

# OLA delivers improved safety for motorcycle and moped riders in Sweden

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**Organisation:** Swedish Transport Administration

**Country:**

**Level of government:** Regional/State government

**Sector:** Public order and safety

**Type:** Communication, Data, Partnerships

**Launched in:** 2009

**Overall development time:** 1 year(s)

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# Description

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The Swedish Parliament adopted “Vision Zero” in 1997. This was a political commitment for no one is to be killed or seriously injured within the Swedish road system in the long term. This vision also involved a major change in thinking – not to focus on the guilt of individuals but to focus on the overall responsibility of all stakeholders who can influence road safety.

The Swedish Transport Administration created a program called OLA, which stands for "Objective data, List of solutions, Addressed action plans" to improve road safety outcomes through shared responsibility of all stakeholders rather than shifting blame and risk between each other.

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## Why the innovation was developed

- Motorcycles and mopeds are increasingly popular in Sweden having doubled over the past decade.
  - Despite this increasing popularity this mode of transportation has a major downside – the danger riders are subjected to in the event of an accident.
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## Objectives

Enhance public trust, Improve effectiveness, Increase citizen engagement

- OLA has been used for 14 national OLA in different areas such as, “Skid-OLA - For safer winter traffic” 2005, “MC-OLA - For safer motorcycle traffic” 2005 and “Senior-OLA–For safer traffic senior citizens” 2006.
  - Through this approach, all parties are offered an opportunity to prepare and present initiatives that they are able to implement and as a result, contribute to improved road safety.
  - To improve safety for motorcyclists and moped riders the project used the OLA method to develop a common strategy to reduce accidents by 50% and the number of seriously injured riders reduced by 25% by the year 2020.
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## Main beneficiaries

General population

- Drivers
- Vehicle passengers
- Pedestrians

# Results

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## Effectiveness

- The best examples of the projects success to date:Per Johansson, McRF, was able to report that in 2010, 59% of motorcycles sold had ABS-brakes, compared to only 10-20% two years before. Also, a survey of SMC’s members reports that 80% intend to ask for ABS-brakes on their next bike.
- However, a remaining challenge for motorcycle safety is the high speed at which motorcyclist’s travel, as there are currently many who do not abide within the speed limits.

# Development

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## Design

This is where OLA comes in. OLA stands for “Objective data, List of solutions, Addressed action plans”. OLA is the ‘invention’ of Mr. Claes Tingvall, Director of Traffic Safety, at Swedish Transport Administration whose son’s name is Ola.

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## Implementation

### Tools used:

- The first step taken in this project was a stakeholder mapping exercise. Then meetings were organised in three phases in 2009.
- The first phase: O – Objective data collection. The aim of the first OLA seminar is to create a common understanding of the problem.
- The second phase: L – Listing of solutions/actions. In the second phase of OLA, stakeholders provide and discuss both short-term and long-term solutions they have developed in response to the identified problems.
- The third phase: A – Agreeing on action plans. The third phase of each OLA involved planning specific initiatives and focusing on what each stakeholder can do, individually or as groups. These plans are then published and implemented by the stakeholders.
- Follow-up: One year after the addressed action plans were made public, the stakeholders were invited to a meeting where the implementation of the solutions is checked and results were discussed. New facts were presented and, additional follow-up meetings were planned.
- In this case it was decided to develop an annual strategy to: provide annual results of the number of riders injured or killed, the activities that the various stakeholders have undertaken, and also any new developments in thinking. This process was run by Swedish Transport Administration and was carried out in conjunction with stakeholders.

### Resources used:

- The costs of a coordinated approach like OLA are marginal compared to the benefits. Clearly, each road accident costs the Swedish taxpayer a lot of money – it is estimated that each fatal accident brings a cost of EUR 2.5 million.
- Of course, the main costs of the OLA approach are not the monetary costs involved but rather the effort and time it takes to negotiate mutual solutions together with other stakeholders. An OLA process usually takes three days of meetings; however, the time taken by the different partners working on the joint strategy for the period 2010–2020, version 1.0 is naturally a more extensive process.
- The motorcycles and moped project has required 10 meetings. However, the benefits of the resulting coordinated approach are enormous, not to mention the signal that it sends to the society – “this is the problem and this is how we are going to solve it together”.

# Lessons Learned

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## Lessons Learned

- This strategic work has led to many stakeholders increasing the priority that they give to this field.
  - The partnerships and good relationships forged as part of the project enable future cooperation between the relevant organisations that will continue to work to improve safety for motorcyclists and moped riders.
  - The organizations have benefited greatly from the analysis relating to motorcycle and moped accidents which was developed by the participating partners. This has helped increase awareness of the various factors contributing to such accidents.
  - An inventory of different international approaches shows that many have taken up the topic of motorcycle and moped safety, but a lack of knowledge about effective initiatives has been a major shortcoming.
  - The open seminar that was held for all the relevant partners was very successful. People had the opportunity to take part in the project's development and achievements and had the opportunity to present their views.
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## Other information

\*The planning for the transport system and its development in Sweden is undergoing changes from the 1st of January 2013. The parliament has decided on changes in the strategic and economical planning as well as for the planning of road and railways projects according to the Road Act and the Railways Act. The handbook: Strategic Choice of Measures – A new step for planning of transportation solutions, should contribute to well functioning new planning processes. Choice of measures in accordance with the “four-step principle” contribute to a clearer methodology for a preparatory stage of planning.

