DECade of Action

Setting All Together Leading Milestones Along Safer Roads

UNECE Decade of Action
Belgrade 27-29 April 2011 Iorio
/MIT/IT
The challenge

• How to assess road safety?

- ALL ROAD USERS
  - Behaviour

- External Impact
  - Environment – Infrastructure

- Vehicle

Policies and actions on 3 factors

Direct Social costs of human lives (VoL), Rehabilitations, indirect costs on the whole society

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IMPROVING STRATEGIES AND GAINING IN SAFETY

In Italy from 2002 there has been a strong decrease in the number of road accidents, related injuries and fatalities.
WHERE

76% of road accidents occurred inside urban area in 2009 (EU15 average is 61%).

49% of road accidents involved Vulnerable Road Users.

Outside urban area

- Motorcycles: 23%
- Mopeds: 6%
- Cyclists: 6%
- Pedestrians: 14%

Inside urban area

- Other vehicles: 51%
TOOLS OF ACTION

3 E Engineering  Education  Enforcement

- Italian Road Safety Plan (2002)
- Good Practices (GP):
  1. Introduction of penalty point system (2003)
  2. Section Control systems on motorways (2007)
  3. Increased enforcement especially against driving under the influence (2008-2010)
ENFORCEMENT

- Road side checks have been increased in number and effectiveness, also through more severe stringent measures for drivers under the influence of alcohol and drugs—“zero alcohol” for young drivers (18-21y), novice drivers and professional drivers.

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>Differenza % 2007/2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Controlled drivers</td>
<td>790.319</td>
<td>1.393.467</td>
<td>1.601.080</td>
<td>1.654.094</td>
<td>+ 109%</td>
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<tr>
<td>Sanctions (under the influence)</td>
<td>47.206</td>
<td>47.465</td>
<td>47.175</td>
<td>40.920</td>
<td>-13%</td>
</tr>
</tbody>
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TUTOR _Speed Control

Tutor is a system recording average speed of vehicles passing through equipped portals on a given motorway section. Average speed is calculated through time spent to cover the distance between the two portals on that motorway stretch.

- **Currently implemented on over 2,600 km: 39% of motorways network of “Autostrade per l’Italia”**
- **A quick glance on results on those road sections:**
  - 15% reduction average speed
  - Fatality rate: -51%
  - Road accident rate: -19%
  - Fuel consumption reduction: 10,300 tons/y
  - CO₂ reduction: 32,500 tons/y
ADVOCACY

• Get everyone informed about the rules of the Driving Code and the risk of reckless driving and of any hazardous behaviour on the road
• Call for Social responsibility
• Easy immediate spoken language, catch phrases, slogan, easy to be read and spotted, use of symbol, or spear- TV, sport or movie character
• Media: Roadside posts, TV, Radio, Web
If you drive at high speed

Your guardian angel can not follow
ADVOCACY_2009/10

- Road safety information campaigns

SULLA BUONA STRADA

Sport champions endorsing the message of driving by the rules

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FACCIO ACROBAZIE, MA NON QUANDO GUIDO.
TANIA CAGNOTTO Olimpic Diver

MENO INCIDENTI STRADALI: ECCO LA META DA RAGGIUNGERE.
More about Advocacy

- TV & Entertainment testimonials: Inspiring behavioural change by pointing out that if you cheat, you cheat on your own life
International Context

• Italy shares the intent of international community about implementing a safer mobility, thus joins the efforts

• At EU and UNECE level
WP1_ Mandate

- The WP1 is the ONLY permanent intergovernmental body in the UN dealing with Road Safety
- Open not only to the UNECE members
- All countries throughout the world are welcomed to implement the Conventions
WP1 _In action

• Not only about updating existing legal instruments (Convention on Road Sign and Signals and on Road Traffic – 1968)
• Quick answer through Consolidated Resolution RE1 and RE2
• Initiatives and projects to implement road safety and safer mobility in the MDG
Methodology _ Instruments

• Conventions

• Consolidated resolutions RE1 RE2

• ...UN General Assembly Resolutions (64/255 Decade Of Action)
• Act within the mandate considering all the different issues, the rules, and the actions to reach the target.

* SHAPE with ECE the road safety of today to move in a safer future!

• Wave new ideas, join innovative projects, new studies and a multidisciplinary approach
Thanks

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MITTED