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Working Party on Road Traffic Safety

**REPORT OF THE WORKING PARTY ON ROAD TRAFFIC SAFETY
ON ITS FIFTY-THIRD SESSION**

(Geneva, 19-22 November 2007)

CONTENTS

	<i>Paragraphs</i>	<i>Page</i>
I. ATTENDANCE	1 - 2	3
II. INTRODUCTION	3 - 9	3
III. ADOPTION OF THE AGENDA (agenda item 1)	10 - 11	4
IV. ADOPTION OF THE REPORT OF THE FIFTY-SECOND SESSION (agenda item 2)	12 - 14	4
V. REVISION OF THE CONSOLIDATED RESOLUTIONS ON ROAD TRAFFIC (R.E.1) AND ON ROAD SIGNS AND SIGNALS (R.E.2) (agenda item 3)	15 - 32	5
<u>Consolidated Resolution on Road Traffic (R.E.1)</u>		
A. Restructuring of R.E.1	15 - 17	5
B. Special rules concerning certain categories of vehicles	18 - 19	6

CONTENTS (continued)

	<i>Paragraphs</i>	<i>Page</i>
C. Advertising and road safety	20 - 21	7
D. Safety at roadworks and at the scene of an incident/accident .	22	8
E. General rules regarding vehicles and their equipment	23	8
F. Information for road users	24	8
G. Special infrastructure and installations	25	8
H. Instruction of children in safe road behaviour	26 - 27	8
<u>Consolidated Resolution on Road Signs and Signals (R.E.2)</u>		
I. Revision of R.E.2	28	10
J. Variable message signs	29 - 31	10
K. Signing for cycle routes	32	11
VI. FIRST UNITED NATIONS GLOBAL ROAD SAFETY WEEK (agenda item 4)	33 - 36	11
VII. DRAFT PROGRAMME OF WORK FOR 2008-2012 (agenda item 5)	37 - 40	11
VIII. OTHER BUSINESS (agenda item 6)	41 - 42	12
IX. ADOPTION OF DECISIONS (agenda item 7)	43	12

Annexes

I. ADVERTISING AND ROAD SAFETY	14
II. DRAFT PROGRAMME OF WORK FOR 2008-2012	18

I. ATTENDANCE

1. The Working Party on Road Traffic Safety (WP.1) held its fifty-third session in Geneva from 19 to 22 November 2007, chaired by Mr. Alexander Yakimov (Russian Federation). Representatives of the following member States participated: Austria, Belgium, Belarus, Bulgaria, Czech Republic, Denmark, Estonia, France, Germany, Hungary, Israel, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Norway, Portugal, Romania, Russian Federation, Slovakia, Spain, Switzerland, Turkey, United States of America and Ukraine.

2. The European Commission and the following non-governmental organizations were also represented: European Cyclists Federation (ECF); European Federation of Road Traffic Crash Victims (FEVR); FIA Foundation for the Automobile and Society; International Federation of Pedestrians (IFP); International Motorcycle Manufacturers Association (IMMA); International Organization for Standardization (ISO); International Road Federation (IRF); and International Road Transport Union (IRU).

II. INTRODUCTION

3. The chairman, Mr. Yakimov (Russian Federation), introduced the new Director of the Transport Division, Ms. Eva Molnar, and congratulated her on her appointment.

4. Ms. Molnar began by giving information about the recent ECE management retreat, in which she had taken part. She stressed that, within the United Nations system, ECE had a unique place and role. She pointed out that the focus of its work was in the area of peaceful sustainable development and that its geographical coverage was pan-European, even though it also carried out subregional activities in South-Eastern Europe and in Central Asia. She added that ECE also contributed to connections between the continents in the form of Euro-Asian transport links, and that it provided global instruments, particularly through its sector-specific divisions. The Transport Division had a prominent place in that respect.

5. She observed that road safety had become a global issue. In that regard, she highlighted the productive nature of the activities of the Working Party, which had been appreciated because of the methodical, meticulous and determined work of its participants.

6. She recalled that the Working Party's main task at its fifty-third session was to consider the remaining elements to be included in the new Consolidated Resolution on Road Traffic (R.E.1), in order to enable its revision to be completed in 2008. The new R.E.1 would, in the future, become a reference document in two regards. It would make it possible on the one hand, to improve road safety, and on the other, to ensure greater harmonization of regulations at the international level by implementing the recommendations that it would contain. In that context, the new document would be considered as an additional contribution by ECE to the objectives set out by the United Nations General Assembly in its resolution 60/5 of 26 October 2005. In order to complete the work in 2008, the secretariat would do everything possible to facilitate the organization of a supplementary session in 2008 (which could be held from 30 June to 3 July), if the Group so requested.

7. She was pleased to announce that the secretariat was to receive funding from the United Nations Development Account (UNDA) for the UNDA project "Improving Global Road

Safety: setting regional and national road traffic casualty reduction targets". The aim of that activity would be to assist developing countries and those with economies in transition to develop road safety targets and to provide them with examples of good road safety practices that could help them achieve the agreed targets by 2015. The five United Nations regional commissions would be responsible for implementing that project, in cooperation with other international organizations and non-governmental organizations active in the field of road safety. The main activity of the project would be the organization of one or more seminars in each regional commission in 2008 and 2009 to provide countries with advice on how to improve their road safety data system and develop targets. In the ECE region, from 7 to 10 countries would be covered by the project.

8. Concerning the follow-up to the Global Road Safety Week, she recalled that a questionnaire had been sent to all ECE countries, and encouraged the countries that had not yet replied to do so as soon as possible. The secretariat needed those replies in order to analyse the issue on the basis of as many replies as possible.

9. In conclusion, she said that the World Health Organization (WHO) had sent its draft report to the Secretary-General in New York and that it was expected that a new General Assembly resolution would be adopted on that subject, probably in March 2008. She encouraged ECE countries to support that new resolution, which could officially announce the holding of a ministerial conference on road safety in 2009. She mentioned that the Russian Federation was a candidate country to organize that event.

III. ADOPTION OF THE AGENDA (agenda item 1)

Document: ECE/TRANS/WP.1/111

10. The agenda was adopted without amendment.

11. Under the item, the ISO representative presented the ISO project "Road traffic safety management system - Requirements with guidance for use" (possible future ISO 39001). A copy of the proposal was distributed to the delegates. He said that any interested delegates or international organizations were invited to contact the ISO member institution in their home country to submit advice or comments, and also to indicate their possible interest in participating in the ISO project. Addresses of national ISO member institutions were available on the following website: <http://www.iso.org/iso/home.htm>.

IV. ADOPTION OF THE REPORT OF THE FIFTY-SECOND SESSION (agenda item 2)

Document: ECE/TRANS/WP.1/110

12. The report of the fifty-second session (ECE/TRANS/WP.1/110) was adopted with the following amendments:

- (a) In annex I, paragraph 1.4.2.1, amend the beginning of the sentence as follows: "To avoid all risk of accident, countries should at least prohibit the use **by drivers** of hand-held phones" In the first sentence of paragraph 1.4.2.2, insert the words "and authorized personnel" after "... in order to save the emergency services".

(b) In annexes II, III and IV, editorial corrections were requested by the delegation of the Russian Federation, including the replacement of the word “doit” in the French text with “devrait”. The delegation would send its proposals to the secretariat.

13. The secretariat explained that, in the light of the amendments made by the Working Party to the addenda to the report of its fifty-first session (ECE/TRANS/WP.1/108/Add.1-4), corrections had been made to those addenda and were to be found in documents ECE/TRANS/WP.1/108/Add.1/Corr.1, Add.2/Corr.1 and Add.3/Corr.1. In addition, addenda 1 and 4 to the report had been amended to take account of the editorial improvements proposed by the Russian Federation (see documents ECE/TRANS/WP.1/108/Add.1/Rev.1 and ECE/TRANS/WP.1/108/Add.4/Rev.1).

14. The secretariat further informed the Working Party that it had been necessary to make corrections to the text of the amendments to the Convention on Road Signs and Signals of 1968, which had entered into force on 28 March 2006, in order to ensure that the numbering of signs in the Convention was consistent with the European Agreement Supplementing the Convention (see document TRANS/WP.1/2003/3/Rev.4/Corr.1, available at the following address: <http://www.unece.org/trans/conventn/legalinst.html>).

V. REVISION OF THE CONSOLIDATED RESOLUTIONS ON ROAD TRAFFIC (R.E.1) AND ON ROAD SIGNS AND SIGNALS (R.E.2) (agenda item 3)

Documents: TRANS/SC.1/294/Rev.5 and ECE/TRANS/WP.1/112

Consolidated Resolution on Road Traffic (R.E.1)

A. Restructuring of R.E.1

Document: ECE/TRANS/WP.1/2005/15/Rev.5

15. The Working Party took note of the revised structure for R.E.1 proposed in document ECE/TRANS/WP.1/2005/15/Rev.5, taking into account the texts adopted at its fifty-second session. In that connection, the secretariat indicated that a document grouping together miscellaneous items, including the missing introductory sections and paragraphs, had been prepared under the symbol ECE/TRANS/WP.1/2007/5.

16. The Chairman also raised the issue of the advisability of extending the scope of section 1.2 (Driving under the influence of alcohol) of R.E.1 to include the increasingly sensitive problem of the effects of drugs and medicinal products on motor vehicle driving. The chair of the small group on alcohol, Ms. Iorio (Italy), expressed her willingness to propose a text. The representative of the European Commission said that he was ready to assist her. In that connection, he drew attention to the major DRUID research project launched by the European Commission, information on which was available at the following address: www.druid-project.de.

17. The secretariat stated that the deadline for submission of proposals was 12 January 2008. The Chairman said that he would submit a text on motor insurance before that date.

B. Special rules concerning certain categories of vehicles

Document: ECE/TRANS/WP.1/2006/12/Rev.1

18. It was decided to amend document ECE/TRANS/WP.1/2006/12/Rev.1 as follows:

(a) As a general rule, in the English version replace the word “**shall**” in the text by “**should**”, and amend the French and Russian versions as necessary. The Russian Federation would transmit to the secretariat editorial modifications to the introductory part.

(b) Chapter 7, subparagraph of the introduction should read as follows:

“While there are fewer accidents involving heavy vehicles than light vehicles, their consequences are far more serious, especially if buses or coaches are involved.”

The end of the second subparagraph should read as follows: “... so as to improve **the traffic** safety”.

(c) In 7.1.1, first subparagraph, read in French (and equivalent in Russian): “... *transport en commun de personnes*, ...”.

(d) In 7.1.2.1, read as follows: “In order to improve the visibility of buses **and coaches**, ...”.

(e) In 7.1.2.2 (a) (i), second subparagraph, delete the word “technical” before “characteristics”.

(f) In 7.1.2.2 (a) (ii), delete “but not less than 210 mm x 250 mm”.

(g) In 7.1.2.2 (a) (iii) read: “In order to improve the safety of children **while alighting or boarding**, the bus or coach **should** be equipped with amber lighting signs consisting of flashing lights, showing up the silhouettes of **children**, preferably in the form of light-emitting diodes. This lighting should be switched on only when the vehicle stops to allow children to board or alight.”

(h) In 7.1.2.2 (b), read: “In addition to the sign ‘school bus’, national legislation may provide, on school buses and coaches concerned exclusively with this type of transport, the installation, in the front and rear of the vehicle, of special flashing lights as previewed in paragraph 14 (b) of Article 32 of the Vienna Convention on Road Traffic, in order to signal the boarding and alighting of children. ...

In the absence [...] of these flashing lights, national legislation should require simultaneous flashing of all amber direction-indicator lights, in accordance with the provisions of paragraphs 39 and 42 of annex 5 to the Convention on Road Traffic (1968).”

(i) In 7.1.2.4 (c), the second sentence should read: “... In particular, the drivers of other vehicles travelling in either direction on the same **carriageway may** be obliged to stop without overtaking **or passing by** the school bus or coach for as long as the flashing lights are activated to indicate that children are boarding or alighting.”

(j) In 7.2.2.1 (a); 7.2.2.1 (a) (i) and (ii); and 7.2.2.2 (a); change “Rear identification plate(s)” into “Rear **marking** plate(s)”.

(k) In 7.2.2.1 (a), first subparagraph, delete in the Russian version the Russian word for “technical” before “contained in ECE Regulation”. In subparagraph (i), delete the Russian words for “except for semi-trailers”.

(l) In 7.2.2.3 (Abnormal road transports), replace the first paragraph by the following:

“‘Abnormal road transport’” is taken to mean **a vehicle or a vehicle combination, having either no load or a load, which exceeds at least one of the maximum dimensions** (length, width and, depending on the country, also height) and/or the mass allowed by the national legislation. When this concerns a load, it must be indivisible. **Mobile cranes and self-propelled machinery exceeding the dimensions or mass allowed are also covered by the present recommendations**”.

(m) In 7.2.2.3 (a) (i), the last part of the sentence should read:

“... bearing either **a black** inscription such as ‘Abnormal transport’ or a **black** pictogram on a yellow retro-reflective background.”

In the French and Russian versions, change “B)”, to “(b)” where there is a reference to paragraph 7.2.2.2.

(n) In 7.2.2.3 (a) (ii), the middle of the sentence should read:

“... sides), the abnormal transport should be fitted with additional signalling devices such as **rectangular** panels ...”.

(o) Paragraph 7.2.2.3 (a) (iii), the second bullet should read: “Any ... **particularly** abnormal transport should be escorted, **if necessary**, in addition to the escort vehicles mentioned **in the first bullet**, by police (or military) vehicles intended to facilitate and ensure the safety of traffic ... and the movement of the transport, and to ensure compliance with regulations.”

19. The version of the text incorporating the above-mentioned amendments is published under the symbol ECE/TRANS/WP.1/2006/12/Rev.2.

C. Advertising and road safety

Document: ECE/TRANS/WP.1/2006/20/Rev.1

20. The above-mentioned document was adopted with the following amendments:

(a) In 15.3, replace “roadside advertisements and billboards” by “advertisements and billboards in the road environment”.

(b) In 15.3.2.1 (b), replace “or symbol” by “ ... or road symbol”

(c) In 15.3.2.1 (c), read: “Using shapes, sizes, colours, words [...] that are liable to be confused with road signs or traffic lights”.

(d) In 15.3.2.2, after “illuminated or reflective advertisements” insert “including electronic advertisements”. After the first subparagraph, insert a new subparagraph to read as follows: “In the case of illuminated video billboards the authorities should, in addition to the above-mentioned rules, exercise the greatest caution in authorizing these types of installations, as their capacity for dynamic display causes road users to be unusually distracted”.

(e) In 15.3.2.3, in the English version, replace “on roads, including above the carriageway” by “within the right of way of roads and above it”.

(f) In 15.3.2.4, delete from the title of the English and Russian versions the words “and distance between them”.

(g) To 15.3.2.5, add the following new subparagraph: “In addition, the authorities should strictly monitor, on an ongoing basis, the content and specific features of advertisements broadcast on illuminated video billboards, in order to minimize the harmful effects on road safety”.

21. The final version of the text incorporating the above amendments can be found in annex I to the present report.

D. Safety at roadworks and at the scene of an incident/accident

22. Consideration of this point (ECE/TRANS/WP.1/2006/21/Rev.1) was deferred to the fifty-fourth session.

E. General rules regarding vehicles and their equipment

23. Consideration of this point (ECE/TRANS/WP.1/2006/23/Rev.1) was deferred to the fifty-fourth session.

F. Information for road users

24. Consideration of this point (ECE/TRANS/WP.1/2006/25) was deferred to the fifty-fourth session.

G. Special infrastructure and installations

25. Consideration of this point (ECE/TRANS/WP.1/2007/2) was deferred to the fifty-fourth session.

H. Instruction of children in safe road behaviour

Document: ECE/TRANS/WP.1/2007/3

26. During its consideration of the above-mentioned document, the Working Party made the following amendments:

- (a) Delete the footnotes.
- (b) In chapter I (Context), amend subparagraphs (a), (b) and (c) as follows:

“(a) To be effective, road safety education **should** always respect both aspects - the development of the child and the environment. Improvements in the environment, for example, **through traffic calming measures, including the creation of so-called ‘living streets’, are important prerequisites for children’s healthy development of motor skills and their acquisition of a measure of independence as road users.** Therefore, road traffic education requires first of all the provision of a conducive and safe neighbourhood. Measures to achieve this **should** require the collaboration of authorities with parents;

“(b) The area of road traffic management is undergoing rapid development **with the growth of urbanization and the increasing density of traffic in urban areas, which ...** increase the demands, particularly on children and parents, who are continually confronted by new requirements. ...;

“(c) **In conducting** road traffic education with younger children, **attention should be given to the use of real scenarios ...** Through the instructions **in road safety which they give to younger children, professionals and parents should** ensure that **these children increase their independence and enlarge their range and radius of** autonomous operation **in a gradual manner, and that they do so in full safety.”**

- (c) In chapter II (Recommendations), add the following introductory paragraph:

“In accordance with article 3, paragraph 3 bis, of the Vienna Convention on Road Traffic, Contracting Parties will take the necessary measures to ensure that road safety education be provided on a systematic and continuous basis, particularly in schools at all levels. The present recommendations are designed to define the conditions under which this education should be provided to children, in accordance with their age.”

- (d) In the Russian version, replace the word “инструкторов” in the heading of section A by the words “обучающих лиц”.

- (e) In section A, paragraph 1, delete the words: “equivalent to that required for other subjects on the school curriculum”.

- (f) In section A, paragraph 2, add the words: “and equip them with the necessary teaching materials” at the end of the paragraph.

- (g) Delete section A, paragraph 3.

(h) Amend section B, paragraph 4 (becomes new paragraph 3) as follows: **“Road safety instruction should be provided with the use of up-to-date pedagogical methods, incorporating practical training and technical aids, which should be regularly updated in the light of studies of their effectiveness and trends in traffic conditions. In this process, the active participation of pupils is vital if training is to succeed.”**

(i) Add a new paragraph 4 to section B, to read as follows: “Road safety instruction for school-age children should be provided both as part of the school curriculum in accordance with the age of the children and through a range of after-school educational activities.”

(j) In section B, paragraph 6, replace the word “must” with “should”.

(k) Recast section B, paragraph 7, as follows: “School-age children should be successively familiarized with habits of safe behaviour as pedestrians, passengers and cyclists.”

(l) Combine section B, paragraphs 8 and 9, as follows:

“Recognized driving instructors, traffic police officers or other road-safety specialists **may usefully assist** teachers in organizing courses on road safety and training in schools. **In this way pupils should more easily be able to put their** theoretical instructions into practice, **thanks to the experience of these specialists.”**

27. Section C (Programme) gave rise to lengthy debate. The secretariat was asked to align the text and its structure with the proposals and observations made at the fifty-third session. The revised text would be published under the symbol ECE/TRANS/WP.1/2007/3/Rev.1.

Consolidated resolution on road signs and signals (R.E.2)

I. Revision of R.E.2

Documents: ECE/TRANS/WP.1/112 and Corr.1

28. The Working Group was informed that the secretariat had prepared a consolidated version of Consolidated Resolution R.E.2, published under the above-mentioned symbol, which incorporated all the recommendations adopted since publication of document TRANS/SC.1/295/Rev.3.

J. Variable message signs

Document: ECE/TRANS/WP.1/2005/6/Rev.3

29. After commending the small group set up for this purpose (France, Germany, Netherlands, Spain (chair)) on the quality of its work, the Working Party considered the proposed recommendation on variable message signs presented by Mr. Nouvier (France), contained in the above-mentioned document.

30. The Working Party made the following comments:

(a) In paragraph 3, delete the word “only” from the title;

- (b) Revise the wording of paragraph 4 as suggested;
- (c) In paragraph 5, move subparagraphs 3-6 to the end.

31. The small group was asked to draw up the text of the proposed recommendation in time for the fifty-fourth session, incorporating the comments made, with a view to its adoption. The text would be published under the symbol ECE/TRANS/WP.1/2005/6/Rev.4.

K. Signing for cycle routes

32. Consideration of this point (ECE/TRANS/WP.1/2006/24) was deferred to a later session.

VI. FIRST UNITED NATIONS GLOBAL ROAD SAFETY WEEK (agenda item 4)

33. The representative from the European Commission recalled that, as part of the First United Nations Global Road Safety Week (23-29 April 2007), a one-day event, “The First European Road Safety Day”, devoted to young drivers, had been organized by the European Commission in Brussels. On that occasion, Mr. Jacques Barrot, the European Commissioner for Transport, had announced that there would be a follow-up one-day event in 2008, consisting of a forum to which approximately 60 young people would be invited.

34. He said that the next European Road Safety Day would take place on Monday, 13 October 2008, in Paris during the French presidency of the European Union. The theme of the event would be “Urban mobility and road security”. The floor would be given predominantly to representatives of civil society working in the field on a daily basis. The representative from the European Commission invited the Working Party delegates to communicate to the European Commission ideas and proposals that might be of assistance in the preparation and organization of the event. He added that the event would be open to the representatives of non-European Union countries and that ECE, together with other international organizations, could also take part in it.

35. The representative of Italy, Ms. Iorio, informed the Working Party that the next Verona conference would take place on 20 and 21 June, under the Slovene presidency of the European Union. In addition to countries of the European Union and European economic area, the conference would be open to other countries including Switzerland, possible future European Union member States, India, the Russian Federation and the United States of America.

36. The secretariat said that it would submit to the Working Party, at its session in March 2008, an analysis of the effects of the week in the region, based on the answers to the questionnaire sent out in October 2007 to ECE member countries. Countries that had not yet replied were invited to do so.

VII. DRAFT PROGRAMME OF WORK FOR 2008-2012 (agenda item 5)

Document: ECE/TRANS/WP.1/2007/4

37. The Working Party approved its programme of work for 2008-2012 (ECE/TRANS/WP.1/2007/4), after making a number of amendments to paragraph (b)

(third subparagraph) and paragraph (h). The secretariat was requested to submit the amended draft to the Inland Transport Committee for consideration and adoption at its seventieth session in February 2008. The programme of work, as adopted, can be found in annex II to the present report.

38. Under this item, the Working Party reviewed the main emphasis that could, in future, be given to its work, particularly in connection with the United Nations Road Safety Collaboration Meeting under the auspices of WHO. The secretariat drew attention to the logistical difficulties of organizing, in the same week, the Working Party meeting and the WHO meeting, particularly in terms of interpretation for ECE meetings, the dates of which were set more than a year in advance. Consequently, it would only be possible to combine both meetings if WHO aligned the dates of its meetings - which were held without interpretation - with those of the Working Party.

39. In addition to the information provided by Ms. Molnar (see paragraph 7 of the present report), the secretariat informed the Working Group of the allocation, under the UNDA project "Improving Global Road Safety: setting regional and national road traffic casualty reduction targets", of an amount of \$658,000, to be divided among the regional commissions. The project's main activity would consist in organizing seminars in 2008 and/or 2009 in each region. The project would mainly concern developing countries. ECE, as the centralizing body, would distribute the allocated amount to the regional commissions, which would be in charge of organizing the seminars in their respective regions.

40. The representative of the Russian Federation raised the issue of the ministerial conference on global road safety, which his country had applied to organize in 2009, and to which the United Nations General Assembly could lend its support in its resolution on road safety planned for March 2008. The Working Party highlighted the need to involve existing groups as much as possible in the preparations for that conference, including the Working Party and the WHO road safety collaboration meeting.

VIII. OTHER BUSINESS (agenda item 6)

41. In response to the question by the secretariat of WP.29 as to whether the Vienna Convention on Road Traffic or the European Agreement supplementing it contained provisions that could apply to sleeping coaches, the secretariat provided the Working Party with an informal document giving details of provisions that could apply to sleeping coaches. The Working Party requested the legal group to examine that document and give its views in time for the fifty-fourth session. To that end, the Working Party requested that the informal document should be made a formal document, in order to have a Russian version available.

42. The Working Party was informed that its fifty-fourth session would be held from 26 to 28 March 2008.

IX. ADOPTION OF DECISIONS (agenda item 7)

43. The Working Party adopted a list of decisions taken at its fifty-third session based on a draft prepared by the secretariat. The present report would be submitted to the Working Party at its fifty-fourth session for adoption.

Annex I

R.E.1

Amendments to document ECE/TRANS/WP.1/2006/20/Rev.1 appear in bold

Chapter 15 Advertising and road safety

15.1 Context

Advertising can have a strong impact on the public at large. When advertisements are liable to affect drivers' behaviour, special attention should be paid not only to the messages conveyed in them, but also to their location by the roadside. This chapter lists the different means that may be used to ensure that advertisements do not convey messages at variance with road safety and that they do not undermine road safety regulations.

15.2 Recommendations for advertisements

Some advertisements (in the press, on television, on the Internet, in cinemas, on billboards or on the radio), especially those which for example tout a car's performance or advocate fast or aggressive driving or which encourage racing, speeding or leaving seatbelts unfastened, can lead to behaviour that is unsafe. Other advertisements that are not directly related to driving, such as those for alcoholic beverages, may also have an adverse effect on safety.

The authorities should therefore take measures to ensure that advertising content is in keeping with road safety regulations. Such measures may include:

- (a) Defining ethical rules with the advertising profession;
- (b) Setting up a monitoring system, possibly through the establishment of a specialized body. This body should enjoy a certain degree of independence. Its funding may be provided through members' contributions. As for its powers, such a body may:
 - (i) Be competent to certify, prior to publication or dissemination of an advertisement by an advertising agency or an advertiser, that specific legal and ethical rules have been observed;
 - (ii) Intervene with advertisers in the event of non-observance of specific rules to request that they alter the advertisement, halt its dissemination or withdraw it.

15.3 Recommendations for advertising in the road environment

Because advertisements and billboards **in the road environment** are liable to distract drivers or limit the visibility of road markings, the authorities should take measures to ensure that such advertising and billboards do not reduce the visibility or effectiveness of regulation signs, do not dazzle road users and do not attract their attention in conditions jeopardizing

road safety. Article 4 (d) (ii) of the Convention on Road Traffic of 1968 obliges the contracting parties to take measures in this regard, but it gives no indications about what measures to take. The present recommendations are therefore aimed at setting out rules that may be adopted by the authorities.

15.3.1 General recommendations

To provide for some level of oversight, the posting of advertisements in the road environment should be subject to an administrative authorization issued by the competent authorities. The authorities should set out the formalities required to obtain such authorizations. Standards should also be established for design, erection and maintenance of advertisements, including for their supporting structures.

In addition, the regulations may:

- (a) Prescribe special standards for the architectural look and design of advertisements in specified places;
- (b) Establish the form and the content of the authorization, and of a possible authorization plate to be posted on the supporting structure.

15.3.2 Specific recommendations

15.3.2.1 Content of advertisements

In the interest of road safety, it is recommended to prohibit advertising in any form:

- (a) Containing directions for a locality that include either an arrow or an indication of distance;
- (b) Containing a reproduction of a regulation road sign **or road symbol** or an advance warning symbol;
- (c) Using shapes, **sizes**, colours, words, symbols [...] that are liable to be confused with road signs **or traffic lights**.

15.3.2.2 Illuminated advertisements

The authorities should regulate the conditions and standards applicable to illuminated or reflective advertisements (**including electronic advertisements**) visible in the road environment, as they may dazzle road users or distract them, thus presenting a hazard. In particular, maximum levels of brightness should be established. Such levels may vary depending on the illuminated surface of the advertisement and its location (areas with intense lighting, well-lit commercial roads, other roads with lighting, roads without lighting).

In the case of illuminated video billboards the authorities should, in addition to the above-mentioned rules, exercise the greatest caution in authorizing these types of installations, as their capacity for dynamic display causes road users to be unusually distracted.

Illuminated advertisements with high-intensity light beams directed at road users, in particular with fixed or mobile spotlights whose beams are permanently or temporarily aimed in a direction more or less parallel to the road, should be prohibited.

15.3.2.3 Siting of advertisements

The location of advertisements should be regulated on the basis of the following principles:

(A) General rules

Advertisements should be prohibited **within the right of way of roads and above it**. Dispensations may, however, be made:

- In built-up areas, for advertising signs; subject to the provisions given in (B) (i) and (iii) hereafter;
- In parking and service areas of roads.

(B) Rules depending on the nature of the infrastructure

(i) *Motorways and similar roads*

- Outside urban areas, advertisements and advertising signs should [...] be prohibited on either side of motorways or similar roads as set out in article 25, paragraph 4, of the Convention on Road Traffic of 1968 if they are visible to drivers, or failing this, be prohibited for a width of at least 200 meters (or a width defined by national legislation) measured from the outside edge of each roadway.
- In urban areas, this minimum width should be defined by national legislation and should be as large as possible taking into account the rules defined in the preceding indent.

(ii) *Other roads*

Outside urban areas, advertisements and advertising signs [...] should be prohibited on either side of the road in a band with a minimum width that should be defined by the national legislation and measured from the outside edge of the roadway.

(iii) *Pavements (in and outside built-up areas)*

The competent authorities should ensure that advertising installations on pavements (sidewalks) do not reduce the visibility of pedestrians who are approaching a pedestrian crossing and that they do not obstruct either the flow of pedestrians or persons in wheelchairs.

15.3.2.4 Dimensions of billboards

The authorities should also regulate the maximum dimensions of advertisements in accordance with their distance from the roadside.

15.3.2.5 Monitoring and penalties

In order to ensure observance of the rules for advertising in the road environment as they are established in the national legislation, the authorities should monitor implementation, and a failure to observe these rules should give rise to penalties. The latter, which should be adapted according to the seriousness of the offence, may be a simple warning calling for corrective action, a fine and/or administrative penalties, including the withdrawal of an authorization that has been issued.

In addition, the authorities should strictly monitor, on an ongoing basis, the content and specific features of advertisements broadcast on illuminated video billboards, in order to minimize the harmful effects on road safety.

Annex II

DRAFT PROGRAMME OF WORK FOR 2008-2012

PROGRAMME ACTIVITY 02.3: ROAD TRAFFIC SAFETY

Priority: 1

Description: Mindful of the worldwide scope of its work, the Working Party on Road Traffic Safety (WP.1) will examine matters and adopt measures aimed at improving road traffic safety. To this end, it will consider, inter alia, the implementation of the Vienna Conventions on Road Traffic and on Road Signs and Signals and the European Agreements supplementing them and elaborate proposals for updating these legal instruments as well as the Consolidated Resolutions on Road Traffic and on Road Signs and Signals (R.E.1 and R.E.2). It will also seek to promote the global application of this work.

Work to be undertaken: The Working Party on Road Traffic Safety will pursue the following activities:

CONTINUING ACTIVITIES

- (a) Monitoring and encouraging the implementation of the Vienna Conventions on Road Traffic and on Road Signs and Signals and the European Agreements supplementing them and the Protocol on Road Markings, and elaboration of amendment proposals to these legal instruments with a view to strengthening and harmonizing road safety standards.

Priority: 1

Output expected by the end of 2008-2009:

- Consideration and/or adoption where appropriate of new amendment proposals to the above instruments concerning, inter alia, ~~road signing; overtaking;~~ definitions of mopeds, motorcycles, **motorized tricycles and quadricycles**, ~~driving permits, use of telematics and vehicle safety systems, the~~ **the relationship between Annex 5 of the Convention on Road Traffic and UNECE vehicle regulations, and possibly security measures concerning road traffic recommended by the Multidisciplinary Group of Experts on Inland Transport Security.**
- ~~Publication of the Vienna Conventions and European Agreements supplementing them (incorporating the latest amendments).~~
- **Publication of consolidated versions of the Vienna Conventions in the three other United Nations languages (Arabic, Chinese and Spanish)**

- (b) Revision and updating of the Consolidated Resolutions on Road Traffic and on Road Signs and Signals (R.E.1 and R.E.2).

Priority: 1

Output expected by the end of 2008-2009:

- Complete revision of **R.E.1 and R.E.2** on the basis of a new structure and a new presentation - more attractive and modern - with a view to **their** publication and dissemination in particular to the other regional economic commissions;

- Publication of **the revised R.E.1 and R.E.2 including all** recommendations already adopted, ~~in particular those on periodic technical inspections, assistance to victims of road accidents, pedestrians, road works signing, speed control humps, contraflow cyclists~~ **since the revision work was launched;**
 - ~~Consideration, development and incorporation into R.E.1 and R.E.2 of new recommendations concerning, in particular: seatbelts and child restraint devices, first aid to victims of road accidents, the safety of the most vulnerable road users, use of mobile phones while driving, safety in tunnels, skateboarders, roller skaters, etc., roadside checks, driving permits, driving under the influence of alcohol and drugs, road signing, motorcycle and moped safety, communication and road safety campaigns, daytime running lamps, driving at night, speed, aggressive driving, signs for fuelling stations selling compressed natural gas, etc~~
 - **Consideration, development and incorporation into R.E.2 of new recommendations concerning, in particular, variable message signs and possible signing for cycle routes.**
- (c) Exchange of information on national road safety programmes, in particular taking into account means of financing of road safety activities, and on road safety regulations and requirements in force in member States and circulation of such information in order to avail Governments of the practice and experience gained on these matters. Priority: 3

Output expected by the end of 2008-2009: Updating the set of tables reflecting current national road traffic safety requirements, national legal instruments and national methods of training and follow-up for categories A and B driving licences. **Possible** addition of new tables dealing, **for example**, with complementary safety equipment required on board vehicles. Issuance of ~~annual~~ information regarding road safety campaigns conducted by member countries.

- (d) Assisting countries in transition and developing countries in the establishment of sound and up-to-date traffic safety practices and procedures. Priority: 2

Output expected by the end of 2008-2009: Respond to requests for technical assistance from other regional commissions or their member countries.

- (e) Consideration of selected timely topics related to road safety in the form of an in-depth discussion based on papers prepared by experts and undertaking appropriate follow-up action with a view to finding concerted solutions to the most urgent problems in the field of traffic safety. Priority: 2

Output expected by the end of 2008-2009: Identification of at least one timely topic for in-depth discussion.

ACTIVITIES OF LIMITED DURATION

- (f) Contribution to activities envisaged in the Transport, Health and Environment Pan-European Programme (THE PEP) and follow-up to these activities from the more specific angle of road safety. Priority: 1

Output expected by the end of 2008-2009: Consideration of **possible** proposals to amend the Vienna Conventions and European Agreements emanating from **THE PEP** the ~~Vienna and/or London follow-up processes.~~

- (g) ~~Organization of the Fifth Road Safety Week at the global level~~ **Evaluation and follow-up, in cooperation with the World Health Organization and the other regional commissions, of the first United Nations Global Road Safety Week held in April 2007.** ~~Fourth Road Safety Week (5-11 April 2004) with a view to active participation of countries and organizations aimed at combating aggressive driving behaviour.~~ Priority: 1

Output expected by the end of 2008-2009: ~~Holding of the first Global UN Road Safety Week in 2007 on the theme of young road users including young drivers and organization of activities for this event.~~ **Analysis of the impact of the First United Nations Global Road Safety Week in the UNECE region and consideration of the possibility of holding a Second Global Road Safety Week and organization of a seminar in the UNECE region.**

- (h) In close cooperation with WHO and the other regional commissions, work towards the implementation of General Assembly resolution ~~58/289~~ **60/5** on improving global road safety **and any subsequent resolutions adopted.** Priority: 1

Output expected by the end of 2008-2009:

- Encourage Contracting Parties to the Vienna Conventions from outside the UNECE region to attend WP.1 meetings ~~and participate actively in the activities of the UN Road Safety Collaboration.~~
- **Encourage additional countries from outside the UNECE region to adhere to the Vienna Conventions.**
- **Monitor implementation of the UNDA project “Improving Global Road Safety: setting regional and national road traffic casualty reduction targets” by holding seminars in 2008 and/or 2009.**
