



La Prévention Routière
Internationale

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

**27-29 April 2011
Belgrade – Republic of Serbia**



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OBSTACLES AND OPPORTUNITIES FOR IMPROVING ROAD SAFETY

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The International Road Safety Organisation

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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**

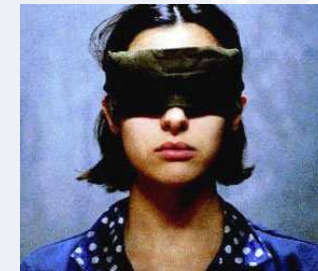




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The Global Epidemic

- 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





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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 !

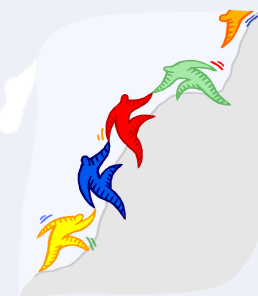




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How can we stop it ?

- **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)**





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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





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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





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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)





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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





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Institutional Arrangement The Final Objective

**Developing a National Safety Culture
With
Road Safety in every citizen's DNA**



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PRI VISION

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





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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)**





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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)**





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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**





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THANK U VERY MUCH FOR YOUR ATTENTION!

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