

The New Paradigm for Safe City Streets

POLIS
CITIES AND REGIONS FOR
TRANSPORT INNOVATION



Today we have the **knowledge**
and the **means** to eliminate
traffic deaths and serious
injuries in city streets.

This implies a **Paradigm Shift**.



HMS Leopard 1700



M. J. Jones 2018



James Lind (1716-1794)

A
TREATISE
ON THE
SCURVY.

IN THREE PARTS.

CONTAINING

616.39
An Inquiry into the Nature, Causes,
and Cure, of that Disease.

Together with

A Critical and Chronological View of what
has been published on the Subject.

By JAMES LIND, M. D.

Fellow of the Royal College of Physicians in *Edinburgh*.

The SECOND EDITION corrected, with Additions
and Improvements.

L O N D O N :

Printed for A. MILLAR in the *Strand*.

MDCCLVII:

Deb 25/2/53

1757

The Diffusion of Innovations is a
Social Process.



“What if we don’t change at all ...
and something magical just happens?”



"This really is an innovative approach, but I'm afraid we can't consider it. It's never been done before."



Shanahan

"I like it!"

We, the Cities, **recognise** the following Principles as **necessary for sound and effective action** for Traffic Safety:

1

Our Streets, our Responsibility.

2

Don't Blame, protect.

3

City Streets are not Motorways.

4

Mobility must be safe, or it won't become sustainable.

5

Safety leads to efficiency.

6

Reduce risk at the source.

7

Fairness and freedom of choice.

8

The right to know.

9

**Technology can be a promise,
not an alibi.**

10

Let cities lead.

Thank you 😊

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