AVENUE

Actions for Vulnerable, Elderly, Novice drivers and road Users in Europe – for Traffic Safety

European project for Traffic Safety 2010 - 2013

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"AVENUE for Traffic Safety"...

...is a European project that activates road safety professionals, institutions, public and private entities and motivated volunteers with the aim to influence the traffic behavior of European citizens in a sustainable manner.

Through this project, Road Safety Institutes and experts from 9 countries of Europe work together to design and implement effective actions for citizens, with emphasis on vulnerable road users, novice drivers and the elderly, including trainings, campaigns, interactive programs, events and volunteerism.

Scope of project: 9 EU member states, targeting 2 million EU citizens.

Key activities:
- Referral centers for road safety – NESTs* - (European, National, Local, Mobile)
- Awareness, education and engagement actions for citizens
- Use and development of scientific-based evidence and analysis for traffic behavior
- Dissemination of best practices on road safety across E.U. countries

*NESTs - Networks & Education for Safety in Traffic

NESTs will further disseminate and implement the best practices from previous EU projects, while being the “heart” of the interaction for Road Safety.
The “referral centres for road safety – NESTs” are the “heart” of interaction with citizens, authorities and communities for road safety and courtesy on the road, by:

✓ Raising public awareness for road safety through targeted actions and campaigns
✓ Promoting responsible behaviour and safe driving attitude among the general public and opinion leaders
✓ Educating citizens to embrace courtesy on the road
✓ Focusing on the protection of vulnerable citizens (children, pedestrians, motor drivers, elder and people with disabilities)
✓ Introducing education on co-existence of different road users (e.g. motor and car drivers)
✓ Promoting volunteerism for road safety among citizens (volunteering year 2011)
✓ Providing a comprehensive Traffic Safety Educational tool for local communities to clone and host on a permanent basis

WITH THE ULTIMATE OBJECTIVE TO ACTIVELY CONTRIBUTE TO SAFER ROADS IN EUROPE
Project AVENUE
NEST Applications

Mobile NEST  Roll Over Car  Driving Simulator  Belt Sledge

Distraction Activity Collision weight scale  Reaction Test  Reflective material

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Project AVENUE
National NEST

National NEST in Athens

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Local NEST

Local NEST in University of Patras

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AVENUE for Traffic Safety focusing on the Vulnerable:

Emphasis is given to training & education for improving the safety of the most vulnerable road users:

- Pedestrians, especially children
- The elderly
- Cyclists
- Novice drivers
- Motorcycle riders

Interaction between different road user groups will be encouraged and evaluated

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