74th Session of
The Inland Transport Committee

Implementing the
Decade of Action for
Road safety by
UNECE

UN General Assembly, 2 March 2010
Michalis Adamantiadis
Chief, Transport Facilitation and Economics Section
Geneva, 29 – 30 November 2011
Content

- Official launch in UNECE region, Belgrade
- Awareness raising
  - Poster signing
  - 2011 World Scout Jamboree
  - EuroBasket 2001
  - Sculpture dedicate to the decade
Poster signing, UNECE Ambassadors, 64th Session of UNECE Commission, Geneva, 29 March 2011
Interactive workshops
(Kristianstad, Sweden, 28 July – 6 August 2001)

Under the auspices of the UNECE

In partnership with
RSI “Panos Mylonas”
Scouting Ireland
Greek Scouts
RSA Ireland

• Informed about statistics
• Multitasking, Speeding, Distraction and Drink Driving
• Wrote Pledges for RS
• Replied questionnaire

3,500 scouts from all over the world participated
Holding Hands for Global Road Safety (5 August 2011)

500 scouts from 160 countries
We DRIVE
BY THE RULES
Scouting for Global Road Safety
World Scout Jamboree 2011

Do not speed
Do not drink and drive
Always wear scabbita
Always wear a helmet when riding a two-wheeler
Never use the mobile phone while driving
Stop to allow pedestrians to cross the road
Pay special attention to children on the road

UNITED NATIONS
ECONOMIC COMMISSION FOR EUROPE

Decade of Action for Road Safety 2011-2020
Join us and save lives!

Scouts of Greece
Road Safety Authority of Ireland (RSA)
Scouting Ireland
Road Safety Institute “Panos Mylonas” Greece
“WE PLAY AND DRIVE BY THE RULES”
“IR ŽAIDŽIAMES, IR VAIRUOJAME PAGAL Taisykles”

EuroBasket 2011
Road Safety Communication Campaign
Partners

UNECE – FIBA - FIBA Europe

Ministry of Transport and Communications of Lithuania
Lithuanian and Spanish Basketball Federations
Road Safety Department of the Ministry of Interior of Russian Federation

Players of participating national teams
Aim of the campaign

Promote UN Decade of Action for Road Safety (2011-2020)

Engage society - especially young people - in the road safety cause and encourage respect of the rules on the road
Content of the campaign

- Video clips in the arenas and on TV (Valaciunas-Galderon)
- Promotional materials
- Poster signing
- Simulators
- “We Play and Drive by the Rules” Banner at the semi-finals
"IR ŽAIDŽIAME, IR VAIROUOJAME PAGAL TASYKLES"

Kai žaidžiame, tai žaidžiame pagal taisykles. Tai vairuojame, tai vairuojame pagal taisykles. Mes skatiname savo komandos narius, draugus, singulius ir visas kitas eglės taip pat.

Avarijos keliuose kasmet pareikalauja daugiau nei 1,3 mln. žmonių gyvybių (apytiksliai kas minutę keliuose žr. 3 žmones) ir sukélia 50 mln. traumų.

Tai nėra atsitiktinės reiškinys. Tai gali būti ir pats jūsų įvairios karališkosios kelių valgymo ir atsakingo elgesio

Krepsinio bendrojo keliuose jau yra prarastas daugybė savo narių – tiek garsiai žvaigždių, tiek žaidėjų, kurių verdžia gali neiškilti ir nesate girdo. Ji tikima, kurioji yra bitė kilo:

Prisidėkime prie eismo saugumo laikydamiesi kelio paprastų taisyklių;

MES NEVIRŠIJAME GREICIO
MES VISAD UŽSIEGAME SAUGOS DIRŽUS
MES NEKALBAME TELEFONO VAIROUODAMI
MES NEVIRSUOJAME IŠGŘĮTĮ;
MES VISADA ČIEMĖ ŠALMĄ VAIROUODAMI DVIRATES
TRANSPORTO PRIEMONĖS.

"WE PLAY AND DRIVE BY THE RULES"

THE PLAYERS OF EUROBASKET 2011

When we play, we play by the rules. When we drive, we drive by the rules. We encourage our teammates, friends, fans and everybody else to do the same.

Read crashes claim the lives of more than 1.3 million people (almost 3 every minute) and cause at least 50 million injuries on the roads every year worldwide.

These are not accidents. These are events that can be prevented through daily action and awareness.

The basketball family already lost a lot of its members on the road – famous stars as well as players whose names you may have never heard of.

Their fate could have been different. Let’s contribute to make traffic safer in following some simple rules:

WE DO NOT SPEED
WE ALWAYS WEAR SEAT BELTS
WE NEVER SPEAK ON THE PHONE WHILE DRIVING
WE DO NOT DRINK AND DRIVE
WE ALWAYS WEAR A HELMET WHEN RIDING TWO-WHEELERS.

Kampanija iniciuota FIBA EUROPE, UNICEF ir FIBA. 
Kampanija paleista Lehtasis Respublikos susisiekimo ministro Eligijos Masiliaus, Lehtano krepšinio federacijos ir Lietuvos krepšinio federacijos.
Banner enrollment Semi-final games

FRA-RUS / ESP-FYROM / 16 September 2011
Inauguration of the Sculpture Dedicated to the UN Decade of Action for Road Safety

- “Christos Polentas” Park, Chania, Crete.
- 20 November 2011 - World Day of Remembrance for Road Traffic Victims
- Regional Government of Chania and the Association of Support and Solidarity to the Families of Road Traffic Victims
- Attended by 1,000 participants (local authorities, Parliamentarians, CCI, Associations, agencies, hospitals, schools)
- Very well covered by the Media

Olive tree - Five roots - Five branches and 193 leaves - symbolizing – Peace on road – the 5 UN Security Council members - 5 continents and the UN members States
Thank you!