



**Economic and Social
Council**

Distr.
GENERAL

TRANS/WP.1/2005/21
1 July 2005

Original: English

ECONOMIC COMMISSION FOR EUROPE

INLAND TRANSPORT COMMITTEE

Working Party on Road Traffic Safety

(Forty-seventh session, 12-15 September 2005,
agenda item 9)

PREPARATION OF THE FIRST UN GLOBAL ROAD SAFETY WEEK

United Nations Global Road Safety Week 2007

Note by the secretariat

At its 46th session, WP.1 decided unanimously that UNECE should respond to General Assembly Resolution A/RES/58/289 on improving global road safety by giving a clear message of its engagement to the implementation of that Resolution.

To that end, WP.1 decided to hold the Fifth Road Safety Week in 2007 instead of 2008, to extend it to the global level and to focus it on the theme of young road users including young drivers, which it considered a sufficiently broad and flexible theme to meet the different needs of countries and regions.

The decision by WP.1 was welcomed by the Second UN Road Safety Collaboration Meeting (16-17 March 2005) which was held following the WP.1 session. It was agreed that the Global Week would also be organized under the auspices of the World Health Organization (WHO).

In order to advance the preparatory work, a videoconference was organized in the Palais des Nations on 22 June 2005 in which the WHO, representatives of the UNECE Transport Division, three other regional commissions (UNECA, UNECSWA, UNESCAP) as well as the FIA Foundation for the Automobile and Society and the Task Force for Child Survival and Development participated.

In the course of the videoconference, the following elements were discussed and/or agreed:

1. Date

There was agreement on the dates of Monday 23 April to Sunday 29 April 2007, although this week is during the school holidays in Thailand, the headquarters of UNESCAP.

2. Objectives:

Promote:

- greater commitment by national and local authorities and other stakeholders to improving the safety of young road users.
- protect children in traffic and promote better behaviour by and towards young road users.
- raise the awareness of road users and the public in general of the risks for the young generation in road traffic.
- Promote road safety.

3. Strategy at the global level

It was underlined that the mobilization of all stakeholders both at the national and international levels would be necessary. It was agreed that the Global Road Safety Week should have:

- a common emblem
- a common slogan.

During the Global Road Safety Week, the international character could be manifested by:

- Events organized in common (for example, press conferences, exhibitions, Stakeholder Forum, a school drawing competition possibly in cooperation with UNICEF, etc.), with the objective in particular of raising awareness and disseminating best practice;
- Issuance of a UN stamp;
- Creation of a website;
- Creation of a brochure with common elements, which could be used by all regional commissions, etc.

4. Possible activities at the regional level

UNECE proposed such activities as a seminar, an exhibition in the Palais des Nations, promotional give-aways (postcards, keyrings, posters, stickers, etc.), a television spot, etc.

The other commissions mentioned school competitions, theatre plays, television spots, newspaper advertisements, road safety forums, advocacy on the theme of the Global Week, and publications.

5. Possible activities at the national level

The national character of the Global Road Safety Week will be manifested by targeted campaigns. The choice of public targeted and the specific messages are to be defined and selected by countries according to their specific problems (young drivers; young people and

speeding; young people and alcohol; safety on the way to school; child passengers in cars, young cyclists, etc.).

6) Other issues

All regional commissions raised the issue of financing, and although they proposed to use the Global Week to raise resources, it was recognised that financial assistance would be required for preparations. It was agreed that this issue would be discussed further at the Third UN Road Safety Collaboration Meeting to be held in London on 14-15 November 2005, at the invitation of the FIA Foundation.

There was general agreement that the decision to hold the UN Global Road Safety Week in 2007 should be stressed in the report of the Secretary-General to the 60th session of the General Assembly and if possible also in the new GA resolution on the global road safety crisis expected to be adopted during the 60th GA session in 2005.

The regional commissions reiterated their invitation to WP.1 to consider holding a future session in the headquarters of the other commissions.
