic casualties among the under 18s. To the news item [*Traffic education youngsters 10-17 years insufficiently effective.*](#)

NVVC 2014

On 24 April 2014, the national road safety congress NVVC 2014 was held with the theme Building bridges, connecting worlds. At this congress, organized by the Royal Dutch Touring Club ANWB, the Dutch Traffic Safety Association and SWOV, the number of road fatalities in 2013 was announced: after yet another decline the number of fatalities in that year was 570.

At the NVVC 2014 eight organisations signed the 'STAR Safety Deal' with the purpose of systematically taking stock of all types of road crashes. Important new target are cyclists.

NVVC 2014 was recorded in an online magazine (in Dutch): [*Safe.*](#)



Epilogue

Board of Supervisors

In 2014, SWOV has been successful in carrying out assignments for the EU, governments and industry. Together with the provinces, for instance, the foundation was laid for a proactive approach towards road safety improvement. The social goal – in which the prevention of crashes, the reduction of injury and saving lives are at the centre – is also the guiding principle in third party assignments. Simultaneously the result contributes to fulfilling the ambition to in future make SWOV less dependent on being subsidized by the Ministry of Infrastructure and the Environment (IenM).

A good and productive relationship between the ministry and SWOV continues to be of the essence. SWOV provides essential fundamental and applicable knowledge for road safety policy. This concerns high-quality, useful and timely research that fills the knowledge needs and thus concretely contributes to road safety and road safety policy. This is always the ultimate goal. The fact that all reports have been completed in time and that overall more time has been made available for IenM than was planned in advance, underline the importance SWOV attaches to that relationship.



In 2015, a 15% reduction of the IenM subsidy could be compensated by adaptation of contracts and other measures. This demanded a lot from the staff involved. In the past year SWOV has invested in its project management, the presentation of research findings and changing the so-called B3 status of the organisation. Early 2015, the Minister of the Interior and Kingdom Relations agreed with the latter, so that the statutes can be amended.

The positive result for 2015, made it possible for SWOV to add 188,000 euros to its equity in 2014. This in addition to a statutory provision of 47,000 euros for jubilees, and a provision of 22,000 for the reorganisation to be carried out early 2015. This equity therefore amounts to 15% of the turnover which is below the target of 16% set by the Board of Supervisors.

In good and constructive consultation with the managing director, the Board of Supervisors has noted and approved the development and results of SWOV. The Board expresses its appreciation for the dedication with which all the SWOV employees have contributed to this result – especially in this difficult time for the organisation.

Pieter Jan Biesheuvel
Chairman Board of Supervisors





Prevent crashes

Reduce injuries

Save lives

Colophon

Translation

Hansje Weijer

Photography

Paul Voorham, Voorburg
Peter de Graaff, Katwijk

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SWOV Institute for Road Safety Research

PO Box 93113, 2509 AC The Hague, The Netherlands

Bezuidenhoutseweg 62, 2594 AW The Hague

T +31 70 3173 333

E info@swov.nl

I www.swov.nl

E [@swov_nl](https://twitter.com/swov_nl) / [@swov](https://twitter.com/swov)

in [linkedin.com/company/swov](https://www.linkedin.com/company/swov)