

R.S.I. "Panos Mylonas" **The Hellenic Road Safety Institute**

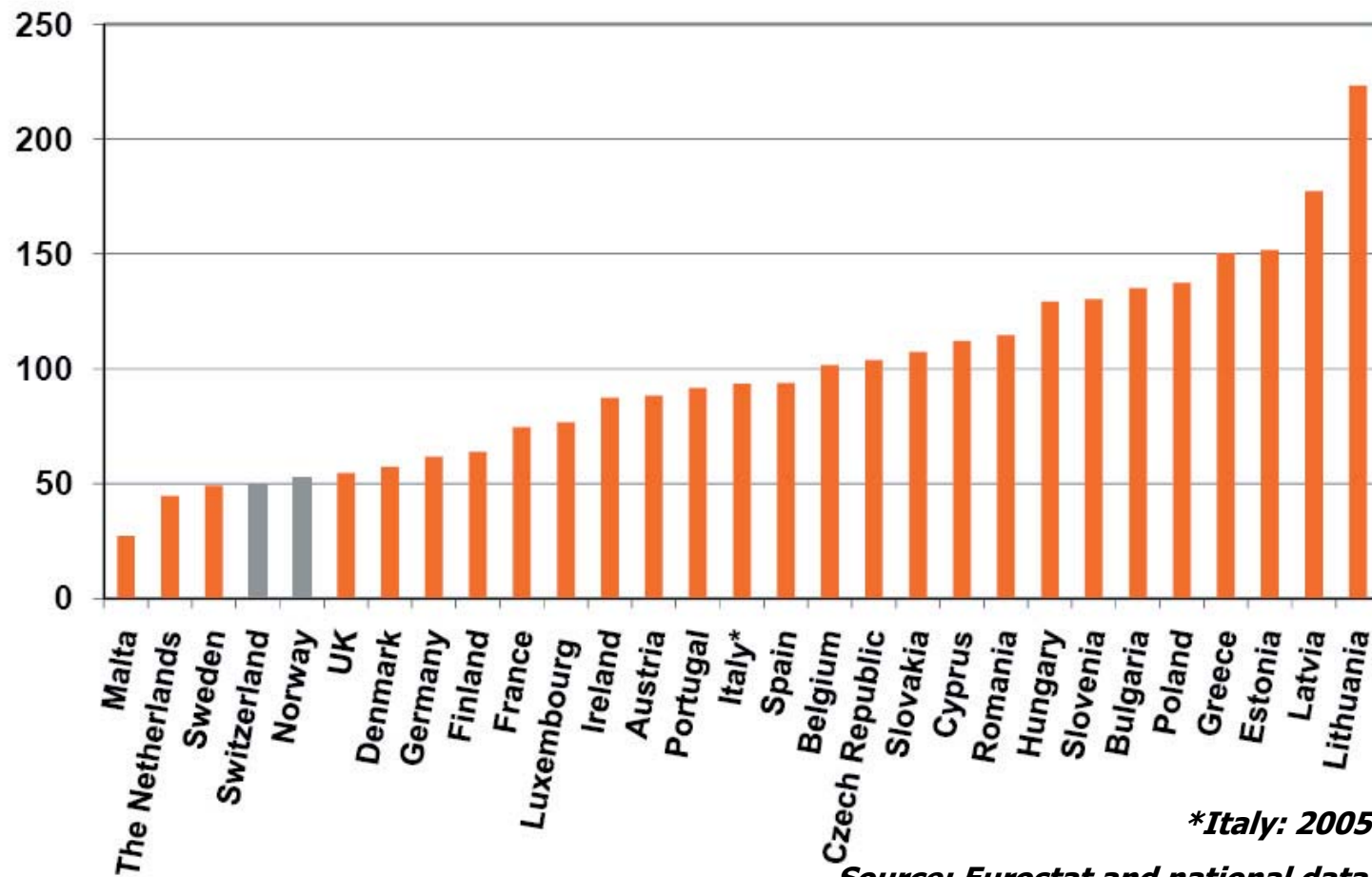
Road Safety **Actions & Perspectives**

Vassiliki Danelli – Mylonas, President BoD
June 25-27, 2009

www.ioas.gr



Road deaths per million population (2006)



**Italy: 2005*

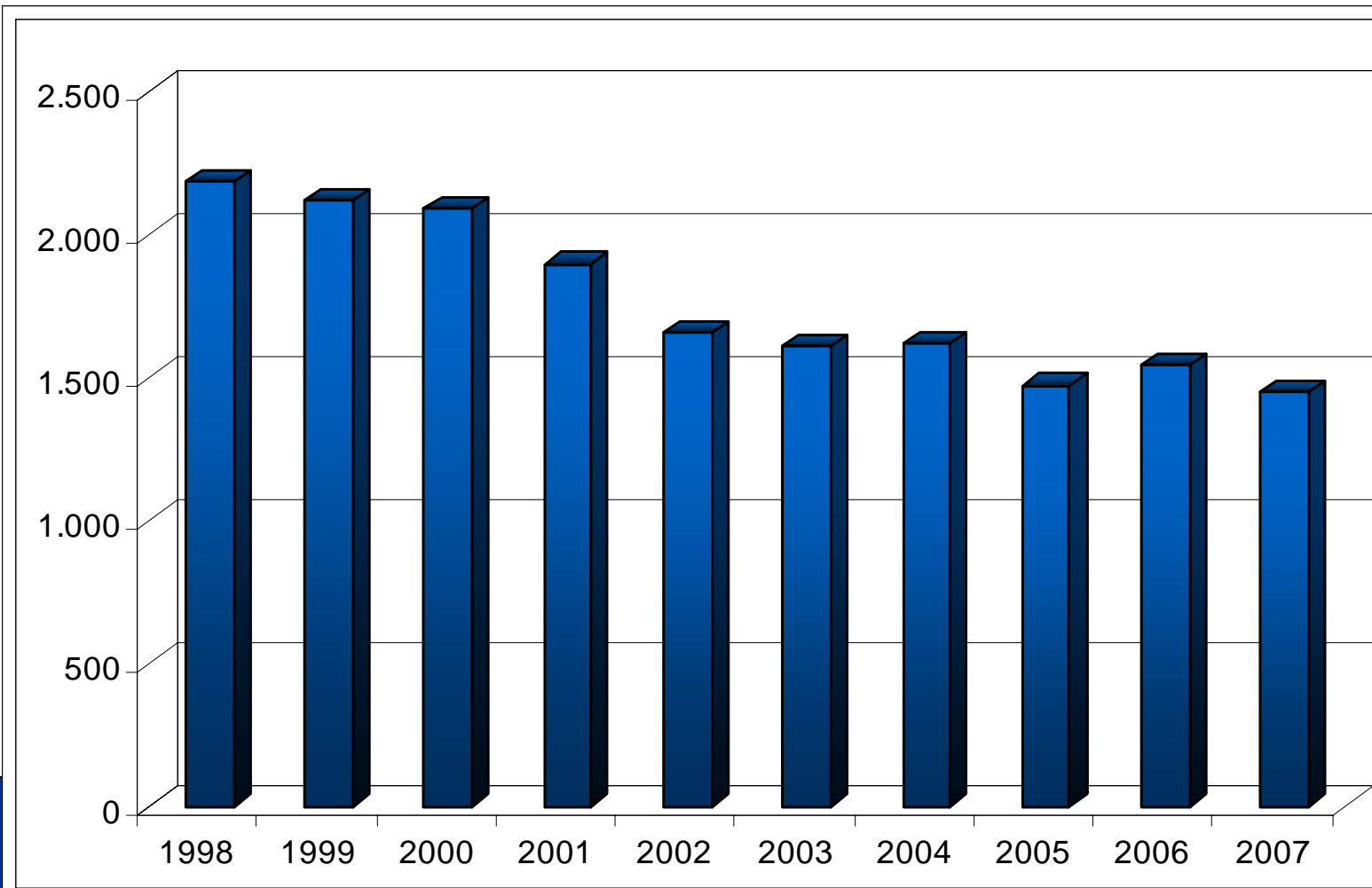
Source: Eurostat and national data

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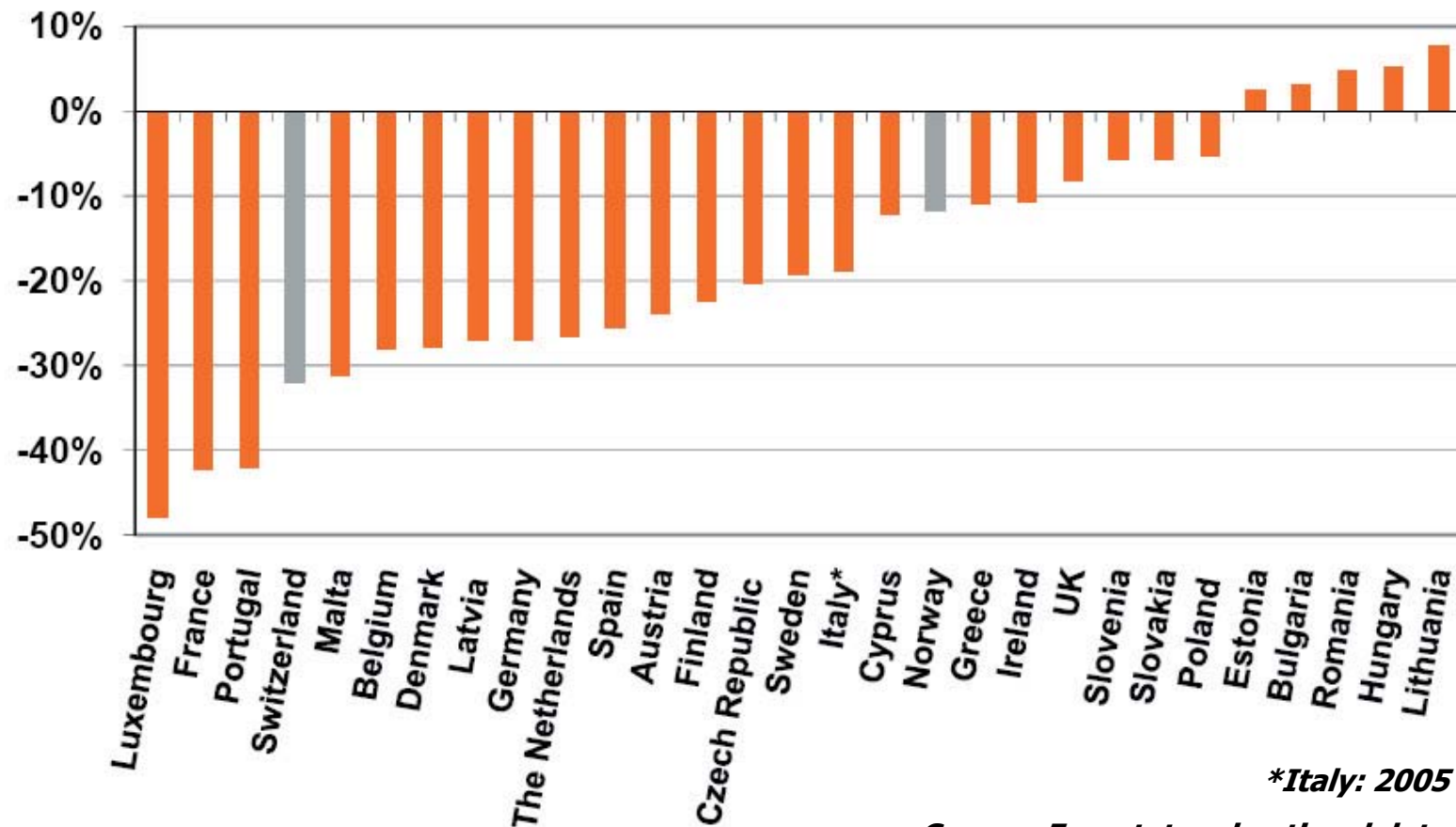
R.S.I.
road safety institute

Panos Mylonas

Deaths from traffic accidents in Greece



Fatal accidents' reduction 2001-2006



**Italy: 2005*

Source: Eurostat and national data

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R.S.I.
road safety institute

Panos Mylonas

Greece in "Pole Position"...

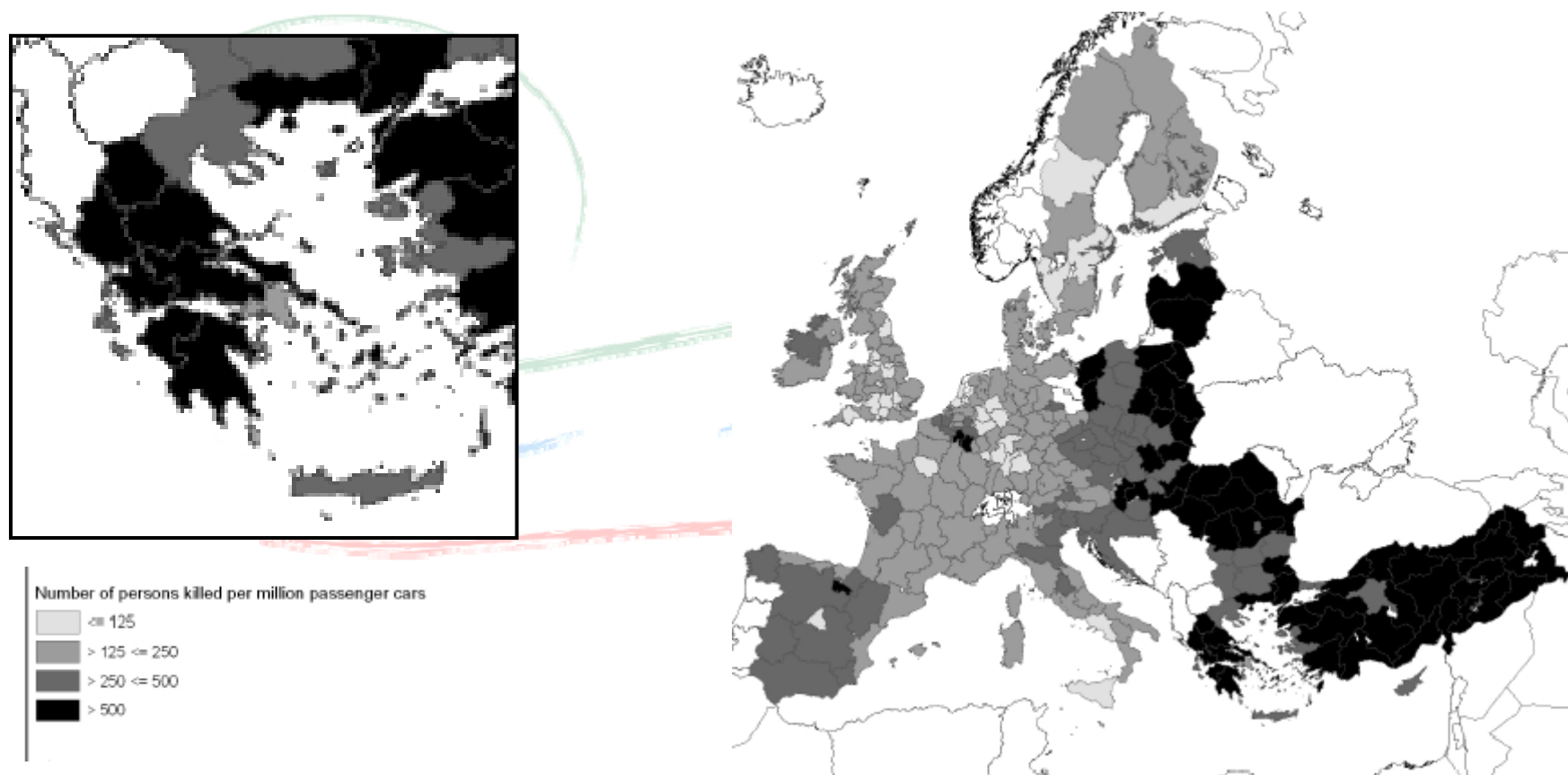
- Greece is divided in 13 regions
- 8/13 are in the list of 20 most dangerous European regions in term of road accidents
- Moreover 7/10 most dangerous European regions are located in Greece.

Table 1: EU-25: Persons killed per million passenger cars in 2004: 20 most dangerous regions

	Name of the region	Country	Persons killed per million passenger cars
1	Stereia Ellada	Greece	1 576
2	Peloponnisos	Greece	1 159
3	Dytiki Ellada	Greece	1 095
4	Warminsko-Mazurskie	Poland	815
5	Latvia	Latvia	752
6	Ipeiros	Greece	681
7	Notio Aigaio	Greece	679
8	Észak-Alföld	Hungary	670
9	Anatoliki Maked., Thraki	Greece	669
10	Thessalia	Greece	637
11	Stredné Slovensko	Slovakia	632
12	Świętokrzyskie	Poland	617
13	La Rioja	Spain	609
14	Prov. Luxembourg (B)*	Belgium	597
15	Podlaskie	Poland	595
16	Lubelskie	Poland	590
17	Közép-Dunántúl	Hungary	582
18	Lithuania	Lithuania	571
19	Dytiki Makedonia	Greece	560
20	Dél-Alföld	Hungary	553

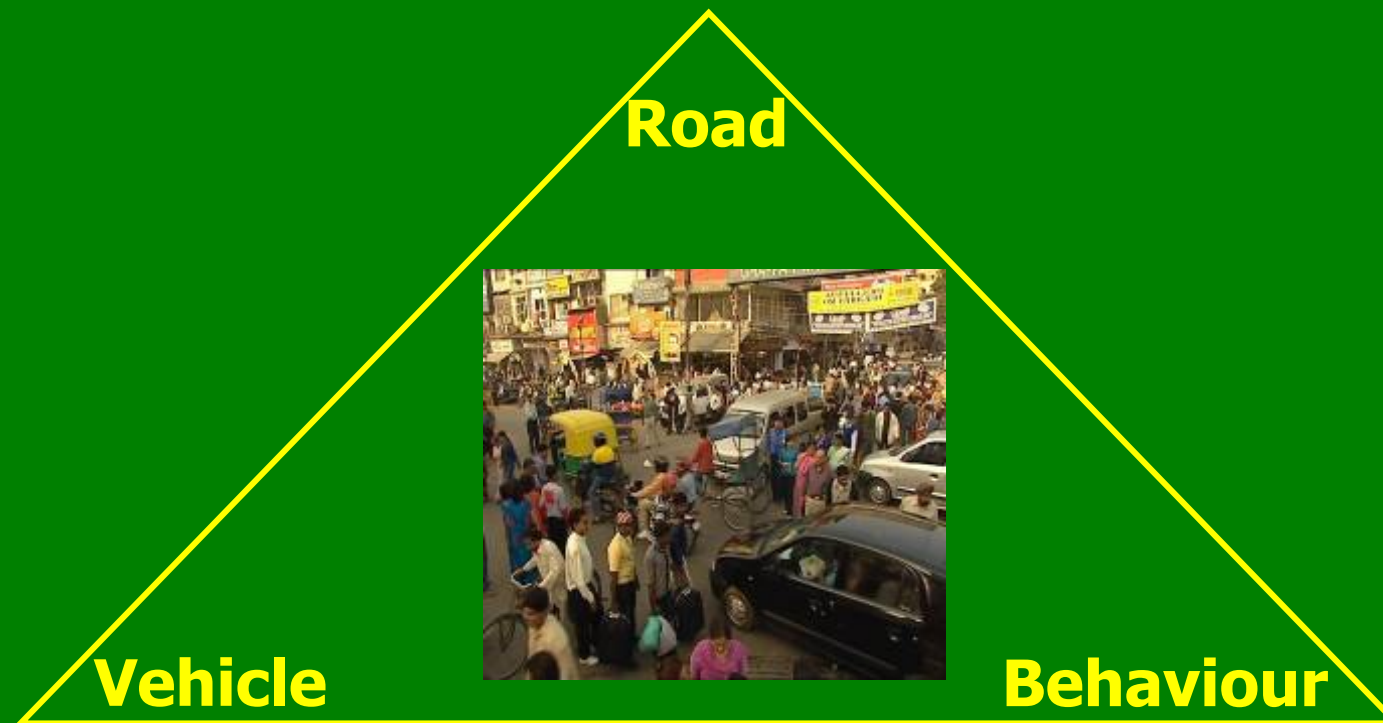
The situation in Greece according to Eurostat, CARE & ETSC

Map 1: Persons killed per million passenger cars in 2004 (EU25 + CC - NUTS2)



A Safe Road System

[Σύστημα Οδικής Ασφάλειας]



a shared responsibility

Source: EuroRAP/iRAP

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The contribution of the three factors (%) on road accidents

Human behaviour only	65%
Human behaviour & infrastructure	24%
Human behaviour & vehicle	4,50%
Human behaviour, infrastructure and vehicle	1,25%
Infrastructure only	2,50%
Infrastructure & vehicle	0,25%
Vehicle only	2,50%
TOTAL	100%

Accidents' Consequences

- **Annual National Cost: 2% of G.N.P.**
- **For 1 person that is killed → 7 persons will need medical care** *(source: EU)*
- **The social cost for accident:**
with dead equal approximately to 1.600.000 Euros,
with heavily injured approximately 185.000 Euros &
slightly injured about 36.000 Euros *(source: NTUA, 2006)*

I.O.AΣ. / R.S.I. Panos Mylonas

Purpose Strategic Pillars & Activation Areas

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The beginning....



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The end



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Statement upon Establishment

"... to increase awareness & sensitivity among citizens, and most importantly to mobilize key Public & Private Organizations to act for Road Safety"

Members & Partners



Οικονομικό Πανεπιστήμιο Αθηνών



ΟΡΓΑΝΙΣΜΟΣ
ΑΣΤΙΚΩΝ
ΣΥΓΚΟΙΝΩΝΙΩΝ
ΑΘΗΝΩΝ



GENESIS Pharma SA



ASHLEY & HOLMES ATHENS
Demand Creators



Aim

Resumption, Support and Development of activities on issues concerning and implementing road safety, the study & research, information and education, aiming at the PREVENTION and elimination of road accidents



CHANGE OF ATTITUDE

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Strategic Pillars & activity areas

Concerning:

A. General Policy on Road Safety

Coordination of work among stakeholders, systematic registration, analysis of data and evaluation of road safety measures

B. Driver's behaviour

Education & Information to improve driver compliance with laws, better protection of vulnerable users, campaigning nationwide

C. Infrastructure

Implementation of international best practices and treatment of high risk sites

Fields of action

- **Education, information, awareness and motivation of students, drivers and generally all citizens of our country**
- **Change of mentality & attitude on traffic education and driving behaviour**
- **Support the Greek State to improve effectiveness on key Road Safety issues**
- **Provide the context for effective partnership among sectors (Public–NGOs-private)**

Activity areas [**A**]

POLICY on ROAD SAFETY

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Active Participation

- **Member of the European Transport Safety Council**
(February 2006)



- **Member of the National Road Safety Committee** *(ministerial decision March 2007)*
- **Intensive collaboration with Public Authorities involved in Road Safety**

1st ETSC PIN Talk Athens -November 2006

- Organization of the 1st meeting of all relevant sectors in Greece on the perception of measures for the Road Safety Performance Index (PIN), in a European level



Presentation to the Greek Parliament

- **Presentation to the Greek Parliament of the views of the Road Safety Institute on the modified law of the Ministry of Transportation and Communications “Modifications on articles of the Traffic Regulations Code” after the decision-invitation of the Continuous Committee of Social Affairs of the Parliament.**
(January 2007)



ΒΟΥΛΗ ΤΩΝ ΕΛΛΗΝΩΝ

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Annual Prize for the best Traffic Policeman

Establishment of an annual prize for the best traffic policeman of the country

- *1st award ceremony on the 24th of April 2007*
- *2nd award ceremony on the 16th of December 2008*



PIN Project

Organization of a Nationwide Volunteers Network with the active participation of citizens who detect and rate the dangerous spots of the road network on the PIN Project.
1.400 volunteers in 240 districts. *(since November 2007)*



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Active Citizens

(Volunteers & Internet supporting Road Safety)

- Up to May 2009 the pin project accepted **650.000 visitors**
- They have been pinned up **12.421 points**
- According to **visitors 7.468** could be corrected immediately
- In **1.081 “pins”** danger for serious traffic accidents have been reported
- the **68% of pins** concerning dangerous holes on the road surface

SHLOW-Managing Speed Project

- Participation of the president of the RSI-Panos Mylonas in the Steering Committee for **SHLOW-Managing Speed** project implemented by ETSC under the support of DG Transport (FP7-TPT-2007-RTD-1) with the participation of 14 Institutions in 11 countries.
- The program aims to inform and involve students and new scientists in the effort of Managing Speed towards Safe and Sustainable Road Transport.

(Greek University students are already trained & selected to undertake actions)





Health and Road Safety – Volunteering Heroes

HEROES project is a 3year lasting initiative funded by the European Commission (60%) & GENESIS Pharma (40%)

Objective:

- **Awareness campaigning on health and road safety.**
- **Cooperation of 13 Institutions in 11 EU member countries**
- **Development of a Communication Network for Organizations for wellness and Road Safety**
- **Exchange of Best Practices on prevention for Drugs, Alcohol, Aids and Road Safety.**
- **Development of a pan-European awareness campaign to combine health and safe driving behaviour.**
- **The new campaign will be addressing adolescents and young adults.**

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Alliance “Roads to the Future”



Roads to the Future
Alliance for safety &
courtesy on the road

AN INITIATIVE OF RSI “PANOS MYLONAS”

“Roads to the Future”

Alliance for safety and courtesy
on the road

Initiated and coordinated by
Road Safety Institute
“Panos Mylonas”

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Alliance

“Roads to the Future”



CHILDREN AND ROAD SAFETY

ΑΤΤΙΚΗ ΟΔΟΣ S.A.

DON'T DRINK AND DRIVE

DIAGEO Hellas

MOBILE AND ROAD SAFETY

COSMOTE

WELLNESS AND SAFE DRIVING

GENESIS Pharma

ECO - DRIVING

GEFYRA S.A.

Activities areas [**B**]

DRIVER's BEHAVIOUR & Education

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European Road Safety Charter

The R.S.I. “Panos Mylonas” signed up the European Road Safety Charter with a commitment to increasing awareness and inform 5.3 million citizens in Greece, aiming at the reduction of at least 50% road fatalities until year 2010.



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Awareness campaign of social messages

- **Launch of an awareness campaign of social messages through TV, Radio, publications and posters in the areas of:**

- **Speeding**
- **Alcohol**
- **Belt/Helmet wearing**
- **Protection of children inside vehicles**

commencing on April 3rd 2007, with the distribution of 800.000 brochures, targeting the information of 5.300.000 citizens (*on going*)



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Training Centre on Military Armor Vehicles

**Participation in the mounting of “Road Safety and
Traffic Education” forum that took place at the
Training Centre on Armor Vehicles.**

Avlona (19.12.07, Dec.2008)



Conferences at the Hellenic Air Force

- R.S.I. "Panos Mylonas", after having been invited by the Hellenic Air Force organized a conference on **"Activities – Perspectives and Principles for Road Safety"**.
- The officers and more than 500 students of the Academy attended the event.
- An award was attributed to the President of the BoD of R.S.I. *P. Mylonas* for the activities and contribution of the Institute to the prevention of traffic accidents in Greece.



(May 2008 – Dec 2008)

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Mika Hakkinen's “Don't drink and drive” tour

Press Conference of the President of the BoD of RSI Panos Mylonas with the **Formula 1 World Champion Mika Hakkinen**, who visited Greece as JOHNNIE WALKER's ambassador of good will for the responsible consumption of alcohol. The tour was accomplished under the message **“Don't drink and drive”**. (February 2008)



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You give the message “Don’t Drink and Drive”

Awareness campaign in partnership

Diageo/JW, the Hellenic Association of Transportation Engineers (SES) and the Hellenic Automobile club (ELPA)

Objective

To increase the awareness of Greek citizens about the risks of drinking and driving, as well as to reinforce their consideration of alternative transportation media

Time

July – September 2008 & Dec '08 – April 2009



Safe transportation of heavy vehicles

**“Safety Road Transportation
as a factor of Development & Quality of Life”**

Ι.Ο.ΑΣ.
Ελληνικό Ινστιτούτο Οδικής Ασφάλειας
Πάνος Μυλωνάς
www.ioas.gr

Ημερίδα Οδικής Ασφάλειας
Ασφάλεια στις Οδικές Μεταφορές:
Συντελεστής Ανάπτυξης & Ποιότητας Ζωής

18 Σεπτεμβρίου 2008

Επίδειξη προγράμματος
πρακτικής εκπαίδευσης
Q&S
Quality & Safety Ltd
Ποιότητα και Ασφάλεια Ε.Π.Ε.

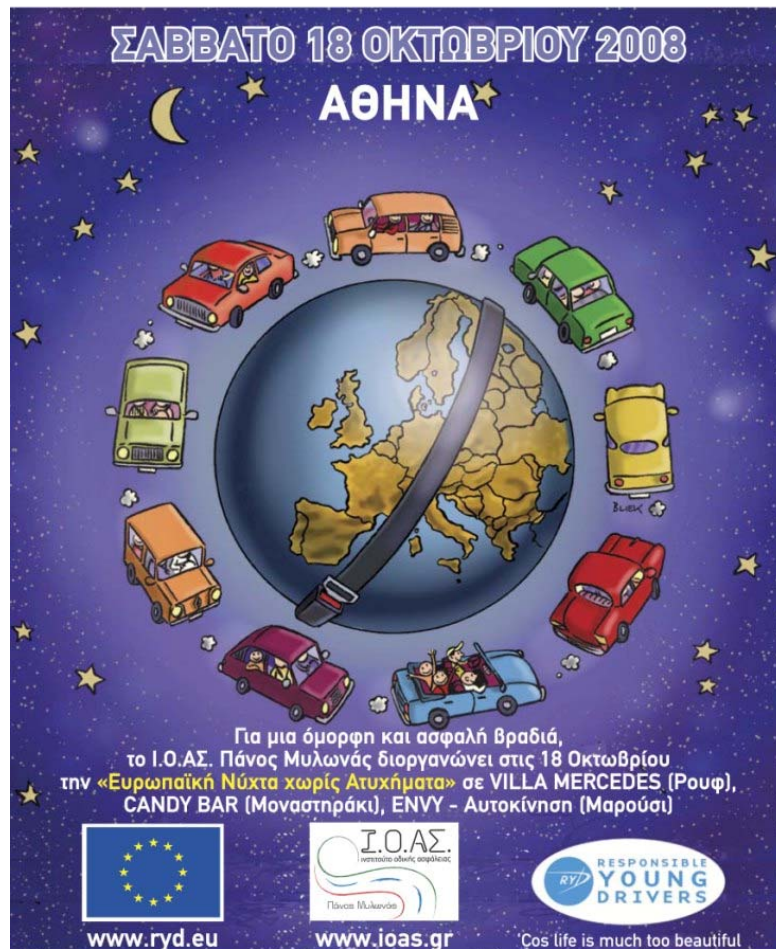
Υπό την αιγίδα:

Με την προστάθεια:

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European Night without Accident (October 2007, 2008)

EUROPEAN NIGHT WITHOUT ACCIDENT



Με την υποστήριξη:



European Night Without Accident 2007

Alco-tests were carried out by RSI volunteers to the young drivers at three of the biggest nightclubs of Athens.

2008

9 cities in Greece & Cyprus, 14 nightclubs participated in the European Night without Accident.

Motto

«The alcohol has no place on the road.
Everybody has fun, one does not drink...
the designated driver!»

Main message

Drinking and driving never go together

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European Day Courtesy on the Road (2007, 2008, 2009)



Campaign of Awareness aiming to the adoption of a responsible driving behavior.

Main message:

"Courtesy on the Road... Civilization and Safety in our lives! The road belongs to everyone".

In parallel, RSI, presented the results of a recent **survey for the Courtesy on the Road and the aggressiveness of Greek drivers**, in comparison with the drivers of 11 other European countries.

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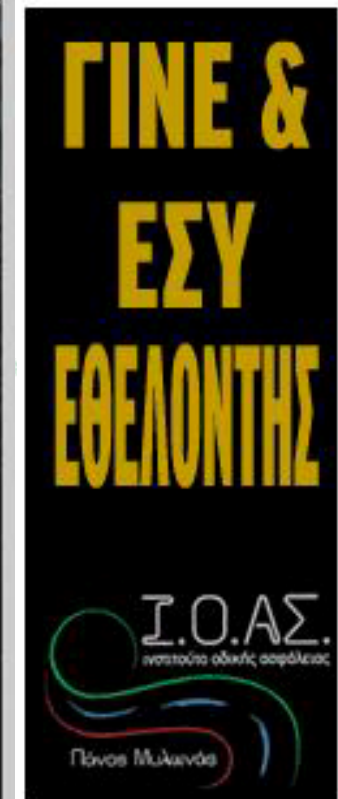
Campaign under the message “We leave to come back”

- Campaign under the message **“We leave to come back”** during the Easter Holidays of 2008, continued with extended sample till Oct 2008.
- A special awareness brochure with a questionnaire for the comments of the citizens on Road Safety issues was distributed to the drivers passing through the bridge Rio-Antirrio. Several drivers returned the questionnaire back dully filled. The answers were evaluated and the results were publicized.



“Be a Volunteer” online campaign

- R.S.I. “Panos Mylonas”, for the expansion of the Volunteer Network, has launched an online campaign with the main message “Be a Volunteer” by using multiple dimension banners in popular web sites.
- The activity includes messages for the usage of seat-belt, speed control, prevention of drink and drive behavior and child in car safety.
(June 2008)



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Regional Day of Road Safety in Western Greece

22nd March 2009

**Greek synergies under the support of the European
Commission in the Bridge Rio-Antirrio**



Activities areas [C]

INFRASTRUCTURE

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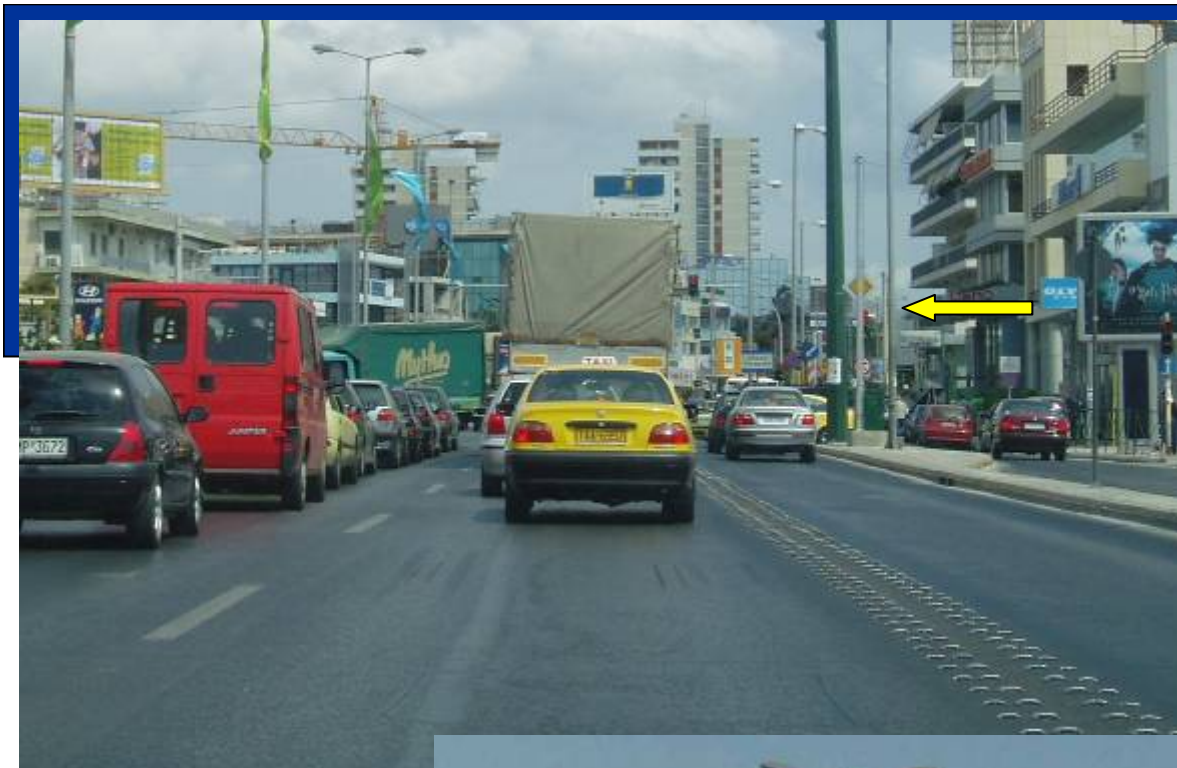
Improvements on the infrastructure and the equipment

- Improvement of visibility of traffic lights
- Placement of “arms” at existing traffic signal poles

**Improvements took place
at 28 sites of Athens**

(November 2006 - January 2007)





before...

...after



1st electronic speed indicator



National Road Athens—Patras
(143 Km to Patras - 146,7 Km to Athens)

Risk Sites High Profile Signage (1)

**Traffic signs indicating the risk sites on the
National Road Korinthos - Patras.**



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Risk Sites High Profile Signage (2)



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Poseidonos Avenue, Athens

- **Pedestrian crossing implemented by Ministry**
- **Proposal & study submitted by R.S.I. in cooperation with Ministry of Public Works**



Kastella (Evia) School Crossing

- Request to IOAS (R.S.I.) by students' parents
- Approval of study & implementation in collaboration with the local Authorities & Ministry of Public Works





before



after



before



after

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Other Activities [1/7]

Scholarship award

Πανεπιστήμιο Πατρών
Τμήμα Μηχανολόγων και Αεροναυπηγών Μηχανικών

τελετή απονομής
Βραβείου / Υποτροφίας
εις μνήμην του Πάνου Μυλωνά

**Scholarship award in
memoriam of Panos Mylonas
– Dept of Engineering and
Aeronautical Engineering,
University of Patras
(annually since 2005 in
accordance with the
University Senate decision)**

Πανεπιστήμιο Πατρών
Οικονομικό Πανεπιστήμιο Αθηνών
Ε.Λ.Μ.Α. ΑΕΒΕΑ, MOTOR PRESS HELLAS ΑΕ
Ελεγκτική Εταιρεία Συνεργαζόμενοι
Οργανισμοί Ασφαλείας (Σ.Ο.Α. Α.Ε.)
GlaxoSmithKline ΑΕΒΕ
INFOTEC ΠΛΗΡΟΦΟΡΗΣΕΙΣ ΠΑ.ΟΙΚΟΥΣ Α.Ε.

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Other Activities [2/7]

1st Global Road Safety Week (23-29 April 2007)

Activities (IOAS-SES) :

1. **Conference on "Road Safety in Greece - Trends and Perspectives" (24th April 2007, Conference Hall of the Ministry of Transport)**
2. **Exhibition-Presentations, painting and posters of students contest (27-29 April 2007) with over 40.000 visitors.**
3. **Production of 5.000 posters that have been placed to all the public transport in Athens.**



Road Safety & Courtesy on the Road

2-Day event on Road Safety Athens METRO-Constitution Square "Road Safety & Courtesy on the Road" demonstrating

- **posters** by the students of School of Art
- **photos** by citizens & professionals (car press journalists)
- **video** (Sociodromologia) on the traffic behaviour of 3 big cities (Athens, Brussels, Stockholm)
- **music** production
- **actions & applications** on Road Safety

(June 17-18, 2009)



Other Activities [4/7]

Road Safety: Experiences & Proposed Solutions from the Swedish model

Cooperation with the Swedish Embassy & Swedish Trade Council

**EXPORT
RÅDET**
SWEDISH TRADE COUNCIL



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Other Activities [5/7]

Lectures at the Exhibition Center of GEFYRA S.A.

The Department of Communication, Media and Culture of Panteion University of Social and Political Sciences visited Western Greece (17-18/5/2008) for a **2 days seminar on the study of the Corporate Social Responsibility** of GEFYRA SA (Rio-Antirrio Bridge).

The young students and their tutors attended – at the Exhibition Center of GEFYRA at Antirrio – a presentation made by the President of R.S.I. *P. Mylonas*, Mrs Vassiliki Danelli-Mylonas, who underlined the dimensions of road safety as a national issue.



Other Activities [6/7]

2008 Olympic Torch Relay

Participation of R.S.I. "Panos Mylonas" in the 2008 Olympic Torch Relay.



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Program on Traffic Education

Traffic safety education

Awareness and information on Road Safety for primary school children aiming at:

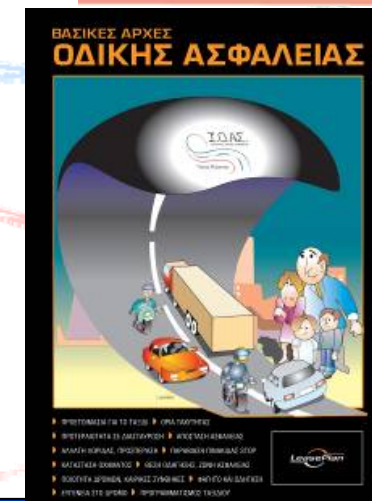
- ⊙ Creation of responsible citizens
- ⊙ Developing models of behaviour
- ⊙ Respect for life



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Publications - R.S.I. [1]

- «**Road Safety Guide**»
Vehicle/Road Infrastructure/Human Factor
- «**Driving safely**»
6 easy ways to reduce road accidents and their consequences
- «**Basic Principles on Road Safety**»
For the awareness of citizens on the issue of Road Safety



Publications - R.S.I. [2]

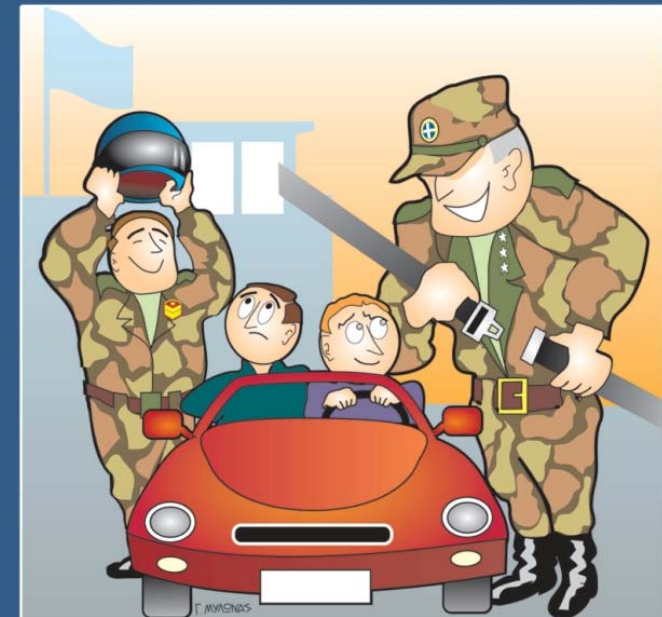
«Road Safety Guide for the Armed Forces»

An initiative of “R.S.I. Panos Mylonas” to the Armed Forces of Greece aiming at increasing the awareness for the prevention of road accidents for young people during their military service.

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ΣΥΝ-ΟΔΗΓΟΣ ΟΔΙΚΗΣ ΑΣΦΑΛΕΙΑΣ

Οδηγώ συνετά και υπεύθυνα



- ΟΔΙΚΗ ΑΣΦΑΛΕΙΑ ΚΑΙ ΕΝΟΠΛΕΣ ΔΥΝΑΜΕΙΣ
- ΑΣΦΑΛΗΣ ΟΔΗΓΗΣΗ ΜΕ ΤΟ ΑΥΤΟΚΙΝΗΤΟ
- ΚΑΝΟΝΕΣ ΑΣΦΑΛΕΙΑΣ ΠΑΝΩ ΣΤΗ ΜΟΤΟΣΥΚΛΕΤΑ

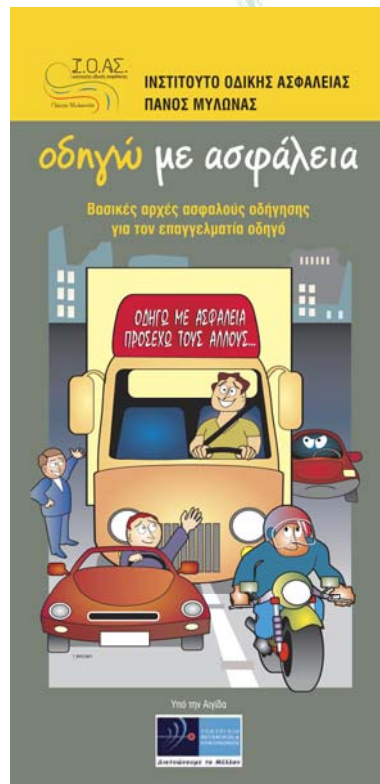


Μια προσφορά του Ινστιτούτου Οδικής Ασφάλειας
Ι.Ο.ΑΣ. “Πάνος Μυλωνάς”
για τις Ελληνικές Ένοπλες Δυνάμεις



Publications - R.S.I. [3]

- «Courtesy on the Road», 2008
- «Courtesy on the Road», 2009
- «Driving with Safety» Basic principles for professional drivers, 2008



- «Get across road safely» Traffic education for children



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Our Common Future

Within the framework of improving Road Safety & supporting the work of the UNECE, we look forward to the collaboration in an ongoing joint effort for life, health & sustainability involving:

- European Union legislation
- global experience & initiatives, best practices & support of leading countries
- governments at all levels
- automotive industry
- infrastructure designers and operators and
- the road users themselves

under the adoption of new technologies and increasing road users awareness

For our common goal to save human lives...

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Road Safety concerns us ALL

- Cooperation with **key stakeholders – public** and the **private sectors** involving citizens to address the **social, economic & financial aspects related to Road Safety**
- Road Safety concerns us all and is a prerequisite for **development, sustainability** and **welfare**

Let...

"... the tragic loss of a young man with values, respect for people and love for life, be the beginning of the active participation.

... the loss of Panos be the cause for **NO MORE** deaths on the roads."

Let us ALL work together for Road Safety

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