UNITED
NATIONS

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Economic and Social Council

Distr.
GENERAL

TRANS/WP.1/2002/25/Add.1
16 July 2002

ENGLISH
Original: FRENCH and
           ENGLISH

ECONOMIC COMMISSION FOR EUROPE
INLAND TRANSPORT COMMITTEE

Working Party on Road Traffic Safety
(Thirty-ninth session, 23-26 September 2002,
agenda item 5)

**PREPARATION OF THE FOURTH ROAD SAFETY WEEK
IN THE UNECE REGION**

Transmitted by the International Touring Alliance/International Automobile Federation
(AIT/FIA), the International Road Federation (IRF), the International Road Safety
Organisation (PRI) and the International Road Transport Union (IRU)

1.   Introduction

        The AIT/FIA, representing motorists, the IRF representing the builders of roads and
suppliers of their equipment, the PRI promoting the safety of all road users and the IRU,
representing professional road users, reassert the importance they attach to road safety as a
decisive element in sustainable development and their commitment to promote it, notably in the
framework of the activities foreseen by the UNECE Inland Transport Committee.

        This is why they are taking the liberty of jointly proposing a theme for the Fourth UNECE
Road Safety Week, taking into account the recommendation by WP.1 (TRANS/WP.1/78) that it
be "sufficiently broad, leaving member States completely free to adapt it to their own needs".

2.   General Principles

        This recommendation corresponds to the holistic approach recommended by these
international organizations, considering that the contribution of all the actors in road safety is
essential for its improvement: governments, road builders, vehicle manufacturers, but also vehicle
drivers and other road users.

Road crashes are attributable to a dysfonctioning of one or more elements in the road traffic system which need to be made safe by simultaneous action at all levels.

Crashes, often resulting in death ands injury, are, by nature, accidental - they result from a lack of foresight of an action or a failure to act at one or more levels, be it in road construction or equipment vehicle manufacture or equipment or in road user behaviour.

It therefore seems important, to focus the fight against road unsafety generally on the concept of foreseeing a possible accident and preventing it from happening.

3.   Proposed theme

In the context of this general approach aimed at preventing road accidents, the organizations concerned examined the various proposals made at the thirty-eighth session of WP.1 (TRANS/WP.1/78), seeking to identify a theme applicable to all the countries of the region and all the actors in road safety.

They considered that the theme of **road safety at night** corresponded well with this and permitted the insertion of other proposed themes, such as: the distance between vehicles which should be greater at night, drink driving, constituting a problem more frequent at night, aggressiveness and speed, often made worse by driving under the influence of alcohol. Furthermore, road safety at night is an important subject around which to rally and one which has not been dealt with in the framework of the previous Road Safety Weeks.

The theme of road safety at night also provides the opportunity to tackle the responsibilities of:
–   Road users, from whom are required greater vigilance, adequate vision and heightened visibility;

–   Manufacturers for the adequate equipment of vehicles (and bicycles) to ensure their visibility and maximum vision for their users;

–   Road authorities for the construction and equipment of roads providing maximum guarantees of safety to all categories of road user.

4.   Proposed slogan

In order to combine the holistic approach with the proposed theme, while seeking a slogan corresponding to the current trend to highlight the risks to which everyone is subject, the following slogan is proposed:

Think ahead – prevent road casualties
At night, think twice.

The AIT/FIA, the IRF, the PRI and the IRU commit themselves, in their respective fields of competence, to cooperating in the staging and success of the Fourth UNECE Road Safety Week whatever the theme selected.

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