Presentation on ILCAD (International Level Crossing Awareness Day)

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Launching of the Decade of action for road safety in the UN-ECE region Belgrade, 27-29 April 2011
Wait a moment, if you want to stay alive.....

ProRail (Dutch rail infrastructure manager)
Level crossings in the Netherlands
• According to article 18 of the UN-ECE Vienna Convention, rail has the priority, road users and pedestrians have to stop and respect the road signage but they don’t sometimes and cause accidents. Weakness of this particular interface of the road and the rail: namely level crossings
• 98% of all accidents at level crossings are caused by road users or pedestrians and are linked to their behaviour
• LX accidents account for 30% of all rail fatalities
• Important risk area for the rail sector but a small element for road (2% of road fatalities at least in Europe)
• 2 main types of LC: Passive LCs / Active LCs
• Some LC accidents are due to malfunctions in rail safety systems
Consequences of accidents at LX

- Physical damages on the persons concerned (injuries and fatalities)
- Social and financial consequences (for the family and the society as a whole: loss of job, social security costs, loss of a whole family or member of a family)
- Psychological consequences on the train driver, the car driver and vehicle passengers, witnesses of accidents (post-traumatic effects)
- Financial consequences on the rail infrastructure (barriers broken ...), vehicles, delays in the road and rail traffic
- Impact on the media
Level crossings: A big operational risk for the Rail Community

> We could engineer out the problem – close all the level crossings
> Would restrict mobility in many places
> Build bridges or underpasses – not always possible in built up areas and very expensive: (5 to 10 Mio EUR in Europe : 50-100 Mio Rands)
> Better still go to the root of the problem - raise awareness and educate users
> Need to redress the balance of responsibilities and promote the multimodal nature of LX safety
> Engage in a real partnership with key stakeholders
> Promote consistency and coherence of policies at all levels
> Improve infrastructure and engineering – where necessary
ILCAD (International Level Crossing Awareness Day) - 22 June 2010

- ELCF Task Force initiative (Chairman: Alan Davies/RSSB)
- Project coordinated by UIC
- A single date/theme to address users’ behaviour
- A common project to put forward key aspects: Engagement, Enforcement, Education
- A common website: website www.ilcad.org to promote all partners’ actions
- A common logo: ILCAD
- A common motto: Act safely at level crossings
- A common video financed by the EC but adapted by each partner (motto translated in some cases + logo and website address of each company at the end)
- More than 40 countries took part in ILCAD (all EU countries + Israel, Australia, New Zealand, India, South Africa, the whole American continent) with small or bigger campaigns
High level Press Conference at the European Commission

Key actors involved (EC, EP, ERA, ETSC, UIC, CER and EIM, ELCF, UN-ECE)

“Beyond the human and social costs of each and every road accident, accidents at level crossings have a heavy cost in economic terms: the train traffic interrupted for a long period, damages to the rail network can be important and sometimes the environmental consequences are devastating. Calculations suggest that the overall cost of those accidents at the EU level is about one billion Euros per year. Level crossing accidents have a specific feature, and they can be compared to no other category of road accidents and therefore, level crossing accidents deserve a specific and targeted action.

We are here today to celebrate a major milestone: a new awareness campaign which builds on the success of the first European campaign implemented in 27 countries last year. This year’s International Level Crossing Awareness Day will be carried out in 45 countries – all over the world.

I wish to the promoters of this campaign a successful action all over the world, and I am confident that the number of serious accidents at level crossings will soon be reduced.”

Eva Molnar, Director, Division of Transport, UNECE

“Apart from statistics, there are many sad stories around, horrible accidents that happened at level-crossings and affected us directly or indirectly. It is time now to put our knowledge, capacities and willingness together and make the difference! To this end, UNECE is ready to host a multi-disciplinary group of experts including experts from road traffic safety, railway transport, road and railway infrastructure, where UNECE Governments, international organizations (UIC), the European Commission and the stakeholders at large would be represented.”

EC website /road safety

UN-ECE website
Great success of ILCAD Campaign 2010 thanks to the video “Just in Time” financed by the European Commission
Great success of ILCAD Campaign 2010 thanks to internet

> ILCAD dedicated website hosted by UIC created for the 2010 campaign: [www.ilcad.org website](http://www.ilcad.org)

> Facebook pages opened by some partners and dedicated facebook page to post information (educational videos, documents, photographs) [Portugal facebook page](https://www.facebook.com)

> Own companies’ websites published e-banners, press releases and articles, interviews, ILCAD video or educational videos (thousands of visits all together) [PKP P.L.K. website](http://www.pkp.pl)

> Youtube: ILCAD video posted on youtube by UIC, OLE, REFER, FS, the EC on EUtube, Slovenian Railways = all together around 20 000 visits [ILCAD video in Estonian](https://www.youtube.com/watch?v=example_video_id)
ILCAD Campaign 2010: Partners’ actions

- ILCAD campaign in conjunction with national awareness campaigns
- Press campaigns and press conferences (with ILCAD press release with common motto “Act safely at level crossings” translated in different languages or own press release)
- Special TV shows or programs Video in Chile
- Interviews by journalists invited at level crossings
- Written press and internal communication news (UIC e-news distributed to 2000 people, European Commission media...)
- Radio spots, interviews on the radio
- Flyers, leaflets, quiz, distributed in schools, at level crossings or in driving schools by volunteers or the police
- Posters in railway stations, billboards on the streets and on trains
ILCAD Campaign 2010: Partners’ actions

- Information campaigns by railways and police, education organisations in schools
- Messages on LED screens in railway stations or on the street
- Quiz and games for children
- T-shirts for kids, and scouts (Poland, Israel..)
- Funny characters at level crossings
- Fixed cameras at LX to film idiot behaviours
  (film on youtube or companies’ websites (NR in England: video)
- Link to the ILCAD website: www.ilcad.org
- Car crash tests in Poland, Hungary, in New Zealand
- Enforcement and/or education by police forces (speed controls Israel, Slovakia, France… ): first radar set up to control speed at a level crossing “Lagny-le-Sec / Le Plessis-Belleville” in France
- Educational videos made for the campaign (BAV in Switzerland: video, KiwiRail in New Zealand, REFER Portugal)
Ilcad campaign in countries outside Europe (Israël)

- Video
- 1000 T-shirts distributed to Israeli scouts bearing on safety messages to the members of the youth movement.
- Balloons, air fresheners, and safety leaflets distributed by the police and volunteers.

The World Organization of the Scout Movement (WOSM) is a World Organization of 28 Millions of Scouts in 160 countries in the world and the largest children's and youth organisation in the world.

Good target to address our safety messages worldwide.

In 2011 partnership with scouts (forthcoming World Scout Jamboree in Sweden in 2011 attended by 40,000 young people from all nations).
Ilcad campaign in countries outside Europe (India)

Banner at a LX in India
Ilcad campaign in countries outside Europe (Canada)

Leaflets distributed by OL Canada

http://www.operationgareautrain.ca/non-classe/2010/06/21/aux-passages-a-niveau-priorite-a-la-vie/
Ilcad campaign in countries outside Europe (U.S.A.)

- Articles in the US trade press
- Personal support in different conferences from Helen Sramek, President of OLI inc. at U.S. LX Committee experts were most impressed with the ILCAD campaign
- Illinois Commerce Commission in Springfield: personal support from Steve Laffey at mid-year committee meeting in Tacoma, Washington: informing on the important role that ILCAD has in focusing awareness on the challenges of improving safety at level crossings.
- Support from the AAR: Association of American Railroads
- Development of a bigger campaign in 2011 in all States
Ilcad campaign in countries outside Europe (Operación Salvavidas, Argentina)

Posters at the station and distribution of leaflets

Campaign in a school in Buenos Aires

Education of kids in Buenos Aires

http://operacionesalvavidas.com.ar/
Ilcad campaign in countries outside Europe (ALAF, Central and South America)

- Special Video "Llamen a tener cuidado en cruces ferroviarios« posted on the website of the daily newspaper « El Mercurio de Antofagasta » in Chile: [http://www.ilcad.eu/IMG/avi/mercurioantofagasta.el_mercurio_de_antofagasta_xvid.avi](http://www.ilcad.eu/IMG/avi/mercurioantofagasta.el_mercurio_de_antofagasta_xvid.avi)

Thanks to ILCAD 2010: Future collaboration in 2011 between ALAF and Operación Salvavidas, Argentina and also in Mexico. Bigger campaign in 2011: will use the EC video on billboards on streets and railway stations, more communication actions.
Ildad campaign in countries outside Europe (South Africa)


> April 6 to 8 UIC invitation to participate in the Railways and Harbours’ exhibition and Conference in Joburg: speeches on ILCAD and UIC + Exhibition of UIC and ILCAD activities

> Publication on a ARRIVEALIVE website (for road safety)


> Future collaboration with our active member Transnet Freight Rail + Railways Africa
Ilcad campaign in countries outside Europe (Australia)

- Rail Industry Safety and Standards Board (RISSB)

- Australasian Railway Association (ARA)
Ilcad campaign in countries outside Europe (New Zealand)

- Kiwrail: educational video
  [http://www.youtube.com/watch?v=CTNfJ50jnBs](http://www.youtube.com/watch?v=CTNfJ50jnBs)

Exhibition of crashed car in Wellington railway station with motto
« Don’t let this happen to you »

- Chris Cairns Foundation initiated in 2006 by a former New Zealand international cricketer, Chris Cairns, whose sister Louise was killed whilst a passenger on board a train in 1993 when a cement truck failed to stop at a level crossing [http://www.chriscairnsfoundation.org.nz/](http://www.chriscairnsfoundation.org.nz/)
Christmas 2010 campaign

Poster and video on youtube in 9 different languages


Publication on a ARRIVEALIVE website

http://roadsafety.co.za/2010/12/14/educational-campaigns-urge-drivers-to-be-safe-at-level-crossings/
International/Educational Conference on railway safety on 15 March + 2nd EU workshop on level crossing safety on 16 March 2011
In Tallinn, Estonia
150 participants from 23 countries, about 30 speakers
Campaign 2011: international institutions as regards road safety

> European Commission Road Safety Action Programme 2011-2020 « On the move for safer roads in Europe » to halve the number of fatalities on the roads.

> UIC, ELCF and many ILCAD partners signed the European Road Safety Charter (ERSC): at the last ceremony of the ERSC in Brussels, Mrs. Kardacz insisted on two aspects to decrease the number of fatalities on the roads:

Concentrate on Education and Enforcement

> More globally the UN Decade of action for road safety 2011-2020: campaign launched globally on 11 May 2011: UIC/ILCAD have been granted permission to use the logo on communication supports on ILCAD
Campaign 2011: MORE EDUCATION

Even sheeps?

© BVT - 2010
Campaign 2011: MORE ENFORCEMENT

- **BTP van with fixed camera**
- **50 Dutch Special Surveillance Officers**
- **Automatic speed camera in France, 50 meters before the LX**
- **Red light automatic enforcement camera in France 30% fewer accidents since 22 June 2010**
Campaign 2011: communication supports

Videos

• the EC video « Just in time » (rights being paid until 2015 for internet worldwide and public areas in Europe, South American countries want to use it also on billboards on streets and railway stations)

• a montage of CCTV films on bad behaviours at LX
  [http://www.youtube.com/watch?v=VX_NX0F4VbE]

• [http://www.youtube.com/watch?v=vSaZKk_nzMM]

• [http://www.youtube.com/watch?v=SbQPPp6qsxPY]
Campaign 2011: communication supports

- Press release in different languages
- The international logo
- Badges
- Posters based on the video montage (see Christmas campaign: www.operationlifesaver.eu/ee/en/?id=15700)
- International press conference in Warsaw
  7 June at the occasion of the UIC General Assembly (200 members worldwide)
Campaign 2011: enlarging worldwide

Thanks to ILCAD 2010 more direct partners in Central and South America:

> Urban Light Rail System Mexico cooperating with OL Mexico

> Cooperation ALAF and OL Argentina

> New members in Europe: Rhein Sieg Eisenbahn GmbH in Germany, Ukraina, Prorail (Netherlands)

> Russia?

> Transnet Rail Freight + Railways Africa

> What about YOU ??? Campaign on a free basis. Come and join us, all together we become stronger.
For any information on ILCAD on 9 June 2011 feel free to contact:

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