

Institut français
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des transports, de l'aménagement
et des réseaux

PESTEL Approach for a Better Understanding and Improvement of the Road Safety Management

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Challenges & Stakes "
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IFSTTAR



المنظمة العربية
للسلامة المرورية



الجمعية التونسية للوقاية
من حوادث الطرقات



المؤتمر العالمي الثالث عشر
للمنظمة الدولية للوقاية من حوادث الطرقات



وزارة شؤون الشباب
والرياضة

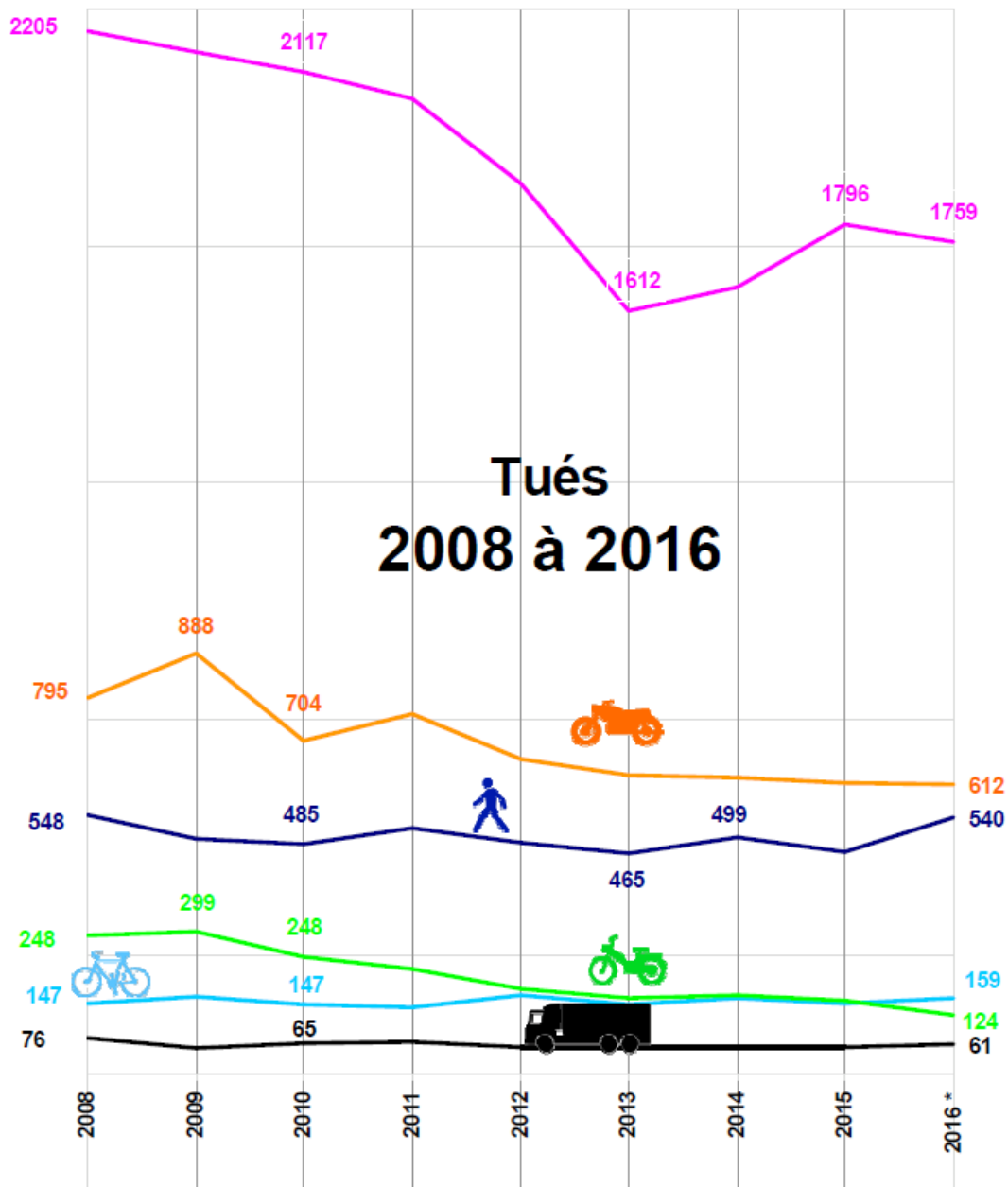


وزارة التجهيز والإسكان
والتهيئة الترابية

Few recent figures to illustrate the challenges

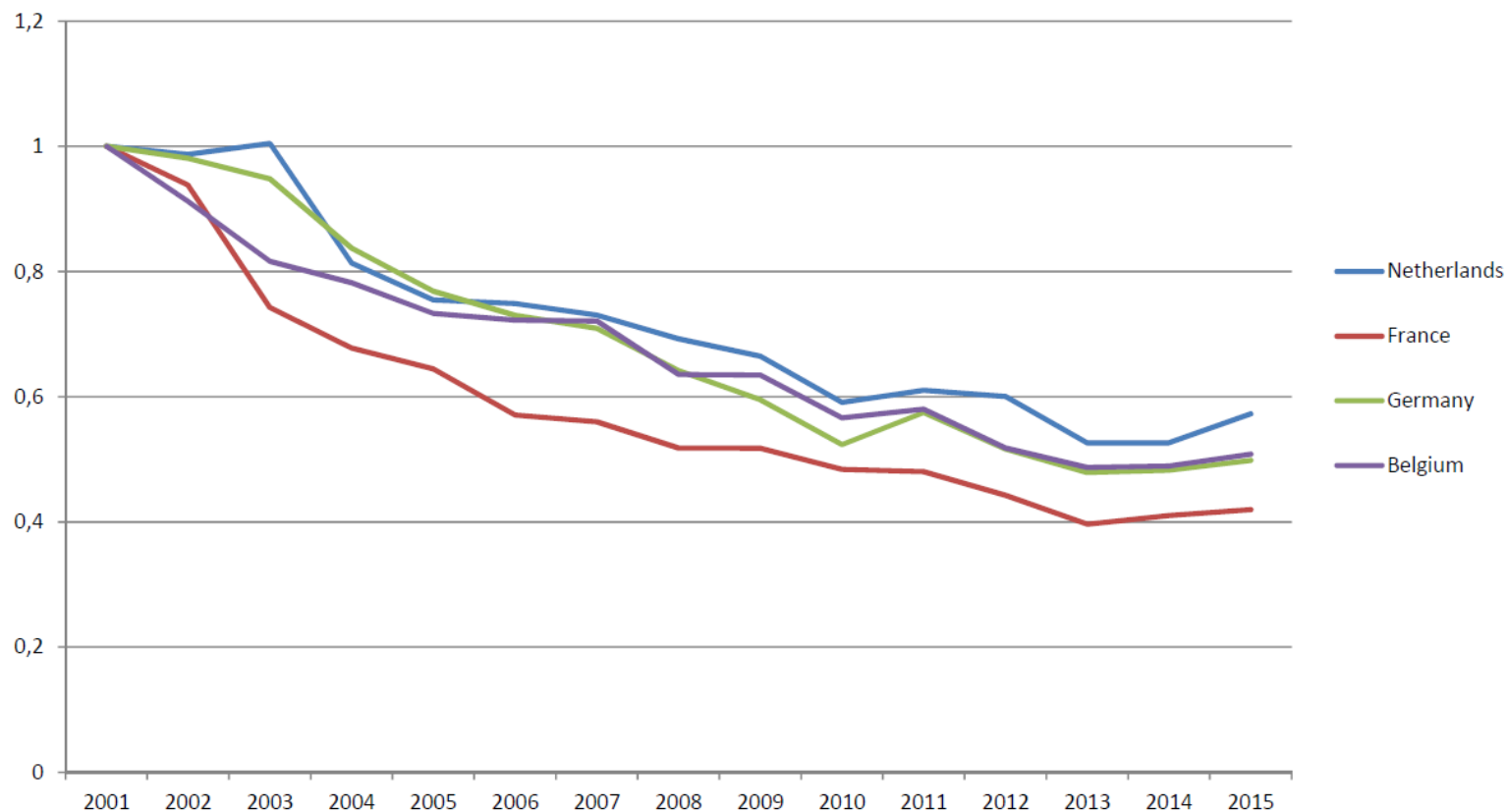


Road fatalities in France 2008 - 2016



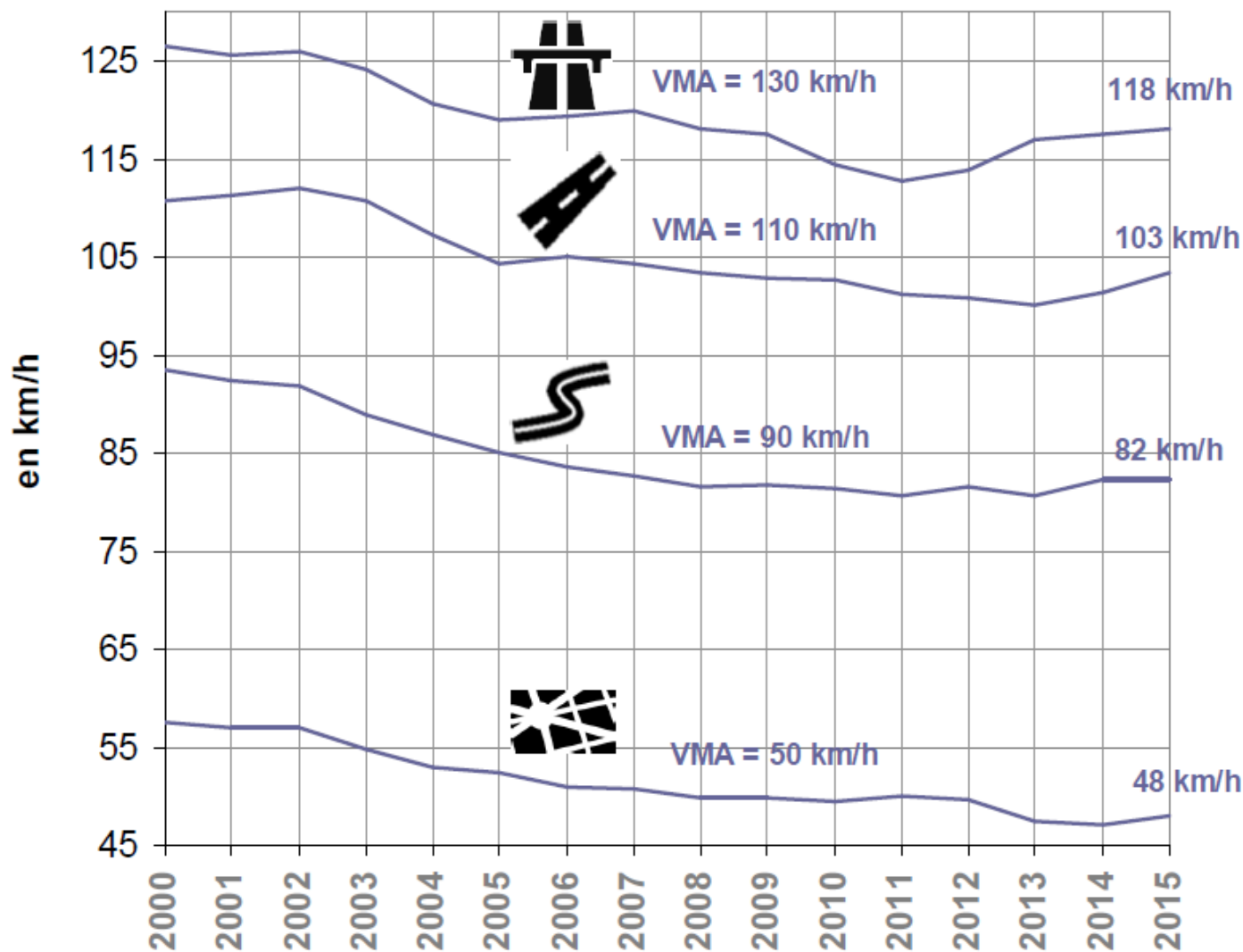
Source : Accidentalité routière 2016 – estimations au 23 janvier 2016 - ONISR (Observatoire National Interministériel de la sécurité routière)

West



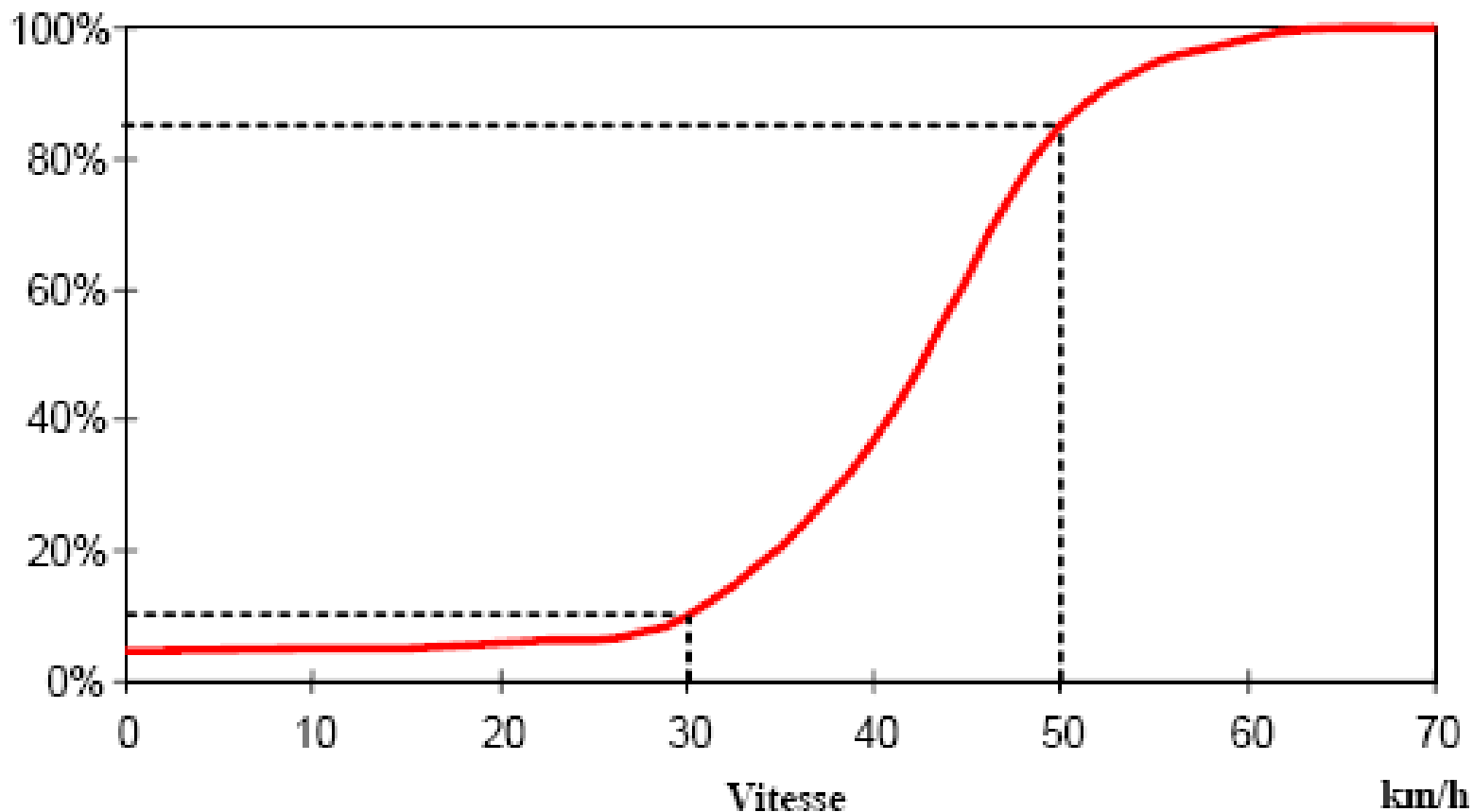
Source : Rob Eenink – FERSI Anniversary Event, Brussels, November 30th 2016

Vitesses moyennes pratiquées de JOUR par les véhicules de tourisme par réseau



Source : Accidentalité routière 2016 – estimations au 23 janvier 2016, ONISR (Observatoire National Interministériel de la sécurité routière),

Probability of fatalities for a pedestrian hit by a car



Source : Code de la rue – premiers résultats - ONISR et CERTU - 2008 – à partir des travaux de Waltz et al. (1983)

Road Safety issues

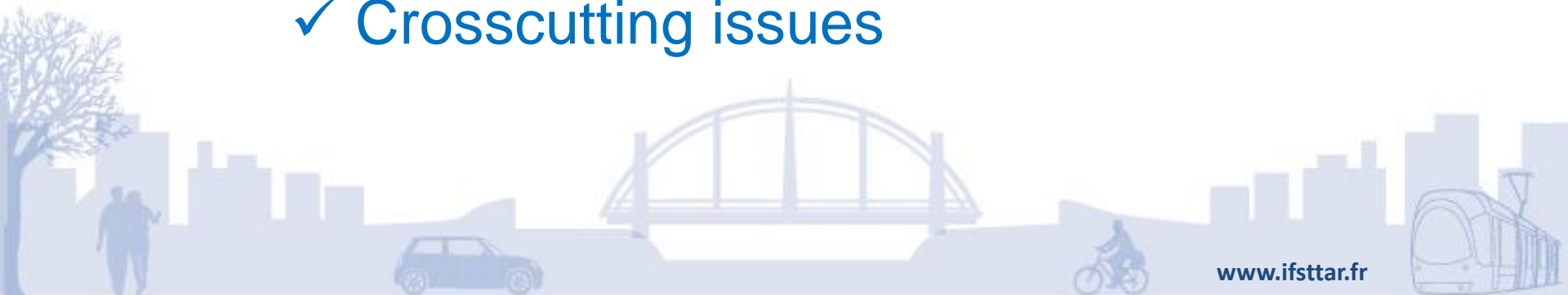
- Role of speed, but not only
- Road safety is an important issue at world level
- Automated vehicles: yes, but other issues still important
- Necessity of a great coherence in politics: Road design, planning ; Speed, regulation ; Control ; Prevention, communication...

***Focus on Road Safety Management
(major issue)***

African Road Safety Action Plan

➤ 5 pillars

- ✓ Road safety management
- ✓ Safer roads and mobility
- ✓ Safer vehicles
- ✓ Safer road users
- ✓ Post-Crash Response
- ✓ Crosscutting issues



How to analyze Road Safety politics, tools, and results ?

- Not only a too global approach
- Different levels to take in account: Institutional, Organizational and Operational
- Various dimensions: acceptability, financial resources, implementation...
- Need for a theoretical and conceptual model to better understand Road Safety issues



Methodological Framework

- Based on existing approaches as the Safe System approach or public policy
- A three level and intertwined approach
 - *Swot, governance layers levels, and pestel*
- Based on literature review, questionnaires and interviews (SaferAfrica European project)
- For Understanding Road Safety Policies and results



Methodological Framework

SWOT

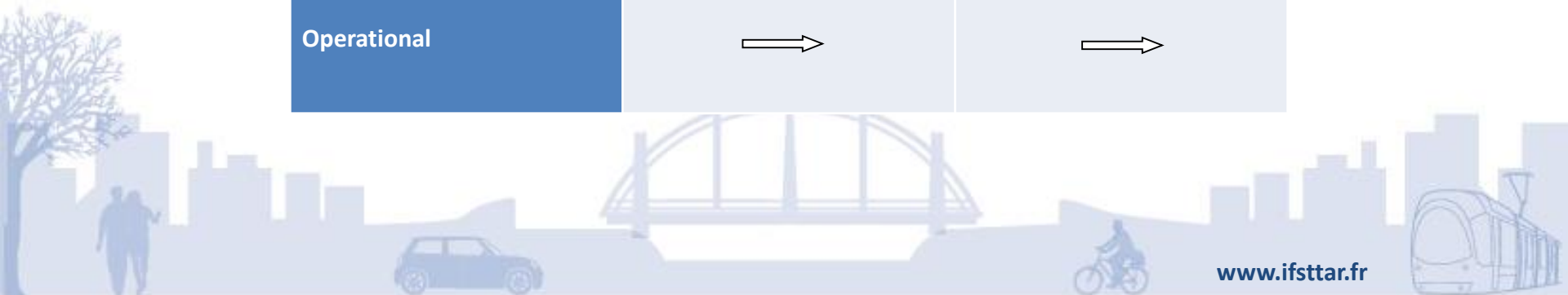
| | Positive | Negative |
|----------|---------------|------------|
| Assets | Strengths | Weaknesses |
| Dynamics | Opportunities | Threats |



Methodological Framework

Governance Layers

| | Positive | Negative |
|-----------------------|----------------------|-------------------|
| Assets | Strengths | Weaknesses |
| Institutional | → | → |
| Organizational | → | → |
| Operational | → | → |
| Dynamics | Opportunities | Threats |
| Institutional | → | → |
| Organizational | → | → |
| Operational | → | → |



Methodological Framework

PESTEL
Political
Economic
Social
Technological
Environmental-cultural
Legal)

| | Positive | Negative |
|-----------------|-----------------------|-----------------------|
| Assets | Strengths | Weaknesses |
| | P - E - S - T - E - L | P - E - S - T - E - L |
| Institutional | ↓ → | ↓ → |
| Organizational | ↓ → | ↓ → |
| Operational | ↓ → | ↓ → |
| Dynamics | Opportunities | Threats |
| | P - E - S - T - E - L | P - E - S - T - E - L |
| Institutional | ↓ → | ↓ → |
| Organizational | ↓ → | ↓ → |
| Operational | ↓ → | ↓ → |



Methodological Framework

Based on questionnaire and literature (SaferAfrica Project)

| | Politics | Economics | Social | Technological | cultural & eco environment | Legal |
|----------------|----------|--------------------------------|--------|---------------|---|-------|
| Institutional | | | | | | |
| Organizational | | Figures Opinions Results | | | Strengths Weaknesses Opportunities Threats | |
| Operational | | ... | | | | |

PESTEL approach applied to

- Different types of politics
- 5 pillars of the African Road Safety Action Plan



Thanks for your attention

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