



# DECADE OF ACTION

SETTING ALL TOGETHER LEADING  
MILESTONES ALONG SAFER ROADS



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Belgrade 27-29 April 2011 Iorio  
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# The challenge

- How to assess road safety ?



ALL ROAD USERS  
Behaviour

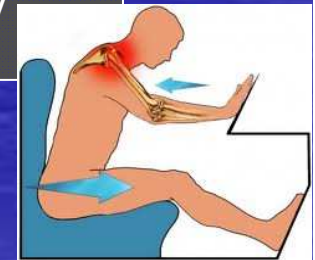
External Impact  
environment –  
Infrastructure

Vehicle

Policies and  
actions on 3  
factors



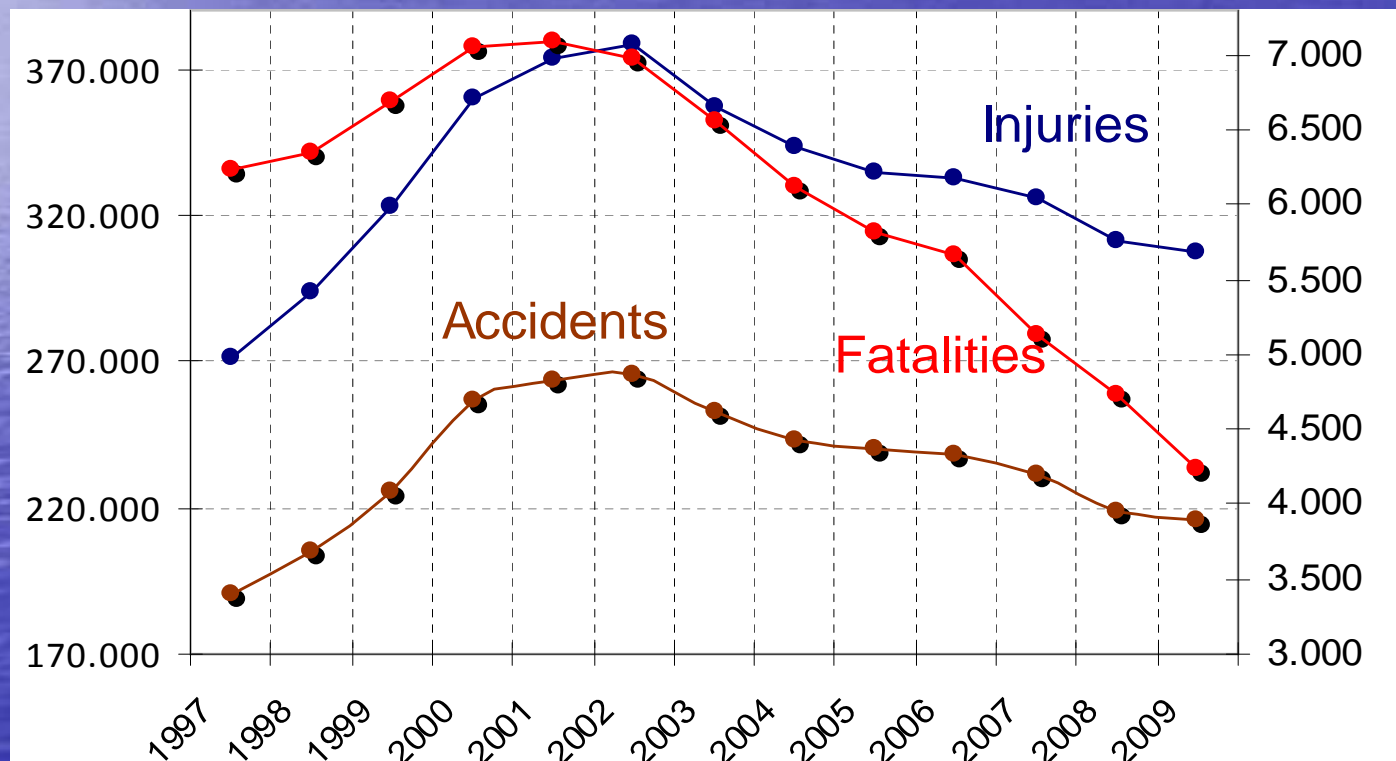
Direct Social costs  
of human lives ( VoL),  
Rehabilitations, indirect costs  
on the whole society



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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



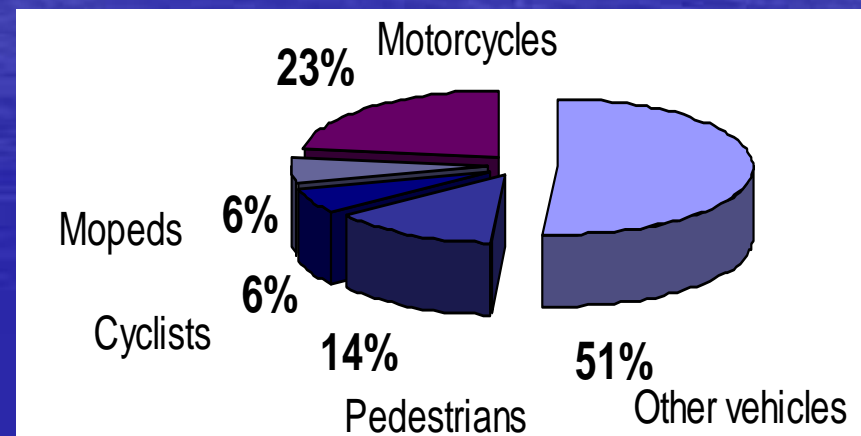
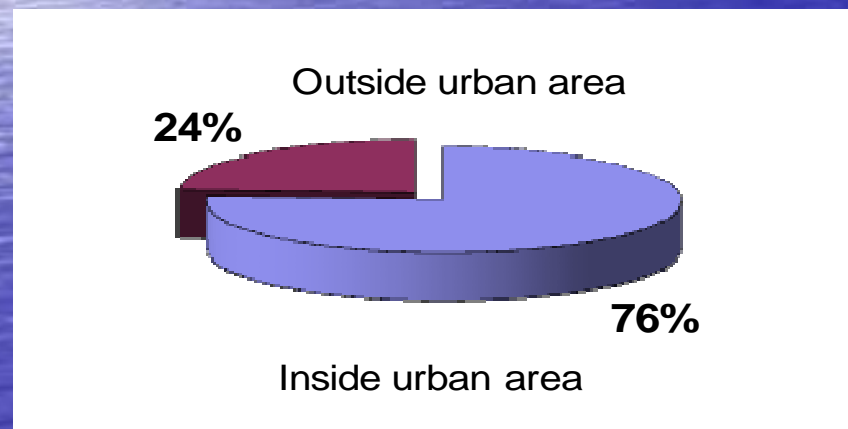
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# WHERE



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

49% of road accidents involved Vulnerable Road Users



## 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)
  4. Dedicated road safety information campaigns (2003-2010)

# 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.



	2007	2008	2009	2010	Differenza % 2007/2010
Controlled drivers	790.319	1.393.467	1.601.080	1.654.094	+ 109%
Sanctions (under the influence)	47.206	47.465	47.175	40.920	-13%

## 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
- CO<sub>2</sub> 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



# ADVOCACY \_2003 ROAD SAFETY Advertisement “Speeding”

**If you drive at  
high speed**

**Your  
guardian  
angel can  
not follow**



**SE ANDATE  
TROPPO  
VELOCE  
IL VOSTRO ANGELO  
VI PERDERA.**

Anche un angelo custode ha dei limiti e non può salvarvi se non fate qualcosa per lui. Il 90% degli incidenti stradali dipende da chi guida. E' umano sbagliare ma è umano anche morire. Basta esagerare con la velocità, bere alcool prima di guidare, passare con il rosso, azzardare un sorpasso, tenere i fari spenti, dimenticarsi le regole più elementari della strada. Troppi incidenti accadono nelle città: proprio dove chi è al volante pensa di essere al sicuro. Basta distarsi con il cellulare, dimenticarsi delle distanze di sicurezza o di allacciare le cinture: soprattutto quelle dei bambini a bordo. Ogni giorno in Italia 20 persone perdono la vita così. Perché qualcuno non ha fatto qualcosa che poteva. Aiutate il vostro angelo. Fategli vedere che volete restare vivi.

  
*Ministero delle Infrastrutture e dei Trasporti*  
DIPARTIMENTO PER I TRASPORTI TERRESTRI

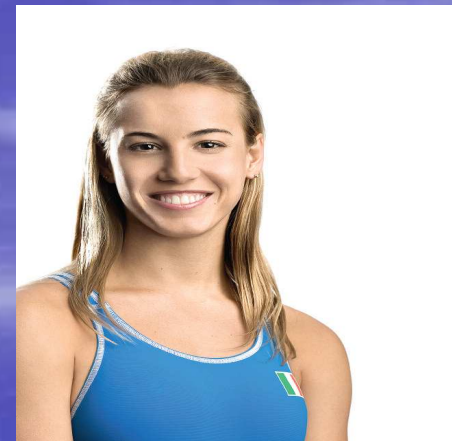
**AIUTATECI A PROTEGGERVI.**

# ADVOCACY\_2009/10

- Road safety information campaigns

## SULLA BUONA STRADA

Sport champions endorsing the message of driving by the rules



FACCIO ACROBAZIE,  
MA NON QUANDO GUIDO.

TANIA CAGNOTTO Olympic Diver



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# More about Advocacy

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



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# 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 up dating 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

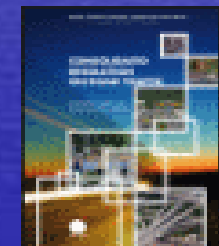
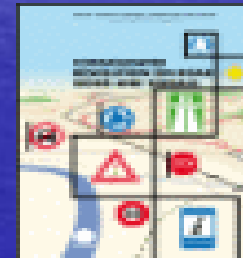


# Methodology \_ Instruments

- Conventions



- Consolidated resolutions RE1 RE2



- ...UN *General Assembly Resolutions ( 64/255 Decade Of Action)*

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# Perspective



- 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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