

Traffic Safety Cultures and the Safe Systems Approach – Towards a Cultural Change Research and Innovation Agenda for Road Safety

Fact Sheet

Project Information

TraSaCu

Grant agreement ID: 645690

[Project website](#) 


Start date
1 March 2015

End date
28 February 2018

Funded under
H2020-EU.1.3.3.

Overall budget
€ 499 500

EU contribution
€ 499 500

Coordinated by
KURATORIUM FUER
VERKEHRSSICHERHEIT
 Austria

Objective

Traffic Safety Culture (TraSaCu) aims at developing a cultural approach in road traffic safety research and accident prevention. Traditional approaches to traffic safety shall be complemented by a cultural perspective which has emerged recently in safety research and prevention. Safety culture has been identified as an important factor of road safety as it helps understanding and explaining the typical patterns of risk perception and risk taking that prevail in different national, regional or local traffic systems as well as their relationships with numbers and forms of accidents. A weak safety culture produce higher numbers of accidents which are more severe. A strong safety culture helps reducing the number of accidents as well as mitigating their severity. It strengthens safety relevant attitudes and behaviour and it is also a condition for making road safety measures more effective.

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According to a working definition of the US Department of Transportation Safety Council (US DOT), traffic safety culture is defined as the shared values, actions, and behaviours that demonstrate a commitment to safety over competing goals and demands. However, a unified concept of safety culture still does not exist. Therefore, the project will elaborate an empirically grounded and theoretically adequate concept of traffic safety culture, based on this definition by conducting a number of case studies of different traffic safety cultures across Europe. It focuses on the safety cultures that emerge under different institutional, demographic and topographical conditions and their influence on the numbers and forms of accidents.

Research focuses on the culturally mediated interaction between traffic participants and their environment in terms of the cultural patterns of risk taking and risk perception. It also looks at those cultural elements that can be changed easily in order to improve road safety of the investigated traffic systems.

Programme(s)

Topic(s)

Call for proposal

H2020-MSCA-RISE-2014

Funding Scheme

MSCA-RISE - Marie Skłodowska-Curie Research and Innovation Staff Exchange (RISE)

Coordinator



KURATORIUM FUER VERKEHRSSICHERHEIT

Address

Schleiergasse 18
1100 Wien
 Austria

[Website](#) 

Activity type

Research Organisations

[Contact the organisation](#) 

EU contribution

€ 58 500

Participants (9)



"HELLENIC RESEARCH AND EDUCATIONAL INSTITUTE "PANOS MYLONAS" FOR THE ROAD SAFETY AND THE PREVENTION/REDUCTION OF TRAFFIC ACCIDENTS"

 Greece

EU contribution

€ 108 000

Address

**2, Nemeseos Street
11253 Athens**

Activity type

Other

[Website](#) 

[Contact the organisation](#) 



TALLINNA TEHNIKAULIKOOL

 Estonia

EU contribution

€ 54 000

Address

**Ehitajate Tee 5
12616 Tallinn**

Activity type

**Higher or Secondary
Education Establishments**

[Website](#) 

[Contact the organisation](#) 



CO-PLAN INSTITUTI PER ZHVILLIMIN EHABIITATIT

 Albania

EU contribution

€ 27 000

Address

**Rruga Bylis 12 Autostrada
Tirane Durres Km 5 Kashar
1051 Tirana**


Activity type

Other

[Contact the organisation](#) 



MIDDLE EAST TECHNICAL UNIVERSITY

 Turkey

EU contribution

€ 103 500

Address

**Dumlupinar Bulvari 1
06800 Ankara**

Activity type

**Higher or Secondary
Education Establishments**

[Website](#) 

[Contact the organisation](#) 



ÇUKUROVA İNÖNÜ İLKÖĞRETİM ENSTİTÜSÜ VE İLKÖĞRETİM OKULU



SUOMALAINEN LIIKENNETUTKIMUSKESKUS OY

 Finland

EU contribution

€ 81 000

Address

**Solvikink 1 B 20
00990 Helsinki**

Activity type

**Private for-profit entities
(excluding Higher or
Secondary Education
Establishments)**

[Contact the organisation](#) 



UNIVERSITETI POLIS SHPK

 Albania

EU contribution

€ 13 500

Address

**Autostrada Tirane Durres
Kilometri 5 Kashar
1051 Tirana**

Activity type

**Higher or Secondary
Education Establishments**

[Contact the organisation](#) 



STICHTING WETENSCHAPPELIJK ONDERZOEK VERKEERSVEILIGHEID

 Netherlands

EU contribution

€ 0

Address

**Bezuidenhoutseweg 62
2594 AW Den Haag**

Activity type

Research Organisations

[Website](#) 

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TELECOMMUNICATION AND COMPUTER NETWORKING TNC SHPK

 Albania

EU contribution

€ 36 000

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**Rruga Reshit Collaku 8 / 115
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Activity type

**Private for-profit entities
(excluding Higher or
Secondary Education
Establishments)**

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TECHNISCHE UNIVERSITAET WIEN

 Austria

EU contribution

€ 18 000

Address

**Karlsplatz 13
1040 Wien**

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Activity type

**Higher or Secondary
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Partners (3)



AMRKS

Kosovo

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Activity type

**Private for-profit entities
(excluding Higher or
Secondary Education
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VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

 United States

Address

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Activity type

**Higher or Secondary
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Montana State University Bozeman

 United States

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Activity type

**Higher or Secondary
Education Establishments**

Last update: 4 August 2017

Record number: 194361

Permalink: <https://cordis.europa.eu/project/id/645690/>

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