



International Perspectives on Traffic Safety Culture

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PANEL SESSION 1



Measuring Culture – The new “Minkov-Hofstede” dimensions

“Individualism versus
collectivism”
(‘Independent’)

“Flexibility versus
monumentalism”
(‘Confucianist’)

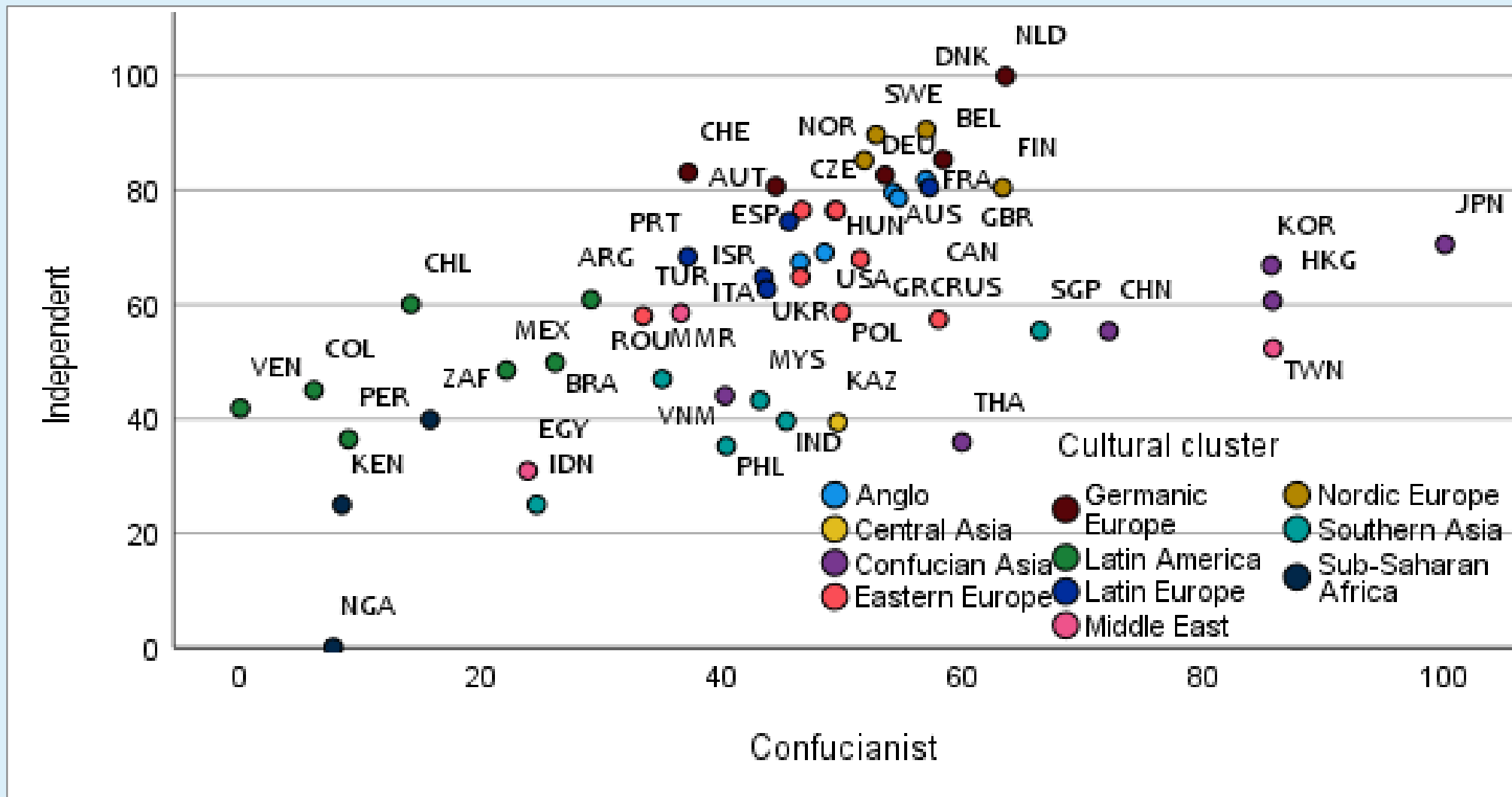
Individualistic societies stress the needs and rights of the individual while collectivist societies start from the needs of the group as a whole.

Important values in individualistic countries include personal freedom, autonomy, uniqueness, self-reliance, hedonism and assertiveness. Within collectivist societies, important attitudes are conformity, restrictiveness, power-seeking, dependency, conflict avoidance and in-group favouritism.

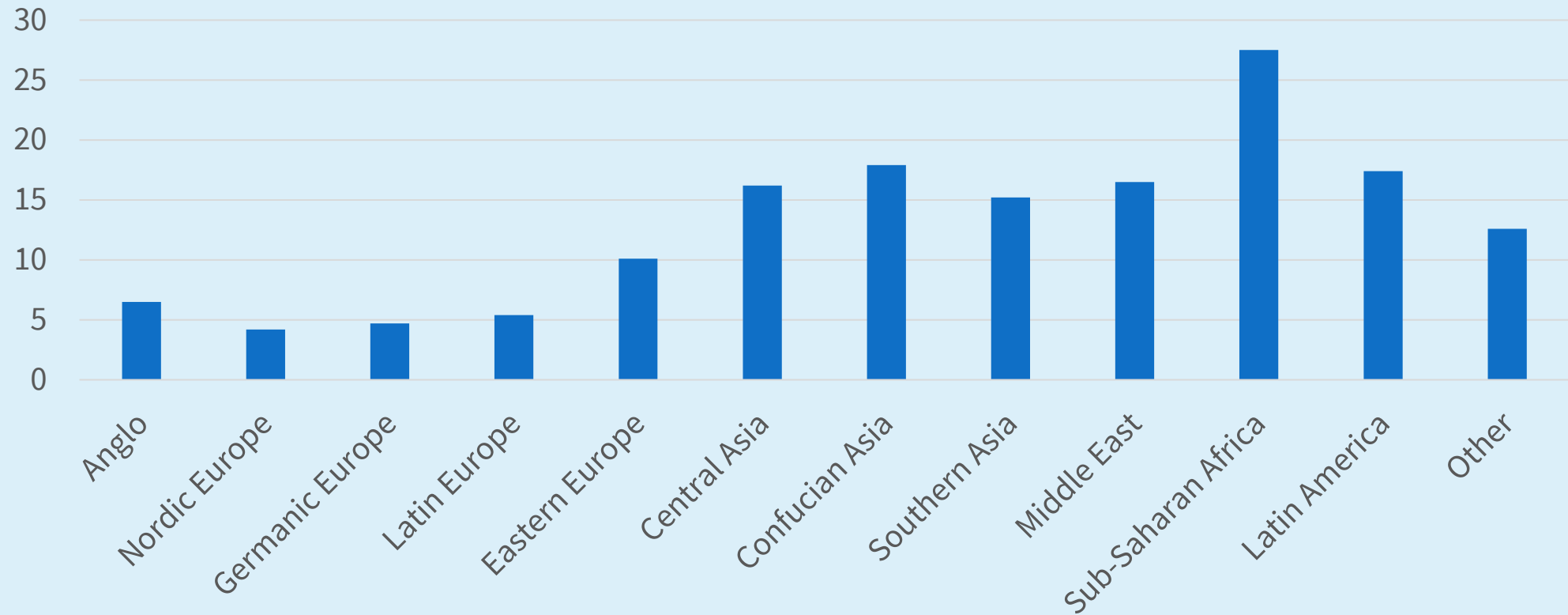
Flexible cultures emphasize **adaptability, a modest opinion of one’s self, and reluctance to help people.**

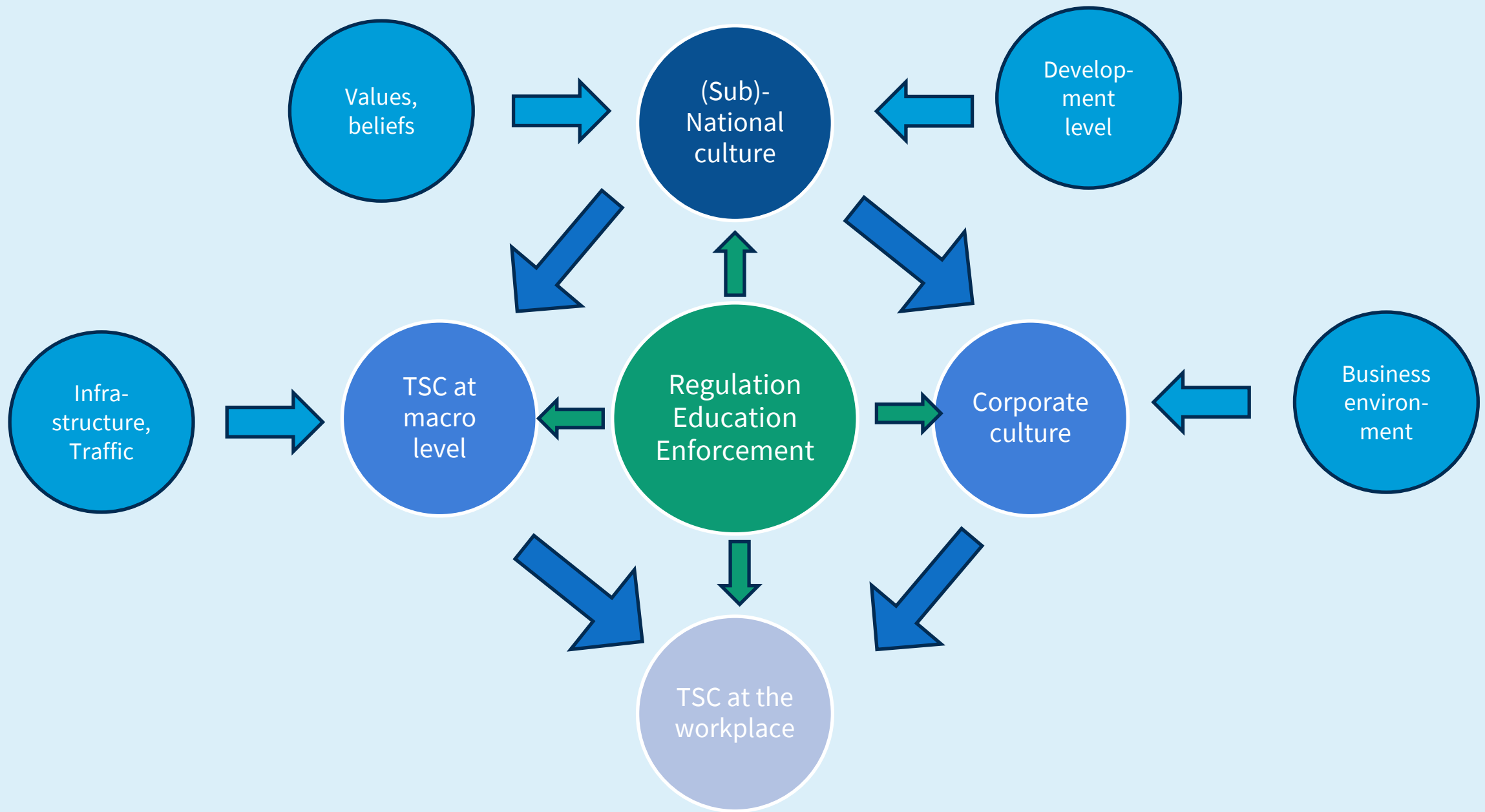
In monumentalist cultures people prefer to stay the same, have high self-regard and self-confidence and want others to feel good about them.

Mapping cultural dimensions

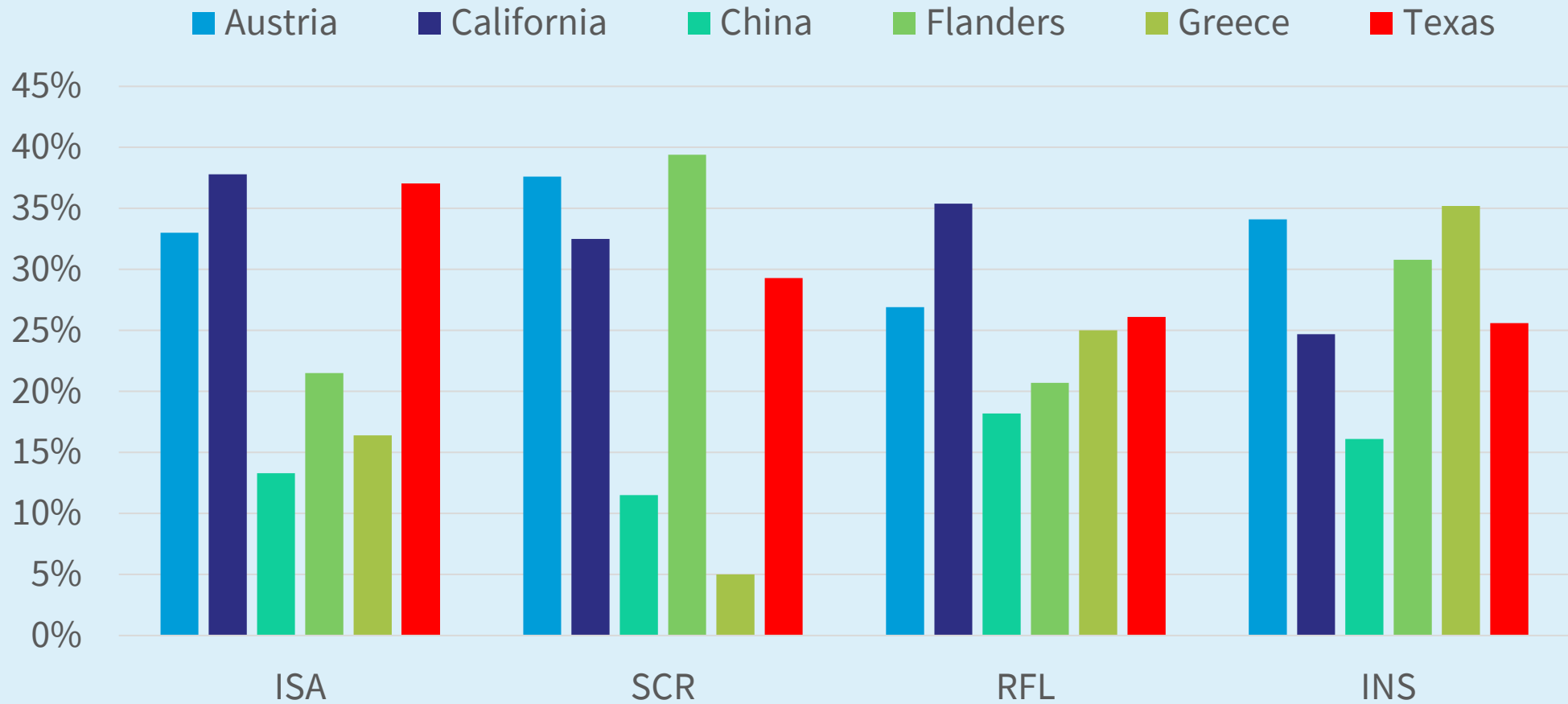


Road fatality rates by cultural cluster

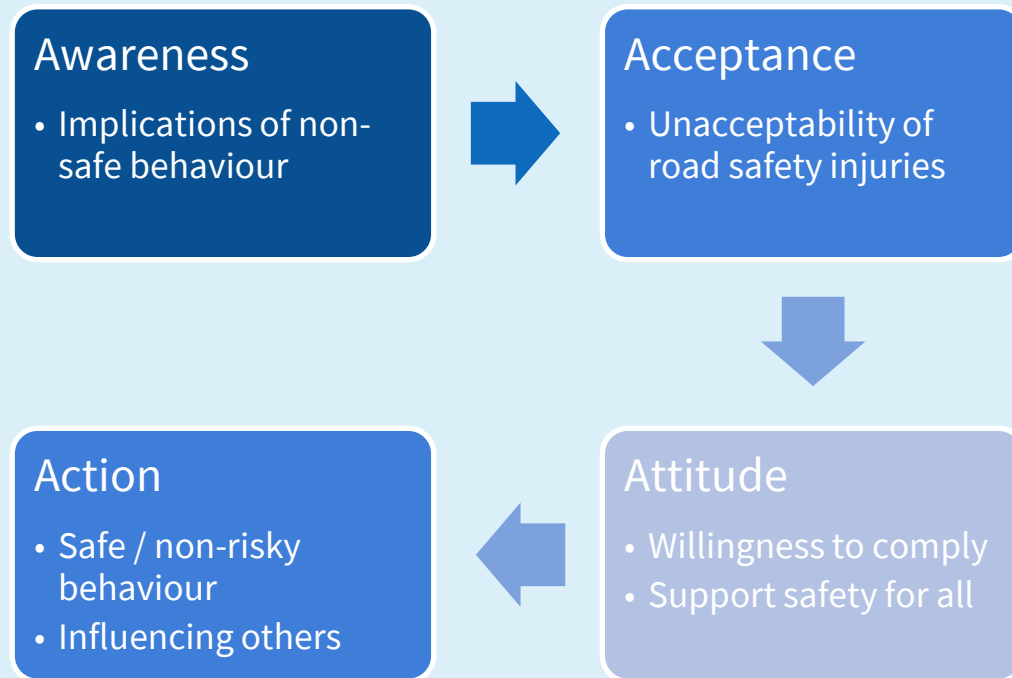




Concern about limitation of freedom



From Awareness to Action in TSC



Different mechanisms to improve TSC

Hard

Legislation

Enforcement

Infrastructure

Technology

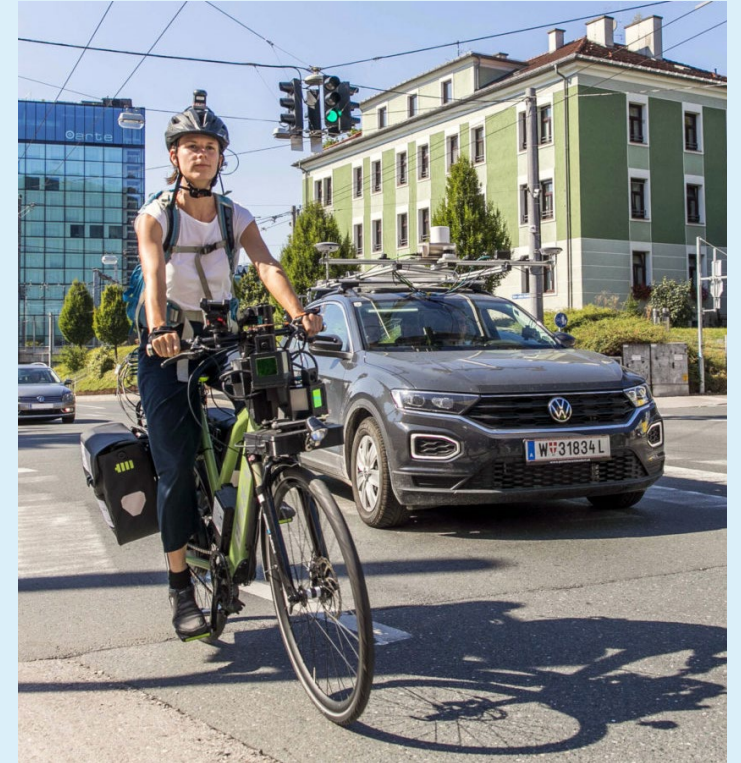
Soft

Education

Training

Campaigns

Rehabilitation





In conclusion

- Traffic safety culture is influenced by (sub-)national culture and safety culture in companies.
- Traffic safety culture differs a lot between countries.
- Culture does not only change with “cultural measures” such as education and campaigns, but also by interventions in other policy areas such as infrastructure and enforcement.
- Employers can do more to promote a road safety culture in their organizations.