



KfV

SAFETY FIRST!



THE FUTURE OF PREVENTION

MULTI-YEAR PROGRAMME 2017 +

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HUMAN SAFETY IS OUR PRIORITY

Huge progress has been made in recent decades through systematic efforts to improve safety. Indeed, we can rightly say that life in Austria is safer now than it has ever been before. Nonetheless, when the safety of each and every single person is the primary objective, the need for action never diminishes: 800,000 accidents occur each year in Austria; every 3 hours, someone in the country dies as a result of an accident. Alongside accidents, people also face risks from other sources like fire, old or new forms of crime and force majeure, all of which are frequently underestimated yet result in damages in the billions.

OUR MISSION:

We are committed to human life, to the physical safety and integrity of all people and to the protection of their property. We strive to reduce accidents and make people safer in all areas of their lives. We reduce both human suffering as well as economic costs, thereby raising quality of life in our society. We are inclusive: our work considers and extends to people of all age groups, social classes, ethnic groups and regional backgrounds. We facilitate human activity and enable people to go about their business safely and without hindrance.

WE WORK ACCORDING TO THE FOLLOWING PRINCIPLES:

- As leading experts, we focus exclusively on safety. We have no political affiliations.
- We constantly develop and evolve our safety activities, encompassing the latest findings from prevention and accident research into our work. We develop long-term programmes and continually evaluate our activities.
- We cooperate with national and international experts and adopt an interdisciplinary approach. We are active across the whole of Austria.
- We use our resources in an economically viable manner and strike a sound balance between costs and benefits.
- We accept third-party funding as long as it does not compromise either our independence or our objectivity.

ABOUT KFV

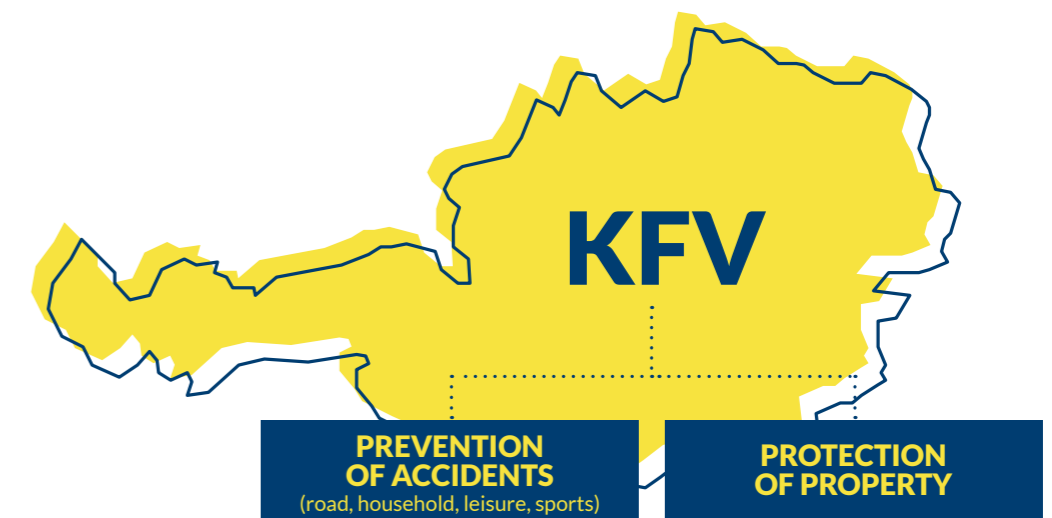
Founded in 1959 as an independent, non-profit association, KFV has dedicated itself for more than 50 years to accident prevention and to increasing human safety in Austria. We focus thereby on activities that increase the safety and protection of all people and their property. We are active in the following fields: accident prevention on the roads, in the home or during leisure/sports activities as well as the protection of property.

SAFEGUARDING THE FUTURE THROUGH PREVENTION

When it comes to safety, no other organisation in Austria covers as many and as diverse a range of topics as KFV. This broad spectrum is essential for increasing safety in the country – especially since there is still often a lack of awareness of and measures to prevent household, leisure and sports accidents and protect people's property. This situation needs to change. The road safety statistics confirm the benefit of ongoing prevention: while almost 3,000 people were fatally injured on Austria's roads in 1972, this number had fallen to fewer than 500 in 2016, a mere fraction of the previous figure.

As an independent, non-profit association, KFV's sole obligation is to improve safety. All our safety goals are based on the interplay between a need for action (e.g. accident frequency) and preventive measures. We give due consideration at all times to the social framework and the available resources.

Concrete goals need concrete strategies. This multi-year programme represents the status in 2017 and outlines the challenges faced both now and in the future. Priorities and goals are evaluated, aligned and/or adapted on a three-year cycle.



TOP PRIORITY: SAFETY

“But where there is danger, rescue is also at hand.”

Friedrich Hölderlin

Although media reports might frequently suggest otherwise, we live in a world that is safer than ever before. Technical progress and the modernisation of all areas of life have turned the risk society of yore into a safety society. This definitely applies for Austria. Our systematic efforts to improve people's safety have produced positive results in virtually all areas. From serious industrial accidents, fatal road accidents and healthcare provisions to life expectancy – the numbers have clearly improved in comparison to previous decades. This is the result not only of the changed world in which we work and live, but also of higher safety standards and stricter safety regulations.

SAFETY AS A BASIC NECESSITY IN A CHANGING WORLD

Safety is and remains one of our greatest goods. **It is a basic human necessity, one of those elementary things that we all consider to be particularly important.** This becomes abundantly clear when you ask people what is important to them in life: a secure future, a healthy family, financial and material security and a safe country (peace, prosperity) **all assume top priority. It is also a clear indication that the need for preventive measures and action from KFV is by no means declining. It is, however, changing – at times quite substantially. There is much to be done.**

To be able to protect something, you first have to know what is under threat. While traditional safety standards and management systems continue to have their place, modern safety research has to adapt to the changes in the social, technical and legal parameters. **New risks will shape the future – risks which until very recently were still not even known. Accordingly, the relevant trends need to be identified and addressed.**

RAPID TECHNOLOGICAL DEVELOPMENTS – FROM SMART HOMES TO THE MULTIMOBILE LIFESTYLE

The penetration of new technologies into the traffic, sports, mobility, home and leisure sectors has opened up entirely new possibilities for prevention. Particularly promising examples in this regard include intelligent vehicle technologies (driver assistance systems, autonomous vehicles) and smart technologies for the home (smoke detectors, fall detection systems, care robots, context-dependent sensor systems and devices).

NETWORKED LIFE: PREVENTION IN A REAL/DIGITAL WORLD

The growth in digital connectivity has shaped business and society more strongly in recent years than any other megatrend. It is penetrating more and more areas of everyday life, business and consumer practice. It is changing the communication and media landscapes, the world of work, the culture of innovation and much more besides. Yet the connectivity megatrend is by no means driven purely by technology. It is in fact also a social process that is leading to a networked society – across generations and in all parts of the world. And it brings with it both new opportunities and new risks. When it comes, for instance, to IT security and data protection, demand for customised and systematic prevention strategies will be higher than ever before.

RESILIENT APPROACHES TO PREVENTION

In an increasingly complex world, people need access to modular prevention concepts that allow them to react appropriately in a given situation. Forward-looking prevention strategies look to increase people's capacity and ability to act, to protect themselves from threats and to handle risks. Instead of being left essentially at the mercy of their environment and everyday lives with only passive protection, people must be empowered to shape and determine their own safety.

MORE PEOPLE WITH A MIGRANT BACKGROUND

The share of the population with a migrant background is likely to grow. The educationally-disadvantaged migrant population in particular tends to be a higher-risk group from an accident perspective. Language, cultural and education differences make people with a migrant background more difficult to reach with prevention messages. Accordingly, specially adapted prevention measures must be developed for this target group.

HOLISTIC HEALTH: HEALTHIER LIFESTYLE

Never before has health been accorded such high priority as it is today. Being healthy is no longer just a desirable state, it has become a central goal in life. When people increasingly take their health into their own hands, it becomes a preferential consumer good and lifestyle product. And people nowadays clearly place more importance on fulfilling their desire to live a better and happier life by managing their health and to achieve balance, performance and inner growth through physical and mental fitness. As a result, health will become a key resource in the society of the future and must be taken into consideration in prevention work. In particular, options must be created that allow people to live a healthy lifestyle and products with preventive added value must be identified and supported.

LEISURE IS THE NEW DANGER ZONE

While in the past people used their time outside work more for “rest and recreation”, they now increasingly spend it doing physical exercise to counter-balance their sedentary working lives. Exercise is finding new forms of expression. It is emancipating itself from work and entering into a liaison with sport. It is becoming a fundamental building block of an active leisure programme, health maintenance and vitality. Physical activity, now something we do above all in our free time, is itself an important building block of personal healthcare. At the same time, it also constitutes a new danger zone.

DIFFUSION OF RESPONSIBILITY

The spread of new technologies opens up huge opportunities for prevention work. But what does it mean for human safety? Who is ultimately responsible for safety? Who is responsible for adherence to safety standards in an increasingly globalised world or, indeed, in a world with an internet of things? One thing is sure: new strategies must be developed to handle the diffused responsibility that the future will increasingly bring (e.g. with the transformation of the car from a private vehicle to an individual, autonomously operated one). Here, KfV will be the broker of the shared responsibility approach.

INCREASING GLOBALISATION – DECREASING PRODUCT SAFETY

Globalisation means that more and more products are now being imported into Austria. An increasing share of these products does not meet the applicable safety standards, a situation that can lead to accidents. In the sports sector, more and more new equipment and forms of exercise are likewise being imported into Austria. Again, some of these pose significant accident risks. Corresponding counter-measures need to be taken.

PREVENTION BY LEGISLATION

Safety work and accident prevention can draw on a wide range of regulations issued by lawmakers and normative bodies. Administrative laws (e.g. construction law, traffic law) and technical norms, for instance, are binding – or at least legally relevant – and contain many pertinent provisions. However, the fact that knowledge of such regulations is often sparse does constitute a challenge. Jurisprudence, which frequently draws on recommendations from experts (like those at KfV), is also particularly effective from a safety and accident prevention perspective.

AGEING POPULATION

The demographic composition of the population is changing significantly and will do so even more in the coming decades. In particular, the number of older people in Austria will continue to grow. Healthier and more active, these new senior citizens will have increased mobility requirements, do more sport and enjoy a more active and physically demanding home and leisure lifestyle. Nonetheless, their reduced response capacity, decreasing muscle strength and susceptibility to debilitating illnesses like osteoporosis mean that senior citizens are still more at risk of having an accident than young people. Given these trends, safety research will need to take an even closer look in future at issues and concerns of relevance to older people.

ACTION NEEDED

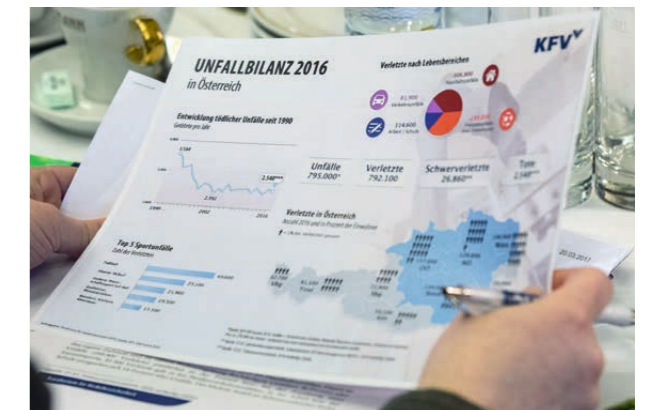
The priorities on the KfV to-do list are obvious: more than a million people still sustain injuries in accidents in Austria each year. In 2016, around 795,000 people were injured seriously enough to require hospital treatment: 81,900 of them in traffic accidents, 288,800 while participating in leisure or sports activities and 306,800 in the home. Some 26,860 people suffered serious injuries, and there were 2,548 fatalities. A total of 2,005 fatal accidents occurred in the home or during leisure activities, while 432 were road accidents. Alongside accidents, people also face risks from other sources like fire, old or new forms of crime and force majeure, all of which are frequently underestimated yet result in damages in the billions.

ON THE RISE: HOUSEHOLD, LEISURE AND SPORTS ACCIDENTS

The trends in road accident statistics are gratifying. Since 1991 (1,391 fatalities), the number of fatal accidents has fallen continuously. Between 2007 and 2016 alone, the number of fatalities fell from 691 to 432. In contrast, the number of fatalities in home or leisure accidents rose from 1,676 to 2,005 in the period from 2007 to 2015. Any interpretation of these figures should also take into consideration that the population grew in this period by around 4 per cent and the average age of the population rose.

DAMAGES IN THE BILLIONS

The material costs of non-workplace accidents alone amount to 20.6 billion euros each year. Road accidents account for 28 per cent (or 5.7 billion euros) of the annual material costs of such accidents in Austria. Sports accidents make up some 26 per cent of the costs, while around 46 per cent can be attributed to accidents that occur in the home or during leisure activities. If the non-material costs are also factored in, the annual cost to the economy of non-workplace accidents alone amounts to more than 100 billion euros.



NUMERICAL GOALS

*at least 1,274 human lives saved
8,060 fewer seriously injured people
2.1 billion euro reduction in costs to the economy
(goals to 2025; KFV, IDB Austria 2016)*

While safety in Austria has improved considerably in recent years, even greater efforts will nonetheless be required if it is to close the gap to Europe's top-performing nations. **Accordingly, KFV's strategic goal is to make Austria one of the five safest countries in Europe.**

The implementation and evaluation of concrete strategic measures is of vital importance in achieving this goal. The systematic establishment of clear structures and processes to realise this multi-year programme is essential to its success. We have set the following numerical goals for our activities:

IN AUSTRIA BY 2025



	ACCIDENT STATISTICS FOR 2016	REDUCTION GOALS TO 2025	
INJURED PEOPLE treated in hospital	792,100	-20%	158,420
of which SERIOUSLY INJURED	26,860	-30%	8,060
FATALITIES	2,548	-50%	1,274
ECONOMIC COSTS (in billions euro)	20.6	-10%	2.1

(KFV, IDB Austria 2016)



ACTION PLAN FOR
ROAD SAFETY

ACTION PLAN FOR ROAD SAFETY

*at least 215 human lives saved
420 fewer seriously injured people
0.6 billion euro reduction in costs to the economy
(goals to 2025; KFV, IDB Austria 2016)*

When it comes to road safety, Austria ranks 9th among EU Member States, i.e. occupies a position in the middle of the rankings table. Switzerland has topped the road safety rankings in Europe since 2016 and, with 26 fatalities per million inhabitants, has only half the road accident fatality rate of Austria. In other words, should Austria achieve an accident rate like that of Switzerland, it would halve its number of road accidents and casualties.

Concepts aimed at achieving this goal have to devise safety programmes that focus both on improving traffic routes and road safety education and, above all, on developing intelligent vehicles and new technologies: if driver error is eliminated as a cause, accident frequency can be expected to fall significantly. KFV will therefore focus in the coming years on the following topics:

INTERVENTION FOCUS: AUTOMATION AND AUTONOMOUS DRIVING

Enormous progress has been made recently in the fields of automation and autonomous driving. These technologies have the potential to make a real contribution to increasing road safety and taking us a big step closer to “Vision Zero”, i.e. to eliminating road accident fatalities and serious injuries. This contribution will come in the short term in the form of driver assistance systems that promote road safety and in the long-term in the form of self-driving vehicles. Innovations in automation will thus not only define future mobility, they will also play an important role in accident prevention.

Connected vehicles and increasingly automated mobility management as core building blocks of intelligent traffic systems will make our roads safer in the long term. KFV is studying both the relevance (effects and side effects) of new driver assistance systems and their contribution to increasing road safety.

INTERVENTION FOCUS: MOBILITY

Personal mobility is such a fundamental part of modern-day prosperity, it is not something people will be willing to do without in the future. Having a means of transport gives us the flexibility to go where we want at the time we choose. Nonetheless, the mobility practices of previous decades are currently changing. To get to their chosen destinations, people now increasingly switch their means of transport – to suit the situation, ad hoc, using car sharing, etc. – selecting the best option for a particular journey. KFV is investigating new, forward-looking forms of mobility and developing measures for their safe use.

PREVENTION FOCUS: REDUCING RISK FACTORS

● DISTRACTION / LACK OF DUE CARE AND ATTENTION / FATIGUE / STRESS

Distraction remains one of the most common causes of road accidents in Austria. In the coming years, KFV will continue to focus on protecting people from accidents caused by distraction, despite the increasing complexity of traffic situations. To do so, we will be making increased use of awareness raising measures as well as education and training.

● INAPPROPRIATE AND EXCESSIVE SPEED

Inappropriate speed remains the number one cause of road accidents in Austria. Reducing average speeds by just 5 per cent would cut the number of road accident fatalities by 25 per cent and result in 10 per cent fewer accidents in which people are injured. In the coming years, KFV will support the elaboration of pertinent measures to control speed and assist road operators in implementing effective, cost-efficient speed management systems. In addition, we will increasingly advocate the propagation and use of effective driver assistance systems and make speeding a focus topic in driver education and training programmes.

● RISK FACTOR ALCOHOL / DRUGS / MEDICATION

Alcohol, drugs and prescription medications can impair our ability to drive and are responsible for a significant number of serious road accidents. While people are increasingly aware of the dangers of drink driving, research into the influence of drugs and prescription medicines on driving so far remains limited. In the coming years, KFV will provide support in the form of further research to determine the real effects and number of unreported cases. We will also help in the evaluation of test equipment.

INTERVENTION FOCUSES

DEVELOPMENT OF ROAD SAFETY PERFORMANCE INDICATORS FOR AUSTRIA

In Europe, current national road safety programmes are focussing increasingly on the institutionalised collection and monitoring of road safety performance indicators. In Sweden, for example, a group of 13 indicators (e.g. speed habits, drink driving rates in regular traffic, use of seat belts and crash helmets, vehicle safety levels (EuroNCAP), road safety levels (e.g. percentage of median barriers), efficiency of emergency services, share of motorists suffering from fatigue, attitude to road safety) will be used in future alongside accident statistics to determine the impact of the country's road safety strategy.

VULNERABLE ROAD USERS

Long-term road accident statistics show that while accident severity for car and lorry accidents continues to fall, it remains unchanged or is even rising for vulnerable road users. KFV is seeking to reverse this trend for vulnerable road users by motivating and empowering riders of two-wheeled vehicles (mopeds, motorcycles, bicycles) to drive safely and wear/use protective clothing/equipment. Technical measures will also be introduced to improve infrastructure and vehicle safety.

NOVICE AND YOUNG DRIVERS

Both the multi-phase driver training programme and the provisional driving licences introduced in 1992 have had a positive effect on road accident statistics for young drivers. Nonetheless, the number of fatally injured young drivers (18-24 years of age) per million inhabitants is far higher in Austria than that for other age groups. This places Austria in the middle of the international rankings table for such fatalities. Accordingly, KFV is placing increased emphasis on measures to counteract the risks for young drivers.



ACTION PLAN FOR LEISURE AND SPORTS ACCIDENTS

ACTION PLAN FOR LEISURE AND SPORTS ACCIDENTS

*at least 500 human lives saved
2,940 fewer seriously injured people
1 billion euro reduction in costs to the economy
(goals to 2025; KFV, IDB Austria 2016)*

More than 280,000 accidents occur each year in Austria during leisure or sports activities. KFV researches and analyses the causes of accidents in amateur sports and other leisure pursuits. We use the findings of our research as the basis for targeted prevention work (e.g. awareness raising) in an area that is difficult to regulate by law. Given the current accident trends, KFV will focus in the coming years on the following areas in particular:

PREVENTION FOCUS: FOOTBALL

With some 50,000 accidents per year, more people are injured in Austria while playing football than any other sport. KFV is working to address this situation by setting annual targets and supporting sports associations in their efforts to equip players with the right protective gear, teach them how to manage the risks, provide them with good training and promote fair play.

PREVENTION FOCUS: CYCLING

With more than 30,000 accidents per year, cycling is one of the most popular but also one of the most hazardous sports or leisure activities in Austria. Factors like higher speeds, e.g. through the use of e-bikes, and the high number of senior citizen cyclists require special prevention strategies like those being pursued by KFV, which place particular emphasis on measures such as encouraging cyclists to wear protective clothing.

PREVENTION FOCUS: MOUNTAIN SPORTS ACCIDENTS IN WINTER

There are around 30,000 winter sports (skiing, snowboarding, tobogganing) accidents each year in Austria. KFV expects this figure to rise as the target audience for winter sports gets older and their popularity as a leisure pastime for senior citizens grows. KFV will concentrate its prevention activities in this area on improving the infrastructure and equipment used for winter sports.

PREVENTION FOCUS: MOUNTAIN SPORTS ACCIDENTS IN SUMMER

Some 12,300 hiking, mountaineering and rock climbing accidents occur in Austria each year during the summer months, with older people particularly at risk. KFV is focussing in this area on promoting correct behaviour and the use of new technologies and protective equipment.

PREVENTION FOCUS: NEW LEISURE RISKS

Physical exercise – nowadays predominantly a leisure pursuit – is an important building block of good health. But at the same time, it is also becoming a new danger zone. The boundaries between adventure, extreme sports and recreational fun are increasingly blurred. Adventure is becoming a lifestyle choice. Safety is thus all the more relevant in our modern, frequently excessive, experience-driven society. KFV's role in this regard is to develop new prevention strategies, promote the development of risk competence and encourage the introduction and use of appropriate safety equipment.

INTERVENTION AREA: ADHERENCE TO SAFETY REGULATIONS

There are a wide range of different technical or legal standards and norms that contribute to making sport safer. The challenge here is that people are often not aware enough of these regulations. This situation needs to be changed.

PREVENTION FOCUS: PROTECTIVE EQUIPMENT AND CLOTHING

With such a wide choice of protective gear now available, sports enthusiasts can find it difficult to distinguish between those products that afford them good protection and those that do not contribute to their safety. In the coming years, KFV will follow this market very closely and assess the safety qualities of such products. Products that present a safety risk need to be identified.

	INJURED PERSONS	FATALITIES	ACCIDENT COSTS	TREND
FOOTBALL	49,600	0	460 million euros	Slight reduction
CYCLING	30,000	7	500 million euros	Increasing
MOUNTAIN SPORTS WINTER	27,400	60	537 million euros	Slight reduction
MOUNTAIN SPORTS SUMMER	12,300	73	250 million euros	Constant

Top sports accidents 2016 (KFV, IDB Austria, 2016)

ACTION PLAN FOR ACCIDENTS IN THE HOME

*at least 450 human lives saved
3,120 fewer seriously injured people
0.5 billion euro reduction in costs to the economy
(goals to 2025; KFV, IDB Austria 2016)*

Each year, around 300,000 accidents occur in the home across all age groups. This corresponds to around 40 per cent of all accidents in Austria in a given year. The five activities that harbour the greatest risk in this regard are walking in the home or surrounding area, playing or doing hobbies, satisfying basic needs, cooking and cleaning or home maintenance and gardening. KFV has set corresponding priorities for its prevention activities.

FIELD OF PREVENTION: FALLS

Falls account for around 85 per cent of accidents in the home. The majority of fatal falls involve persons who are over the age of 65. More than half the population over the age of 65 has already suffered at least one fall. More than a quarter of people who suffer a fall require an increased level of care after their release from hospital. As a consequence, a fall frequently triggers a change in living circumstances, not least because the victim's own home cannot accommodate such extra care requirements. KFV is therefore making the prevention of falls one of our priorities, particularly with regard to senior citizens – as is reflected, for example, in our current safety programme for the prevention of accidents in the home.

TOP FIVE ACTIVITIES RESULTING IN ACCIDENTS IN THE HOME

Walking in the home or surrounding area	91,100
Leisure, hobbies, playing	64,100
Satisfying basic needs	50,400
Cooking and cleaning	34,600
Home maintenance and gardening	29,500

(KFV, IDB Austria, 2016)

ACTION PLAN FOR
**ACCIDENTS
IN THE HOME**

FIELD OF PREVENTION: CHILDREN

The majority of the 100,000+ accidents involving children each year occur in the home. Accidents involving children are often particularly serious and have life-changing consequences. KFV will therefore continue to focus on and pursue its child safety programme “Vision Zero for Child Accidents” in the coming years.

FIELD OF PREVENTION: PRODUCTS WITH PREVENTIVE ADDED VALUE

In coming years, KFV will look increasingly to identify safety products that provide added value from a prevention perspective. We will also work to establish long-term “ambient assisted living” programmes.

FIELD OF PREVENTION: SMART HOMES

Human error can be compensated at least in part through appropriate infrastructure. Smart technologies and intelligent devices can improve safety in the home. KFV will work increasingly in the coming years to optimise homes and buildings by providing corresponding consulting services, promoting standardisation and encouraging the use of new technologies. Our goal here is to compensate for human error and thereby reduce the consequences of accidents. KFV will also focus in this regard on enforcing existing provisions, establishing new regulations and recommending new (or traditional) technologies.



ACTION PLAN FOR
**THE PROTECTION
OF PROPERTY**

ACTION PLAN FOR THE PROTECTION OF PROPERTY

In addition to the risks posed by accidents, people also face risks from other sources like fire, old or new forms of crime and force majeure. These risks are frequently underestimated, yet cause damages in the billions. KFV is therefore committed to creating a world in which people and their property are safe.

FIELD OF PREVENTION: OLD RISKS – NEW CONSEQUENCES

More than 3,000 fires still occur each year in homes across Austria. About 40 burglaries are also committed every day. Many of the familiar everyday risks will not simply disappear in the future. On the contrary, they will gain new relevance: an ageing infrastructure will, for example, lead to more power cuts and fires. New problems also arise in the fire prevention context, for instance with photovoltaic systems. Usually installed on rooftops, these systems are permanently “live” and cannot be turned off. In the event of a fire, they thus pose a real obstacle for firefighters, who can neither spray water on the system nor enter the building without the risk of being electrocuted. KFV will work intensely in coming years to identify strategies that protect people and their property, focussing in particular on fire prevention and on protection from property-related crimes like burglary, vandalism and theft.

FIELD OF PREVENTION: EXTREME RISKS

There is a clear upward trend in the level of damages being caused by natural and technological disasters around the globe: the worldwide cost of damages caused by natural disasters in 2016 is estimated at 168.5 billion euros, 70 per cent more than in 2015. Extreme weather events with damages of more than 200 million euros per year are no longer rare in Austria either. KFV’s prevention activities in this regard focus on awareness-raising and information campaigns. We are also extending our research activities to enable the identification of new risks.

FIELD OF PREVENTION: CYBERSECURITY

The continuing expansion of the digital network is bringing about a paradigm change. Leading network technology companies assume that by the year 2020 around 50 billion things worldwide will be connected with the internet. In conservative terms, that would mean around 85 million additional internet compatible devices in Austria. Alongside the benefits, the “internet of things” also brings with it increased threats to security. The rise in the number of reported cases of cybercrime in Austria to more than 10,000 underscores this trend. As a consequence, KFV is extending its research activities to identify new risks and prevention options. We are also working to improve human safety through targeted awareness-raising campaigns (aimed both at the general public as well as manufacturers).



KFV

ORGANISATIONAL DEVELOPMENT

KFV ORGANISATIONAL DEVELOPMENT

As a leading expert on safety, KfV uses research and the feedback and inputs we receive from our training, education, consulting and communication activities to develop effective prevention strategies and targeted measures to improve safety. We are constantly evolving our portfolio and base our work on the latest findings in prevention and accident research. To enable us to continue along this path, we have also set development goals for our own organisation in the coming years.

POSITIONING KfV AS COMPETENCE CENTRE FOR SAFETY RESEARCH

KfV's safety research serves the systematic analysis and monitoring of risks for the purpose of reducing the frequency and severity of accidents or damage to property. Our safety and prevention work covers the following fields: road safety and accident prevention; prevention of household, leisure and sports accidents; protection of property. From the safety research perspective, our primary development goals are:

- **ACCIDENT MONITORING / DATA OPTIMISATION IN AUSTRIA**

The monitoring and interpretation of accident data is essential for effective prevention. To improve the data situation in Austria, KfV is seeking new ways to identify accident hotspots more quickly. We are also working to extend the data available in Austria beyond the current IDB Austria injury database. In order to demonstrate the long-term success of prevention work, we will also focus more on the selective evaluation of specific measures.

- **FOCUS ON APPLIED RESEARCH**

No other organisation in Austria covers as broad a range of safety and prevention topics as KfV. Based on our research over the last decades, we will focus in coming years on designing concrete applied measures with high prevention potential. This practice-oriented approach will, in turn, systematically supply know-how for public and corporate safety education and training in Austria. KfV also examines all legal frameworks and solutions that are of relevance from a safety and prevention perspective to ensure they produce lasting results.

EXPANSION AND STRENGTHENING OF KfV SAFETY EDUCATION IN AUSTRIA

Knowledge saves lives. KfV's education and training centre therefore offers a broad range of practice-oriented, well-taught courses and programmes. We also offer a comprehensive portfolio of (technical) safety inspections and consulting services. In all these activities, we place strong importance on achieving our goal of increasing safety and improving people's ability and competence to protect themselves and others from risks. KfV is working increasingly to promote the development of new training programmes, above all in relation to safety and prevention in the home, leisure and sports as well as the protection of property.

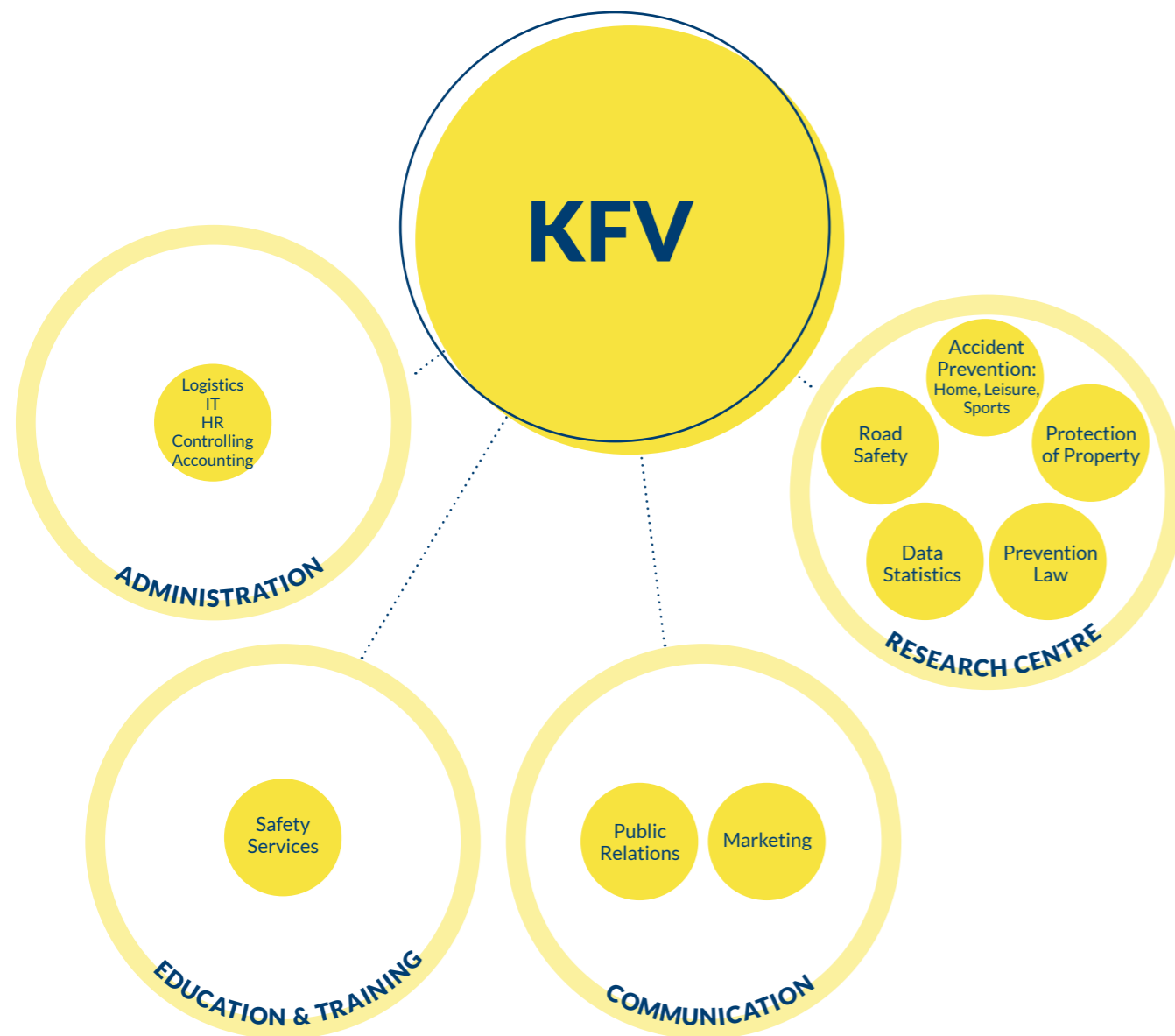
RAISING THE SUCCESS OF PREVENTION THROUGH ENHANCED COMMUNICATION

One of our key goals for the coming years is to make use of the enhanced communication possibilities afforded by the information age – with all their benefits and challenges. In this way, we will create even greater awareness of key prevention issues and measures and thus encourage changes in behaviour. Modern, integrated communication demands short reaction times, while the broad range of relevant topics requires an efficient approach and precise definition of the target audience. Information content and communication channels must be aligned (multichannel communication). KfV will focus in the coming years on simplifying the messages, concentrating on fewer topics, making content immersive and using integrated means of communication.

To allow us to communicate in future to even more specific audiences, KfV is establishing a modern content portal that will contain all communications related to the topics of safety and prevention. The new portal will provide “one-stop” access to the latest news and background reports as well as a comprehensive selection of additional materials (videos, image galleries, downloads and links). Modern education and training tools will likewise be available on the site to support individual learning and the acquisition of prevention skills. More and more of our prevention education and training programmes will also be made available in digital formats.



KFV ORGANISATIONAL UNITS



OUTLOOK – THE FUTURE OF PREVENTION

“We don’t need a society that is afraid of the risks, we need a society with the competence to handle the risks.”

Professor Gerd Gigerenzer

CONFRONTING NEW CHALLENGES HEAD ON

Many familiar, classic risks will not simply disappear in future from everyday life. Protecting ourselves from them will not become any less relevant. But we also have to prepare for the new dangers in a society that is characterised by modernisation and rapid technological advance. **The goal of innovative prevention strategies is to confront these dangers head on, in order to minimise the risks and increase safety.**

STRENGTHENING PEOPLE’S INDIVIDUAL CAPACITY TO ACT

Society is in a state of constant change. Global transformations are changing the established order and causing uncertainty among the world’s people. Much is changing within Austrian society as well: demographic change, for instance, means older generations face new challenges in dealing with everyday life and planning for the future, while improving their health and employability is becoming the life task for their younger compatriots. Although the shift in the labour market from the assembly line to a service and knowledge economy means fewer traditional workplace accidents, psychological stress creates new problems. As a consequence, leisure behaviour and recreational habits also change: restful evenings on the sofa are being replaced more and more by sport and exercise – often preferably outdoors. When it comes to natural hazards and threats from environmental incidents, people are increasingly playing a decisive role in the

cause/effect relationship. The human factor is likewise gaining increased relevance in the causal change for damages resulting from climate change. In the modern world, civilisation is inextricably linked with its environment.

NEW AND OLD RISKS: THE AGE OF COMPLEXITY

In such a world, complexity grows – bringing with it new risks. This trend, a consequence of the connectivity megatrend, can be traced back to technological advances through digitalisation and ever stronger networks. Nowadays, it is no longer just computers and smartphones that are networked, but also smart home systems, cars and all manner of “things”.

NETWORKED TECHNOLOGIES AS A NEW PREVENTION CHALLENGE

These networked technologies create new challenges for the future of prevention: data protection and IT security are topics that now affect society as a whole. With the increasing use of personal devices at work and work devices for personal apps and in private networks, the advent of cloud computing and the internet of things – their reach now extends far beyond the world of business. This is the new reality. Of course, there are also classic, familiar risks that likewise still remain of high relevance: sports injuries, road accidents or accidents in the home are just as likely to happen in the future as they are today.

RESILIENT PREVENTION STRATEGIES

Tangible threats like burglaries, fires, water damage or technical defects are still a source of concern for many people. But even these are confronted most effectively when considered in a broader context. Our world might well be characterised by rapid change, increasing volatility and rising complexity – all of which awaken feelings of disorientation and uncertainty – but it nonetheless makes little sense to wall ourselves in, turn our homes into fortresses or simply never leave the house. To generate more resilience, the prevention strategies of the future will themselves need to be flexible. Flexibility and agility are increasingly the order of the day when it comes to protecting ourselves from risks. **We achieve this on a technical level through modularisation, on a system level through a culture of prevention and on an individual level through risk competence.**

MORE COMPETENCE AS PROTECTION AGAINST RISKS

Complex societies call for greater risk competence, which must become a core competence. KFV must be a pioneer in this respect – what matters first and foremost is how we deal with risks, not how we avoid them. Forward-looking prevention strategies look to increase people's capacity to act and improve their ability to protect themselves from threats and handle risks. Instead of being left essentially at the mercy of their environment and everyday lives with only passive protection, people must be empowered to shape and determine their own safety. **People, institutions and politicians alike will all have to embrace the relevance of prevention and see it as a particularly important task for the future.**

NOTES

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