LAUNCHING OF THE DECADE OF ACTION (2011-2020) FOR ROAD SAFETY IN THE UNECE REGION

27-29 April 2011
Belgrade –Republic of Serbia
OBSTACLES AND OPPORTUNITIES FOR IMPROVING ROAD SAFETY

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UNECE Decade of Action 2011-2020
Belgrade, 27-29 April 2011
The Hidden Challenge

- 1.3 million road traffic victims per year globally
- 50 million road traffic injuries per year globally
- 3000 fatalities in road crashes every day
- 10 Jumbo 747 of deaths every day
- Life long suffering
- Handicapped for life
- Disruption of families and friends
The Global Epidemic

- Middle/Low income countries: +83% traffic deaths
- High income countries: -27% traffic deaths till 2030
- Total Average: +67%
- Middle East and North African region: +68%
- South East Asia: +144%
- Double disaster
- High volume and low awareness
- Great impact on quality of life
Can we stop the epidemic?

- Not a natural disaster
- Not the price for our mobility
- Man-made global crisis
- Man-made solutions
- Can we stop the epidemic?
- YES, WE CAN!
How can we stop it?

- Awareness and Shared Responsibility (culture)
- Collaboration and Teamwork (process)
- Funding for Road Safety (financial conditions)
- National RS Plan with targeted Action Program (content)
- Institutional Arrangement (structure)
Institutional Arrangement

Background

- Integrated Approach 4X (public health issue, 6E’s, cpfcs, pcpc)
- Shared Responsibility
- Involvement of government, other authorities, police, business community, research institutes, universities, NGO’s and religious bodies
- Civil Society
- Media
- Many Players - One Goal:
  Winning the Fight against Road Crashes
Institutional Arrangement
Civil Society Organisation

- Focus on human mentality and behaviour
- No results without people driven approach
- Civil Society present at national, state/local level
- Creating political commitment and societal support
- Education, RS campaigns and advocacy
- Road Safety volunteers and youth ambassadors
Institutional Arrangement
The Media (why?)

- Raising awareness for Road Safety (involvement)
- Keeping Road Safety at the Centre Stage (priority)
- Informing peoples and RS partners (knowledge)
- Communicating with impact (mentality and behaviour)
Institutional Arrangement
The Media (how?)

• Engagement of RS partners with the media
  - Press releases and personal stories
  - Fact sheets and advocacy documents
  - AV material and website section for journalists
  - Facebook, twitter, champions, ambassadors
  - RS events with invitation to media

• Engagement of the media with RS
  - (Daily) news
  - Talk shows and documentaries
  - Discussion programs and TV series
  - Internet polls, You Tube

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Institutional Arrangement
The Media (commitment)

- Objective: Establishing partnership
- Media Training for Road Safety Experts, NGO, Government
- RS Training for Media Representatives
- Result: - Sustainable relationship
  - Jointly standing for Road Safety
  - Saving lives in the future

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Institutional Arrangement
Global and International Level

• To prevent reinventing the wheel
• To focus on effective countermeasures
• To exchange best practices or worse cases
• To adapt and not to adopt
• To create synergy
• International Consultation or Advisory Board
• Membership of international organisations
Institutional Arrangement
The Final Objective

Developing a National Safety Culture
With
Road Safety in every citizen’s DNA
PRI VISION

- Safe mobility for everyone
- Priority for vulnerable road users
- Sustainable safe systems
- Active involvement of citizens
PRI FOCAL POINTS

• Vulnerable road users (children, young- and elderly peoples)
• Education and RS Campaigns (human factor)
• Advocacy (political commitment and societal involvement)
• Volunteers (devoted to road safety)
• International collaboration (for better and quicker results)
• Developing countries (85% of the road traffic victims)
PRI NETWORKS

- PRI key player in global Road Safety Network
- Consultative status at UN and ITF/OECD
- Signatory of the European Road Safety Charter
- Global and Regional Alliances (UNECE, UNRSC, EC, ETSC, AROSO, IRF, PIARC, ASIRT, GRSP, WHO, FIA foundation, Eurosafe, RoadPol, TISPOL)
PRI CONTRIBUTION TO THE DECADE

- PRI Action Program 2011-2015
- Capacity Building/Road Safety Management (pillar 1)
- Safer Road Users (pillar 4)
- RS Training Courses/Twinning Projects
- Exchange of Knowledge and Good Practices and Worse Cases
- Transfer of Information
- Seminars and Conferences
- Expert and Consultancy Groups
- Gallery of TV spots
- Advocacy national and international
THANK U VERY MUCH FOR YOUR ATTENTION!

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