

A campaign initiated by the United Nations Economic Commission for Europe (UNECE) and FIBA



Supported by the Turkish Basketball Federation, the Spanish Basketball Federation and the Turkish National Police



**Statement by His Excellency Mr. Oğuz Demiralp  
Permanent Representative of the Republic of Turkey to the  
United Nations**

**Delivered at the Press Conference  
launching a communication campaign on road safety during the  
2010 FIBA Basketball World Championship in Turkey**

**Geneva, 26 August 2010  
Starting at 11.a.m**

Ladies and Gentlemen,

I am very happy, on behalf of the Turkish Government, to participate to this official launching of the road safety communication campaign under the 2010 FIBA Basketball World Championship, to be held in Turkey.

The Turkish Government, the Turkish Basketball Federation (TBF) and the Turkish National Police (TNP), are very happy to support this excellent initiative of UNECE and FIBA

We all know that road safety is a great challenge for the community and deserves effective and enhanced collaboration and action.

Road traffic crashes are a major global social, economic, development and public health problem.

In Turkey, only in 2009, 4,300 road traffic fatalities were reported while the non-fatal road traffic injuries reached the level of 205,405. Sufferings of the beloved ones left behind and the difficulties faced by those who became disabled, are much further beyond the statistical figures.

We live in a world where millions of people die every year as result of non-obeying traffic rules. Most traffic accidents result from human misconduct or error in the traffic environment or misjudgment of the rules for safety.

Raising self and social awareness and conscience for personal and collective safety in traffic environment would help tackling the problem and create a sustainable culture of "road safety". No such culture could, however, be able to reproduce itself and contribute to the solution of the problem without political, administrative and civic commitment and willingness, at national and international levels, to assume responsibility for road traffic safety.

It is time to act now and to ensure that fatal traffic accidents should no longer be the price of our mobility, will no more claim so many lives, ruining our personal and collective well-being.

We have seen a decade of increased efforts exerted by the UN and other international organizations in seeking solution to the issue of global road safety. In this context, UNECE and its Road Traffic Safety Forum (WP.1), in addition to its unique global contribution by developing Road Safety legal instruments, Standards and Recommendations, is also promoting various awareness raising activities, including activities linked to culture and sports.

FIBA's readiness and commitment to promote at global level, together with UNECE, the road safety messages, is of great importance for the international community. 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, under 2010 FIBA Basketball World Championship in Turkey, is a remarkable expression of social responsibility on behalf of the international basketball community.

On behalf of my Government, I wish to express, our thanks to FIBA and to Mr. Baumann, as well as to UNECE and Mr. Kubis, for their contribution in addressing the global road safety crisis and safe lives across the world. I warmly encourage them to continue this joint effort in future, also in other occasions after the completion of the 2010 Basketball World Championship in Turkey.

For your information, during the campaign, besides the video and other promotional material, in which also Turkish players have contributed, brochures on traffic safety in English and Turkish have being prepared and will be circulated. Moreover, road safety focused activities have been organized for the Efes Cup Tournament which took place prior to the World Cup.

Booths on traffic safety will be opened outside the Arenas during the games in the four cities hosting the events. A Safety Belt Simulator will be used in the booth in Ankara and the vital importance of fastening safety belts will be explained to adults and children.

The day of 8 September, which is part of the finals of the tournament, will be announced as "Road Traffic Safety Day". The same day, with the support of FIBA, UNECE, and Basketball players we will hold a press conference in Istanbul, during which a road safety declaration will be signed and published. Other road safety related activities will be also organized inside and outside the Arenas throughout the day and the tournament..

I should also like to join my colleagues from UNECE and FIBA in requesting your support in spreading the road safety message, as wider as possible and save lives.

Thank you.