



# STAR Initiative


An innovative approach to achieve an integrated road safety policy based on reliable accident data

**STAR** gets you moving

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Accident data provides information about the safety of people, vehicles and roads.

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An integrated road safety approach consists of measures in the area of Engineering, Education and Enforcement and requires the efforts of the government, interest groups and the police.

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# Foreword

After a period of less attention being paid to accident reporting, there was a lack of good accident data in the Netherlands. No municipality or police region knew how many or where accidents took place while, at the same time, the number of victims was on the increase on a national level. A new approach was needed.

Three involved partners (the Police, Dutch Association of Insurers and VIA) took the initiative in 2012 to find a solution. The result is an innovative partnership to again ensure that accident reporting is on par. The start of STAR: Smart Traffic Accident Reporting.

Simultaneously, we can conclude that STAR has made the difference. In the Netherlands, we again have since 2014 useful accident data and road safety is again on the agenda in part due to STAR both in a political sense and amongst many stakeholders.

## **STAR has achieved a breakthrough in accident reporting because of the following:**

- Accident data is being collected from both the police and citizens (via non-life insurers) in a national database. The Netherlands is the first country where citizens can themselves report an accident via an app;
- Smart software solutions for data management, capacity building and accessibility of the databases with accidents;
- A new way in which to work together in the form of a collaboration between the police, insurers and VIA;
- Media attention for road safety, which, in turn, has created more awareness amongst policymakers;
- By developing the Digital partner, which, among other things, has a signal function based on up-to-date data on road safety in a specific area.

The pressure on road safety in the Netherlands and the rest of the world is high. This brochure has been drawn up to safeguard the STAR formula and to share the gained knowledge with other countries as a best practice. In this way we hope to make it easier for other countries to take the step to this new innovative approach to apply reliable information from traffic accidents for an integrated road safety policy supported by smart software.

On behalf of the three initiators:



**Police**  
**Egbert-Jan van Hasselt**  
National Infrastructure Project Leader



**Dutch Association of Insurers**  
**Tjeerd Wierda**  
SEPS Director



**VIA Traffic Solutions Software**  
**Erik Donkers**  
Director

# Integrated road safety policy

## Main goal of the STAR Initiative

In 2012 in the Netherlands, road safety was under pressure because of an increase in the number of victims. What was missing was good data on the basis of which traffic policy could be made. It was barely possible to conduct safety assessments. Because of this, road safety was not given any (political) attention.



A new approach was needed to ensure that accident information could be made accessible at a level that could be used again. The National Police, the Dutch Association of Insurers (Verbond van Verzekeraars) and the VIA (a traffic engineering IT consultancy) joined forces and started the STAR Initiative. The purpose of this initiative was to give accident reporting a new impulse so that an integrated road safety policy can be made that is based on reliable accident data. The integrated road safety policy is a policy consisting of measures in the field of Engineering, Education and Enforcement and requires the involvement of the government, interest groups and the police. Smart software is necessary for managing and making the data accessible.

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STAR stands for Smart Traffic Accident Reporting

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## Accident reporting is essential

An integrated road safety policy begins with measuring. After all, data leads to knowledge. The 'measuring' of accidents is done by reporting traffic accidents: where and when did the traffic accident occur? Who were involved? Accident data provides insights into where concentrations of accidents occur (black spots and red routes), which risk groups there are (young motorists or senior cyclists) and which high-risk taking (driving under the influence, speeding, etc.) leads to accidents. It is therefore important to collect as many relevant characteristics of accidents as possible in order to be able to analyse them and draw conclusions.

## Taking appropriate measures

If the accident risk is clear, the second step towards an integrated road safety policy is to select a suitable measure that prevents similar accidents in the future. Measures are classified globally into 3 categories (the 3 Es):

- 1. Engineering.** Unsafe road design (such as vehicles and cyclists on the same road with no division) increases the risk of accidents. The objective is to improve the layout of the road, starting with the high-accident risk locations.
- 2. Education.** Each road user should know how he/she must behave in traffic. If that knowledge is insufficient, measures can be taken in the form of campaigns or education at school. These are then aimed at target groups that are involved in accidents more often. The objective is to build up knowledge and a high level of support for safe traffic behaviour.
- 3. Enforcement.** In addition to a safe road and safe behaviour, supervision of that behaviour will always be necessary. The objective is to enforce at locations where behaviour is a problem (e.g. speed) or at times when specific risks (e.g. alcohol) play a role, to punish offenders, to send a signal (there is a real chance of getting caught) and therefore prevent potential offenders from offending.



*"Accident data is necessary to determine how we can best improve road safety. We want to know how many accidents occur in which locations, which transport modes are mainly involved and which ages. And preferably also the cause of the accidents and the behaviour of the parties. We also use accident figures to monitor the development in the number of accidents, number of injured and number of deaths."*

**Patricia Stumpel, mobility policy advisor for the municipality of Utrecht**

## Working together

Many different parties are involved in implementing the measures. The government is, for example, responsible for improving road design and expanding campaigns and interest groups demand that specific attention be paid to different topics from their supporters. The police (enforcement) are often the keystone in the integrated approach. To determine the right policy, it is essential that all these parties work together and that they have the same accident figures.

The STAR Initiative developed STAR Building blocks, a specific organisational form and STAR Instruments to not only realise the integrated road safety policy, but also to roll it out under a broad representation of partners in road safety. This is explained further in the following chapters.



# STAR Building blocks

In order to shape the integrated policy, as described in the first chapter, the three initiators developed the STAR Building blocks. These Building blocks are the foundation for the policy.



## Accident reporting

As mentioned above, accident reporting is essential for making a widely supported road safety policy. But where does the accident data come from? One authority that is often present at serious accidents is the police. They can report the relevant data. This can be supplemented by employees from the ambulance service and fire brigade.

Citizens can also contribute to the reporting and, in particular, in relation to less serious accidents. For the optimal reporting of accidents, citizens (via the non-life insurer) must be able to report accidents themselves through, for example, an app on their mobile phones. This will ensure that this data is also included in the national accident database.

The combination of accident reporting of both serious accidents (by the police) and less serious accidents (by the public) provides a more complete picture of the situation on the street. In this way, the correct measures can be selected.



## Data management

All reported accident data is collected in a geographical database. The data in this database cannot, however, yet be used for traffic analysis. The data must be validated, tested for quality and made accessible. In addition, different data sets (for example, that of the police, hospitals or insurers) must be linked and synchronised. Moreover, the data, must be available quickly (in the cloud) and certainly in this day and age. In other words, raw data must be converted to produce up-to-date usable information.







### **Accessibility**

All parties involved should have access to the accident data. This can be achieved by developing user-friendly software with which the current data can be translated into policy information. Only in this way can the data be directed at a large user group and can the data that is needed be made easily available to the parties involved.



### **Capacity building**

As many relevant parties as possible must work with this data. For an integrated road safety policy, it is essential that all parties involved be given access to the same figures in order to be able to analyse, determine risks and take measures.



### **Teamwork**

All parties that work with accident data must be able to contribute and apply themselves to the proper reporting of the accidents from their working environment, within the team. Perhaps more attributes are required or some data items are still missing. The parties must also be able to share knowledge and other traffic data (such as speed and road and traffic attributes) with one another so that the integrated approach is more targeted and complete.

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Data management actually supports all other building blocks. Working in the cloud ensures optimal cooperation: parties can provide remote feedback and easily forward and share data. In this way, the integrated approach fully meets the requirements of today's digital world.

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# STAR Initiative organisation

STAR has chosen for an innovative form of cooperation that supports, stimulates and realises the Building blocks mentioned. The cooperation within STAR consists of the following three components:

1. **Initiative group**
2. **Stakeholder meeting**
3. **Safety deal**

## STAR Initiative group

The initiators established an Initiative group for their collaboration. Parties were sought that would benefit from proper accident reporting: the Police, non-life insurers and VIA (a traffic engineering IT consultancy). These parties form a chain in the accident processing process. This unique combination of private and public parties demands collaboration and commitment from each party and will have an end result that otherwise would not be possible.

## Collaboration

The cooperation between the Police, insurers and VIA is a consequence of the collaboration that already existed between the insurers and the police. The police in the Netherlands are required by law to share the official report of accidents with insurers for insurance claim adjustment. They provide this data to a foundation that was established especially for this: the Official Reports Foundation (Stichting Processen Verbaal). This foundation makes official police reports accessible to insurers, agents and individuals. The foundation therefore ensures the police do not have to shoulder this burden.

The police have the presidency in the collaboration and represent the public interest of accident reporting. It is, in fact, the 'supplier' of the accident data together with the insurers.

The insurers developed an app with which citizens themselves can report claims to their insurer: MobileLossReporting (MobielSchadeMelden). The app is the beginning of digital reporting and settling losses with the intention of reducing the flow of paper in the form of the European Claim Form. When reporting losses to the insurer, the data is simultaneously sent on to the national accident database for road safety analysis. The promotion of the app is a task of all parties involved in the STAR Initiative.

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With the MobileLossReporting app, the parties involved in an accident can report the accident themselves. The data goes to the insurer and is entered (anonymously) in the national accident database.

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Traffic IT company VIA has extensive road safety expertise in combination with IT applications and has taken care of the development of all necessary software and data management. It ensures that the data, from the police and the insurers, becomes available to the right parties, who can subsequently determine policy, set up campaigns or carry out (scientific) research.



#### Goals of the Initiative group

The primary objective of the Initiative group is to provide a new impulse for accident reporting through collaboration. It does this by investing in cooperation, by determining strategy, by triggering and stimulating the parties involved, by giving each other new insights and by creating support in the world of traffic. It is also the daily contact point for stakeholders.

## STAR Stakeholder meeting

As stated, many different parties are involved in road safety. Together, these parties are called 'stakeholders'. A proper accident database is important to stakeholders. Therefore, the STAR Initiative entails a Stakeholder meeting in which the different organisations participate (road authorities, research institutions and interest groups). Broad representation ensures a high level of support and a stable situation, which is important for the continuity of accident reporting. All participating stakeholders have access to the same data from the Initiative group. VIA ensures that the data is available as useful information so that stakeholders can immediately start working on it.

The Initiative group forms the daily contact and meets at least once a year with stakeholders. The Initiative group also always keeps stakeholders informed about new developments by means of the STAR Newsletter and publications.

Stakeholders can also enter data. An example of this is speed data (Floating Car Data), which is relevant for road authorities but also for the police in the framework of enforcement. Another example is the ANWB (Royal Dutch Touring Club), which has entered the data from EuroRAP (Star Rating). This data is available to all parties. VIA can then combine this data with the accident data so that a Risk Rating can be made.



*"Our relationship with the partners within STAR is changing. We respect each other more because we are coming to know the 'world' of the partners more and more. From a distance, everything looks easy, but, in practice, everything is that little bit more complicated. I have learned a lot from this. It is this knowledge in particular that we will now deploy internationally. Just software is not enough."*

**Erik Donkers, VIA director**



### Road authorities



### Interest group



### Research institutions



*Members of the STAR Stakeholder meeting in the Netherlands*





## STAR Safety Deal

The basis of the STAR Initiative is the STAR Safety deal. This is an agreement that records STAR's objectives and all of its agreements. This document is essential for the cooperation within STAR.

The collaboration within STAR will only succeed if the different parties have their agreements recorded in writing and abide by them. As such, all parties (members of the Initiative group and stakeholders) feel they are equal partners. This ensures more commitment because they are all on the same page. There is respect for one another and 'team spirit' is emphasised: each party is needed in order to achieve the objectives agreed on.

In the STAR Safety deal, the following topics will be recorded:

- The main objective of the STAR Initiative: getting an integrated road safety policy off the ground based on reliable accident data. In the Netherlands, we stated in the Safety deal that detailed information must be available every year by 2020 with regard to 200,000 accidents.
- The organisational form: the establishment of an Initiative group and stakeholder consultation. Who will take which place? And who is going to do what?
- Commitment of all parties to stimulate and support the STAR Building blocks.
- In the Netherlands, we agreed that the STAR Initiative's objective is to ensure that citizens can always report basic data themselves about the accident in a simple and unambiguous manner. The Initiative group and stakeholders therefore encourage and support the use of the app and the website of MobileLossReporting.
- Issues such as privacy and openness of data must also be regulated in the STAR Safety deal in order to fully align the cooperation with the most recent privacy legislation.



*"Improving road safety starts with good and reliable data. Enriching accident data with analyses by EuroRAP is a good example of quality improvement collaboration. Policy makers can take even better targeted measures with these data to make infrastructure safer. It would be nice if other countries could benefit from this approach. We are happy to contribute to this."*

**Ferry Smith, chairman European Road Assessment Programme (EuroRAP)**

# STAR Instruments

The STAR Initiative exists in the Netherlands since 2012. During that time, we have learned a number of lessons and discovered what the most important pillars are for a sustainable approach. When starting a STAR Initiative abroad, this knowledge may assist a quick and successful start in Smart Traffic Accident Reporting.

## Efficient reporting of accidents

We noticed that there was tension between wanting to know a lot about road safety analysis and limited capacity for reporting. The STAR Initiative therefore developed a questionnaire for the reporting of accidents that makes it possible to collect the required data for different purposes. Account is taken of obtaining the necessary data for the police, insurers, road safety and recording capacity. The questionnaire can thus be combined and ensures objective data collection. Naturally, the questionnaire has been made suitable for smartphones so that technologies can be used such as GPS for an exact location. The questionnaire has been made 'smart' by including some of the features of automatic entry (e.g. vehicle information, daylight, curve and roundabout) in the database. This has allowed the questionnaire to remain relatively short, which has benefitted the degree of reporting.

VIA also developed a service for the MobileLossReporting mentioned earlier so that the quality and accuracy of data is safeguarded, which makes reliable analysis possible.



*"The police had a problem in the Netherlands: there were complaints from road authorities about the lack of reliable data. Especially on a local level, there was insufficient attention for the correct reporting of accidents from the police perspective. We are therefore very satisfied with STAR. Reporting has improved enormously in all areas."*

**Egbert-Jan van Hasselt, National Police Force infrastructure project leader on a national level**

## Service4Data

Data management within the partnership is essential. In the Netherlands, however, there was no budget available for STAR so the cooperation between the police, the insurers and VIA had to take place without money changing hands.

In order to offer data management in the Netherlands, the STAR Initiative found the financial Service4Data construct. Service4Data means that VIA has developed software to fully support the police in the process of data collection and processing. VIA then offers the data, including a software subscription, to policymakers and road authorities (the parties requesting this type of data). This results, on the one hand, in market operations and therefore also the importance of implementing data management properly and, on the other hand, good software for developing complete analyses and reports.



*"Looking back, I can conclude that it is the collaboration and mutual appreciation between the parties that has ensured that the project is so successful. We have invested significantly in the 'Service4Data' concept and we believe that we can see a return on investment. Positive feedback from customers and partners is just as important."*

**Erik Donkers, VIA director**

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VIA developed software to support the police and insurers in accident reporting so that policy makers and road authorities can use the data via a software subscription.

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### **Feedback loop**

We noticed that the importance of good reporting still had too little support because (important) attributes were missing. As long as the usefulness and necessity of good reporting are not known, it will not be considered important to report properly. The reporting issue should therefore be taken to a higher level. The solution was found in the 'feedback loop' that VIA developed for the police. When VIA receives the raw data from the police, it carries out quality control on it. This can result in it becoming apparent that, for example, essential attributes have not been reported in relation to a specific accident. This is returned to the police by means of the feedback loop who can then add these attributes.

In addition, as part of the feedback loop, the software sends frequent status reports to the police, both at management and work floor level. Those reports reveal how many of the accidents have been reported 'correctly' and what can be improved.

The feedback loop has led to a significant improvement in accident reporting in the Netherlands.



*"The feedback loop with which we can enhance our reporting works very well. This ensures that police officers on the beat come to realise more and more how important it is to correctly report accidents."*

**Egbert-Jan van Hasselt, National Police Force infrastructure project leader on a national level**

## Private investment

For the STAR Initiative to succeed, private parties must also invest. Both the Association of Insurers and VIA are investing (as private parties) in the partnership and accident reporting.

The Dutch Association of Insurers has placed the management and maintenance of MobileLossReporting with SEPS (Stichting Efficiënte Processen Schadeverzekeraars; Foundation of Efficient Processes for Non-life Insurers). This is a not-for-profit foundation. Instead, it works based on the principle of cost sharing. In other words, the more parties that use the app, the lower the costs. This also frees the path for other countries to link up. Insurers are therefore expected to take care of the digitisation of a more efficient accident report and to share data for road safety.

For VIA the investment consists of developing high-quality software, the feedback loop and taking care of data management through Service4Data.



*"In STAR, we have learned to speak each other's language so that we have all gained mutual understanding of each other's situations and possibilities. For the insurance industry, a win-win-win situation arises within this 'ecosystem'. Socially it is a good initiative (Corporate Social Responsibility), it is good for the reputation of the insurers and it contributes to reducing the burden of claims. Insurers are the obvious choice as a partner in the field of road safety."*

**Tjeerd Wierda, director of the Stichting Efficiënte Processen Schadeverzekeraars (SEPS) foundation**

## Smart software: Digital partner

To ensure that data is easily accessible to all parties, VIA developed smart software in the form of a Digital partner. VIA has brought together knowledge about road safety, accident data and IT. The Digital partner actively helps software users (traffic officer or expert at the police or government and/or a policy officer or employee at an interest group) in their various activities making it easier, faster and more focused. The Digital partner has a signal function based on up-to-date accident data: it points out the (severe) traffic accidents and gives reliable information about where, when and how the accident took place.

The Digital partner supports various functions through one clear home page. The home page contains information about serious accidents, the traffic accidents concentration list and an overview of colleagues and recent publications. There are special applications for policymakers (the dashboard), road authorities (thematic maps), experts (extensive possibilities for analysis) and a complete policy report (BLIQ) for council members with concrete items to be addressed.

Would you like to know more about the different software components? Please consult the 'VIA Software' brochure ([www.via.software/Downloads](http://www.via.software/Downloads)).



## Agenda setting

The STAR Initiative has worked hard at having a usable accident database at its disposal. To ensure that this database is used to its full potential, STAR calls road safety to the attention of citizens, politicians and policymakers. It does this by carrying out its own accident investigation several times a year. It works together with media partners that publish interesting research results through which items to be addressed related to road safety become clear to road users and the topic is placed on the agenda of policymakers. An extra advantage is that the importance of a proper database is demonstrated each time, which works towards promoting STAR.

**In the Netherlands, the following STAR studies have been published in the media (this is not an exhaustive list):**

- **Accidents with children on their way to school at the beginning of the school year**
- **Driving under the influence during public holidays**
- **Motorcycle accidents on the first nice spring day**

## BLIQ

The Initiative group provides a road safety monitor for administrative councils of road authorities and police units two times a year (municipal and provincial). This report is referred to as a BLIQ report: Insight on the road with smart (IQ) data (Blik op de weg met slimme (IQ) data). BLIQ is a complete accident report per work area based on current figures in order to formulate items to be addressed in the policy. This report can easily be sent to the alderman or the municipal council. In this way, BLIQ contributes to putting road safety on the agenda. BLIQ is compiled entirely automatically by the smart software of VIA. The report for the various work areas is compiled and published at the touch of a button.



*"When I receive questions from citizens or the media for new projects or analyses, I always want to first have an idea if my feeling is right. VIA Software gives an indicative picture of whether action is necessary or not. VIA Software offers an extensive pallet and can strengthen conclusions. It is a tool that I cannot do without as a traffic expert. It offers dates on which I can fall back. VIA Software belongs in the toolbox of a traffic expert."*

**Hendrik Jellema, traffic expert for the Province of Friesland**

## Police

### Severe traffic accident



### Reporting

The police draws up a report and registers the accident, possibly by using a smartphone.



Daily update

## Data management

The accident data from the various sources is deduplicated. Through synthesis, information is combined into one accident. The data is enriched via big data links (in the cloud).

## Insurer

### Minor traffic accident



### Digital European Accident Report

Citizens themselves can report an accident via the app Mobile-LossReporting to their insurer.



# Data stream from reporting to Digital partner

This diagram indicates the route from registration to integrated road safety policy. The STAR Building Blocks are indispensable here: it starts with **Accident reporting**, a traffic engineering ICT company arranges **Data management** and **Accessibility**, so that as many stakeholders as possible can use the data (**Capacity building**). The scheme shows that this route can only be travelled if the parties involved work together (**Teamwork**).

The result is a toolbox for the road authorities, police and interest groups with which integrated road safety policy can be made at local, regional and national level.

## Traffic engineering IT company



### Quality accelerator

The Quality accelerator checks the quality of the data. If necessary, the reporter automatically receives feedback and the tools to adjust the report.

## Road authority, police & interest organization



### Digital partner for integrated road safety policy at local, regional and national level

- **Signal function** through actual and reliable accident data.
- **Monitoring** road safety status via half-yearly BLIQ publication.
- **Dashboard** for reporting with most relevant figures for policy makers.
- **Accident maps** for traffic experts and spatial planners.
- **Detail analyses** for road safety specialists.
- **Investigation report** based on accidents, speeds, road images and iRAP-score.
- **Agenda setting** by publishing relevant STAR studies in the media.
- **Public accident map** to inform citizens.

# Results of the STAR Initiative

## Reporting level

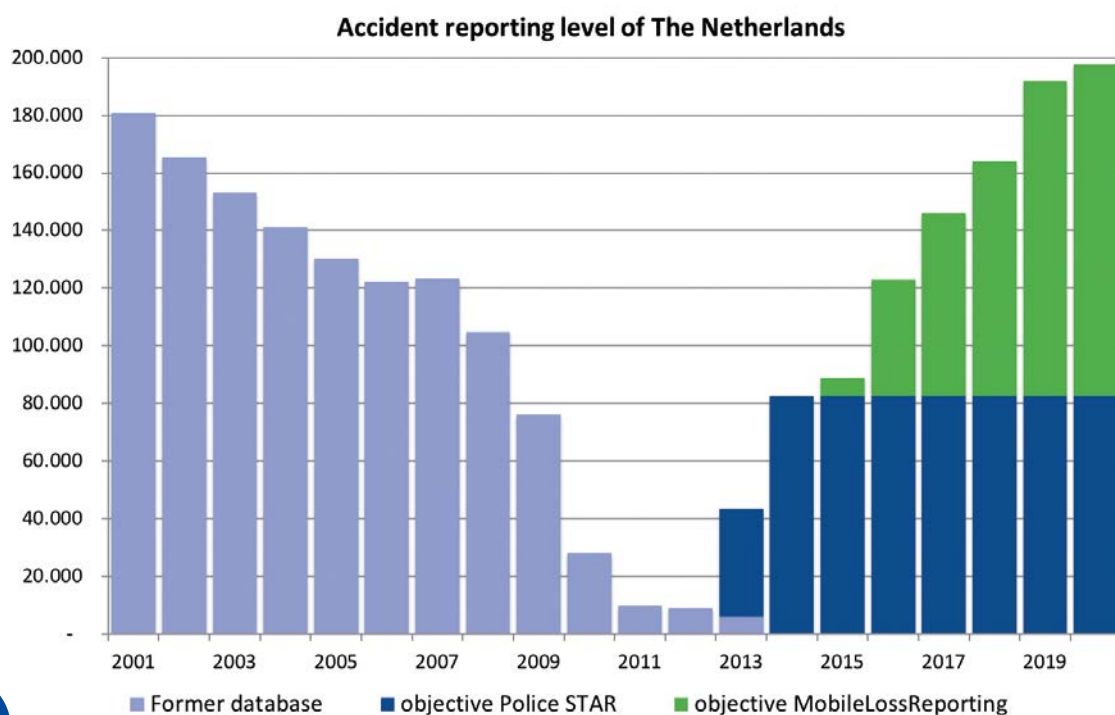
The level of accident reporting (and therefore the possibility to monitor policy and to carry out analyses and make assessments) has gone up drastically since the start of the STAR Initiative on 12-12-2012. The total number of reports that meet the quality requirements has risen to 89% in 2017 (in 2012 this was 45%). Moreover, in 2017, the exact location of 75% of all accidents could be determined. This performance was achieved by the police with the help of, among other things, the feedback loop.

STAR was able to raise the level of accident reporting to such a degree that, since its start, several years of usable data is again available (from 2014). The following is included in the '2030 Strategic Plan for Road Safety' drawn up by the Ministry of Infrastructure and Water, the Ministry of Justice and Security, the Association of Provincial Authorities (IPO, Interprovincial Overleg) and the Association of Netherlands Municipalities (VNG, Vereniging van Nederlandse Gemeenten):



*"That analysis shows that the filling of a number of important characteristics has meanwhile improved thanks to the introduction of the Features Report Plus and the feedback system that is realised related to STAR. The number of accidents that are 'exact' or 'crossroads' is almost as high as in 2008. Registration of the 'modes of transport' involved has greatly improved and since 2016 'nature accident' is registered better in BRON. Further improvement is necessary, but the quality is already sufficient to carry out analyses again on a regional level for policy making, especially if accident figures are combined with risk indicators."*

**Ministry of Infrastructure and the Environment, 'Final report on the quality improvement of the information chain Road accident reporting', 19 June 2018**





STAR has optimised the processing of accident reporting completely, which means that the data is updated daily. Each night, the database in the VIA Software and the public accidents map on the STAR website are updated automatically. STAR also provides the data annually to the Ministry of Infrastructure and Water Management for publication purposes in the public domain.

### **MobileLossReporting (MobielSchadeMelden)**

In 2018, MobileLossReporting was given an extensive upgrade (reporting can be done even faster and privacy has been tightened ever since) and has now grown to become a platform that makes it even easier for citizens to report an accident, for example, by entering data simultaneously on two smartphones. The platform also offers insurers more possibilities such as the integration of MobileLossReporting in the corporate apps of insurers (via an 'API', 'Skinning' or with a chatbot) and offering help when an accident occurs.

The Netherlands is the first country in which citizens themselves can register an accident via an app and the data becomes available for road safety.



*"STAR offers us expertise in the area of road safety that we can, in turn, use when (further) developing the MobielSchadeMelden (MobileLossReporting) app. We create a high level of support for the MobileLossReporting app because we work together with public partners within the Initiative group, which is very important to us."*

**Tjeerd Wierda, director of the Stichting Efficiënte Processen Schadeverzekeraars (SEPS) foundation**



# Step-by-step plan to get going with STAR

In order to set up an integrated road safety policy based on reliable data, STAR developed the innovative approach described in this brochure.

1

Do you also want to arrive at an integrated road safety policy according to the innovative approach of the STAR Initiative? Then start with an inventory under a broad representation of relevant stakeholders (such as the police, road authorities and interest groups). How are accidents reported? Is there already a database or does it require input? Is there already a form of cooperation between the police, road authorities and interest groups? How do these parties now have access to the data? What are the problems that the stakeholders now face? And what are the preferences?

2

If the status quo, preferences and requirements have been identified, a Safety deal can be worked out. Define the purpose of the collaboration, shape the organisation by setting up an Initiative group and a stakeholder consultation and make agreements about the cooperation: who will do what? Work out the Building blocks (accident reporting, accessibility, capacity building, teamwork and data management) and choose one or more STAR Instruments if required. Have the Safety deal signed by all parties involved.

3

The next step is to implement software support with which data management and accessibility can be arranged. This implementation has a pilot period in which the implementation of the agreements from the Safety deal is started. At the end of the pilot period, a report can be drawn up with additions to the Safety deal.

**Want to know more about the STAR Initiative? Contact us at [www.star-traffic-accidents.eu](http://www.star-traffic-accidents.eu).**





## STAR in a nutshell

An integrated road safety policy is a task that several parties must fulfil. Only if these parties work together, can a reliable and complete database with reported accidents and insurers be built up. The STAR initiative is an example of realising this partnership. The police, insurers and IT experts of VIA work in partnership in an Initiative group in accordance with the 'Service4Data' principle. The stakeholder consultation involving road authorities, interest groups and researchers gives input from 'the market'. Objectives and agreements are set down in the STAR Safety deal. Each party is a fully-fledged member and contributes in their own unique way towards the objectives: efficient accident reporting and reliable analysis through smart software.

STAR has ensured that historic accident data is available in the Netherlands since 2014. Up-to-date data is, moreover, available on a daily basis for road safety analysis and reporting on a national, regional and local level.

Visit [www.star-traffic-accidents.eu](http://www.star-traffic-accidents.eu) for more information about STAR.



Oktober 2018

[www.star-traffic-accidents.eu](http://www.star-traffic-accidents.eu)

STAR is an initiative of:



Police



VERBOND VAN VERZEKERAARS

Association of Insurers



Traffic engineering IT company