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UNECE AND FIBA LAUNCH GLOBAL ROAD SAFETY CAMPAIGN DURING THE 2010 FIBA WORLD CHAMPIONSHIP IN TURKEY

UNECE and the International Basketball Federation (FIBA) launched on 26 August an information campaign on road safety to coincide with the Basketball World Championship 2010, which opened on 28 August in Turkey.

The campaign carries the motto **"We play and drive by the rules"** and has been developed to inform people around the world – especially the young people who are basketball fans or play basketball themselves – and to encourage respect for the rules, on the road as well as on the court.

Every year some 1.3 million people die as a result of road traffic crashes worldwide – amounting to more than 3,500 deaths each day. More than half of the casualties are pedestrians, cyclists or other road users not traveling in a car. Road traffic injuries are the leading cause of death for children and young people aged between 5 and 29. In addition, on average 20 to 50 million people sustain non-fatal injuries from road traffic crashes each year. These injuries are a significant cause of disabilities worldwide.

Experience shows that these are not accidents, but events that can be prevented through daily action and awareness raising. There is ample evidence in many countries in the world that respecting basic road safety rules dramatically reduces the risk of suffering a crash, and, should a crash happen, dramatically reduces its adverse consequences.

The **"We play and drive by the rules"** campaign is organized with the support of the Turkish Basketball Federation (TBF), which will host the championship, the Spanish Basketball Federation (FEB) and the Turkish National Police (TNP), which is in charge of road safety enforcement in the host country.

The campaign includes video clips with José Calderón, World champion with the Spanish national team, Kerem Tunçeri, of the Turkish national team, and Harun Erdenay, the Turkish Basketball legend. These will be broadcast in the arenas where the games will be played and on the television channels broadcasting the games. Information booths will also be displayed in the arenas in the four cities hosting the games: Ankara, Istanbul, Izmir and Kayseri.

A Declaration for road safety, signed by officials of UNECE, FIBA, TBF and TNP, will be displayed in the arenas to invite the players of the various teams to join the campaign and declare: **"We play and drive by the rules"**.

At the press conference organized to launch the campaign, Ján Kubiš, UNECE Executive Secretary, said:
"The need for action to improve global road safety has been acknowledged by several resolutions of the United Nations General Assembly and by the First Ministerial Conference on Road Safety held in November 2009 in Moscow. We hope that this joint campaign at the FIBA Basketball World Championship 2010 will contribute to spread the road safety message across the world and help save lives".

Patrick Baumann, FIBA Secretary General, said:
"The basketball family has already lost a lot of its members on the road – famous stars as well as amateur players who travel by road every other week to play with their team. This is a needless, shocking and tragic loss of life which needs to be tackled urgently. With this campaign, FIBA hopes to hammer home the message that we want everybody, both in and out of the sport of basketball, to play and drive by the rules."

H. E. Oðuz Demiralp, Permanent Representative of Turkey to the United Nations Office at Geneva and other international organizations in Switzerland, said:
" the Turkish Government, as well as the Turkish National Police and our Basketball Federation warmly welcome and fully support the initiative. We believe that this campaign is a remarkable expression of social responsibility on behalf of the international basketball community". □

H. E. Oğuz Demiralp
Permanent Representative of Turkey to the United Nations Office at Geneva

Ján Kubiš
UNECE Executive Secretary

Patrick Baumann
FIBA Secretary General

Watch the videos at:
http://www.youtube.com/user/UNECE.

Not an official record - For information only

10TH TRAINING WORKSHOP FOR WOMEN ENTREPRENEURS IN CENTRAL ASIA AND THE CAUCASUS

An international workshop on "Women Entrepreneurs and Information and Communication Technologies (ICTs)" for women entrepreneurs in Eastern Europe, the Caucasus and Central Asia (EECCA) took place from 2-19 August in Haifa, Israel. This was the tenth workshop organized in cooperation with UNECE by the Golda Meir Mount Carmel International Training Center (MCTC), operating on behalf of Israel's Agency for International Development Cooperation (MASHAV) and supported by Israel's Ministry of Foreign Affairs. 25 female entrepreneurs from government institutions and SME's support agencies, NGOs dealing with small business support and development, women's business associations and academia received training on the use of ICTs in their business.

Workshop participants discussed ways in which new technologies can influence small business management and focused on how women entrepreneurs can both benefit from and cope with the challenges of ICTs. During the workshop participants developed business proposals on various topics, such as setting up and running a journal, organizing a Forum to promote new instruments in post-crisis period, a provision of business education for women in Belarus, Kazakhstan, Russia and Tajikistan, and trade facilitation for women in neighboring regions of Tajikistan and Kyrgyzstan.

UNECE has been contributing to the workshop series, which are biannual, since 2006 under the work programme of the SPECA Project Working Group on Gender and Economy. Malinka Koparanova, Senior Social Affairs Officer and Gender Focal Point at UNECE, contributed to the workshop as a lecturer, moderated discussions and evaluated participants' projects. Israel's Deputy Prime Minister and Minister of Foreign Affairs, Hon. Mr. Avigdor Lieberman, and Ambassador Haim Divon, Deputy Director General, Ministry of Foreign Affairs and Head of MASHAV, expressed appreciation of UNECE's work to enhance women's entrepreneurship in the region and discussed ways to expand cooperation in this area in the future. ☐

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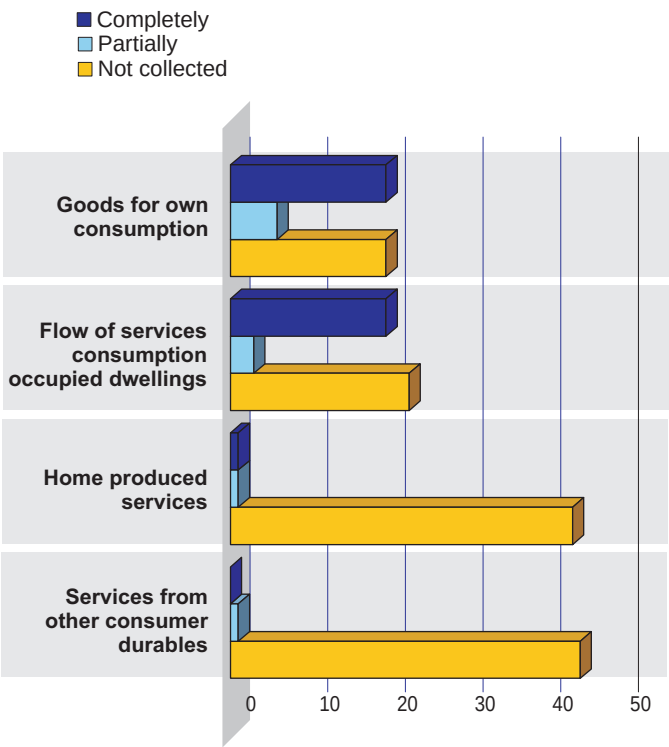
FACTS AND FIGURES

VALUATING HOUSEHOLD PRODUCTION FOR OWN FINAL USE

With the recent report of the Stiglitz-Sen-Fitoussi Commission, the discussion on going beyond GDP as a measure of development has regained momentum. The Canberra Group Handbook on Household Income Statistics, which is being revised by a UNECE Task Force, addresses issues related to valuating income from household production of goods and services that are not sold or bartered on the market.

In an effort to collect information on the main data sources and definitions of household income, the Task Force conducted a survey across Conference of the European Statisticians (CES) member countries in early 2010. According to the results, information on the net value of goods produced for own consumption and of services from owner-occupied dwellings is collected by half of the 46 respondents. Most countries obtain the latter by imputing a value for such services at the household level. On the other hand, the overwhelming majority of respondents do not have information on income from home produced services and on the net value of services from other consumer durables. These figures essentially portray the scarcity of data that can be used for valuating household services produced for own final use.

The updated Canberra Group Handbook discusses the methodological possibilities and some case studies regarding the valuation of own-account produced services. However before clear practical guidelines can be provided, the international statistical community has to agree on a shared understanding of definitions and methods in this area ☐



Source: UNECE Task Force Questionnaire, 2010.

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