

TRAINING on improving TRAFFIC SAFETY CULTURE FOR EUROPEAN MUNICIPALITIES REGIONAL AUTHORITIES

Traffic Safety Culture, road safety fundamentals & integration with sustainability goals

Online
&
FREE OF
CHARGE

Moderate
level of
ENGLISH
required

When

Day 1 | **11 November 2026 09-12 CET**

Day 2 | **18 November 2026 09-12 CET**

Who should participate

Management and political leaders

Employees and managers, directly or indirectly influencing traffic safety

Other professionals working with local and regional authorities

(road or transport authorities, interest organisations, industry organisations, consultants)

TRUST

Learn more about
the TRUST project on
<https://trafficsafetyculture.eu>

Coordinated by 
Training developed by 



Funded by
the European Union

The training is led by Hanna
Wennberg, Swedish safety and
sustainability expert



**Register
by 5.11.2026**

<https://svar.toi.no/cvsxGH>



Relevant departments

- Land-use & urban planning
- Building & land-use permits
- Traffic planning & design
- Traffic regulation & traffic management
- Maintenance
- Communication, mobility management
- Education, school departments
- HR & work environment
- Vehicle & procurement

TRAINING on improving TRAFFIC SAFETY CULTURE

2 DAY PROGRAMME

DAY 1 | 11. November 2026 | 9-12 CET

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 crash types and groups.

SYNERGIES 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.
- 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.

DAY 2 | 18. November 2026 | 9-12 CET

Vision Zero implementation in the NATIONAL & LOCAL CONTEXT

- Current status of traffic safety implementation
- Reflections on the relevance and applicability of the information from the general introduction in national and local context.

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
- 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?