Road Safety
Actions & Perspectives

Vassiliki Danelli – Mylonas, President BoD
June 25-27, 2009

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Road deaths per million population (2006)

*Italy: 2005

Source: Eurostat and national data
Deaths from traffic accidents in Greece
Fatal accidents’ reduction 2001-2006

Source: Eurostat and national data

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• Greece is divided in 13 regions
• 8/13 are in the list of 20 most dangerous European regions in term of road accidents
• Moreover 7/10 most dangerous European regions are located in Greece.
The situation in Greece according to Eurostat, CARE & ETSC

Map 1: Persons killed per million passenger cars in 2004 (EU25 + CC - NUTS2)
A Safe Road System

[Σύστημα Οδικής Ασφάλειας]

Road

Vehicle

Behaviour

a shared responsibility

Source: EuroRAP/iRAP

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The contribution of the three factors (%) on road accidents

<table>
<thead>
<tr>
<th>Contribution</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human behaviour only</td>
<td>65%</td>
</tr>
<tr>
<td>Human behaviour &amp; infrastructure</td>
<td>24%</td>
</tr>
<tr>
<td>Human behaviour &amp; vehicle</td>
<td>4.50%</td>
</tr>
<tr>
<td>Human behaviour, infrastructure and vehicle</td>
<td>1.25%</td>
</tr>
<tr>
<td>Infrastructure only</td>
<td>2.50%</td>
</tr>
<tr>
<td>Infrastructure &amp; vehicle</td>
<td>0.25%</td>
</tr>
<tr>
<td>Vehicle only</td>
<td>2.50%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
</tr>
</tbody>
</table>

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Accidents’ Consequences

• Annual National Cost: 2% of G.N.P.

• For 1 person that is killed → 7 persons will need medical care (source: EU)

• The social cost for accident:
  with dead equal approximately to 1.600.000 Euros,
  with heavily injured approximately 185.000 Euros &
  slightly injured about 36.000 Euros (source: NTUA, 2006)
Purpose
Strategic Pillars
& Activation Areas

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The beginning....

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The end .....
Statement upon Establishment

“... to increase awareness & sensitivity among citizens, and most importantly to mobilize key Public & Private Organizations to act for Road Safety”

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Members & Partners
Resumption, Support and Development of activities on issues concerning and implementing road safety, the study & research, information and education, aiming at the PREVENTION and elimination of road accidents

CHANGE OF ATTITUDE

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Concerning:

A. General Policy on Road Safety
   *Coordination of work among stakeholders, systematic registration, analysis of data and evaluation of road safety measures*

B. Driver’s behaviour
   *Education & Information to improve driver compliance with laws, better protection of vulnerable users, campaigning nationwide*

C. Infrastructure
   *Implementation of international best practices and treatment of high risk sites*
Fields of action

• Education, information, awareness and motivation of students, drivers and generally all citizens of our country

• Change of mentality & attitude on traffic education and driving behaviour

• Support the Greek State to improve effectiveness on key Road Safety issues

• Provide the context for effective partnership among sectors (Public–NGOs-private)
Activity areas [A]

POLICY on ROAD SAFETY

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Active Participation

• Member of the European Transport Safety Council *(February 2006)*

• Member of the National Road Safety Committee *(ministerial decision March 2007)*

• Intensive collaboration with Public Authorities involved in Road Safety

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Organization of the 1st meeting of all relevant sectors in Greece on the perception of measures for the Road Safety Performance Index (PIN), in a European level
Presentation to the Greek Parliament

- Presentation to the Greek Parliament of the views of the Road Safety Institute on the modified law of the Ministry of Transportation and Communications “Modifications on articles of the Traffic Regulations Code” after the decision-invitation of the Continuous Committee of Social Affairs of the Parliament. (January 2007)

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Annual Prize for the best Traffic Policeman

Establishment of an annual prize for the best traffic policeman of the country

• 1st award ceremony on the 24th of April 2007

• 2nd award ceremony on the 16th of December 2008
PIN Project

Organization of a Nationwide Volunteers Network with the active participation of citizens who detect and rate the dangerous spots of the road network on the PIN Project. 1,400 volunteers in 240 districts. (since November 2007)

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Active Citizens
(Volunteers & Internet supporting Road Safety)

- Up to May 2009 the pin project accepted **650,000 visitors**
- They have been pinned up **12,421 points**
- According to **visitors 7,468** could be corrected immediately
- In **1,081 “pins”** danger for serious traffic accidents have been reported
- The **68% of pins** concerning dangerous holes on the road surface
Participation of the president of the RSI-Panos Mylonas in the Steering Committee for **SHLOW-Managing Speed** project implemented by ETSC under the support of DG Transport (FP7-TPT-2007-RTD-1) with the participation of 14 Institutions in 11 countries.

The program aims to inform and involve students and new scientists in the effort of Managing Speed towards Safe and Sustainable Road Transport.

(Greek University students are already trained & selected to undertake actions)

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HEROES project is a 3-year lasting initiative funded by the European Commission (60%) & GENESIS Pharma (40%)

Objective:
• Awareness campaigning on health and road safety.
• Cooperation of 13 Institutions in 11 EU member countries
• Development of a Communication Network for Organizations for wellness and Road Safety
• Exchange of Best Practices on prevention for Drugs, Alcohol, Aids and Road Safety.
• Development of a pan-European awareness campaign to combine health and safe driving behaviour.
• The new campaign will be addressing adolescents and young adults.

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Alliance
“Roads to the Future”

“Roads to the Future”
Alliance for safety and courtesy on the road

Initiated and coordinated by
Road Safety Institute
“Panos Mylonas”

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Alliance
“Roads to the Future”

CHILDREN AND ROAD SAFETY
ATTIKI ODOS S.A.
DON’T DRINK AND DRIVE
DIAGEO Hellas
MOBILE AND ROAD SAFETY
COSMOTE
WELLNESS AND SAFE DRIVING
GENESIS Pharma
ECO - DRIVING
GEFYRA S.A.
Activities areas [B]

DRIVER’s BEHAVIOUR & Education

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The R.S.I. “Panos Mylonas” signed up the European Road Safety Charter with a commitment to increasing awareness and inform 5.3 million citizens in Greece, aiming at the reduction of at least 50% road fatalities until year 2010.
Awareness campaign of social messages

• Launch of an awareness campaign of social messages through TV, Radio, publications and posters in the areas of:
  – Speeding
  – Alcohol
  – Belt/Helmet wearing
  – Protection of children inside vehicles

  commencing on April 3rd 2007, with the distribution of 800,000 brochures, targeting the information of 5,300,000 citizens (on going)
Υπάρχουν εικόνες που δε βλέπουμε να βλέπουμε. Ας τις ανθάξουμε!

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Training Centre on Military Armor Vehicles

Participation in the mounting of “Road Safety and Traffic Education” forum that took place at the Training Centre on Armor Vehicles.

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• R.S.I. “Panos Mylonas”, after having been invited by the Hellenic Air Force organized a conference on “Activities – Perspectives and Principles for Road Safety”.

• The officers and more than 500 students of the Academy attended the event.

• An award was attributed to the President of the BoD of R.S.I. P. Mylonas for the activities and contribution of the Institute to the prevention of traffic accidents in Greece.

Press Conference of the President of the BoD of RSI Panos Mylonas with the **Formula 1 World Champion Mika Hakkinen**, who visited Greece as JOHNIE WALKER’s ambassador of good will for the responsible consumption of alcohol. The tour was accomplished under the message “Don’t drink and drive”. (February 2008)
You give the message “Don’t Drink and Drive”

Awareness campaign in partnership
Diageo/JW, the Hellenic Association of Transportation Engineers (SES) and the Hellenic Automobile club (ELPA)

Objective
To increase the awareness of Greek citizens about the risks of drinking and driving, as well as to reinforce their consideration of alternative transportation media

Time
July – September 2008 & Dec ’08 – April 2009
Safe transportation of heavy vehicles

“Safety Road Transportation as a factor of Development & Quality of Life”

Hemerída Oidikís Asfáleias
Asfáleia stis Oidikés Metaforées:
Suntelestitís Anáptuvhs & Poiótpitas Zwhs

18 Septembritou 2008

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European Night Without Accident

2007
Alco-tests were carried out by RSI volunteers to the young drivers at three of the biggest nightclubs of Athens.

2008
9 cities in Greece & Cyprus, 14 nightclubs participated in the European Night without Accident.

Motto
«The alcohol has no place on the road. Everybody has fun, one does not drink... the designated driver!»

Main message
Drinking and driving never go together

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Campaign of Awareness aiming to the adoption of a responsible driving behavior.

Main message:
“Courtesy on the Road... Civilization and Safety in our lives! The road belongs to everyone”.

In parallel, RSI, presented the results of a recent survey for the Courtesy on the Road and the aggressiveness of Greek drivers, in comparison with the drivers of 11 other European countries.

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Campaign under the message “We leave to come back” during the Easter Holidays of 2008, continued with extended sample till Oct 2008.

A special awareness brochure with a questionnaire for the comments of the citizens on Road Safety issues was distributed to the drivers passing through the bridge Rio-Antirrio. Several drivers returned the questionnaire back dully filled. The answers were evaluated and the results were publicized.
“Be a Volunteer” online campaign

- R.S.I. “Panos Mylonas”, for the expansion of the Volunteer Network, has launched an online campaign with the main message “Be a Volunteer” by using multiple dimension banners in popular web sites.

- The activity includes messages for the usage of seat-belt, speed control, prevention of drink and drive behavior and child in car safety. (June 2008)

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Regional Day of Road Safety in Western Greece

22nd March 2009

Greek synergies under the support of the European Commission in the Bridge Rio-Antirrio
Activities areas [C]

INFRASTRUCTURE

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Improvements on the infrastructure and the equipment

- Improvement of visibility of traffic lights
- Placement of “arms” at existing traffic signal poles

Improvements took place at 28 sites of Athens

(November 2006 - January 2007)
before...

...after
1st electronic speed indicator

National Road Athens–Patras
(143 Km to Patras - 146.7 Km to Athens)

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Risk Sites High Profile Signage (1)

Traffic signs indicating the risk sites on the National Road Korinthos - Patras.

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Risk Sites High Profile Signage (2)
Poseidonos Avenue, Athens

- Pedestrian crossing implemented by Ministry

- Proposal & study submitted by R.S.I. in cooperation with Ministry of Public Works
Kastella (Evia) School Crossing

- Request to IOAS (R.S.I.) by students’ parents
- Approval of study & implementation in collaboration with the local Authorities & Ministry of Public Works
Scholarship award in memoriam of Panos Mylonas – Dept of Engineering and Aeronautical Engineering, University of Patras (annually since 2005 in accordance with the University Senate decision)
Activities (IOAS-SES):


2. Exhibition-Presentations, painting and posters of students contest (27-29 April 2007) with over 40,000 visitors.

3. Production of 5,000 posters that have been placed to all the public transport in Athens.
Road Safety & Courtesy on the Road

2-Day event on Road Safety
Athens METRO-Constitution Square
“Road Safety & Courtesy on the Road”

demonstrating

• **posters** by the students of School of Art
• **photos** by citizens & professionals (car press journalists)
• **video** (Sociodromologia) on the traffic behaviour of 3 big cities (Athens, Brussels, Stockholm)
• **music** production
• **actions & applications** on Road Safety

*(June 17-18, 2009)*
Road Safety: Experiences & Proposed Solutions from the Swedish model

Cooperation with the Swedish Embassy & Swedish Trade Council
Lectures at the Exhibition Center of GEFYRA S.A.

The Department of Communication, Media and Culture of Panteion University of Social and Political Sciences visited Western Greece (17-18/5/2008) for a 2 days seminar on the study of the Corporate Social Responsibility of GEFYRA SA (Rio-Antirrio Bridge).

The young students and their tutors attended – at the Exhibition Center of GEFYRA at Antirrio – a presentation made by the President of R.S.I. P. Mylonas, Mrs Vassiliki Danelli-Mylonas, who underlined the dimensions of road safety as a national issue.
Program on Traffic Education

Traffic safety education

Awareness and information on Road Safety for primary school children aiming at:

- Creation of responsible citizens
- Developing models of behaviour
- Respect for life

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• «Road Safety Guide»
  Vehicle/Road Infrastructure/Human Factor

• «Driving safely»
  6 easy ways to reduce road accidents and their consequences

• «Basic Principles on Road Safety»
  For the awareness of citizens on the issue of Road Safety

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«Road Safety Guide for the Armed Forces»

An initiative of “R.S.I. Panos Mylonas” to the Armed Forces of Greece aiming at increasing the awareness for the prevention of road accidents for young people during their military service.
• «Courtesy on the Road», 2008
• «Courtesy on the Road», 2009
• «Driving with Safety» Basic principles for professional drivers, 2008

• «Get across road safely» Traffic education for children

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Our Common Future

Within the framework of improving Road Safety & supporting the work of the UNECE, we look forward to the collaboration in an ongoing joint effort for life, health & sustainability involving:

- European Union legislation
- global experience & initiatives, best practices & support of leading countries
- governments at all levels
- automotive industry
- infrastructure designers and operators and
- the road users themselves

under the adoption of new technologies and increasing road users awareness

For our common goal to save human lives...

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Road Safety concerns us ALL

- Cooperation with **key stakeholders** – public and the **private sectors** involving citizens to address the **social, economic & financial aspects related to Road Safety**

- Road Safety concerns us all and is a prerequisite for **development, sustainability** and **welfare**

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“... the tragic loss of a young man with values, respect for people and love for life, be the beginning of the active participation.

... the loss of Panos be the cause for NO MORE deaths on the roads.”

Let us ALL work together for Road Safety

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