

LA PRÉVENTION ROUTIÈRE INTERNATIONALE

ANNUAL REPORT 2013



La Prévention Routière
Internationale



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1. FOREWORD



It is our honour and pleasure presenting to you our Annual Report 2013. Members of PRI and quite often in cooperation with other stakeholders have been performed many activities on national and regional level. Teams of professionals and volunteers devoted to road safety jointly have delivered a positive contribution to reducing the number of road crash victims.

In March 2013 the Global Status Report on Road Safety 2013 was launched. Main conclusion of the report is that we have made progress, but that there is still a long way to go. In 2010 there were 1,24 million road traffic crash deaths, about the same number as in 2007.

In advance of the 68th session of the UN General Assembly, the UN Secretary General Ban Ki-Moon, has issued a report “Improving Road Safety”. Despite the progress made so far, the UN Secretary-General stipulates that much more needs to be done to save 5 million lives by 2020. In order to be able to achieve the target of the Decade of Action for Road Safety 2011-2020 is sufficient funding required.

Key activities in 2013 were the 2nd UN Global Road Safety Week on Pedestrian Safety (May) and the World Day of Remembrance (November). PRI members have developed tailor made actions connected to this. “Long Short Walks” were organized related to the Post-2015 Development Agenda.

In the framework of the Decade of Action for Road Safety and the Global Road Safety Week the NGO “Ukrainian Road safety Association” URSA and PRI have organized an International Conference on Pedestrian and Cyclist Safety on 20th and 21st of June 2013 in Kyiv – Ukraine.

The 2014 PRI International Conference will be hosted by the Republic Council for Road Traffic Safety RCRTS and will be held 21 and 22 May in Skopje-Macedonia. The main theme is: “The Role of Local Authorities and Municipalities in Improving Traffic Safety on Local and Regional Roads”.

**Joop Goos, President
La Prévention Routière
Internationale (PRI)**

2. PRI PROFILE

Intro

La Prévention Routière Internationale PRI, is a global umbrella for road safety. PRI is a non governmental and non-profit member organization. It was founded in 1959 and celebrated in 2009 its 50th anniversary. PRI Members are the leading national traffic safety organizations and institutes or ministries dealing with road safety in their country.

PRI has a consultative status with the United Nations and the International Transport Forum and PRI is a signatory of the European Road Safety Charter. It keeps up working relations with European organizations (European Commission, UNECE FERSI and more) and with global partners (UN, WHO and more). PRI is member of the United Nations Road Safety Collaboration (UNRSC) and the Global Alliance for Road Safety NGOs and can be followed on Facebook, LinkedIn and Twitter. In the opinion of PRI, everybody has the basic right of safe mobility. PRI has signed a Memorandum of Understanding (MOU) with Laser International Foundation.

For its members, PRI set up traineeships, road safety courses and consultancy activities. In the framework of the Decade of Action for Road Safety 2011-2020, PRI – in a unique public private partnership – developed

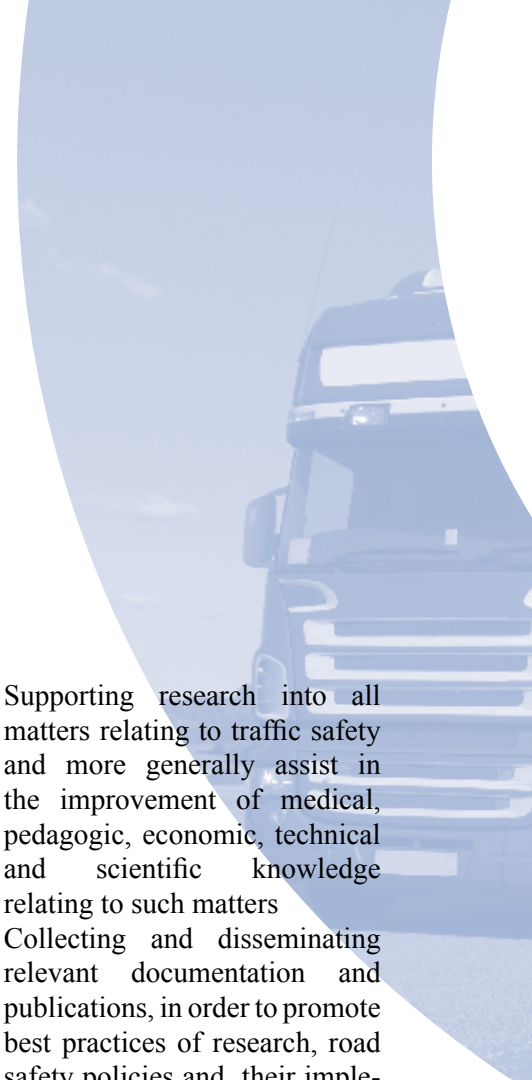
a web based software tool for its members to enable them to involve citizens in the road safety work, to support their advocacy activities and to strengthen their position as national partner in road safety. PRI regularly distributes declarations, resolutions, eNewsLetters and Annual Reports.

PRI takes a proactive stand and exerts influence on decision-makers to encourage them to take active steps in prevention to bring down the number of road traffic victims. PRI's core business is education, campaigns, communication and advocacy.

The PRI has subdivided its activities into several regions. This is of great importance, because each individual region has its own challenges, which require a different method to solve the road safety issues. The Western European countries are mainly concerned with alcohol prevention and speeding. In contrast, the developing (low income and middle income) countries face most road safety challenges due to lack of knowledge and legislation, which regulate the traffic. The focal points and priorities for the near future are described in the PRI Action Plan 2011-2015.

View

PRI has the opinion that everyone has the right to safe mobility. Each



victim is one too many (Vision Zero). Danger on the roads is not a natural disaster, we cannot stop and is not the price we have to pay for our mobility. Road safety is a man-made epidemic and has to be solved by ourselves. To make roads safer and to prevent victims of traffic crashes everyone (individuals, NGO's, governments, business community, etc.) has to do its share. Road safety is a shared responsibility.

A great deal of traffic crashes are due to human errors. Road safety is in the end all about mentality and attitude. Therefore the 'human factor' is focal point of PRI and its members. Nevertheless PRI is in favor of an integrated approach along three dimensions. (1. prevention-, crash- and post-crash interventions; 2. five E's; 3. multisectoral approach).

Bottom line: If it is safe for vulnerable road users, traffic is safe for every road user.

Mission

To prevent road traffic victims by advocating road safety, cooperation and joint activities with international partners, education- and campaigning activities with and through members, exchanging experiences and knowledge, national capacity building and by extending the number of members.

Objectives

PRI would like to continue and strengthen its position as key player on the global, international and regional level through collaboration and advocacy. On the national level PRI is present through its members. With many national members, PRI is contributing to road safety at national level by education and campaigns, advocacy, capacity building and close cooperation of members within a region.

Aims

- Promoting road traffic safety at national and international level
- Encouraging efficient action to improve road traffic crash prevention
- Raising political commitment and societal involvement

Means

- Giving advice and assistance to national organisations
- Promoting co-operation of national and international bodies, of all individuals, of research institutes and universities, of governments, of the business community and other partners devoted, directly or indirectly, to the improvement of road safety and prevention of road crash victims
- Raising the awareness of the consequences of traffic crashes throughout the world

- Supporting research into all matters relating to traffic safety and more generally assist in the improvement of medical, pedagogic, economic, technical and scientific knowledge relating to such matters
- Collecting and disseminating relevant documentation and publications, in order to promote best practices of research, road safety policies and their implementation, education programs and road safety campaigns
- Organizing and promoting joint traffic safety actions, congresses, seminars, round table conferences, exhibitions, competitions and international events aimed at decreasing the number of road traffic crash victims among all age groups and all road user categories
- Promoting the training of specialists, the exchange of experiences and twinning projects in the field of traffic safety

Focal points

- Vulnerable road users (children, young- and elderly peoples)
- Developing countries (85% of the road traffic victims)
- Education and RS campaigns (human factor)
- Advocacy (political commitment and societal involvement)
- Volunteers (devoted to road safety)
- International collaboration (for better and quicker results)

3. PRI MEMBER ACTIVITIES

FEDERAL ROAD SAFETY CORPS (FRSC) – NIGERIA



THE MAIDEN NATIONAL BICYCLE WEEK “CYCLING FOR LIFE”

This week was held from 18th to 24th of November. It was a unique opportunity to put cycling on the front burners in the nations’ transportation and urban planning sectors.



The Week is designed to be the hallmark of cycling advocacy and public awareness each year and to be a motor vehicle free week in the next editions, that culminate in residents cycling along the roads in Nigerian cities.



The weeklong event had as its theme; “**CYCLING FOR LIFE**”, the focus was to showcase the enamours benefits of cycling to the environment, health, social interaction, reduced traffic congestion, transportation cost and by implication, its benefits to life.



It was also an opportunity to ratify the draft National Cycling Policy and Strategy 2014 - 2017 prepared by the National Stakeholders Committee on Bicycle Transportation in Nigeria.

Series of events were held to mark the week long campaign. The

3. PRI MEMBER ACTIVITIES

events included Press Briefing to herald the entire program, cycling city rides and road show along major streets of Abuja and other cities across the country; Advocacy visits to key stakeholders, bike art and a mass rally. Stakeholders were visited included Federal Ministries of Works, Transport, Federal Capital Territory, and Environment, The National Assembly, Federal Minister of Transport and Nigeria's present Ambassador to Canada, Chief Ojo Maduekwe, Presidents, Road Transport Employers Association of Nigeria, and National Union of Road Transport Workers.

Workshop Session

As part of the programme for the week, a workshop session was held at the VIP Lounge of the National stadium of Abuja.

Discussions and Ratification of the Draft National Cycling Policy and Strategy, 2014-2017

After the presentations, a discussion session followed where stakeholders brainstormed on the key issues that may pose serious challenge to the realisation of the vision. The issues as encapsulated in the draft National Cycling Policy and Strategy presented by the Corps Marshal was extensively debated. At the end of the discussions, the draft document

was ratified by stakeholders. To symbolically mark the ratification and commencement of the cycling initiative in Nigeria, a bicycle was unveiled. A Communiqué was presented at the end of the workshop.

Other Advocacy Visits

The Campaign also featured visits to All Saints Anglican Church, Wuse Zone 5 and Wuse Central Monques respectively, where worshipers were admonished to embrace cycling as a mode of transport.

Core messages of the weeklong campaign

Intensifying public enlightenment and advocacy for the use of bicycles as a means of transportation in Nigeria; allocating 15% of the transportation and road infrastructure budget for bicycle lanes, facilities and promotion; using the bicycle for rides less than 20 km distance and especially on the way from and to school; tax incentives to reduce costs of bicycle manufacturers; developing policies to stimulate mass production of bikes at affordable prices.

SURVEY ON THE USE OF PHONES AND SEATBELTS ON THE DRIVING PATTERNS OF NIGERIANS

About 40-50% of the drivers that uses the phone and does not wear the seatbelt, does not believe that laws exist related to these issues. During 14 days over 130,000 vehicles were observed on a particular road. The survey shows that 2 drivers out of 20 did not wear a seatbelt and that 1 driver out of 100 vehicles was using the phone while driving. During the survey 7 crashes took place. Judging from the severity of the injuries, most of the victims did wear a seatbelt. Although none of these crashes were directly linked with "use of phone while driving" the possibility could not totally rule out. The general conclusion of the survey is that investments of the government are beginning to have positive effects. The researchers (AA Omidiji, ST Adebayo, IA Momodu) recommended that the scope of the volunteer arm of the Federal Road Safety Corps (FRSC) should be increased to realize added impact on raising the awareness, that governments of different levels should step up their campaign strategies and should make available sufficient funds for executing these programs and that synergy should be established between the different security agencies and other stakeholders.

3. PRI MEMBER ACTIVITIES

PREVENCAO RODOVIÁRIA PORTUGUESA (PRP) – PORTUGAL

VAMOS 18-24

The main objective of VAMOS 18-24 program was to contribute to reduce the accident rate in the age group of 18-24 years, involving youngsters in road safety issues through the volunteer work.

This program involved five projects with common goals, to increase knowledge, change attitudes and behaviours among youngsters concerning, speeding, driving under the influence of alcohol and other drugs, fatigue and sleepiness, mobile phone use while driving, use of seatbelts by passengers in the back seat, 2 wheels and volunteer work.



National and international road safety experts with youngsters developed strategies and defined the best approaches to tackle road safety problems

Road Show

18 events all over the country in Universities were developed with simulators

Road safety activities

Road safety activities, projects and campaigns were developed by youngsters in a peer to peer strategy.

Volunteer Network

A Road Safety Support Center was created to train and help volunteers to develop their projects and activities

Website

www.vamos18-24.pt

e-learning; Volunteer work management; theoretical and practical contents; virtual simulators; Project management

Conference

ROAD SAFETY PERFORMANCE INDICATORS PROGRAM

During 2013 PRP measured several indicators in order to collect and analyse relevant data about the performance of traffic safety system and to use this information in the future to define strategies and priorities for road safety measures. Data collection was made using direct observations and

3. PRI MEMBER ACTIVITIES

a questionnaire (SARTRE 4) about attitudes, behaviours and opinions of road users. The following indicators were measured:

Observed Behaviour

Speed; alcohol; seatbelts and child restraint systems; pedestrian zebra crossing; stop sign; red traffic light; change direction indicators; mobile phone use; tires

Attitudes, behaviour and opinions (SARTRE 4 questionnaire)

Speed; alcohol; seatbelts; mobile phone; pedestrians; behaviour; young drivers and senior; enforcement; ITS

ASSOCIATION PRÉVENTION ROUTIÈRE (APR) – France

CAMPAIGN : YOU ARE A GOOD PERSON : DO NOT TELEPHONE WHILE DRIVING

Because 10% of road accidents are due to the use of mobile devices, Aviva (the insurance company) and the Association Prévention Routière joined forces, from 26th August to 30th September 2013, to promote responsible behaviour on the road, by launching a new campaign with an unequivocal slogan: “You are a good person : do not telephone while driving .” As a result, the French discovered three posters featuring visuals with slogans which were both offbeat and provocative, the purpose of which was to challenge road users and convince them not to use their phones while driving. The three visuals are illustrations of the kind of reproach that a family, friends or the professional environment might make when one cannot be contacted on the phone. The message of the campaign is designed to make it clear to drivers that the most important thing is not being unable to answer one’s phone but to avoid an accident and

to reach home safely. You are « a good person » because you do not yield to temptation by answering phone calls.



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TOM AND LILA'S STREET : THE FIRST INTERACTIVE AND FREE ROAD SAFETY EXHIBITION FOR CHILDREN

Tom and Lila are two characters created by the associations Prévention Routière and Insurers Prevention to raise children's awareness about the dangers of road traffic. They are the heroes of a series of short films which have been broadcast on the TV channel Gulli. This time, Tom and Lila invited children from 5 to 10 years - and their parents - to discover throughout the autumn holiday period the first interactive road safety education exhibition. It was held at the Museum of Science and Industry of Paris. Set on a surface of 150m², this exhibition was aimed at teaching children to recognise the dangers they might encounter in the street, understand how traffic lights work, learn how to cross the street, an intersection or a roundabout, the meaning of traffic signs (colours, shapes...), how to listen to the sounds of the street, and how to anticipate dangers.

In the end, with an average of 2,000 visitors per day and nearly 3,000 children reached through a workshop dedicated to the dangers encountered on the way to school – run by our educators, the exhibition “Tom and Lila's street” became an event not to be missed!

ASOCIACIÓN DE PREVENCIÓN DE ACCIDENTES DE TRÁFICO (PAT) – SPAIN



CONFERENCES, SYMPOSIUM AND DISCUSSION FORUMS

We celebrate different forums for discussion and debate. Each year the Mediterranean Road Safety Conference takes place with speakers from the first national and international level. This year we wanted to discuss legal changes affecting road safety and the situation of victims, suggesting improvements. Any action, policy or legal change should be done from the perspective of the zero vision. Our role is to sensitize the society and politicians to make them aware of the consequences of

accidents and so they can take seriously the road safety policies. This year we have appeared twice before the Commission on Road Safety and Sustainable Mobility of the Spanish Congress of Deputies to present proposals for the reform of the Penal Code and to talk about the speed and the possible implementation of cycle helmets. We are also part of the Commission on Road Safety Study of Parliament of Catalonia.

YOUTH AWARENESS ACTIVITIES

We have carried out various actions with youngsters handing the flyer “Drive with sense” “Drive 0'0”,

3. PRI MEMBER ACTIVITIES

or the “Toast for health” campaign where we have shown the incompatibility of alcohol / drugs and driving using the Alcohovision googles. Participating once again in the European Youth Forum for Road Safety, this year in Crotone.

AWARENESS AND SAFETY AND SUSTAINABLE MOBILITY

Among other activities, we presented the “Entrepadas” project that began two years ago with the idea of spreading messages of social integration and sustainable mobility, promoting public transport, diversity and social integration. This year we have received the Prize of the VI International Film Festival of Disability Collado Villalba.

AUTOCLUB D'ITALIA (ACI) – ITALY

3.000 FOREIGN CAR DRIVERS AMBASSADORS OF ROAD SAFETY

In 2013, the Automobile Club of Italy (ACI) continued to carry out an innovative educational project, the first in Europe, titled “Ambassadors of Road Safety”. The project aims at offering safe driving courses, free of charge, for foreign motorists who drive on Italian roads, to spread in their families and communities the values of



responsibility and prudence while driving, and the observance of the Highway Code. The initiative started from an idea of the General Secretary of ACI, Dr. Ascanio Rozera, and it has been sponsored by various Italian Institutions (Presidency of the Ministers Council and various Ministries) and has received an enthusiastic support from over 100 Embassies or Consulates located on the Italian territory. This three year project was launched in 2012 to pursue 3 targets on the Italian territory: to spread the road safety education; to promote the integration of people; to ensure road safety for all citizens (Italian and foreigners). In Italy, foreigners account for 7% of total drivers and they possess more

than 3 million cars and 250,000 motorcycles. Unfortunately, they are becoming more involved in road traffic accidents (about 90 crashes per day with 141 injured and 1.4 deaths) and they risk twice on the road because they are accustomed to different rules, diverse driving behaviours and traffic conditions (while 6.4% of Italian drivers is involved in a car accident, the percentage rises to 13.5% for foreign drivers).

The courses to become Ambassadors of Road Safety have been held at the Safe Driving Centre of ACI and Sara in Vallerlunga (near Rome), one of the most modern Centres in Europe and equipped with advanced technologies to reproduce the more frequent critical driving situations (aquaplaning, poor grip, understeer and oversteer) and to allow to practise in safe conditions. The courses have a duration of 1 day, they include a theoretical session (carried out also with

3. PRI MEMBER ACTIVITIES

the assistance of Traffic Police Officials) and a practice. Although the planned target is to train 1,000 persons per year for 3 years, however, since the beginning of the project, about 2,500 people have already attended the courses, of which more than 1,350 in 2013, a number far exceeding the initial expectations. Considering the additional requests received from all regions of Italy is expected to conclude this project in 2014 with a number of participants much higher than the 3,000 scheduled.

Among the ‘Ambassadors’ there are also 70 nuns and priests from different countries (Egypt, Colombia, India, Slovenia, Congo, Nigeria, Mexico, Ecuador, Angola, Haiti, Chad, Romania and Poland), who attended the course reserved to the Salesian Pontifical University in Rome on June 22, 2013.

Overall, 95% of participants found the training received useful and 98% judged the experience good. The project also had important implications at national and international level:

- on September 21, 2013, for example, during the festival of Pakistan, an annual event to promote the culture of this country, held in the Embassy of Pakistan in Rome, it was hosted a stand of ACI and one of the cars used in the Safe

Driving Centre of Vallelunga;

- on October 1, 2013, at the commemoration of the independence of Nigeria from the United Kingdom, ACI was a guest of the Embassy of Nigeria in Italy;
- on May 15, 2013, in Vienna, during the Spring Meeting of FIA (Fédération Internationale de l’Automobile) Region I- the annual meeting of delegates of the Automobile and Touring Club of Europe, Africa and the Middle East - in the session “Road Safety Projects across the Region”, the project was presented and widely appreciated by over 150 people, among them also Jean Todt (President of FIA) and his wife, the actress Michelle Yeoh. The special attention given both to road safety education and to the integration of people, allowed the project to obtain even the ‘silver turtle’ of UIGA (Italian Union of Journalists), a prestigious award given at the 28th edition of the Auto Europe award 2014 in Rome.

The project also has received the award, established by EPSA (European Public Sector Award), ‘Best Practice Certificate’ in 2013 - in the category “European or national projects” to whom 600 candidates from 36 countries had

3. PRI MEMBER ACTIVITIES

participated.

During the awards ceremony at the Town Hall in Maastricht, Italy has been recognized as the first European country to have identified a particular problem of our societies (the road insecurity of foreign drivers) and the initiative has been considered effective, efficient, highly successful (considering the large number of participants, the appreciation received, the active involvement of many Institutions and government agencies and the positive interest shown by the media) in short an example of best practice for the European Year of Citizen 2013.

GERMAN ROAD SAFETY COUNCIL – DEUTSCHER VERKEHRSSICHERHEITSRAT (DVR) – GERMANY

ROAD SAFETY CAMPAIGN “SLOW DOWN”

The initiators of the nationwide traffic safety campaign “Slow Down”, the Federal Ministry of Transport and the German Road Safety Council DVR, in close cooperation with the Federal States, have designed action packages for this year’s main topics of “Visibility on the Road” and “Sober driving”; these are in use for local and regional activities.

As part of the campaign “Slow Down”, Germany’s most famous coiffeur Udo Walz emphasized that safety comes before vanity and that a bike helmet and a nice hairstyle do not exclude one another. And in mid-August, he said very unequivocally: “Safety first, vanity next. In cycling, it is imperative to wear a helmet.” And moreover, there are no reasons to fear for the beautifully styled hair dress. “Beauty and safety do not exclude one another, in my view. The helmet cannot do any harm to the appropriate hairstyle. But still, if so this is no consequence of wearing the helmet, but a result of wrong styling.”



THE “BEST CO-DRIVER” CAMPAIGN

Under the slogan “Smart cars arrive more safely” the campaign “bester beifahrer” supports safety using driver assistance systems. Since 2006, the campaign has been providing information for motorists on this topic. It has been awarded by the EU Commission for its best practice road safety work.

ROAD SAFETY DAY

On the nationwide Road Safety Day on 15th June 2013, cities, municipalities, schools, businesses and social institutions throughout



3. PRI MEMBER ACTIVITIES



Germany campaigned for increased road safety offering wide-spread information on topics such as preventing drowsiness behind the wheel, safety of vulnerable road users. Tyre checks free of charge were offered as well as a mess for motorcycle drivers. Around 100 actions and events provided a diverse and varied programme of activities. The 10th anniversary of the Road Safety Day will be celebrated on 21st June 2014.

CAMPAIGN „HAVE A LOOK OVER YOUR SHOULDER. FOR SAFE AND CONFIDENT MOBILITY”

Many health impairments arise with age - and that is usually a gradual process. For this reason, every motorist should start early to have his health checked voluntarily and regularly. This is what the “Aktion Schulterblick” intends to raise awareness for. As part of the action, there is much information spread regarding a series of trainings and

seminars in Germany which are aimed at older drivers. The DVR, the German Road Safety Voluntary Organisation DVW, the automobile clubs and other organizations offer appropriate programmes. The specific website <http://www.dvr.de/aktionen/aktion-schulterblick.htm> has collected facts and figures, the most important contacts, an online test and further information all around the issue of safe mobility.

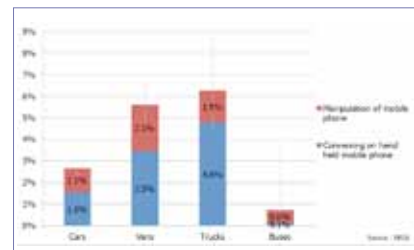
BELGIAN ROAD SAFETY INSTITUTE (BRSI) – BELGIUM

ROAD SAFETY KNOWLEDGE CENTRE

The BRSI conducted its first road side survey over the use of hand-held mobile phone and other distracting items while driving in Belgium. The behaviour of car, van, truck and bus drivers has been observed in urban and rural environments. Approximately 150 hours of survey were carried out, with 41000 observed vehicles. The results revealed that the use of mobile phone while driving was a widespread phenomenon in Belgium, especially amongst professional drivers and on motorways.

CENTRE FOR FITNESS TO DRIVE

The BRSI is recognized as an alcolock framework agency. In 2013, the first device was installed



3. PRI MEMBER ACTIVITIES

in the car of an offender sentenced to use it. The framework program consists of individual counseling sessions, training and education on the use of the device, the risks and consequences of driving under the influence, build-up and breakdown of alcohol breath, experiences relating to the use of the equipment.

CENTRE FOR TESTING, TRAINING AND ADVICE

In May 2013, the BIRS was accredited by the FPS Mobility & Transport for the compulsory training of the lorry drivers as foreseen in the European regulations 2003/59 and transposed into Belgian law by the Royal Decree of 4 May 2007. The BIRS has two accredited modules: The tachograph – Driving hours and stowing. In 2014, the BIRS is planning to develop other modules around braking issues, tyres and car registration papers.

CENTRE FOR COMMUNICATION AND AWARENESS RAISING

In 2013, the BRSI carried out a campaign called “A final message”. This campaign aimed at raising awareness about accidents among young drivers and their passengers. Therefore, the BRSI got the help of a famous Belgian singer: Ozark Henry. He made a song called “21 grams short” using

the voices of two young victims of road crashes. The campaign was a huge success (see video clip on http://www.youtube.com/watch?v=hShKUF_5dyc).

ASSOCIATION TUNISIENNE DE LA PRÉVENTION ROUTIÈRE (ATPR) – TUNISIA

THE RIGHT FOR LIFE FIRST

ATPR focuses on awareness campaigns for drivers, travelers and pedestrians. Within the framework of installing the road safety culture and the project of inserting it in the educational application, ATPR organized the First Regional Road Safety Meeting in The Child Complex of Fernana on 14 th & 15 th, December, 2013 and the theme of which was : “ The Right for Life First “

Fernana is an agricultural remote area and the purpose was to implement a safe road culture towards these youngsters , get them involved in having a decent and respectful road behavior.

A NIGHT WITHOUT ACCIDENT

Under The National Congress for Young Drivers Initiative, a field campaign the theme of which was : “ A night without accident “ was held in several night clubs where, beside giving advices and flyers,

a youngster from each group was selected to be the Leader of the night and who was not allowed to drink alcohol for safer conduct purposes.

Once we get assured after a blood test done on the spot, a prize will be given accordingly.

FIRST MEETING FOR TUNISIAN & ALGERIAN YOUNGSTERS

Commemoration of the 56th events of Sakiet Sidi Youssef, a city on the Tunisian Algerian border, which represent an national feast for both countries for it was part of the Independence war. For this purpose, the First Meeting for Tunisian & Algerian youngsters took place on 8 th & 9 th February, 2013 under AROSO & ATPR initiatives.

Many young activists in the field of road safety from both countries attended this meeting where experts and specialists contributed with their insight in showing the damages caused by careless and reckless driving and on how to reduce the losses incurred by these. This meeting contributed as well to lay the path for a future cooperation between both organizations.

Within the same framework, the Regional Bureau of the city of Le Kef organized a field awareness campaign aimed at their Algerian counterpart.

3. PRI MEMBER ACTIVITIES



COMITÉ NATIONAL DE PRÉVENTION DES ACCIDENTS DE LA CIRCULATION (CNPAC) – MOROCCO

MEDIA ACTIONS

- Production and broadcasting of several spots, capsules and TV programs and Radio.
- Pursuit of the exploitation and the updating of the Web site of the Committee and the use of the social networks.

DIRECT ACTIONS

- Celebration of the National Day of Road Safety. A set of activities were organized at the central, regional and local levels running the week preceding the day of February 18th, 2013.
- Organization of a campaign on a national scale handling the theme of the exceeding the speed limit which is a major factor of risk and a factor aggravating traffic accidents.
- Launch of the spring and summer campaigns just before the holidays to arouse the interest of the road users while insisting on the vigilance, the tolerance, the cohabitation of the various categories of road users and the respect for the traffic rules.
- Organization of the itinerant caravan of the road safety at the level of beaches.

- Organization of the campaign “Sledging” in accordance with the rainy weathers
- Organization of the third edition of the International Festival “Pearl of life “.

EDUCATIONAL ROAD SAFETY ACTIONS

- Organization of the actions in schools.
- Organization of training courses and raising awareness in the professional circles.
- Participation in summer camps of vacancy and main centres of summer pasturing.
- Studies and development of expertise.
- Identification of the zones of accumulation of the traffic accidents.
- Elaboration of an Information Integrated system for the Management and the follow-up of the Traffic accidents.
- Study on the economic and social conditions of the employees into the sector of the road transport.
- Evaluation of communication and education actions.
- Elaboration of reference guides for safety in urban zones.
- Implementation of an internal information system of the CNPAC.

3. PRI MEMBER ACTIVITIES

SUKOON INTERNATIONAL COMPANY – KINGDOM OF SAUDI ARABIA



SECOND INTERNATIONAL ROAD SAFETY WEEK

Dr. Ihab El Samannoudi, the executive office member of the Arabic Organization of Traffic safety, participated in preparing and organizing in the Second International Week for Traffic Safety 2013 at Jeddah Municipality with the presence of General Secretary and the general supervisor of Prince Mohamed bin Naif Chair for Traffic Safety, Civil Defense Deputy Manager in Jeddah, Traffic Department Manager of Jeddah, Health Affairs Manager and some other related officials. A cooperation agreement was made between Jeddah Municipality and Prince Mohamed bin Naif Prince Chair of Traffic Safety. Papers were submitted and Dr. Ihab El Sammanoudi chaired

the meeting followed by giving honors to the participants.

SECOND ARAB SUMMIT TRAFFIC SAFETY FORUM

Sukoon International Company represented by Dr. Ihab El Samannoudi, the executive member participated in Arab Summit Traffic Safety in the Second Forum of Road Safety – National partnership and social responsibility during the period 4-6 November 2013 held in Meridien Hotel, Dammam 2013.

During the forum, Dr. Ihab El Samannoudi shared some experiences and had a TV interview in Arabia channel. He discussed about the accident statistics of which majority involved are mostly youth sector. He pointed out the necessity of cooperation between all governmental and non-governmental authorities to reduce the traffic accidents.

YOUTH AND ROAD SAFETY CONFERENCE IN ABU DHABI

Sukoon International Company participated in this conference held in Abu Dhabi with the Emirates Traffic Safety Society, 27-28 November 2013. Dr. Ihab El Samannoudi attended this symposium.



3. PRI MEMBER ACTIVITIES



ASOCIATIA VICTIMELOR ACCIDENTELOR (AVAC) – ROMANIA

HIGH PROFILE ACTIVITIES

- The International Day of Health (7 April)
- International Road Safety Week (14-20 May)
- A Day without Accidents (10 August)
- Traffic Safety Forum (30 October)
- World Day of Remembrance of Traffic Victims (18 November)
- Contributions to the debates on the new Traffic Code at the Ministry of Internal Affairs
- Debates to various talk shows on the subject of the increased number of road crashes and their consequences, in which we have expressed our concern and made proposals to prevent them.



One of the priorities of the Ministry of Transport traffic policy is to increase the children live's protection. The traffic education is focused on both theoretical knowledge presentation and practical skills beyond traffic playgrounds.

Quality approach to traffic education plays a significant role in building the value scale of children and youth, and it fundamentally influences the attitudes of all future road traffic participants.

The Road Safety Department (BESIP) has been supporting the traffic education in schools and in the co-operation with the Ministry of Education, Youth and Sports prepares the educational materials and worksheets for children in elementary schools.

DO YOU SEE WELL ?

The goal of "Do You See Well" campaign was to impact drivers and road traffic participants in order for them to consider the necessity to take care of their sight.

The joint campaign was prepared by BESIP in co-operation with the traffic police and the International Association of Opticians and Optometrists.

In one third of drivers a hidden squint was detected and more than one quarter had difficulties with a space vision. Almost 44%

MINISTRY OF TRANSPORT BESIP – CZECH REPUBLIC

TRAFFIC EDUCATION

In the long term traffic education is one of the key activities in the field of the road traffic safety. Since September 2013 it has been an obligatory part of the education process in all elementary schools in the Czech republic, on the first and second level.

3. PRI MEMBER ACTIVITIES

of drivers did not achieve the optimal vision intensity in at least one eye. The average age of those drivers was 51.

The number of drivers whose vision intensity did not achieve 70% and their ability for driving motor vehicles is thus conditioned by the expert examination created slightly over 6% of all examined ones. Their age average was 58,1 years. The campaign results is a warning for all Czech drivers. BESIP will use this data in its furthure projects.



THE ROAD TRAFFIC RULES FOR FOREIGN MOTORISTS SURVEY

In 2013 BESIP prepared basic traffic rules for foreign drivers in co-operation with the Traffic Police of the Czech Republic. The Czech Republic is an important transit

country for European road traffic which was one of the impulses for the creation of a transparent material in English.

The illustrative leaflet is available in a paper form or it can be downloaded from the English section of BESIP web portal (www.ibesip.cz). It highlights some various traffic specifics such as day lights, zero alcohol tolerance or a winter tyres replacement.

Apart from the English text the leaflet also contains graphical representation of key traffic situations. On the cover page there is a QR code which re-directs the users to web portal BESIP <http://www.ibesip.cz/en/road-safety/road-safety-rules-in-the-czech-republic>) which has more detailed 18-page material.

The leaflets are available in selected petrol stations and they were offered to local tourist information centres and selected hotels and restaurants in the Czech Republic. They are also distributed by the Traffic Police during foreign drivers controls. The material was given to European Transport Safety Council (ETSC) who informed about its existency all central European subjects responsible for road traffic safety. The Traffic Police of the Czech Republic has distributed this material to TISPOL (European Traffic Police Network).



TV PROGRAMME BESIPKY

TV spots called Besipky are traditionally focused on actual road traffic safety issues. They present a number of themes which inform drivers about possible risks of wrong behaviour behind the wheel including the way how to prevent such risks. They are focused on all road traffic participants regardless of age and in terms of

3. PRI MEMBER ACTIVITIES

the communication they aim to support considerate behaviour, tolerance, foresight, defensive drive and another attributes of safe behaviour in the road traffic.

The Czech TV (public service TV) broadcasts this programme in the premium time every Friday in the early evening, further on in re-runs and also in the floating times. The broadcasting of these TV spots is free of charge, the production is secured and financed by BESIP.

BESIP also participates in the themes choice, screenplays processing and in supervision of the initial spots as well.

TV programme BESIPKY is also placed on the Czech television web pages and BESIP places the entire episodes on You Tube. The permanent accessibility for the general public is thus ensured. The spots are used by news web pages Novinky.cz and Idnes.cz. They are also used in driving schools for the new drivers training but also for regular professional drivers trainings. The Traffic Police of the Czech Republic uses these spots for its employees training and they are broadcasted in the traffic inspectorates. There were 34 episodes produced in 2013. The plan for 2014 is to produce 42 episodes.



NGO "UKRAINIAN ROAD SAFETY ASSOCIATION" URSA – UKRAINE

SECOND UN GLOBAL ROAD SAFETY WEEK

On 6-12 May 2013, the Second UN Global Road Safety Week took place, during which the URSA acted as a coordinator of the Long Short Walks in the cities of Ukraine (Kyiv, Donetsk, Olexandria). The total distance walked is 4 km 358 m, the number of participants – 315, the oldest participant is 71 years old, and the youngest - 1 year and 11 months.

WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC VICTIMS

Held within the World Day of Remembrance for Road Traffic Victims in Kiev and regions of Ukraine were the following events:

1) Meeting of the URSA leaders

with the representatives of the Administration of the President of Ukraine on declaring the World Day of Remembrance for Road Traffic Victims the official day in Ukraine.

2) Memorial services for the road accident victims in the religious institutions of Ukraine

3) International basketball tournament

In memory of a famous sportsman, European champion in basketball, master of sports of international class - Sergei Konenko, who was tragically killed in a car crash. The tournament was held in Druzhkivka, Donetsk region.

4) Awareness campaign dedicated to the International Level Crossing Awareness Day

3. PRI MEMBER ACTIVITIES

On May 7, the International Level Crossing Awareness Day was held on the initiative of the International Union of Railways (UIC) within the UN Second Global Road Safety Week, which was dedicated to the issue of pedestrian safety.

That day, the Ministry of Infrastructure of Ukraine, the State Administration of Railway Transport (Ukrzaliznytsia), the State Inspection of Ukraine for Land Transport Security, the NGO “Ukrainian Road Safety Association”, with the support of the EU Project “Support to the Implementation of the Transport Strategy of Ukraine” and the International Union of Railways (UIC) conducted an awareness campaign among the passengers of rail and road transport.

During this action the passengers were given the leaflets which called on to follow traffic rules and be careful at level crossings. These leaflets were also distributed through the media working in the “Ukrzaliznytsia” system.

5) Placement of posters of the World Day of Remembrance for Road Traffic Victims

(posters of the Global Alliance of NGOs for Road Safety) on municipal boards in Kiev.

6)Avtoradio

At 13:30 p.m., the “Avtoradio” (Media Partner of the National Road Safety Week) called on the listeners to press the horns of their cars, paying tribute to those killed in road accidents.

7) Auto clubs commemorated those killed in road accidents

The drivers of passenger cars (and the majority of them were members of the NGO “All-Ukrainian BMW Fan Club”) commemorated those tragically killed in road accidents. The drivers lit candles in memory of road accident victims and put them next to flowers.

8)Live radio broadcasting with priests on the Lviv regional radio

9)Commemorating for road accidents victims was held at Freedom Square in Kharkiv.

The organizer of the event was the Kharkov National Automobile and Highway University with the support of the State Automobile Inspection MIA of Ukraine and the Motorist Union. Participants of the action paid tribute to the victims by holding a minute of silence, as well as walked simulating a counter flow traffic with lighted candles, as well as hand out commemorative leaflets “How to avoid becoming a victim of a road accident”.

10)Students of the leading universities of Donetsk gathered at the mourning meeting held near the “Donetsk Academy of Motor Transport”.

Priest of the Ukrainian Orthodox Church held a memorial service for all the victims of road accidents, while the mourning youth lit candles and prayed for the repose of those killed in accidents.



3. PRI MEMBER ACTIVITIES

NATIONAL ACCIDENT PREVENTION COMMITTEE OBB – HUNGARY

CRASH COURSE



The idea of a Crash Course came up in Staffordshire, UK, and later it was borrowed by the state of North-Rhein-Westphalia in Germany. In short, the idea is that young people can be influenced most by the personal experiences of people, professional and private, who have been involved in a car crash tragedy or its aftermath. This can be a fire fighter officer, a police officer, ambulance doctor, a survivor or a relative or friend of a victim. Therefore, teams consisting of 4-5 such persons put up a show of about one hour and deliver it in secondary schools in front of 100 to 400 10th grade students. The show contains real stories of accidents that happened in the area known to the students, told by people who were involved in those very crashes.

The Hungarian members of TISPOL (European Traffic Police Network) saw a Crash Course for the first time when the Staffordshire

team presented their show at a Tispol Conference several years ago. Later the representatives of the NRW police force presented their adapted version, the Crash Kurs, at various TISPOL events, thus inspiring the Hungarian delegates to know more about the project, having in mind the possibility of a future introduction in Hungary.

In June 2012, a delegation of Hungarian accident prevention officers visited the NRW police and had the occasion to participate at a live show in one of the secondary schools in Neuss. The organisers gave them all the necessary information and material for the launching of a national pilot project.

The enthusiasm of the Hajdú-Bihar county accident prevention officer and the positive reception of the idea by the management of this county led to a regional pilot project in North-East Hungary. The preparative procedures started in September 2012, when the county police headquarters officially invited the head of the Hajdú-Bihar County Disaster

3. PRI MEMBER ACTIVITIES

Management, the chief of the regional ambulance service, and the Education Department of the local mayor's office to take part in the project.

The request was well received, and as a result in November the first team members were selected. The Hungarian title of the programme became „TÖRÉS-PONT”, which means “BREAKING-POINT”.

Further organisations contributing to the national implementation of the programme are the Tribunal of Debrecen, the Hajdú-Bihar County Motorcyclist Association (which provides persons who talk about accidents witnessed personally or about victims they were friends with), and, of course, the Traffic Police Department of the county police headquarters. A psychologist undertook to attend all presentations and help the students in case somebody gets too depressed by the information and pictures heard and seen.

As in the British and German programmes, a university is involved in the project as well. The Sociology Department of the University of Debrecen are

going to conduct a scientific research regarding the effect of the presentations on the students' driving behaviour. The research includes a questionnaire to be filled in at the beginning and at the conclusion of the surveyed period. At the moment the initial questionnaires are processed. According to the plans, a methodology guidebook is going to be published to provide the necessary information for the proper implementation of the project. Between 18th April 2013 and 30th May, twelve presentations were delivered throughout the town of Debrecen, reaching 1200 students attending the 10th form. According to the feedback, the programme was well received by the students, the teachers, and also by the involved organisations. After the initiative was publicised in the media, several new professional organisations (e.g. driving schools, forensic experts) indicated their intention to participate.

Based on the initial success, it was decided to continue the programme in the 2013/2014 school year, and to extend it to all 10th form students in Hajdú-Bihar County.

3. PRI MEMBER ACTIVITIES

ROAD TRAFFIC SAFETY AGENCY (RTSA) – SERBIA

SEATBELTS: STUDY AND CAMPAIGN



During 2012, Road Traffic Safety Agency of the Republic of Serbia conducted a study regarding the use of seat belts. According to this study, use of safety belts in Serbia is only around 61% among drivers, 58% among front seat passengers and striking 3% among rear seat passengers. This situation was the basis for launching of media campaign aimed to increase the percentage of belt usage. Our goal was to highlight the importance of seatbelts use, especially in terms of traffic accidents, when this action can save lives.

In the implementation of the media campaign RTSA received generous support from the Cabinet of the President of the Republic of Serbia, but also the personal support from President, Mr Tomislav Nikolić. President Nikolić responded to our invitation to be the promoter of this campaign by influencing the awareness of road users through his authority. The basic message “Fasten seat belt! Respect life” was promoted through video recorded with the President, as well as on billboards located in 30 towns throughout Serbia.



VULNERABLE ROAD USERS: INTERNATIONAL CONFERENCE KIEV



One of the most pressing issues in road safety in recent years is the safety of vulnerable road users. Recognizing the importance of this topic, the Ukrainian Road Safety Association hosted the International conference on the safety of pedestrians and cyclists. Over 200 participants from 28 countries attended International conference in Kiev. Mr. Stojadin Jovanović, Director of the Road Traffic Safety Agency and Research and Statistics Engineer, Mr. Nikola Brborić represented Serbia in this global event. On the first day, Mr. Brborić presented the Agency’s topic for the conference – “Pedestrian safety in the Republic of Serbia – Current Status, Causes, Trends, Perspectives, Possibilities, Applied Solutions”.

3. PRI MEMBER ACTIVITIES

REPUBLIC COUNCIL FOR ROAD TRAFFIC SAFETY (RCRTS) – MACEDONIA

ROUND TABLE ON THE ROLE OF INSURANCE COMPANIES IN ROAD SAFETY

Within the activities for raising social awareness of preventive action in the area of traffic safety and creation of socially responsible companies which will actively contribute to improvement of the traffic safety, RCRTS held a conference- round table meeting on the subject “The role of the insurance companies in building culture and ethics in traffic and increasing the road traffic safety”. This conference - round table meeting was of international character and it included the presentations of Mr. Alan Ross, Ph.D, UN adviser on road safety as well as the guests from Serbia, professor Vujanic and professor Lipovac and all insurance companies in Macedonia. In such a way, RCRTS contributed to raising social awareness among the insurance companies for prevention in the road traffic following the positive worldwide practice.

CAMPAIGN “100 NEW – PEDESTRIAN CROSSINGS FOR BETTER SAFETY OF 10.000 PUPILS

The campaign “100 new - pedestrian crossings for better safety of 10.000 pupils” was organized by RCRTS in cooperation with MOI and the municipality of Kisela

Voda. The main activity within this campaign was reconstruction of the pedestrian crossings near schools and kindergartens. This campaign was realized with the support of social responsible insurance companies, as one of the future goals for encouraging corporate social responsibility for increasing traffic safety.

Many other activities have been realized within this campaign:

- The campaign “Zebra is not just an animal” ,
- Fluorescent orange vests were granted to children from primary schools in the municipality of Kisela Voda as an addition the campaign “To protect children in traffic” and the goals of the National strategy 2009-2014.

PROJECT “CHILDREN TRAFFIC RULES BOOK NUMBER 1 AND 2”

In the second half of September and at the beginning of October RCRTS, the Ministry of Interior, Ministry of education and science and the Ministry of Transport and Communications recorded and multiplied the Children Traffic Rule Book number 2 which consists of 10 situations and mistakes that children make in traffic. Since the beginning of October, the new Children Traffic Rule Book number 2 was presented in all primary schools to children from first to fifth grade as well as in kindergartens to the older children throughout the country.



3. PRI MEMBER ACTIVITIES

The same was presented in a narrative and demonstrative way, familiar to children of this age. The Children Traffic Rule Book number 2 presents all the mistakes which are most often made by the children in traffic and explains the 10 most critical situations that may be encountered, thus offering guidance on how to properly act in such situations.

For that purpose, The Council organized an official promotion of the Primer in the primary school “Stiv Naumov” in the municipality of Gazi Baba which was attended by the Minister of Interior, the Minister of Education, the Minister of Labor and Social Policy, the Mayor of the municipality Gazi Baba and representatives from print and electronic media.

DONATION: SCOOTERS FOR MOI FOR GREATER MOBILITY OF POLICE OFFICERS

RCRTS made a grant to the Ministry of Interior. The donation included six scooters which the Republic Council for Road Traffic Safety donated for the needs of the traffic police, thereby expecting improvement of traffic safety and increased mobility of the traffic police in urban areas. This model of scooters is one of the most sold models in Italy in 2012. They have capacity of 200 cm³ and are one of the most sought-after in Europe when it comes to urban traffic police.

ROAD TRAFFIC AGENCY (RTA) – REPUBLIC OF SRPSKA BOSNIA AND HERZEGOVINA

THE REPUBLIC OF SRPSKA'S TRAFFIC SAFETY AGENCY

The Republic of Srpska's Traffic Safety Agency, as an administrative organisation within the Ministry of Transport and Communications, became a member of the International Road Safety Organisation, PRI (La Prévention Routière Internationale) in June 2013.

The Traffic Safety Agency manages the road safety system, makes analyses, monitors and improves the road safety system, works at the improvement of safety of drivers and other road users, conducts preventive and promotional activities and manages road safety campaigns, fulfilling other tasks aimed at road safety improvement, set by the Road Traffic Safety Act of the Republic of Srpska and also carries out technical and administrative tasks of the Republic of Srpska's Traffic Safety Council.

Every international research indicates that road safety preventive activities and campaigns have an immensely large positive impact on reducing the number of fatalities and casualties in road traffic accidents.

The Agency, together with other road safety stakeholders, conducted numerous preventive activities in 2013 aimed at road safety improvement. Some of the most important preventive activities were the campaigns relating to the following: pedestrians, alcohol, speed, the use of seatbelts and children seats etc.

The agency marked some of the most important international dates during the year.



3. PRI MEMBER ACTIVITIES



GLOBAL ROAD SAFETY WEEK

In the period from 6 to 12 May 2013, under the slogan “We are all pedestrians“, the Republic of Srpska joined other countries round the world in marking the second Global Road Safety Week. Numerous stakeholders with various activities were involved in the marking of this week.

EUROPEAN MOBILITY WEEK

In the period from 16 to 22 September 2013 under the slogan “Clean air - it’s your move“, the Republic of Srpska joined other European countries in marking the “European Mobility Week“. The aim of this activity was the promotion of a healthy way of life, mobility without pollution, as well as the promotion of alternative ways of transport.

CHILDREN’S WEEK

The event “Children’s week“ was held from 7 to 13 October 2013, under the joint slogan “CHILDREN’S RIGHTS AND INSTITUTIONS“.

DAY OF REMEMBRANCE FOR ROAD TRAFFIC VICTIMS

The “Day of Remembrance for Road Traffic Victims” was marked in the Republic of Srpska on 16 and 17 November 2013 under the slogan “Remember us – we died too young“.

LUCHEMOS POR LA VIDA – ARGENTINA

“THE LONG SHORT WALK” CAMPAIGN FOR PEDESTRIANS’ SAFETY

We carried out different activities during the 2nd UN Global Road Safety Week, aimed at promoting pedestrians’ safety. The Association invited the community to be part of a mobilization for this cause by creating a national network for pedestrians’ life. For this, we informed to different institutions (schools, NGOs), groups interested in the issue, etc. about the initiative in order to organize “The Long Short Walk”.

The opening act was held on Monday, 6 May in the emblematic corner Avenida Corrientes and Cerrito, in front of the Obelisk, in the City of Buenos Aires, with the exhibition, for 4 hours, of banners aimed at car drivers with the message: “Give priority to the pedestrian”, and the distribution of leaflets for pedestrians that included self-protection proposals, counting on the presence of authorities and collaborators of this Association.

Activities were carried out the whole week in different corners of the City of Buenos Aires, and also in cities of the Interior of the country, such as: Necochea, San Antonio de Areco, Capilla del

3. PRI MEMBER ACTIVITIES



Señor, Pilar, Arrecifes, Parada Robles (Province of Buenos Aires), Concordia, Federación (Province of Entre Ríos), Carlos Paz (Province of Córdoba) y Rada Tilly (Province of Chubut).

SEMINAR ON TRAFFIC SAFETY

This Seminar on Traffic Safety and Traffic Safety Education National: “Global Plan of the Decade of Action for Road Safety: Identifying problems, designing and developing effective actions” was held in Buenos Aires, June 27-28, 2013. During this seminar, aimed at training officials, public agents and associations from Argentina, Chile and Paraguay, the local problems that cause most of the victims on our streets and highways and their solutions.

CAMPAIGN “SAFE PEDESTRIANS”

Luchemos por la Vida’s Campaign “Safe pedestrians” (“Peatones Seguros”) was awarded for the American region at the “Global Road Safety Film Festival” held at UNESCO Headquarters in Paris, in April 2013, by the Foundation Laser International.

This spot aired on TV, radio and other media channels across the country in order to raise pedestrians’ awareness of their vulnerability by increasing their risk perception, remembering safe conduct when walking and crossing the streets, proposing measures of self-protection (such as using corners or zebra crossings), leading all activities of this Association. Link: <http://www.luchemos.org.ar/es/campanias/tv/publicidades>

“LUCHEMOS POR LA VIDA” AWARDS

The “Luchemos por la Vida” awards are been given each year since 1996 to all those who made awareness about it. The ceremony is held at the end of the year (November 26, 2013), with many people attending and the news was covered by the main mass media of the country.

4. PRI SPECIAL COMMITTEE ON YOUNG PEOPLE



After a first period of reflexion on its mission, PRI Youngsters Committee concluded that it has to work as a motivator in various areas relevant to the fight against road crashes with youngsters involved. Namely: information and awareness of youngsters, road safety education for youth, training of drivers especially those working in the field of transportation. PRI Youngsters should also help any youngsters initiative aimed at the public authorities to make proposals to reduce youngsters road crashes and create a culture of road safety among them. PRI Youngsters Committee intend to follow and to emphasize any leading youngsters road safety activity spread throughout the year, among PRI members all over the world. That should mainly includes: awareness campaigns, seminars and scientific workshops targeting youngsters, school patrols and road safety clubs at universities. In its first steps, PRI youngsters defined itself as a Mentor. Mentoring needs road safety skills development through exchange of experience between a more skilled or experienced person from PRI and a young person seeking to develop those skills. The principle is that it provides a low cost model for mentoring, expected to take place primarily through new technologies forms of communication and interaction. It can be an efficient approach to youngsters capacity building.

Hajer Barouni, PRI youngsters committee coordinator: "Here and there, together supporting the same goal, together advocating for more dignity on our roads. I am proud to be a PRI young road safety fighter".

A workshop titled "Mechanisms of interactions with youngsters in order to raise the level of traffic awareness" was set up alongside of the International Conference "Youth and

4. PRI SPECIAL COMMITTEE ON YOUNG PEOPLE



Road Safety ... Challenges and Solutions” (Abu Dhabi November 2013) organized by ETSS Emirates Traffic Safety Society. This workshop was managed and moderated by the PRI Youngsters Committee.

In the workshop the magnitude and the social and economic impact of traffic crashes involving young people, were highlighted.

Experiences and point of views dealing with the global behavior of young people on the road were shared and solutions that have been adopted in some region or countries such Serbia, Ukraine, Nigeria, Malaysia, Emirates, Tunisia, Morocco, France, European Union, were reviewed.

We searched for scientific and psychological ways to ensure the positive impact on young people’s behavior utilizing various media, especially modern methods of communication used by young people.

In June 2013, the PRI youngsters committee coordinator followed as a trainee the FIA Foundation scholarship program in order to develop skills in terms of road safety project design at national, regional and international level and to explore issues of enforcement, training, sustainable political commitment, effective campaigning and implementing road safety strategies.

The PRI youngsters committee works in the midst of many talented road safety professionals from around the globe and so plays a role in strengthening of an active RS youngsters international network. Due to the FIA Foundation programme, the PRI youngsters committee coordinator was awarded on “Road Safety Management and Strategies” by HRH Prince Michael of Kent GCVO, Patron of the commission of Global Road Safety, at the House of Lords at London, United Kingdom.

5. INTERNATIONAL CONFERENCE ON ROAD SAFETY IN AFRICA – THE NEXT 25 YEARS



18 FEBRUARY 2013 ABUJA-NIGERIA

The Federal Road Safety Corps (FRSC), Nigeria celebrated its milestone achievements in two and half decade of its existence and organized an International Conference on Road Safety to mark the Silver Jubilee with the theme” Road Safety in Africa - the next 25 Years”.



The event which held at the Transcorp Hilton Hotel Abuja, Nigeria on 18th February 2013 brought together Road Safety Experts from within and outside the country including top government functionaries, Military and Para-Military Agencies, Non-Governmental Organizations, Stakeholders and Individuals.



The programme used the platform created to educate the public especially the participants on the current road safety situation in Nigeria as well as efforts and strategies adopted by FRSC towards curbing road carnage and associated consequences in the past two decades.



Considering the international dimension of the programme and taking into account the global influence of road safety, seasoned Road Safety Experts from around the world were

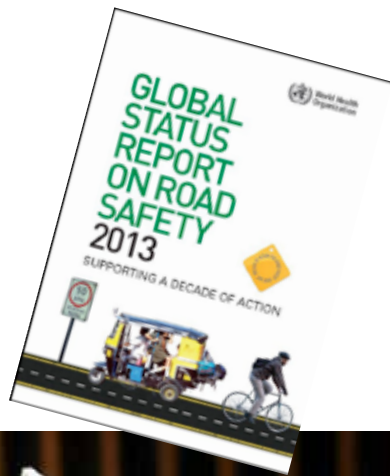
invited to make presentations and share knowledge and wealth of experiences. Those who graced the occasion among invited foreign delegates include Joop Goos, PRI President - Netherlands, Lori Mooren of ARRB-Australia, Dr. Kit Michell of RAC Foundation-London (UK), and Tawia Addo-Ashong of GRSF Transport, Water and ICT Department, World Bank-Washington DC among many others.

A total of 1,008 persons registered and attended the programme which was declared open by His Excellency President of the Federal Republic of Nigeria represented by the Secretary to Government of the Federation Senator. Pius Anyim Pius.

To harness and explore the best of the conference, five break-away sessions were organized with each session addressing one of the pillars of the UN Decade of Action for Road Safety (2011 – 2020) with deep discussions to adopt stakeholders strategies for managing road safety in Africa.

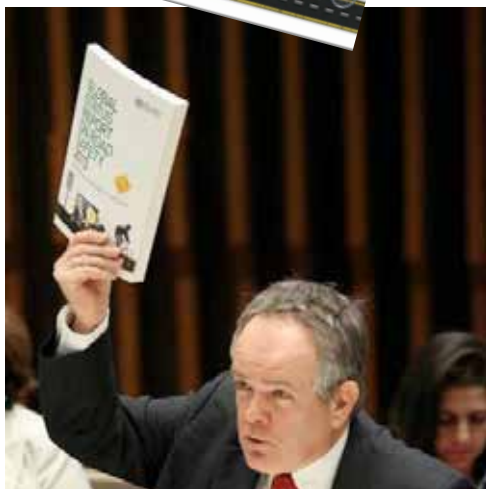
The conference which had a presidential dialogue, technical sessions based on the five pillars and a legislative dialogue was used to set agenda for road safety in Africa for the next 25 years.

6.LAUNCH OF WHO GLOBAL STATUS REPORT ON ROAD SAFETY 2013



14 MARCH 2013 GENEVA- SWITZERLAND

On the 14th of March the WHO Global Status Report on Road Safety 2013 was launched in Geneva-Switzerland. According to the report the pace of legislative change needs to accelerate if the number of road traffic victims is to be reduced. As many countries as possible should have in place laws covering the five most important risk factors namely, drinking and driving, speeding and the use of motorcycle helmets, seatbelts and child restraint systems. The Global Status Report presents information of 182 countries accounting for almost 99% of the world's population. Only 28 countries (7% of the population) have road safety laws on all five mentioned risk factors. 59% of the road crash victims are aged 15-44. Pedestrians and cyclist constitute 27% of all road deaths. The number of road deaths per 100.000 inhabitants is the highest in the African region (24.1) and the lowest in the European region (10,3).



7. GLOBAL ALLIANCE OF NGOs FOR ROAD SAFETY

3RD GLOBAL MEETING OF NON GOVERNMENTAL ORGANIZATIONS ADVOCATING FOR ROAD SAFETY AND ROAD VICTIMS

4-5 APRIL 2013 ANTALYA-TURKEY

The establishment of the Global Alliance of Non Governmental Organizations for Road Safety was in 2012. The 3rd Global Meeting of NGOs advocating for road safety and road victims was the first meeting organized under the auspices of the Global Alliance. The meeting was opened by Etienne Krug, Director of the WHO Department of Violence and Injury Prevention and Disability and followed by a moment of silence in memory of the road victims. A plenary expert panel discussion took place on funding in road safety (Road Safety Fund, Global Road Safety Facility/World Bank, RS10 Grants Program) and presentations from different regions were held (themes: advocacy, children and helmets, child pedestrian safety, victims and effective networks).

The last part of the meeting consisted of the General Meeting of the Alliance. The Board of Directors was elected by the members, the two years term note

“Mission, Vision & Activities” and the by-laws were approved. As date for the next meeting is thought to October 2014.

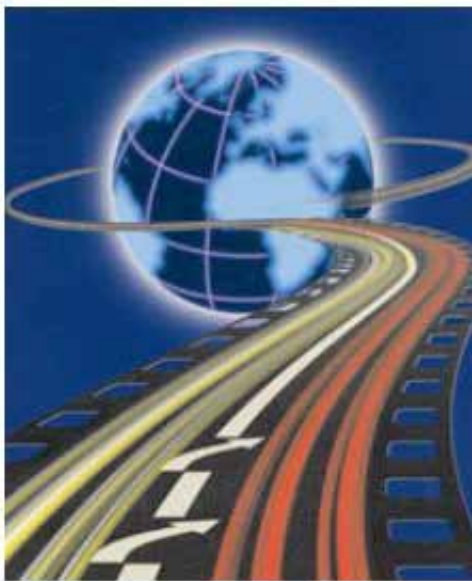
In coherence with this 3rd Global Meeting a “Long Short Walk” was organized in Antalya.



**Third Global Meeting of Nongovernmental Organizations
Advocating for Road Safety and Road Victims**

4-5 April 2013 / Antalya – Türkiye

8. GLOBAL ROAD SAFETY FILMFESTIVAL



23-24 APRIL 2013 PARIS-FRANCE

The Global Road Safety Film Festival took place at UNESCO Headquarters. The festival was highlighting the Decade of Action focal points as pedestrian safety, speeding, the use of seatbelts, child restraints systems, helmets and drinking and driving. The entries were divided in six categories. In the category “Youth” it was the French entry “Affaire No. 195”, who won the first place. First places in the other categories were there for Norway “On which side of the

speed limit” (Communication), the French entry “Le Permis Piéton (Education), India “See you some other time as well” (Risk Prevention in Workplaces), France “La Vie Après” (Documentary) and in the category “Innovation” for Burkina Faso “Gage de Sécurité Routière”. Vietnam was awarded with the Grand Prix; Responsible Young Drivers from Belgium won a special prize.

Delegates from 41 countries were participating. The PRI Executive Committee was also attending the Film Festival.

9.2ND UNITED NATIONS GLOBAL ROAD SAFETY WEEK “LONG SHORT WALKS”

6-12 MAY 2013

The week was dedicated to pedestrian safety. Better protection of pedestrians worldwide was the aim. The World Health Organization has developed a toolkit for organizers of RS Week events and actions. Many countries joined in. Many groups organized “Long Short Walks” calling for safe and sustainable transport to be included in the post-2015 Development Agenda.

Just ahead of the 2nd UN Global Road Safety Week WHO and partners launched a road safety manual for decision-makers and practitioners. The manual stresses the importance of a coherent approach and draws attention to the benefits of walking related to health and environment. Also practical information on how to plan, implement and evaluate a pedestrian safety program is provided in the manual.

A new OECD report (“Pedestrian safety, urban space and health”) provides guidelines for developing a safe walking environment.

In the framework of the UN Global Road Safety Week the European Commission joins with the European Day for Road Safety (6 May 2013). From all road deaths in the EU is 21% pedestrian and 7% cyclist. Within residential areas about 50% of the traffic deaths are pedestrians and cyclists. The European Commission is preparing measures especially aimed at slow traffic.

Many PRI members have organized events in the frame of the RS Week. See a few examples below. Others can be found in chapter 3 “PRI Member Activities”.

Czech Republic (BESIP)

The RS Week started on Monday 6 May with a grand outdoor event in the Central Park of Prague. The



9. 2ND UNITED NATIONS GLOBAL ROAD SAFETY WEEK “LONG SHORT WALKS”

programme allowed the public to test driving simulators and the Metropolitan Police prepared a children's traffic playground. More than 50 different events under the coordination of BESIP and the Czech Police were held during the week

Italy (ACI)

The Italian national Event was realised in the city of Rome on 23rd April 2013. The purpose was to raise awareness on the issue of pedestrian safety, especially among children helping them to understand the risks of the road.

An instructive and fun walk took place to teach to elementary school children to walk safely in the street. The children were wearing high visibility vest and were carrying with their hands some colorful balloons with the logo of the initiative. Children were led by the President of ACI and other personalities to the monument of the Colosseum as if that represented a kind of Olympic torch running across all the countries of the world and passing for Rome.

During the day, some experts showed to students the correct

behaviour to adopt when walking in the street, with particular attention to pedestrian crossings. In order to stimulate the curiosity and attention of the children it was simulated the scene of a pedestrian crossing, laying on the ground some white stripes, made specially for the occasion. This material was also used in all of Italy in similar initiatives involving schools and Institutions.

Through the local Automobile Clubs, the format was repeated in several Italian cities spread all over the country, such as Florence, Milan and many others. In each city from 50 to about 150 children participated in the initiatives.



10. PRI INTERNATIONAL CONFERENCE ON PEDESTRIAN AND CYCLIST SAFETY



20-21 JUNE 2013 KIEV-UKRAINE

On 20-21 June 2013, the International Conference on Pedestrian and Cyclist Safety was held in Kiev. The Organizers were the International Road Safety Organization (La Prévention Routière Internationale, PRI) and the NGO “Ukrainian Road Safety Association.” Participating in the Conference were over 200 leading experts, researchers, representatives of public organizations and business involved in the transportation industry, from more than 25 countries of the world. The Conference has provided a platform for joint efforts of representatives of government, business and civil society in addressing road safety issues. All of this has largely contributed to the European aspirations of Ukraine. The Conference was held under the the auspices of the Deputy Prime Minister of Ukraine, Mr. Kostyantyn Gryshchenko. In his speech Joop Goos, PRI President, indicated that 50% of all road traffic deaths among vulnerable road users. 22% are pedestrian, 5% cyclist and 23% motorcyclist. The global focus is vulnerable road users, in particular pedestrians. The Global Road Safety Week with the “Long Short Walk” campaign is dedicated to pedestrians, as well as some recent publications. Joop Goos stipulated that walking and cycling are healthy, green and space saving modes of transportation. Promoting walking and cycling implies explicit attention for safety measures for these groups of vulnerable road users.



One of the results the Conference was the Kyiv Declaration. The Declaration calls for the implementation of national policy with long-term goals and strategies for road safety improvement, adequate legislation and infrastructure, development of trauma care systems and educational programs, a multi-sector approach, research and exchange of knowledge and good practices and international collaboration. Last, but not least the Declaration insists of including road safety in the post-2015 Sustainable Development Goals (SDG's).

11.5TH CHINA INTERNATIONAL ROAD TRAFFIC SAFETY PRODUCTS EXPO AND INTERNATIONAL TRAFFIC SAFETY FORUM ON SECURITY, CIVILISATION AND RESPONSIBILITY



28-30 AUGUST 2013 BEIJING-CHINA

In coherence with the International Road Safety Forum an International Road Traffic Safety Products Expo (“Care for Life, safe and smooth”) was held. Over 500 Chinese and International companies and governmental agencies were presenting their products and services. During the International Forum presentations were held on the analyses of the Chinese accident figures and policy approaches and projects to improve road safety. Other subjects were Rescue and Trauma Care, Data Collection, Contribution of Vehicles and NCAP, New Technology and Test of Drivers and the role of NGO’s and GONGO’s (Governmental Organized NGO’s). Joop Goos, PRI President had a presentation on the safety of pedestrians and cyclists. China, like The Netherlands is a country with a high volume of pedestrians and cyclists. 35% of the traffic deaths in China is pedestrian (25%) and cyclist (10%). For this reason the improvement of road safety for pedestrians and cyclists is a top priority in China. Joop Goos showed some good practices from France and The Netherlands. He stipulated the important role that NGO’s and Civil Society has to play in the improvement of road safety of vulnerable road users. All presentations of the Road Safety Forum are compiled into a Conference Book.



12.ROUND TABLE ON FIRST AID IN ROAD ACCIDENTS. PROBLEMS AND WAYS TO SOLVE THEM

13 SEPTEMBER 2013 KIEV-UKRAINE

In the framework of the World First Aid Day on 13 September in Ukraine for the first time a Round Table was organized with the theme: “First Aid in Road Accidents. Problems and Ways to solve them”. The Round Table was organized by the NGO “All-Ukrainian Resuscitation Council and Emergence Medicine” and the NGO “Ukrainian Road Safety Association URSA”. PRI President Joop Goos, indicated in his presentation that one of the pillars of the program of the Decade of Action for Road Safety. 2011-2020 is “Post-Crash Response”. To prevent people from dying after a road crash every second counts. This requires well an organized Health- and Emergency Care, and Pre-Hospital Care. Well equipped ambulances, a national emergency number and specific trained doctors, nurses and individuals are needed.



13. INTERNATIONAL FORUM ON NATIONAL ROAD SAFETY PARTNERSHIP, FLASHMOB “LIGHT UP!” AND CONCERT



11-17 NOVEMBER 2013 KIEV-UKRAINE

On 11-17 November, in the framework of the Decade of Action for Road Safety, the National Road Safety Week was held for the fifth time in Ukraine.

The Week has held under the auspices of the Prime Minister of Ukraine Mykola Azarov with the active participation of key ministries and agencies.

Within the Week, a number of events were held in Kiev and the regions of Ukraine. First of all - the Forum of the National Road Safety Partnership “The State Target Program to improve safety traffic in Ukraine. In his opening speech and presentation PRI President Joop Goos emphasizes the importance of capacity building, partnership, international cooperation and of a sustainable approach with

sustainable effects. The second event was the working meeting of Ukrainian and foreign experts on preparing the panel discussion “Investment in Road Safety” within the International Business Conference “ABC: Ukraine and Partners”. Other events were the showing of videos on safe behavior on the roads to students of the high educational institutions, and activities held to commemorate the victims of road accidents.

The final events of the Week were the “Light up!” flashmob and the concert of famous Ukrainian singers “We are for road safety!”, which were held in Kiev. During these events the reflective elements were handed out. These events have gathered nearly three thousand people and became the most widespread activities in our country on promoting the use of reflective elements in the road safety system.



14. 1ST INTERNATIONAL CONFERENCE ON TRAFFIC SAFETY (YOUTH AND ROAD SAFETY...CHALLENGES AND SOLUTIONS)



27-28 NOVEMBER 2013 ABU DHABI-UNITED ARAB EMIRATES

The Emirates Traffic Safety Society (ETSS) organized this International Conference under the patronage of Her Highness Sheikha Fatima Bint Mubarak, Supreme Chairwoman of the Family Development Foundation, Chairwoman of General Women's Union, Chairwoman of Motherhood, Childhood Supreme Council, and in collaboration with the Family Development Foundation. In a speech on behalf of H.E. Sheikh Nahyan Bin Mubarak Al Nahyan, UAE Minister of Culture, Youth and Community Development, stated at the opening ceremony, that «Organizing the

international conference in the United Arab Emirates comes a natural extension of the State's keenness on the security and stability of the homeland and the citizen and the great interest in the category of young people in particular who are present mainstay and hope for the future.

The International Road Safety Organization (PRI), The Arab Road Safety Organization (AROSO), the World Health Organization (WHO) and the Safety and Traffic Solutions Committee, were participating in the organization of the conference.

The Conference was attended by more than 80 Persons representing (28) Arab and foreign countries as well as traffic safety organizations

in UAE and with the participation of more than 400 participants at the domestic level.

Opening session

During the opening session H.E. Mohammed Saleh Bin Badawah Al Darmaki, Chairman of the Emirates Traffic Safety Society was the first speaker, followed by H.E. Mohammed bin Ali Kuman, Secretary General of the Council of Arab Interior Ministers, Brig. Hassan Al Hosani on behalf of the Arab Road Safety Organization, and Mr. Joop Goos President of PRI and Dr. Hala Sakr representing the World Health Organization.

The two-days Conference consisted of six sessions focused on important

14. 1ST INTERNATIONAL CONFERENCE ON TRAFFIC SAFETY (YOUTH AND ROAD SAFETY...CHALLENGES AND SOLUTIONS)



aspects of youth related to traffic safety. Except for the sessions also two workshops were organized.

Participants were presenting their congratulations and blessings to the wise leadership and governance of the state and people of the UAE on the occasion of the proud victory to host Expo 2020 and on the occasion of the celebration of the second anniversary of the forty-holiday national state. They also expressed words of thanks, appreciation and gratitude to HH Sheikha Fatima Bint Mubarak, sponsor of the Conference, and expressed the hope that Her Highness would continue her involvement in noble humanitarian issues, which aims to ensure the right to life, safety and health rights, especially focused on young people, children and the family in general.

The main recommendations of this 1st International Conference were:

- Involvement of youth in the diagnosis of traffic safety challenges
- Extra attention in research for issues related to youth and traffic safety
- Development of a system of gradual driving licenses for youth and modern curricula to educate them.
- Adopt the concept that youth is the beginning of the solution and not

the problem

- Taking advantage of innovative and modern technologies to reach youth
 - Use in-vehicle technologies to prevent drivers, especially young ones from distraction
 - Include safety of young peoples as integral part in national strategies, programs and plans
 - Emphasize the importance of the combination of awareness campaigns and police enforcement
 - Upgrade the capacity to support local NGOs, promote regional and international cooperation and the transfer of knowledge and best practices in the field of traffic safety, especially focused on young peoples
 - Use the term “crash or collision” in stead of “accident” in order to make it clear that road traffic crashes are not a matter of back luck/accident but are preventable
 - Introduce traffic safety in educational curricula in primary and higher education. Use attractive and sophisticated materials and tools.
 - Invite youth to be partner in traffic safety and engage them as volunteer
- All recommendations are listed in the Abu Dhabi Declaration of November 2013.



15. WORLD DAY OF REMEMBRANCE 17 NOVEMBER 2013



PAT (SPAIN)

We continue organizing events of World Day in Memory of the Victims of Traffic Accidents on the third Sunday of November in different Spanish cities.

More information about P (A) T and its activities: www.pat-apat.org

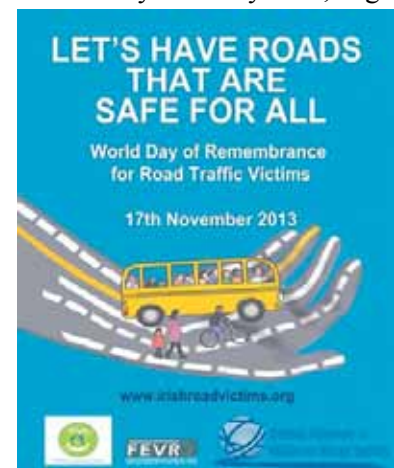
REMEMBRANCE VICTIMS DAY LUCHEMOS POR LA VIDA

We commemorated On the 3rd Sunday of November “World Day of Remembrance for Traffic Victims” 2013 with different activities:

- We have sent a letter to all the Argentinian mass media (1400 mass media. As a consequence of this, two of the most important newspapers, published on November 18th a one-page

article expanding on our press release.

- More than 1000 certified letters to governors and mayors have been sent reminding commemoration and appealing to their responsibility to reduce traffic casualties in their cities through enforcement on key issues and, especially, promoting the use of helmets by motorcyclists, high-



15. WORLD DAY OF REMEMBRANCE 17 NOVEMBER 2013



- We have sent a letter to Pope Francisco, highest authority of Catholic Church, to promote the day requesting a prayer for the victims and to make believers remember their responsibility in safe driving. He mentioned it during the Sunday Angelus. Link: http://www.youtube.com/watch?v=OyVcD6WaJhg&list=UUTpN8LlvZiNEtqPDHj_gFpg&feature=share&index=5
- Moreover, as we have been doing for 4 years, we sent a letter to each bishop of the country, to catholic and christian churches and to Ministers from other religions promoting the Day and the commitment of believers.
- Luchemos por la Vida has sent 10.000 posters to every church and parochial school in Argentina.
- Luchemos por la Vida joined the wake up call aimed at all the society that consisted on the blow of the sirens in fire stations on November, 17th at noon, and participated in a ceremony of commemoration of victims held next to the “Monument for Traffic Victims” in Buenos Aires City.



16. EUROPEAN UNION COLLABORATION



EU ROAD SAFETY 2011-2020

EU set the ambitious target of halving the number of road fatalities over the period 2011-2020. The European Parliament has reaffirmed the support for this. However, the trend in the number of serious injuries lag behind the reduction in road fatalities.

Implementation of appropriate actions is needed. The first step for this is to define focused research objectives. As part of a consortium PRI has asked the European Commission to improve the section 11 “Smart, Green and Integrated Transport” of the HORIZON 2020 Work Programme. In December 2013 a Smart, Green and Integrated

Transport Information Day was held in Brussels. An interesting project is CONSOL (Road Safety in the ageing societies: Concerns and Solutions). This project aims at advancing knowledge by combining current knowledge on mobility and safety with newest evidence from research gender studies gerontology and findings on

16. EUROPEAN UNION COLLABORATION



health and functionality with age. Best practices are discussed and recommendations given. AVENUE (Actions for Vulnerable, Elderly, Novice Drivers and road Users in Europe). European, national, local and mobile centres for road safety are created. MERCURIO is a European analysis of the Road Injuries Management System with regard to the social and economic impact of emergency and post-injuries services on national finances and households. Accidents are an important category of external costs of transport. Data are needed to advocate and motivate policy-makers to action.

EUROPEAN ROAD SAFETY CHARTER

PRI is a signatory of the European Road Safety Charter. PRI also signed the pledge for NO MORE VICTIMS ON THE ROADS. The objective of the pledge is to save 30.000 lives. In the frame of the 2nd Global Road Safety Week several signatories were organizing national activities. The European Commission was hosting a Conference on “Pedestrian Safety: Vulnerable road users in urban areas” on the 5th European Road Safety Day on 6 May 2013. Roles and risks of the main groups of road users, challenges, best

practices and solutions, including new technologies were presented. In Ireland the 6th annual road safety week was held with activities all over the country. The international police organization TISPOL organized an International Road Safety Conference aiming the promotion of collective responsibility to reduce casualties on the roads. BRAKE, the road safety charity, organized an online webinar on “Sustainable travel plans: reducing travel costs and risk” and a seminar on preventing Crashes with Cyclists and Pedestrians. The European Union Road Federation (ERF)

16. EUROPEAN UNION COLLABORATION

in cooperation with the Spanish Road Association organized the presentation of the EU project WhiteRoads.

EUROSAFE

The school surroundings are considered as a problematic area in terms of traffic safety. Under the umbrella of the European Commission co-financed APOLLO project a report was presented on “Safe school ways by implementing school travel plans in primary schools in Vienna”. Fundamental to school safety planning is a school travel plan, a map for pupils showing dangerous spots and recommended school travel routes. TACTICS is an EU project aimed at the implementation of evidence-based good practices for the prevention of injury to children and youth in Europe.

EUROPEAN YOUTH FORUM FOR ROAD SAFETY.

The European Night Without Accidents (ENWA) 2013 took place on 19th of October. ENWA is aiming towards a night of “zero” fatalities related to drink and drug driving. Initiated by the Belgian Responsible Young Drivers Organization (RYD) the night has been extended all across the European continent.

EYFRS has held a survey among youngsters under the age of 35 from the 28 European Member States to ask their opinion on public transport in their respective countries.

The 5th European Youth Road Safety Forum was held in Crotone-Italy in the end of November. The main objective of the Forum was

to transform the youth forum network into a youth community acting as an entity.



I support the

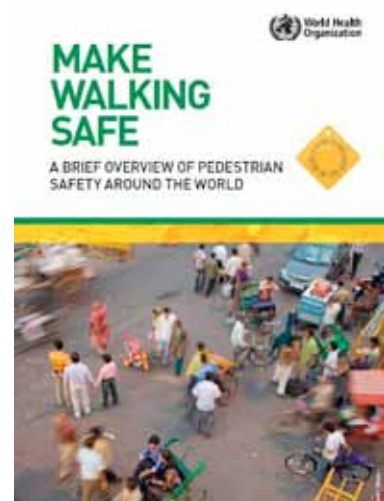
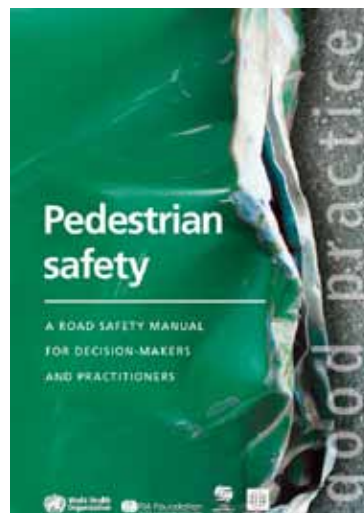
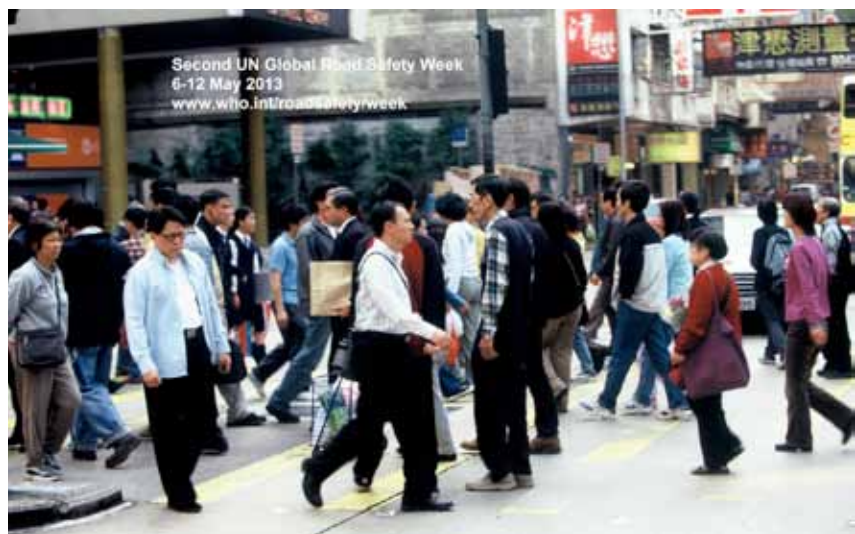
30 000

LIVES TO SAVE

campaign

17. DECADE OF ACTION FOR ROAD SAFETY 2011-2020

In advance of the 68th UN General Assembly, the UN Secretary-General has issued a report on “Improving Global Road Safety”. In the report the developments are mentioned in the last two years since the launch of the Decade of Action for Road Safety. Despite the progress which have been made much more needs to be done to achieve the goal saving 5 million lives by 2020. Financial support is one of the key challenges to the achievement of the Decade’s goal. The 2nd UN Global Road Safety Week, the establishment of the Global Alliance for Care of the Injured and the annual World Day of Remembrance are important incentives to keep road safety high on the political agenda. The Global Road Safety Film Festival, the Bloomberg Philanthropies Global Road Safety Programme and the World Bank/EMBARQ “Transforming Transportation” Conference titled “Shaping the future of urban transport” contributed also to the attention for road safety on this planet. On the occasion of the 2nd UN Global Road Safety Week the report :”Pedestrian Safety: a road safety manual for decision-makers and practitioners was released, as the 6th in a series of manuals.



18. UNITED NATIONS COLLABORATION

UNRSC

17th MEETING OF UN ROAD SAFETY COLLABORATION 14 AND 15 MARCH 2013, GENEVA-SWITZERLAND

The main topics of this meeting were to update on progress in the Decade of Action for Road Safety 2011-2020, to prepare the 2nd UN Global Road Safety Week 6-12 May 2013), sharing updates of activities of UNRSC members and to set next steps in the activities of the various project groups for each of the pillars. The UNRSC meeting coincided with the launch of the Global Status Report on Road Safety 2013. During the meeting also the preparation of the UN Secretary General's report to the UN General Assembly was discussed. From UNECE side an update was provided on the UN conventions and agreements, which are fundamental to create a solid base for road safety in the world. For the purpose of the Road Safety Week and the "Long Short Walks" a lot of materials will be available. Promotion will also be done through Facebook and Twitter. In the frame of the Week UNECE is organizing several events (symposium on regional perspectives on drinking and driving, a poster signing ceremony, a roundtable dedicated to International Level Crossing



Awareness Day and a discussion forum on insurance and road safety.

Presentations were given on the World Day of Remembrance for Road Victims 2013 and on successful strategies and the role of key players that can help to achieve the objectives of the Decade.

18th MEETING OF UN ROAD SAFETY COLLABORATION 5 AND 6 NOVEMBER 2013, ABU DHABI-UNITED ARAB EMIRATES

The Abu Dhabi Municipality was convening around 90 participants, including representatives of 40 UNRSC members, partners from the Ministry of Health and the Ministry of Transport from UAE and Qatar. The objectives of the meeting were to update on

progress in the Decade. The five project groups had their respective meetings. It was decided to create a new project group on road safety for motorcycles. Other decisions were to produce a manual on youth and road safety, to explore innovative funding for the Decade, to advocate a greater involvement of the health sector and to host activities in the frame of the World Day of Remembrance. The International Motorcycle Manufacturers Association (IMMA) and the UPS Foundation were welcomed as new members of the UNRSC. Brazil has offered to host the next ministerial conference on the Decade of Action in the second half of 2015. The conference will also serve as a mid-term review of the Decade of Action. An overview was provided of the Post-2015 Development

18. UNITED NATIONS COLLABORATION



Agenda, including the creation of a High Level Panel and Open Working Groups. In January 2014 the UN Consultation took place. The idea is to present the results of the Open Working Groups to the UN General Assembly to be held in September 2014. In April 2014 the UN General Assembly will meet and tentatively the mid-term review of the Decade of Action is scheduled.

UNECE

65th WP1 SESSION

**18-21 MARCH 2013
GENEVA-SWITZERLAND**

To accelerate fatality reductions France established a target of minus 50% by the year 2020 and the National Council for Road Safety was re-established. The Government of Ukraine has adopted a road safety strategy and a National Plan of Action until 2020. During the UN Road Safety Week the Ukrainian government

will promote pedestrian safety. Pedestrians make up one third of all injured. The government of the Russian Federation announced its 2013-2020 strategy to reduce fatalities with 25%. As of 1 January 2013 in Sweden all heavy vehicles over 3.500 kg - including foreign registered – are required to use winter tires between 1 December and 31 March. The Swedish Transport has organized a “Towards Zero” Conference in Stockholm. The United States of America experiences a 25% decline of road victims between 2006 and 2012. The EU Commission presented a document which provides a common definition of “serious traffic injury”. UNECE jointly with the International Telecommunications Union has organized a seminar on ITS/Driver distraction. In the frame of the UN Global Road Safety Week UNECE and partners have organized special events on drinking and driving, youth, level crossing

safety, poster signing ceremonies and a poster/drawing exhibition. The topics of multidisciplinary crash investigation and distracted driving were discussed.

66th WP1 SESSION

**23-26 SEPTEMBER 2013
GENEVA-SWITZERLAND**

Finland is revising its road traffic code. France, Belgium and the Canadian province of Quebec have organized a conference on “Elderly and Road Safety”. Portugal will introduce many legislative changes to its Traffic Code (residential areas, new blood limits for novice and professional drivers, child restraint systems, giving way to cyclists and young cyclists younger than twelve years to be treated as pedestrian. In the Russian Federation the conditions for obtaining a driver’s license have become more stringent and administrative penalties were raised. In Ukraine on the occasion

18. UNITED NATIONS COLLABORATION

of the International Conference on Pedestrian and Cyclist Safety the participants adopted the Kiev Declaration. Laser Europe has organized a Global Road Safety Film Festival in Paris. Scouts in Ireland and Greece developed activities focused on the safety of pedestrians. McKinsey & Company presented a cost-benefit study. UNECE WP1 has discussed a document on the biennial evaluation (2014-2015) of its work.

67th WP 1 SESSION

4-6 DECEMBER 2013 NEW DELHI-INDIA

This Europe-Asian Road Safety Forum may be the first in a series of forums in other regions. In Belgium changes are being prepared in the highway code related to parking place for electric vehicles and “low emission zones”.

France achieved a 8% reduction in road fatalities in 2012 compared to 2011. The French National Road Safety Council made additional recommendations in 2013 to achieve France’s objective to have less than 2000 fatalities in 2020 (ignition locks for drink-driving offenders, data recorders day of remembrance for road traffic victims). Turkey has declared 2013 to 2014 as “seatbelt and speed control” years. In Ukraine a state program on how to improve road safety until 2016 was adopted. Ukraine indicated its readiness to join the UNECE Group of Experts on Level Crossing Safety. Documents on the Convention on Road Traffic and Road Signs and Signals were discussed. Sweden and Vietnam shared their national experiences on introducing elements of a safe system approach into transport sectors.



19. PRI INTERNAL NEWS

PRI has become member of the Global Alliance of NGO's for Road Safety. Like UNRSC membership this facilitates close cooperation with partners and exchange of experiences and expertise.

Laser International Foundation and PRI are preparing a Memorandum of Understanding (MOU) to underline the close cooperation between them. PRI was invited to contribute to the 2013 Global NGO Survey. The survey was directed to

NGOs with a consultative status or working relations to the United Nations system. The objective is to help NGOs to understand current developments on competition and financing, to assess strategic options of cooperation and to share knowledge and best practices.

PRI was one of seven international signatories, who send a statement to EU Commissioner Geoghegan-Quinn, to advocate for a higher priority for road safety in the

EU Research Workprogramme HORIZON 2020.

PRI is present on Facebook, LinkedIn and Twitter. PRI Facebook Group has more than 1600 members already. The PRI website has a the tool available to show road safety videos/ TV Ads. "Best Practices" and "Recommendations/Declarations of PRI World Congresses and International Conferences" will be included in the website.

20. MAIN DECISIONS GENERAL MEETING 22 JUNE 2013 KIEV - UKRAINE

General

- The GM approves the Agenda of the General Meeting on 22 June 2013
- The GM approves the Minutes of the General Meeting on 9 June 2012
- The GM approves the Annual Report 2012

Elections

- The General Meeting unanimously approves the following nominations and elects these persons for a mandate of 4 years at maximum:
- Mile Dimitrovski (RCRTS-Macedonia): Coordinator Special Committee on Transfer of Knowledge.

- Benacer Boulaajoul (CNPAC-Morocco): Coordinator Special Committee on Campaigns.
- Ms. Violeta Manso (DGT-Spain): Coordinator Special Committee on Education.

The procedures for the election of the Chairperson of the regional group of Mediterranean Countries and of the 2nd auditor are still pending.

20.MAIN DECISIONS GENERAL MEETING 22 JUNE 2013 KIEV - UKRAINE

Ms. Carmen Girón is acting chairperson of the Mediterranean Group.

Nominations

GM decides to award Bojan Zlender with the PRI Service Medal for his years of positive contribution from different capacities to road safety and PRI.

Financial matters

- GM approves the balance sheet and accounts settled on 31.12.2012.
- GM approves the actions related to settled and unsettled membership fees.
- GM adopts the 2012 auditor's report unanimously and gives discharge to the Executive Committee. GM approves the 2012 and 2013 Draft Budget.
- GM approves unanimously the proposal of the Executive Committee to adjust the membership fees for the year 2014 with 3 %.
- GM approves the 2014 pre Draft Budget.

Action Program 2013-2014

PRI is present in several international networks (UNRSC, UNECE, Global Alliance for Road Safety NGOs) and in the social media, like Facebook. Close collaboration will be developed with FERSI and Laser Europe Foundation and other international partners.

Activities

- Mikhail Berlin, President of URSA, gives an overview of the activities URSA has developed in Ukraine in the framework of the National Road Safety Plan. The International Conference was the first PRI conference on former Soviet Union territory. A special Institute on the economics of road safety will be established and a road safety panel will be part of the 2014 edition of the Annual Business Conference ABC.
- Hasan Ahmed Al Hosani informs the GM that ETSS is preparing an International Conference on Youth and Road Safety (27-28

November 2013, Abu Dhabi-United Arab Emirates)

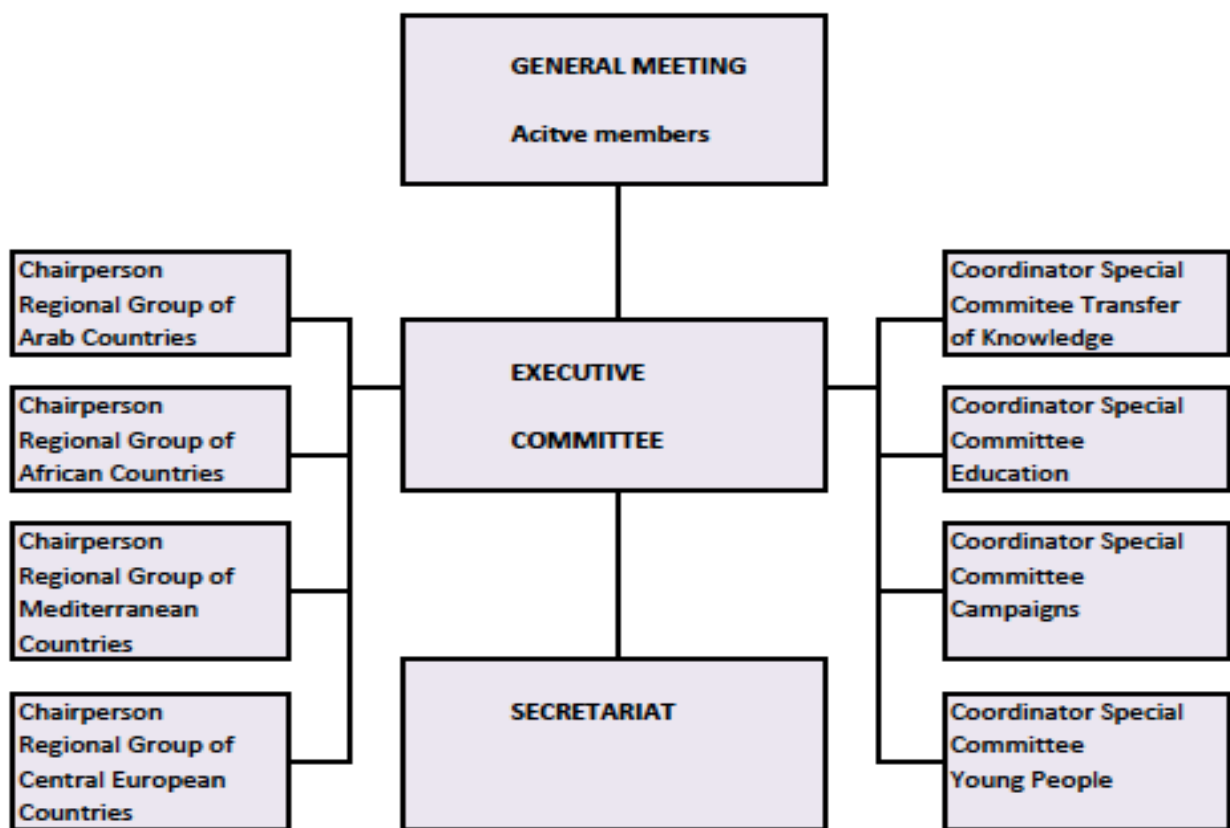
- Bernacer Boulaajoul informs the GM that CNPAC will organize an International Conference on the Role of Women in the field of Road Safety. The Conference will be held on 7 and 8 March 2014 in Marrakech-Morocco in the framework of World Women Day.

Dates and Places of future General Meetings

According to the decision of the GM the 2014 Annual Events will be held in Macedonia. The Republic Council on Road Traffic Safety (RCRTS) will organize and host the events. Mile Dimitrovski informs the GM on behalf of RCRTS. The events will be held in Skopje, the capital of Macedonia. The Conference on 21 and 22 May 2014 and the GM on 23 May 2014.

DGT-Spain and ETSS-United Arab Emirates have put forward their candidacy for the 2015 Annual Events.

21. ORGANIGRAMME



22. EXECUTIVE COMMITTEE

President

Mr. Joop Goos

Vice president

Mr. Hasan Ahmed Hosani

Vice president

Mr. Jean-Yves Salaün

Chairperson Regional Group of African Countries

Mr. Osita Chidoka

Chairperson Regional Group of Arab Countries

Mr. Afif Frigui

Chairperson Regional Group of Eastern European Countries

Mr. Stojadin Jovanovic

Acting Chairperson Regional Group of Mediterranean Countries

Ms. Carmen Girón (Ms. Mónica Colás)

Coordinator Special Committee Education

Ms. Violeta Manso

Coordinator Special Committee Transfer of Knowledge

Mr. Mile Dimitrovski

Coordinator Special Committee Young People

Ms. Hajer Barouni

Coordinator Special Committee Campaigns

Mr. Benacer Boulaajoul

23. MEMBERSHIP

Five types of PRI members:

- **Active members** (pay an annual subscription)
in each country, national road safety associations, organizations (one or more) public or private, research institutes, universities and other national institutes interested in the aims of PRI. International organizations and institutions, public or private, with the aim to improve road traffic safety
- **Associated members** (pay an annual supporting fee)
- **Affiliated members** (pay an annual supporting fee)
commercial and industrial entities and other societies interested in the aims of PRI
- **Individual members** (pay an annual subscription)
interested in the aims of PRI
- **Honorary members**
nominated according to the regulation in force by the general meeting

Admission

Admission to PRI is subject to the following conditions:

- Written application to the Secretariat specifying the form of the applicant, his activities and financial situation.
- A declaration that the statutes in force are accepted. The declaration that the applicant commits himself to pay his annual subscription or fee regularly.
- The executive committee decides on the admission of members. In the case of the application for admission being rejected, the applicant may, within two months of being informed of such rejection, apply to the general meeting for reconsideration of the matter.

23. MEMBERSHIP

Benefits

For its members, PRI sets up traineeships, road safety courses and consultancy activities. In the framework of the Decade of Action for Road Safety 2011-2020, PRI – in a unique public private partnership – developed a web based software tool for its members to enable them to involve citizens in the road safety work, to support their advocacy activities and to strengthen their position as national partner in road safety. PRI regularly distributes declarations and resolutions. In the opinion of PRI, everybody has the basic right of safe mobility. PRI advocates for road safety.

In short, PRI membership offers:

- Access to global and (inter)national networks and key players
- Contact with other members (bilateral/regional groups)
- Platform to exchange knowledge, experiences, best practices and worst cases
Possibility to join international projects (EU, UN)
- E-Newsletters and Annual reports for free
- Access to (intranet) website and videos/TV Ads
- Road Safety Course/Traineeships
- Participation in yearly RS Forum and World Congress for free
- To be kept informed on new developments

24. LIST OF MEMBERS

- Ministry of Interior.Directorate of Traffic.General Committee for Road Safety. Kingdom of Bahrein
- Institute Belge pour la Sécurité Routière (IBSR/BIVV). Belgium
- Ministère des Travaux Publiques et Transports.Centre National de Sécurité Routière (CNSR). Benin
- Société Nationale de Sécurité Routière. Burundi
- Road Traffic Safety Association of China (RTSAC). China
- Ministry of Transport. Road Safety Unit. Czech Republic
- Association Prévention Routière (APR). France
- Direction Générale de la Sécurité Routière. Gabon
- Deutscher VerkehrssicherheitsRat e.V. (DVR). Germany
- National Accident Prevention Commission (OBB). Hungary
- Japan Traffic Safety Association. Japan
- Jordan Society for the Prevention of Road Accidents (JSPRA). Jordan
- Sukoon International Company. Kingdom of Saudi Arabia
- Middle East Automobile Club. Kingdom of Saudi Arabia
- YASA International for Public Safety. Lebanon
- The Republic Council on Road Traffic Safety (RCRTS). Macedonia
- Comité National de Prévention des Accidents de la Circulation (CNPAC). Morocco
- Federal Road Safety Corps (FRSC). Nigeria
- Royal Oman Police. Oman
- Motor Transport Institute (MTI). Poland
- Prevencao Rodoviaria Portuguesa (PRP). Portugal
- Asociatia Victimelor Accidentelor de Circulatie (AVAC). Romania
- Road Traffic Safety Agency (RTSA). Republic of Serbia
- Slovenian Traffic Safety Agency-Road Safety Council (AVP-SPV). Slovenia
- Traffic Safety Agency (TSA). Republic of Srpska (Bosnia and Herzegovina)
- Ministry of Public Works, Roads & Transport. South Africa

24. LIST OF MEMBERS

- Road Traffic Management Corporation (RTMC). South Africa
- Road Traffic Authority. South Korea
- Ministry of Interior. Direccion General de Trafico (DGT). Spain
- Council for Accident Prevention (BfU). Switzerland
- Syrian Association of Roads Accidents Prevention (SAORAP). Syria
- Dutch Traffic Safety Association – Veilig Verkeer Nederland (VVN). The Netherlands
- Association Tunisienne de la Prévention Routière (ATPR). Tunisia
- Ukrainian Road Safety Association (URSA). Ukraine
- Automobile & Touring Club for UAE. United Arab Emirates
- Emirates Traffic Safety Society (ETSS). United Arab Emirates
- International Automobile & Touring Club. United Arab Emirates
- National Union of Hauliers from Romania. Romania
- Comisariado Europea del Automovil (CEA). Spain
- Hrvatski Autoklub (HAK). Croatia
- Egyptian Gulf Automobile & Association (EGA). Egypt
- Automobile Club d'Italia (ACI). Italy
- Departamento de Interior Viceconsejeria de Interior. Spain
- Asociación de Prevención des Accidentes de Tráfico (PAT). Spain
- Touring Club Suisse (TCS). Switzerland
- Global Road Safety Partnership (GRSP). Switzerland
- Mrs. C.Galavan, Romania
- Mr. R.Bolsius, The Netherlands
- Mr.J.G.Goos, The Netherlands
- Mr. A. Silveira. Argentina
- Mr. H. Rakotomampionona. Madagascar
- Mr. U.Th. Hendrichs. Switzerland

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