

LA PRÉVENTION ROUTIÈRE INTERNATIONALE

ANNUAL REPORT 2011



La Prévention Routière
Internationale



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1. FOREWORD



It is our pleasure to present you our Annual Report 2011. Many road safety activities have been executed last year. These actions carried out by La Prévention Routière Internationale PRI and its members and by many peoples - professionals and volunteers – are constantly needed to bring down the number of road crash victims.

2011 will be remembered as a watershed year in terms of road safety, notably marking the launch of the UN Decade of Action for Road Safety 2011-2020. It has been an exceptional year of achievement for the road safety field. In more than 100 countries the Decade of Action for Road Safety was launched in May 2011 and quite often with the involvement of the highest levels of government. This was surely the largest global road safety event ever held. PRI and its members were key catalysts for many of these initiatives. The target is -50% of traffic deaths in the year 2020. The EU Commission joins the activities with its EU Policy Orientations and Action Program for the coming decade.

Achieving this target means 5 million road traffic victims and 50 million non-fatal injuries would be avoided, which also means a saving of 3 trillion USD. This shows that, especially in times of economic recession, investments in road safety are highly needed. These investments will be earned back later. PRI, would like to contribute to the achievement of the put targets. Our efforts are focused on joining

forces with national members and international partners. In our Action Plan 2011-2015 are the activities listed for the coming four years.

PRI strongly values the importance of further improving road safety worldwide. Because budget cuts are the rule rather than the exception, advocating for road safety is highly important.

In an unique model of public private partnership, PRI and partners have developed an innovative and web based tool to strengthen and to facilitate the advocacy role of national road safety organizations, to get citizens involved and to enable road safety policy and measures to be based on integrated data. In a report system opinions of citizens about unsafe roads are being collected. It is all about local roads in local communities. About safe ways to school, to playing grounds or to local shopping centers. Road safety starts at the threshold of the front door.

The 12th PRI World Congress to be held in June 2012 will be dealing with local safety. The main theme is: "Mobility and Safety in Urban Areas. What can be done to improve both simultaneously?". It is an important theme, because the living space of peoples and especially of children should be a safe haven and without crashes and victims.

Joop Goos, President
La Prévention Routière
Internationale (PRI)

2. PRI PROFILE

INTRO

La Prévention Routière Internationale PRI, is a global umbrella for road safety. PRI is a non governmental and non-profit member organization. It was founded in 1959 and celebrated in 2009 its 50th anniversary. PRI Members are the leading national traffic safety organizations and institutes or ministries dealing with road safety in their country.

PRI has a consultative status with the United Nations and the International Transport Forum and PRI is a signatory of the European Road Safety Charter. It keeps up working relations with European organizations (European Commission, UNECE and more) and with global partners (UN, WHO and more). PRI is member of the United Nations Road Safety Collaboration (UNRSC) and can be followed on Facebook, LinkedIn and Twitter. In the opinion of PRI, everybody has the basic right of safe mobility.

For its members, PRI set up traineeships, road safety courses and consultancy activities. In the framework of the Decade of Action for Road Safety 2011-2020. PRI – in a unique public private partnership – developed a web based software tool for its members to enable them to involve citizens in the road safety work, to support their advocacy activities and to strengthen their position as national partner in road safety. PRI regularly distributes

declarations, resolutions, eNews-Letters and Annual Reports.

PRI takes a proactive stand and exerts influence on decision-makers to encourage them to take active steps in prevention to bring down the number of road traffic victims. PRI's core business is education, campaigns, communication and advocacy.

The PRI has subdivided its activities into several regions. This is of great importance, because each individual region has its own challenges, which require a different method to solve the road safety issues. The Western European countries are mainly concerned with alcohol prevention and speeding. In contrast, the developing (low income and middle income) countries face most road safety challenges due to lack of knowledge and legislation, which regulate the traffic. The focal points and priorities for the near future are described in the PRI Action Plan 2011-2015.

VIEW

PRI has the opinion that everyone has the right to safe mobility. Each victim is one too many (Vision Zero). Danger on the roads is not a natural disaster, we cannot stop and is not the price we have to pay for our mobility. Road safety is a man-made epidemic and has to be solved by ourselves. To make roads safer and to prevent victims of traffic crashes everyone (individuals, NGO's,



governments, business community, etc.) has to do its share. Road safety is a shared responsibility.

A great deal of traffic crashes are due to human errors. Road safety is in the end all about mentality and attitude. Therefore the 'human factor' is focal point of PRI and its members. Nevertheless PRI is in favor of an integrated approach along three dimensions. (1. prevention-, crash- and post-crash interventions; 2. five E's; 3. multisectoral approach).

Bottom line: If it is safe for vulnerable road users, traffic is safe for every road user.

MISSION

To prevent road traffic victims by advocating road safety, cooperation and joint activities with international partners, education- and campaigning activities with and through members, exchanging experiences and knowledge, national capacity building and by extending the number of members.

OBJECTIVES

PRI would like to continue and strengthen its position as key player on the global, international and regional level through collaboration and advocacy. On the national level PRI is present through its members. With many national members, PRI is contributing to road safety at national level by education and campaigns, advocacy, capacity

building and close cooperation of members within a region.

AIMS

- Promoting road traffic safety at national and international level
- Encouraging efficient action to improve road traffic crash prevention
- Raising political commitment and societal involvement

MEANS

- Giving advice and assistance to national organisations
- Promoting co-operation of national and international bodies, of all individuals, of research institutes and universities, of governments, of the business community and other partners devoted, directly or indirectly, to the improvement of road safety and prevention of road crash victims
- Raising the awareness of the consequences of traffic crashes throughout the world
- Supporting research into all matters relating to traffic safety and more generally assist in the improvement of medical, pedagogic, economic, technical and scientific knowledge relating to such matters
- Collecting and disseminating relevant documentation and publications, in order to promote best practices of research, road safety policies and their imple-

mentation, education programs and road safety campaigns

- Organizing and promoting joint traffic safety actions, congresses, seminars, round table conferences, exhibitions, competitions and international events aimed at decreasing the number of road traffic crash victims among all age groups and all road user categories
- Promoting the training of specialists, the exchange of experiences and twinning projects in the field of traffic safety

FOCAL POINTS

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

3. PRI MEMBER ACTIVITIES



UKRAINIAN ROAD SAFETY ASSOCIATION

In 2011 NGO «Ukrainian Road Safety Association» (URSA) conducted a number of effective initiatives in the following areas:

- promoting of the Decade of Action for Road Safety;
- uniting of efforts of the government, business, non-governmental organizations, mass media to solve the issue of road safety;
- to promote intensification of legislative work aimed at improving the legislation in the field of road safety.



Popularization of the Decade of Action for Road Safety and uniting of sectors

After visiting on March 14-15, 2011 the Second Global Conference of NGO in Washington, DC (USA), which was dedicated to the launch of the Decade of Action for Road Safety, URSA sent a letter to the President of Ukraine and held a series of consultations with the Administration of the President of Ukraine about the launch of the Decade of Action for Road Safety in Ukraine.

On May 11, 2011 URSA and the WHO Office in Ukraine held the press

conference dedicated to the launch of the Decade of Action for Road Safety, during which the URSA president Mikhail Berlin read out the address of the President of Ukraine, Viktor Yanukovich, on the beginning of the Decade for Action on Road Safety proclaimed by the UN General Assembly (<http://www.president.gov.ua/en/news/20042.html>).

The launch was attended by heads of ministries and offices related to safety on the roads, Members of the Parliament of Ukraine, heads of international organizations represented in Ukraine, public organizations, businesses, journalists of 46 media agencies.

Guided by the order of the President of Ukraine, URSA appealed to the Ministry of Education and Science with the initiative to hold lesson dedicated to road safety in Ukrainian schools during the first month of the school year and also URSA stood out to be the co-author of methodical guidelines for conducting the lesson. As a result, from 15 to 30 September, 2011 in 25 000 of Ukrainian schools the safety lessons dedicated to safe behavior on the roads, as well as the launch of the Decade of Action for Road Safety in the world and in Ukraine.

In the third week of November (November 14, 2011 to November 20, 2011, which is the World Day of Remembrance for Road Traffic Victims) was held the Road Safety Week annually held in Ukraine (the initiator and organizer is URSA). Co-organizers



3. PRI MEMBER ACTIVITIES

were the Ministry of Infrastructure of Ukraine, the Ministry of Internal Affairs of Ukraine. In the capital and regions of Ukraine a variety of activities were held, including actions, conferences, round tables. The events were supported by: the Parliament of Ukraine, the Ministry of Emergencies of Ukraine, Motor (Transport) Insurance Bureau of Ukraine (the general partner), URSA partners from business sector, NGOs, media (<http://roadsafety.org.ua/en/1>).

During the three last years initiative to hold the Road Safety Week has become a tradition to determine the effectiveness of activity of all sectors in road safety area, and to summarize the outcome of government activity in road safety field during the last year and to set an agenda for 2012.

On December 7, 2011 the reception on the occasion of Ukraine's accession to the Decade of Action for Road Safety was held. The reception was attended by ambassadors from foreign countries, members of parliament of Ukraine, government officials, business leaders, media, public society organizations. During the event the organizers (URSA and the Parliament of Ukraine) held a ceremony of awarding the most active organizations that have made the greatest contribution to the movement for safer roads in Ukraine (<http://roadsafety.org.ua/en/138/261>).

Work on improving the legislation in road safety sphere

During the year an active work was held with the Parliament of Ukraine, ministries and departments, experts to activate the legislation in road safety and also improve the existing legislation.

On April 6, 2011 a conference devoted to issues of legal regulation of investments in road safety was held.

On June 23, 2011 in conjunction with the American Chamber of Commerce URSA held a round table dedicated to discussion of social and economic losses of Ukraine from road accidents, and as a result a resolution was drawn up and directed to the Parliament of Ukraine and the Cabinet of Ministers of Ukraine.

Also URSA initiated the holding of hearings in the Parliament of Ukraine which were dedicated to salvation on the roads and took place on November 29, 2011. As the outcome of the hearings the «Recommendations of the Verkhovna Rada Committee on Legislative Support of Law Enforcement on the results of the hearings on the subject of «First aid for road accidents and «safe road» as the elements of insuring road safety» were drawn up (<http://roadsafety.org.ua/en/188>).



3. PRI MEMBER ACTIVITIES



A CAMPAIGN TO TEACH CHILDREN HOW TO UNDERSTAND THE RULES OF THE ROAD. APR- FRANCE

According to an enquiry by the Association Prévention Routière and Assureurs Prévention (1), 4 children out of 10 have to cross a zebra crossing without traffic lights and a third have to cross an important traffic junction on their way to school. It is because the route to school is dangerous that parents and teachers have to teach children, from the youngest age, how to be able to walk safely in the street.



In order to help them, the two associations have launched, for the beginning of the school year, a series of 16 animated films for children between 6 to 10 years old. Titled «Rue Tom and Lila», this series shows Tom, aged 6, often unruly, and Lila, his sister, aged 9, who is more mature, showing him good practices in dealing with daily life in the street. With these two friends, the children discover the dangers of the road, how the traffic lights work, learn how to walk safely on the pavement, cross a road, a crossroads or a roundabout... They are also encouraged to ask themselves about the meaning of traffic signs (colours, forms etc) or listen to road noises.



Details of the campaign 2011 :

- Broadcasting of 16 short films on Gulli - the tv channel for children (from 29th August to 9th September 2011 at least 3 times a day) ;
- Posting of videos on the websites of the two associations and on You Tube ;
- A feature in Gulli le Mag (magazine) of Septembre and on the internet site Gulli.fr ;
- A large national campaign across the country on the 13th Septembre 2011 (in 78 departments). The committees of the association Prévention Routière took part in the organisation of road safety education sessions in more than 460 schools ;
- On this occasion, 100 000 CD Roms were distributed to children ; in addition 2 000 DVDs and worksheets were given to the teachers ;
- The publication of the results of a survey conducted with parents in June 2011 (1) regarding the safety of their children aged 5 to 10 on the way to school ;
- More than 178 articles have been published about this campaign (TV, radio, press, internet).
- A telephone survey undertaken by OTO Research with the help of Ariadne Studies, on behalf of the associations Prévention Routière and Assureurs Prévention. Dates : 23th May to 3th June 2011. Sample : 1 004 parents of children aged 5 to 10.

3. PRI MEMBER ACTIVITIES

SEAT BELT CAMPAIGN 2011 BRSI-BELGIUM

Introduction

2011 was for the Belgian Road Safety Institute (BRSI) a year with several campaigns that were both innovative and strongly recognizable

- Seat-belt campaign : This was a national and overall campaign along the highways to insist on the importance of using the seat belt for securing children in the car.
- Seat Belt Campaign 2011

2.1. Briefing

The sensibilisation of the use of the seat belt on the rear seats with focus on children and short trips was the objective of the campaign. The message itself was targeting both parents and children themselves while being as well emotional, confronting, playing on family feeling for parents, and being more positive and ludic for children. Various media were used to communicate on this campaign :

- Highway Billboards
- Press conference
- Websites, social medias
- Field activation
- TV broadcasts

The context of this campaign that started 01/08/2011 was holiday departure.

2.2. Result (high level)

The post-tests revealed that the highway billboards had a strong impact and were more effective than the TV spots. 6 out of 10 remember the billboards.

More than 8 out of 10 consider the spot clear and catchy while 7 out of 10 consider it original and shocking. Generally speaking it seems that the impact of the campaign was quite high. With an initial figure of 7 out of 10 parents fastening the seat belt for their children, it appears after the campaign that 95% of them mention an intention to do it, which is, for such a campaign, a tangible result.

Conclusion

« emotion » « emotion » « emotion » !

This campaign is playing on emotional values and as such, revealed to have an important impact on the targeted audience, mainly because the approach was really focused.

For the BRSI this campaign was clearly a model of efficiency within the difficult topic of road safety. The approach created intimacy between the audience and the reality that could happen to them or their beloved ones.



3. PRI MEMBER ACTIVITIES

DECADE OF ACTION FOR ROAD SAFETY: 2011 ACTIVITIES IN ARGENTINA BY LUCHEMOS POR LA VIDA

Luchemos por la Vida supported this proclaim and committed to continue working strongly in Argentina. For this, it carried out different activities. One of the most remarkable ones was:

MASS CAMPAIGN ON RADIO, TV AND CINEMAS PROMOTING HELMET USE: “YOU HAVE A BRAIN... USE IT”.

From April to December 2011.

An awareness campaign to increase the “perception of risk” among motorcyclists and by providing concrete information on safe behaviors connected with one of the main factors causing mortality in traffic: the non-use of helmets, attempting an “argumentative” approach fit for the main population group receiving the message.

This campaign was spread by the most important TV channels and by more than 700 radios all over the country, with excellent results

related to divulging, memory and comprehension among the population.

The subject was chosen as a result of the noticeable increase of the number of deaths on motorcycle and moped during the last years, according to the last measurements carried out by Luchemos por la Vida. The use of helmet in the City of Buenos Aires reaches 74%, while this figure drops to less than 10% of use in most cities and towns of the interior. This problem is very serious because, besides, the fleet of motorcycles and mopeds has increased significantly during last year. And the most of these vehicles are used by **young people who are under 25 years old, the main victims of traffic accidents.**

This campaign is available in Youtube and the radios can download it from www.luchemos.org.ar.



3. PRI MEMBER ACTIVITIES

OBB - HUNGARY

In September 2011, after a successful regional initiative in 2010, the first nationwide competition for road collision investigators was organised by the National Accident Prevention Committee and the Bács-Kiskun County Police Headquarters in the city of Kecskemét.

The three-day event consisted of a theoretical test, evaluated by well-known and knowledgeable experts, and a very complex practical part. The latter included several collision scenes, which had to be dealt with within 20 minutes and the competitors had 3 minutes to arrive to the next scene.

Both individual and team participation was possible, and prizes were awarded in several categories.



PAT - SPAIN

11th May 2011, The launching of the “Década de Acción para la Seguridad Vial (*Decade of Action for Road Safety) 2011 – 2020” with the aim to reduce the road victim numbers in the world. This WHO initiative helps us all to go hand in hand in order to achieve a reduction the victims, and transmits and multiplies the effects. It also encourages us to dedicate our efforts to a common and global aim.

From P(A)T we join this initiative and during this decade we would

like that a priority should be given to life and to the physical integrity of the human beings. We should neither forget the value of respect for life and for other persons, nor the personal and social responsibility of behavior, nor our commitment with the shaping of a better and fairer world as well as the recognition of the victims and their families. Finally, all of us have a moral responsibility in this respect, as all of us are a part of the solution. Through a joint effort we should be able to save millions of lives.



3. PRI MEMBER ACTIVITIES



LAUNCH THE GLOBAL CAMPAIGN GLOBAL STILLNESS SOUKOUN-SAUDI ARABIA

SOUKOUN Launched the Global Campaign Global stillness approved by the General Assembly of the United Nations under the theme of the work contract for Road Safety 2011- on 11/5/2011 with the Office of United Nations Development Programme in the Kingdom of Saudi Arabia and the World Health Organization campaign was attended by a large number of interested people on safety traffic and the relevant authorities of

the General Directorate of Traffic and the Secretariat of Jeddah and health Affairs in Jeddah, and signed everyone on the contract document work for road safety generosity of Dr. Ehab Sammanud member of the executive of the Arab Organization for Traffic Safety media authorities that have a role in traffic safety.



CELEBRATION OF THE WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC VICTIMS THE ROAD TRAFFIC SAFETY AGENCY OF SERBIA

Since 2005, the World Day of Remembrance for Road Traffic Victims was established by the UN Resolution and it is held each year on the third Sunday of November. In cooperation with the Traffic Police, Automobile Association of Serbia, the Serbian Red Cross, City Institute of Public Health and the City Traffic Administration,

the Road Traffic Safety Agency of Serbia has organized all-day program on 20th November, 2011 in Belgrade.

The tribute has been paid to all persons killed in road crashes in the first ten months of 2011, by symbolic lightning of 595 candles that were symbolizing the traffic victims.



3. PRI MEMBER ACTIVITIES

VOLUNTEERS OF THE TUNISIAN ASSOCIATION OF ROAD SAFETY AT THE BEDSIDE OF VICTIMS OF ROAD ACCIDENTS

On the occasion of World Day of Remembrance for Road Traffic Victims, the Tunisian Association of Road Safety has organized an awareness raising event through which active volunteers visited the victims of accidents at the Hospital ELKASSAB to maintain morale and try to make their smile with

beautiful gifts of flowers symbol of support and solidarity

This was an action to assert recognition to these victims and their families that their loss is a collective loss and that their suffering is shared by all high. This event provided an opportunity to reflect on Road Safety and all damage caused by road accidents in the bereaved families and across society

The ATPR appealed to all drivers to apply some simple measures such as the seatbelt, respect speed limits, not the use of phones while driving, not driving under the influence of alcohol, because these small measures can save millions of lives on the roads!



THE SYRIAN ASSOCIATION FOR ROADS ACCIDENTS PREVENTION

The Syrian Association for Roads Accidents Prevention continues visits to the primary schools to educate the students the right behavior to protect themselves from Injuries Many campaigns were organized to sensitize youngsters by the distribution of booklets, posters about the main causes of Road accidents.



4.INTERNATIONAL SYMPOSIUM ON THE ROLE OF THE MEDIA IN THE FIGHT AGAINST ROAD CRASHES 30-31 MARCH 2011 ABU DHABI-UNITED ARAB EMIRATES



This International Symposium was held in March 2011 under the patronage of HH Lt. General Sheikh Saif bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Interior. The Symposium was organized by the Emirates Traffic Safety Society (ETSS) in collaboration with the Journalists Association, the Arab Organization for Traffic Safety (AROSO) and the International Organization for the prevention of road crashes (PRI) with the support of the Ministry of the Interior. Major General Khalifa Hareb Al Khaili, Undersecretary of the Ministry of Interior; Assistant to the resources and support services, opened the Symposium. Mohammad Saleh bin Badawah Darmaki, Chairman of Emirates Traffic Safety Society and Lt General Dahi Khalfan Tamim, Commander in Chief of Dubai Police, and Afif Frigui President of the

Arab Organization for Traffic Safety, and Joop Goos, PRI President, and a large number of journalists and officers of the Ministry of Interior and representatives of the interested organizations the U.A.E. were present.

The aim of the symposium, which was attended by a large group of experts, media professionals, academics and communicators of various media (visual, audio, written and electronic media) from within the UAE and Arab and foreign countries, was to make the media sector a specialist in traffic safety and to develop the capacity and efficiency of the media in dealing with content aimed at the prevention of traffic accidents. This to enable the media representatives to analyze traffic situations and to propose solutions. Understanding the problems of various aspects of traffic accidents and the strategies to enhance safety on the roads, makes it possible for the media to communicate on traffic accidents as a dangerous phenomenon in the community and enabling media professionals to diagnose and to address the different aspects of traffic safety. Ways were discussed on how the media could contribute to the development of a positive culture for the improvement of traffic safety and what kind of modern technology should be used to reach the people effectively.

PRI President, Joop Goos, talked in his opening speech about the Decade of Action for Road Safety and the role of the media in achieving the target, -50% by the year 2020. During the symposium Joop Goos elaborate in more detail the role of the media and collaboration between the media and Civil Society Organisations. Special attention was given to the new social media as tool of increasing the involvement of the citizens.

In the symposium sessions more than twenty working papers were discussed

in two days. Major points were what role the media could play in changing the behaviour of road users and what role the media play in practice at the moment and what the impact of the different types of media (print, online journalism, social media) could be on the behaviour of road users, specially that of young peoples with the aim to reduce traffic accidents and to prevent traffic victims.

A most important recommendation done by the participants, was to establish a Centre for Studies, Documentation and Information on Traffic Safety based in the United Arab Emirates. Another recommendation was to include traffic awareness in the curricula at different educational levels and access to academic institutions specializing in information and communication. A third important recommendation was to invite a joint production program for the Gulf Arab Countries to produce programs will be circulated in the media and to find new mechanisms to finance these programs.

Further is was recommended to organise - in the framework of an International Symposium every other year - workshops for the scientific media of television and radio, written press and electronic media and intensified training courses for media professionals to enrich their knowledge of traffic and to develop a relevant content of oral communication. This all to realise the establishment of a specialized media sector for traffic safety and to develop strategies, which could be adopted awareness traffic safety campaigns using the advantages of modern communication techniques, the most effective (mobile, internet, social networking and educational films, etc. Specialists in scientific psychology and sociology, media and communication should be involved in traffic awareness campaigns, the follow-up outcomes and evaluation .

5.LAUNCH 3RD GLOBAL ROAD SAFETY REPORT

12 APRIL 2011

LONDON-UNITED KINGDOM

The launch of the 3rd Global Road Safety Report of the Global Commission for Road Safety took place on the 12th of April 2011 at Whitehall Palace in London. Lord Robertson of Port Ellen, chairman of the Commission, said that it is in all of our interests – for economic productivity, for the health of family, friends and colleagues, for the protection of our children – to make our roads safer. Safe mobility of children must be recognised as a basic human right. However with road safety, most countries are failing in this duty of care. Zoleka Mandela vowed to help the United Nations' bid to save lives on the world's roads as a tribute to her 13 year old daughter Zenani Mandela, who tragically died in a car crash on the eve of the 2010 World Cup. "Protecting our children must be a lasting legacy of this UN Decade of Action. Every life we save will be a precious victory", she said. A million children and adolescents are killed or seriously injured on the roads every year. UNICEF has described injury prevention in a child's second decade of life as a goal that should become 'a major international public health objective'.



6. UNECE SYMPOSIUM LAUNCHING THE DECADE OF ACTION FOR ROAD SAFETY (2011-2020) 27-29 APRIL 2011 BELGRADE-SERBIA



The international road safety conference was held from 27 to 29 April, 2011, in Belgrade and it was organized by the Ministry of Interior, Ministry of Infrastructure and Energy and the Road Traffic Safety Agency of the Republic of Serbia, under the auspices of the United Nations Economic Commission for Europe (UNECE). One of the aims of the road safety conference was the launching of the new Decade of Action for Road Safety, from 2011 to 2020 for all states that are under the auspices of the United Nations Economic Commission for Europe. The conference was officially opened by the Deputy Serbian Prime Minister and the Minister of Interior Ivica Dacic and it was attended by 120 participants from over 30 countries.

At the opening, the Conference participants were welcomed by the President of PRI, Mr. Joop Goos in person. Also, participants were welcomed by the high United Nations representatives Mr. Jan Kubis (UNECE Executive Secretary), Mr. Nicholas Asaul (Deputy Minister of Transport of the Russian Federation), Mr. Spiros Vujas (Deputy Minister for Infras-

tructure, Transport networks of Greece), Ambassador Leonidas Hrizantopulos (General Secretary of Black Sea Economic Organization) and Ms. Eva Molnar (Director of the UNECE transport Division).

The presence of high representatives of the Serbian Government and those of the United Nations meant the highest support for the Conference as well as for the importance of road safety in the Republic of Serbia.

PRI President Joop Goos, stressed in his presentation the importance of advocacy and the prominent role Civil Society Organisations and the Media play in this. Further he presented an overview of PRI and its activities and invited the participants to consider PRI membership. Joining forces leads to better and quicker results.

7. INTERNATIONAL ROAD SAFETY FORUM ON TRAFFIC IN A DEVELOPING ECONOMY 5-6 MAY 2011 ABUJA-NIGERIA

This international PRI Forum was organised and hosted by the Federal Road Safety Corps (FRSC) of Nigeria one of PRI active members. The theme of the Forum was: “Traffic Safety in a Developing Economy”. Over 200 participants from almost 20 countries attended the international forum. Among the participants were delegates of PRI and of the Western African Road Safety Organisation (WARSO). The Forum was placed in the framework of the launch of the Decade of Action for Road Safety 2011-2020. PRI President Joop Goos stipulated in his opening speech that road crashes and victims are not matters of statistics only, but have to do with emotions and suffering particularly. Road danger has a big impact on the quality of life. To fight effectively the epidemic of road crashes Joop Goos sees four main issues: 1. The availability of a National Road Safety Plan with a clear strategy, ambitious targets and a concrete program of actions; 2. Working in an integrated way; 3. National teamwork: Many players; one goal; 4. International collaboration. Especially in times of economic recession

costs for road safety work should be considered as investments, which will bring down the number of road traffic victims and the yearly societal costs of traffic crashes. In his presentation PRI President informed the participants on the several issues related to the Decade of Action for Road Safety, 2011-2020. The Forum resulted in a communiqué: “The Abuja Declaration”. In order to achieve the 50% reduction in the Decade period, the Forum noted the need for massive education for road users, improved road and road infrastructure, improved legal framework and enforcement process and improved investment in road safety issues especially data gathering. Furthermore the Forum recommended the full implementation of the Accra Declaration of 2007, endorsement of the UN lead agencies approach, commitment to the six pillars of the UN Decade of Action, top priority for pedestrian and child safety, education of all road users, multi-sectoral approach, investment in Post Crash Trauma Management, intensified enforcement focussed on helmets, seat-belts and speed.



8.INTERNATIONAL SYMPOSIUM ON THE LAUNCH OF THE DECADE OF ACTION FOR ROAD SAFETY

28-30 MAY 2011

JEDDAH-SAUDI ARABIA



The symposium was organised at the occasion of the launch of the Decade of Action for Road Safety by the Saudi Arabian Road Safety Organisation and supported by His Highness Prince Faisal bin Abdullah bin Abdul Aziz Al Saud. International speakers and speakers from the region gave high-level presentations.



In his opening speech PRI President Joop Goos stressed the importance of regional (Arab and/or GCC) collaboration. By exchanging successes and failures re-inventing the wheel can be avoided and better and quicker results can be achieved. In his presentation PRI President stipulated that the establishment of a civil society organisation for road safety is essential for achieving improvement of road safety. A people driven approach can bring down the number of road crash victims.

run campaigns and educational programs for children and young peoples. For their advocating role NGO's should join forces with the media. The symposium consisted of five different sessions: Road Safety Management and the Role of Civil Society and NGO's, Roads and Safe Mobility, Safety of Vehicles, Safe Road Users and Post Crash Management and Response. The conclusions and recommendations are written down in the Jeddah Declaration.



Civil Society or NGO's are present at all levels (local, regional, national) and can unify many partners, raise political commitment and societal support, can teaming up with victim organisations, work with volunteers and can

9. INTERNATIONAL ROAD SAFETY FORUM ON AGGRESSION IN TRAFFIC

27 OCTOBER 2011 BUCHAREST-ROMANIA

This International Forum was organised by the Ministry of Transport and Infrastructure (MTI), Road Transport Authority (ARR) and the Road Safety Inter-Ministerial Council and held in the Caro Hotel in Bucharest. The issue of aggression is a very serious issue in the practice of Romanian traffic.

Matti Järvinen from Finland stipulated, that driver education must focus above all on driving style in stead of driving skills. Member of Parliament, Mircea Toader said 66% of the peoples are in favour of more severe punishment of offenders. He made a plea for the introduction of a point system.

PRI president Joop Goos shared some Dutch experiences. In the Top 10 of the greatest annoyances in traffic were aggressive driving styles the absolute number 1. For that reason a zero tolerance policy with a tit-for-tat implementation has been developed. Like in soccer two times a yellow card means red: withdrawal of the drivers license. Virgil Vochina, chairman of the Forum, called for a systematic approach and close cooperation with the results of a recent held survey as starting point. A declaration ("Caro") was drawn up.

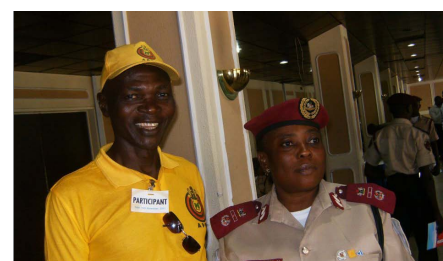


10. THE 3RD FRSC ANNUAL LECTURE SERIES

16 NOVEMBER 2011 ABUJA-NIGERIA

The theme of this year's annual lecture was "Achieving the Decade of Action on Road Safety 2011-2020" and was organized by the Federal Road Safety Corps FRSC. Guest speaker was Prof. Richard Tay, P.Eng from the University of Galgary and the Queensland University. Prof Tay held a lecture on the relationship of economical development and the development of road safety. Developing countries focus on economic growth. Economic growth leads to an increase of traffic volumes and traffic crashes. After a period more investments can be done.

These investments could lead to a decrease of traffic crashes. Nigeria has a young population compared with most other (western) countries. It brings less to hold the (young) road users responsible for the road crashes. What is needed is a paradigm shift: Fixing the system in stead of blaming the road users. Other critical success factors are: leadership, management plan, scientific approach and public and political support. "To make an error is human, to forgive is good design", Prof. Tay said.



11.INTERNATIONAL NGO ROAD SAFETY CONFERENCE

16 AND 17 NOVEMBER 2011

ABUJA-NIGERIA AND EVENTS
RELATED TO THE WORLD DAY OF
REMEMBRANCE OF ROAD VICTIMS
20 NOVEMBER 2011



This International Conference was held as follow up of one of the recommendations done during the International Forum held in May and had hundreds of participants. Comace Osita Chidoka stipulated that FRSC has the ambition to bring Nigeria in the Top 20 of safest countries. Now Nigeria is at the 91st place. Good roads and bad behavior will lead to traffic crashes. Bad roads and good behavior will result in less and hopefully in no crashes. So influencing traffic behavior is key. All NGO's and other partners were invited to walk with FRSC to analyze the situation, but also to solve and to change it! "Together Everyone Achieve More – TEAM" is the adage, Osita Chidoka was mentioning.

players, but with one joint mission. The team members need endurance, faith and trust. Road safety should be treated as an opportunity to improve.

To celebrate the World Remembrance Day of Road Victims FRSC organized two events. The first one was a marathon. The aim was to focus on road safety in relation to health. In the evening of the 20th November a special musical event was organized. Many well known and famous Nigerian artist and stars were performing for an audience of hundreds of officials, representatives, volunteers and road safety professionals. During the event the famous musicians and tv/movie stars were decorated by COMACE OFR Osita Chidoka as Special Road Safety Marshalls to serve as good examples for young road users.



He invited all NGO's, as the voice of the peoples, to join and to do their share. Joop Goos, PRI President, said five major areas are indispensable: Road Safety Plan including a Targeted Program, Budget, Reliable data accessible for everyone, Priorities and a Winning Team with many

12. WORLD DAY OF REMEMBRANCE 20 NOVEMBER 2011



Together We Can
Save millions
of lives.

pri La Prévention Routière
Internationale

**الذكرى العالمية لضحايا حوادث المرور
20 نوفمبر 2011**

الذكرى العالمية لضحايا حوادث المرور نحن في المنظمة العالمية للوقاية
لحدادنا على أرواح ما يناهز 1.3 مليون نسمة الذين فقدوا حياتهم
بأرجاء العالم، فلوينا مع هذه العائلات الذين فقدوا أحباءهم بسبب
السنة.

الذكرى العالمية لضحايا حوادث المرور هذه السنة مع انطلاق عقد العمل
طرق 2011-2020 و يوفر فرصة للعمل العالمي.

ليس لصالح ضحايا حوادث المرور فتذكيرهم بما حصل ليس فيه
جيدا ما حدث لهم وإنما في ذلك حث على التفكير الجماعي
لدهولاء الضحايا وعائلاتهم بالقيمة التي توليها لإستقيمتهم وبأن
بأننا نشاطرهم معاناتهم و المهم .

الناس في كامل أنحاء العالم فرصة للتوقف والتأمل للتفكير
ويرة و التركيز على الخراب التاجع عن وفيات حوادث المرور
لحياها و المجتمع بأكمله.

لغاديتها و العديد من الدول قد تمكنوا من تحقيق تخفيضات هامة في
لأ و ذلك باتخاذ تدابير فعالة، و يمكن اعتماد هذه التجارب الناجحة
لآخر.

من حوادث الطرقات تطلق نداءا إلى جميع السواق في مختلف
لوضع حزام الأمان، و وضع حزام الأمان، احترام
لأستخدام الهاتف الجوال عند القيادة و غيرها من الوسائل التي

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3755 GA Emmes 3755 GA Emmes
The Netherlands The Netherlands

Together We Can
Save millions
of lives.

pri La Prévention Routière
Internationale

**Journée Mondiale du Souvenir des Victimes de la
Route
20 Novembre 2011**

En cette Journée Mondiale du Souvenir des Victimes de la Route, nous à
La Prévention Routière Internationale pleurons les 1.3 million de
personnes, qui ont perdu leur vie dans les routes à travers le monde
entier. Nos pensées sont avec les familles, qui ont perdues des êtres
chers suite à un accident de la route au cours de cette année.

Cette Journée Mondiale du Souvenir des Victimes de la Route coïncide
cette année avec le lancement de la Décennie d'action pour la Sécurité
Routière 2011-2020 qui offre une opportunité à des actions d'ampleur
Internationale.

Ce Souvenir public n'est pas au bénéfice des victimes de les rappeler ce
qui s'est passé, comme ils se souviennent très bien de ça. C'est une
réflexion publique, une action de reconnaissance, pour affirmer aux
victimes et à leurs familles que leur humanité est hautement valorisée et
que leur perte est notre perte et que leur souffrance est fortement
partagée.

Cette Journée donne aux gens partout dans le monde une occasion pour
faire une pause et de réfléchir sur la sécurité routière et de se concentrer
sur la dévastation provoquée par les décès sur la route et leur impact sur
les familles endeuillées ainsi que sur la société.

Les accidents de la route peuvent être évités de nombreux pays ont
réalisé de forte réductions dans le nombre d'accidents en prenant des

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Save millions
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pri La Prévention Routière
Internationale

**World Day of Remembrance for Road Traffic Victims
20 November 2011**

Today on this World Day of Remembrance for Road Traffic Victims, we
at La Prévention Routière Internationale PRI mourn the estimated 1.3
million people, who lost their lives on the world's streets. Our thoughts
are with those families, who have lost loved ones due to a road traffic
crash during this year.

This year's World Day of Remembrance for Road Traffic Victims
coincides with the launch of the Decade of Action for Road Safety 2011-
2020 and provides an opportunity for global action.

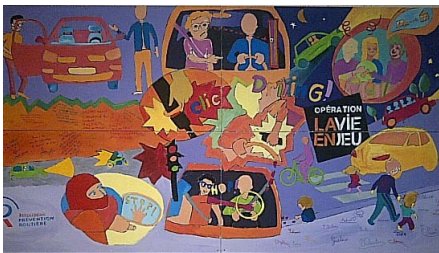
This public remembrance is not for the benefit of victims to remember
what happened to them, as victims remember very well what happened
to them. Public reflection is the act of recognition, it affirms to the victims
and their families that their humanity is highly valued. Their loss is our
loss and their suffering is shared.

This day gives people all over the world an opportunity to pause and
reflect about road safety and to focus on the devastation brought on by
road traffic deaths and their impact on bereaved families and society.

Road Traffic crashes can be prevented. Many countries have achieved
sharp reductions in the number of crashes and casualties by taking
effective countermeasures. Good practice from one country can be
adopted or adapted by another country.

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The Netherlands The Netherlands

13. INTERNATIONAL PRI WORKSHOP ON INNOVATIVE APPROACHES TO ROAD SAFETY 25 NOVEMBER 2011, PARIS-FRANCE



In May 2011 the Decade of Action For Road Safety was launched globally. Nowadays road safety do not get the priority it needs. Other interests prevail and budget cuts are the rule rather than the exception. This means that advocating for road safety is highly necessary. To facilitate the advocacy role of national road safety organizations and to get citizens involved in the field of road safety as well, a software tool has been developed by Dutch partners (VIA.nl and TOMTOM) and PRI in a unique form of public private partnership. The developed application is web-based and low cost. Residents reports on unsafe locations,

accident statistics and speed data can be combined, which enables decision makers to base policy and measures on reliable and integral information. During the PRI International Workshop “Innovative Approach for Road Safety”, held last November in Paris, the tool was presented. PRP from Portugal and VVN from The Netherlands shared their first experiences with the approach in practice. The participants were very positive and with a number of them an appointment was made for a follow up (web demonstration, etc.). A brochure of the workshop is available in a limited edition and in pdf format as well.

14. 1st FORUM ON TRAFFIC SAFETY: THE REALITY, EXPERIENCES AND HOPE 12 and 13 DECEMBER 2011 DAMMAM-SAUDI ARABIA



This International Forum was organized by the Saudi Traffic Safety Society (Salamh) in collaboration with the University of Dammam, Saudi Aramco, Eastern Province Traffic Safety Council, Department of Traffic and of Education in the Eastern Province and the Eastern Province Municipality. The opening ceremony was under the patronage of His Royal Highness Prince Mohammad bin Fahid, the Prince

of Eastern Province of KSA. 50 high level speakers – coming from all regions of the world - delivered keynote speeches and (scientific) papers and shared their experiences with about 500 participants. PRI President presented a paper on European experiences to bring down the number of road crash victims and the advantages of international cooperation. The Forum was closed with the reading of a draft declaration.

15. 40th YEARS CELEBRATION OF AUTONOMOUS PREVENTIVE SLOVENIAN TRAFFIC SAFETY WORK 22 DECEMBER 2011 BRDO-SLOVENIA

The Slovenian Traffic Safety Agency was the organizer of this celebration of 40th anniversary of autonomous preventive activities in Slovenia. In an attractive program held in the Grandis Hall of the Congress Centre in Brdo, the progress and the milestones were presented in Slovenian road safety work. A video compilation of the history of road safety activities and the most important campaigns were presented. Six peoples were awarded for their outstanding contributions to the improvement of traffic safety in Slovenia.



16. DECADE OF ACTION FOR ROAD SAFETY

Describing global death and injury as a “major public health problem with a broad range of social and economical consequences”, the UN General Assembly proclaimed the UN Decade of Action for Road Safety 2011-2020 in a landmark resolution co-sponsored by 100 countries.

The official launch of the Decade was May 11th, 2011. The goal is to stabilize and then to reduce road traffic fatalities by 2020.

“It is totally unacceptable more than one million people die on the roads and more than fifty million are injured. The human costs are profound and the economic costs are staggering more than 100 billion USD in developing countries: Ban Ki-moon, UN Secretary General said. He has released his latest report on road safety. The report reviews the implementation of various UN General Assembly resolutions in the period October 2009 – August 2011.



17. EUROPEAN UNION COLLABORATION

EU POLICY ORIENTATIONS ON ROAD SAFETY 2011-2020



A new EU target was put – 50% road deaths by 2020. PRI welcomes this ambition very much. However, a more concrete and comprehensive program is highly needed knowing the targets from the previous period were not entirely achieved (EU-27:36% and original EU-15:42%). Unfortunately little is proposed to protect vulnerable road users like pedestrians and cyclists.

Under the title: “ Road Safety 2011. How is your country doing?” EU published a leaflet, which shows the situation at the end of 2011 and the progress made since 2001. The leaflet allows to compare the situation in each Member State and encourages to continue the efforts to improve road safety and to save lives. A special Newsletter was published on safer vehicles (periodic tests, technical roadside inspections, roadworthiness in relation to new technologies).

EUROPEAN ROAD SAFETY CHARTER



PRI is a signatory of the European Road Safety Charter. In doing so we contribute to building up knowledge and exchanging good practices. In 2011 PRI applied for renewal of its commitment. In the commitment text it is described that PRI will disseminate information about the web based software tool, which was developed with some Dutch partners (see paragraph 13).

The dissemination will be done by sending e-mails to our contacts, publishing articles and presentations in symposiums and conferences. Support (physical or web demonstrations) will be provided to organizations in its use. PRI intends to evaluate to which extent the tool has contributed to facilitate the organization's prevention activities. The commitment has been approved by the EU Evaluation Committee.

EU EXCELLENCE IN ROAD SAFETY AWARDS CEREMONY

The European Road Safety Charter has contributed since its launch in 2004 to reducing the number of road fatalities in the 27 European Member States by 42% in seven years. This success is the result of the commitment of public and private actors. Each charter signatory undertakes to carry out specific actions.

The Excellence in Road Safety Awards for 2010 Ceremony organised on the 1st of February 2011 in Brussels, has recognised six most exemplary initiatives of European RS Charter signatories in different categories.

The initiatives were applying to safe mobility of elderly peoples (Dutch ANBO), a program to improve road safety of their staff and the community and to reduce damage costs of the fleet (TESCO DOTCOM), a comprehensive road safety program with a Road Safety Day every month for their employees (BUSTURAS). An education program for children with an exhibition of art works and a “family week” (MATERSKASOLA) and a road safety course for different risk groups (VERIN, OURENSE).

The Irish Medical Organisation draw up a Road safety Position Paper, which will be updated regularly and issued Road Safety Motions focussed on speed (30 km/h in urban and residential areas) and on drinking and driving.

During the Ceremony 16 new signatories have signed the Charter and in the framework of the Ceremony two workshops were held.

PROLOGUE



This two year project (7th Framework Program) started in August 2009 and PRI was member of the user group. Prologue aims to contribute to the reduction of the number of road casualties in Europe by developing and promoting a real life observation method. In June 2011 the final workshop took place in Vienna. Naturalistic driving can provide a better insight in real world driving and the effects of influencing behavior. Another motive for the study was, that there is a lack of reliable scientific evidence of the effects of modern safety devices in real life settings.

EUROSAFE



The 3rd Conference on Injury Prevention and Safety Promotion was held 16 and 17 June 2011 in Budapest-Hungary. The conclusions were that a focus on the entire life span is most desirable, whole government leadership is strongly advised and that cross-cutting risk factors must be reviewed.

Deaths among pedestrians and cyclists decreased by 34% between 2001-2009 and those among the Powered Two Wheeler riders by only 18% compared with 39% for car drivers. Due to these figures ETSC launched its new project BIKE PAL.

In this project an analysis will be made of the safety of cycling in the EU member states and a ranking of the countries by their level of cycling safety as well. Eurosafe is a NGO representing organizations and individuals to prevent injury and to promote (road) safety. PRI is member of Eurosafe. All members and other interested parties are keeping posted by a quarterly newsletter. Eurosafe is developing an expert directory (WHO is WHO). "Working together to make Europe a safe Place".

4th EUROPEAN YOUTH FORUM FOR ROAD SAFETY.



This 4th edition of the European Youth Forum for Road Safety was held on 24 and 25 November 2011 in Brussels-Belgium. In the framework of the Forum a competition took place to design a poster for Europe ("Young Artists for Road Safety"). Matyas Maslin from the Czech Republic was awarded with the first price.

Poland and Bulgaria won the second and the third price. A declaration was drafted in order to proclaim the commitment of young people. They call for awareness among their peers of the serious risks they run in becoming involved in road traffic accidents and urge Europe to take action to prevent road accidents.

18. UNITED NATIONS COLLABORATION



UNRSC 13th MEETING OF UN ROAD SAFETY COLLABORATION 11-13 APRIL 2011, LONDON-UNITED KINGDOM

During the meeting the Decade of Action for Road Safety was discussed. The main issues were terms of use of the TAG, the Global Plan for the Decade and the Toolkit for organizers of (launch)events. These documents are available at WHO website. Further topics were the Launch on 11 May and the related advocacy and communication, the Global Fund and the plans for the Decade of Action. Approval of the Global Plan document, encouraging countries to develop plans, supporting countries to implement plans and monitoring and evaluating the Decade were important issues, which were discussed. Information on the Global Road Safety Week was given. The four UNRSC working groups (Implementation of “how to” manuals, Work related road safety, Infrastructure and Monitoring the Decade) provided the meeting with an update of the activities so far and proposals for future work. Some UNRSC partners gave an update on their activities. Margie Peden of WHO presented the report on “Mobile Phone Use: A growing Problem of Driver Distraction”. The report is available at WHO and on their website.



NGO'S FOR ROAD SAFETY AND VICTIMS 2nd UN GLOBAL MEETING OF ROAD SAFETY NGO's 14-16 MARCH 2011 WASHINGTON-USA

On the occasion of the 60th anniversary The objectives of the meeting were sharing knowledge, experiences and approaches to advocate for road safety and road crash victims, to create a Global Alliance of advocating NGO's, to strengthen the capacity of NGO's for engaging with the media and to encourage and facilitate the NGO contribution to the launch and implementation of the Decade of Action for Road Safety 2011-2020, which took place at 11th of May 2011. In the framework of this 2nd Global NGO Meeting several regional meetings took place. The establishment of a Global Alliance was discussed; a working group will work on a more detailed proposal. Furthermore a 2nd draft of the document “Advocating for Road Safety and Road Victims: A Guide for NGO's” was discussed and will be elaborated by WHO.

14th MEETING OF UN ROAD SAFETY COLLABORATION 15-16 NOVEMBER 2011, GENEVA-SWITZERLAND

Main topics on the agenda were the reviewing of the launch of the Decade and the initial progress,



the focus on identifying next steps and the discussion on roles and responsibilities of the international community in general and UNRSC members in particular. Developing a 2012-2014 work plan and the creation of project groups to fit into each pillar was part of the discussion. The majority of UNRSC members agreed to hold the next UN Global Road Safety Week in 2013 with the theme of pedestrian safety. The establishment of the Global Alliance of Nongovernmental Organisations to serve as coordinating body of NGOs was announced. Another important issue was the inclusion of road safety in sustainable development at the RIO 2012 conference. Four new members were admitted to the UNRSC (Global NCAP, BHP Biliton, FISITA and Fundación Gonzalo Rodriguez).

UNECE 61st UNECE/WP1 MEETING 21-23 MARCH 2011 GENEVA-SWITZERLAND

During this meeting information about activities of the United Nations Economic Commission for Europe (UNECE) and of the Organization of the Black Sea Economic Cooperation (BSEC) was provided. Main topics of the meeting were Driver's Assistance Systems, Variable Message Signs and Multidisciplinary Crash Investigation

(MDCI). The use of MDCI is restricted to investigation purposes only. Related to this topic FEVR and PRI have announced to elaborate a discussion paper dealing with the concerns of the current practice of gathering forensic evidence and determination of causative factors in serious collisions. A minimum standard for serious crash investigation, the gathering of all forensic evidence routinely, a minimum level of victim support, where victims will be kept informed, without any charge or payment, should be developed.

62nd UNECE/WP1 MEETING 26-29 SEPTEMBER 2011 GENEVA-SWITZERLAND

In this meeting WP 1 adopted the "Decade of Action for Road Safety – UNECE Plan for 2011-2020". Some WP1 members provided information on their national activities in the frame of the Decade. The regional launch of the Decade with the UNECE Conference held in Belgrade-Serbia was reviewed. Issues related to the convention on Road Traffic 1968 and the Consolidated Resolution on Road Signs and Signals and on Road Traffic were tabled and discussed. Other points of the agenda were Driver Fatigue, Safety at Level Crossings and the Programme of Work 2012-2016.



19. PRI INTERNAL NEWS



On 26 March 2011 Pierre Gustin deceased. Pierre was Délégué Général at Association Prévention Routière APR for many years. At PRI Pierre was member of the Executive Committee with a special assignment related to the improvement of road safety in developing countries. We will remember Pierre as a devoted contributor to active and valuable PRI activities. He maintained good relations with all members. He was a considerate and warm person, sharing his knowledge and expertise for the benefit of the prevention of road traffic victims.

In 2011 the Quadrennial report (2007-2010) was submitted to the UN. The report was approved and consequently the PRI consultative status at the United Nations (ECOSOC) was continued.

As European Road Safety Charter signatory PRI started the procedure for renewal of its commitment. PRI will facilitate its members to improve road safety at the local level, to strengthen their advocacy role and to involve citizens by making offering them a web based software tool.

PRI made a contribution to the Sustainable Development Conference to be held in 2012 in Rio de Janeiro – Argentina with a plea to include Safer Roads in Sustainable Development. Public Transport and Bicycling and Walking should be promoted. Less cars will prevent road crash victims, will diminish CO2 emission and will use less space. Besides walking and cycling contribute to the health positively. Lower driving speeds will prevent crashes and (fatal) injuries, will diminish CO2 emission. These priorities have a positive impact on the prevention of road traffic crash victims, on sustainable development and on the quality of life.

PRI can be followed on Facebook, LinkedIn and Twitter. PRI Facebook Group has almost 1000 members. The PRI website will get a the tool to show road safety videos/TV Ads. The adding of “Best Practices” and “Recommendations/Declarations of PRI World Congresses” will be examined. The e-Newsletter was published regularly .

20. MAIN DECISIONS

GENERAL MEETING

25 NOVEMBER 2011. PARIS-FRANCE

GENERAL

- The GM approves the minutes of the General Meeting on 22 October 2010
- The GM approves the Annual Report 2010
- The GM decides to divide the activities for the coming years into an Action Plan 2011-2015 and an Action Program 2011-2012 with priorities for the next two years. In view of the importance of these documents, the members will be consulted once more. The input will be used for the 2012 Pre Draft Budget. The Action Plan/Program will be tabled for final approval in the 2012 GM (Marrakech)

ELECTIONS

The General Meeting unanimously approves the following nominations and elects these persons for a new (final) mandate.

- **Joop Goos** : President
- **Ahmed Hasan Al Hosani** : Vice President
- **Jean-Yves Saulün** : Vice President
- **Susana Estevez** : Coordinator Special Committee on Education

The members of Regional Groups elect their chairperson themselves. The following persons are elected by their regional group for a new

mandate. The GM takes notice of the nominations by the respective regional groups.

- **Afif Frigui** : Chairperson of the Regional Group of Arab Countries
- **Osita Chidoka** : Chairperson of the Regional Group of African Countries

NOMINATIONS

- The General Assembly approves unanimously the awarding of
- **Pierre Gustin** (France) as Honorary Member of PRI (posthumously)
- **Matti Järvinen** (Finland) with the PRI Service Medal

FINANCIAL MATTERS

- GM approves the balance sheet and accounts settled on 31.12.2010.
- GM approves the actions related to settled and unsettled membership fees.
- GM adopts after profound deliberation the 2010 auditor's report unanimously and gives discharge to the Executive Committee.
- GM approves the 2011 Draft Budget.
- GM approves unanimously the proposal of the Executive Committee to adjust the membership fees for the year

2012 with 0.87%.

- GM decides to adjust the 2012 Pre Draft Budget according to the 2012 of the Action Program 2011-2012 and the current financial conditions.

ACTIVITIES

The Romanian delegation (AVAC) presented their most important actions (10 August: National Day Without Accidents, Remembrance Day, Tram of the Safety Roads, Collaboration with hospitals and open letter to authorities and inter-ministerial committee.

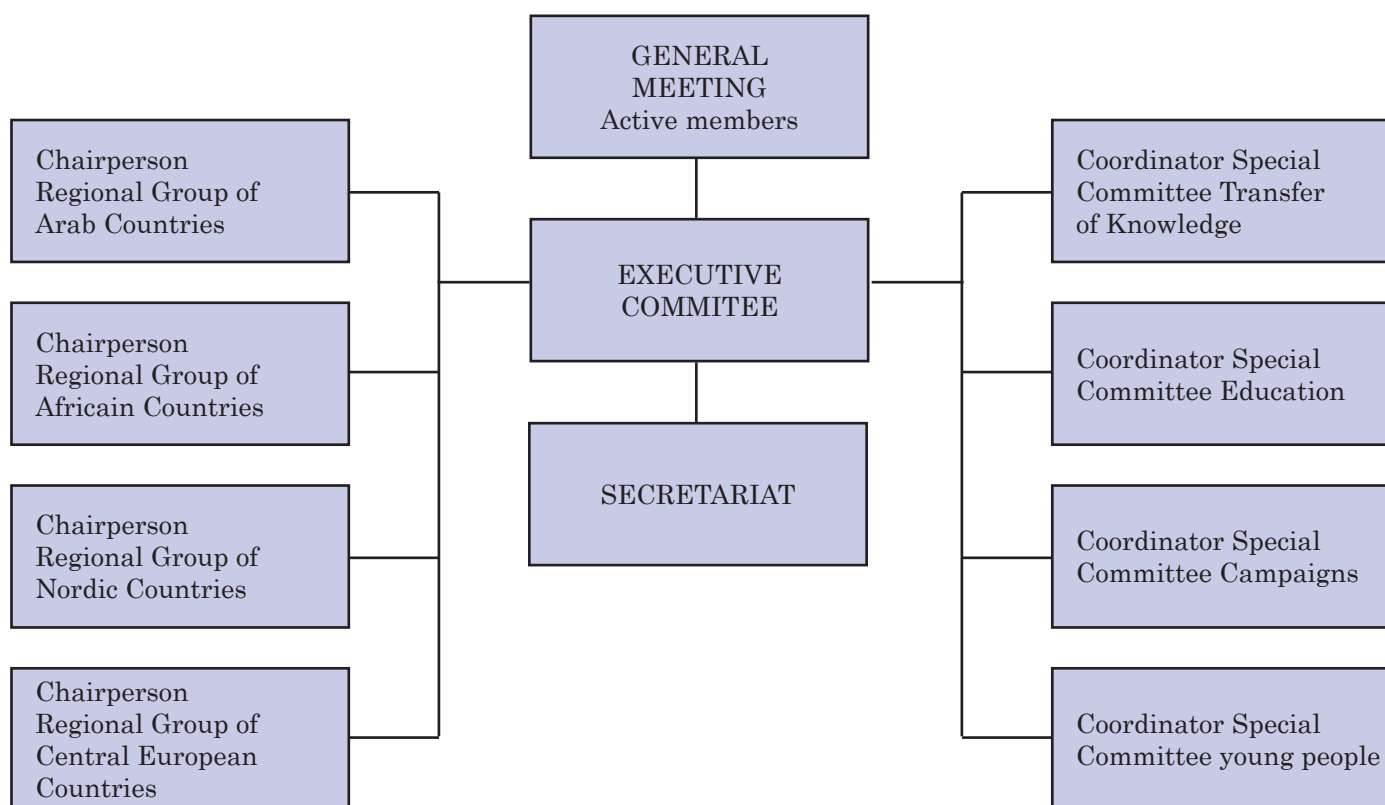
A ppt presentation on the Decade of Action for Road Safety 2011-2020 will be send to all members by e-mail.

Dates and Places of future General Meetings

The GM and the 12th World Congress will be held from 6-9 June 2012 in Marrakech-Morocco. The National Committee for the Prevention of Traffic Accidents (CNPAC) will host the Events.

The GM and the International Road Safety Forum in 2013 will be held in Ukraine. The Ukrainian Road Safety Association URSA is the host.

21. ORGANIGRAMME



22. EXECUTIVE COMMITTEE

President
Mr. Joop Goos

Vice president
Mr. Hasan Ahmed Al Hosani

Vice president
Mr. Jean-Yves Salaün

Chairman Regional Group
of African Countries
Mr. Osita Chidoka

Chairman Regional Group
of Arab Countries
Mr. Afif Frigui

Chairman Regional Group
of Eastern European Countries
Mr. Stojadin Jovanovic

Coordinator Committee Education
Mrs. Susana Estévez Gómez

Coordinator Committee Transfer
of Knowledge
Mr. Bojan Zlender

Coordinator Committee Young People
Ms. Afef Ben Ghenia

Coordinator Committee Campaigns
Vacancy

23. MEMBERSHIP

FIVE TYPES OF PRI MEMBERS:

Active members (pay an annual subscription) in each country, national road safety associations, organizations (one or more) public or private, research institutes, universities and other national institutes interested in the aims of PRI. International organizations and institutions, public or private, with the aim to improve road traffic safety

Associated members (pay an annual supporting fee)

Affiliated members (pay an annual supporting fee) commercial and industrial entities and other societies interested in the aims of PRI

Individual members (pay an annual subscription) interested in the aims of PRI

Honorary members nominated according to the regulation in force by the general meeting

ADMISSION

Admission to PRI is subject to the following conditions:

Written application to the Secretariat specifying the form of the applicant, his activities and financial situation.

A declaration that the statutes in force are accepted.

The declaration that the applicant commits himself to pay his annual

subscription or fee regularly.

The executive committee decides on the admission of members. In the case of the application for admission being rejected, the applicant may, within two months of being informed of such rejection, apply to the general meeting for reconsideration of the matter.

BENEFITS

For its members, PRI sets up traineeships, road safety courses and consultancy activities. In the framework of the Decade of Action for Road Safety 2011-2020, PRI – in a unique public private partnership – developed a web based software tool for its members to enable them to involve citizens in the road safety work, to support their advocacy activities and to strengthen their position as national partner in road safety. PRI regularly distributes declarations, resolutions and press releases. In the opinion of PRI, everybody has the basic right of safe mobility. PRI advocates for road safety.

In short, PRI membership offers:

- Access to global and international networks and key players
- Contact with other members (bilateral/regional groups)
- Platform to exchange knowledge, experiences, best practices and worst cases
- Possibility to join international

- project (EU, UN)
- E-Newsletters and Annual reports for free
- Access to (intranet) website and videos/TV Ads
- Road Safety Course/ Traineeships
- Participation in yearly RS Forum and World Congress for free
- To be kept informed on new developments

24. LIST OF MEMBERS

- Ministry of Interior.Directorate of Traffic.General Committee for Road Safety. Kingdom of Bahrein
- Institute Belge pour la Sécurité Routière (IBSR/BIVV). Belgium
- Ministère des Travaux Publiques et Transports.Centre National de Sécurité Routière (CNSR). Benin
- Société Nationale de Sécurité Routière. Burundi
- Road Traffic Safety Association of China (RTSAC). China
- Ministry of Transport. Road Safety Unit. Czech Republic
- Faroe Islands' Road Safety Council. Faroe Islands
- Central Organization for Traffic Safety – Liikenneturva. Finland
- Association Prévention Routière (APR). France
- Direction Générale de la Sécurité Routière. Gabon
- Deutscher VerkehrssicherheitsRat e.V. (DVR). Germany
- National Accident Prevention Commission (OBB). Hungary
- Japan Traffic Safety Association. Japan
- Jordan Society for the Prevention of Road Accidents (JSPRA). Jordan
- Sukoon International Company. Kingdom of Saudi Arabia
- Middle East Automobile Club. Kingdom of Saudi Arabia
- YASA International for Public Safety. Lebanon
- The Republic Council on Road Traffic Safety (RCRTS). Macedonia
- Comité National de Prévention des Accidents de la Circulation (CNPAC). Morocco
- Federal Road Safety Corps (FRSC). Nigeria
- Royal Oman Police. Oman
- Motor Transport Institute (MTI). Poland
- Prevencao Rodoviaria Portuguesa (PRP). Portugal
- Asociatia Victimelor Accidentelor de Circulatie (AVAC). Romania
- Road Traffic Safety Agency (RTSA). Republic of Serbia
- Slovenian Traffic Safety Agency-Road Safety Council (AVP-SPV). Slovenia
- Ministry of Public Works, Roads & Transport. South Africa
- Road Traffic Management Corporation (RTMC). South Africa
- Road Traffic Authority. South Korea
- Ministry of Interior. Direccion General de Trafico (DGT). Spain
- Council for Accident Prevention (BfU). Switzerland
- Syrian Association of Roads Accidents Prevention (SAORAP). Syria
- Dutch Traffic Safety Association – Veilig Verkeer Nederland (VVN). The Netherlands
- Association Tunisienne de la Prévention Routière (ATPR). Tunisia
- Ukrainian Road Safety Association (URSA). Ukraine
- Automobile & Touring Club for UAE. United Arab Emirates
- Emirates Traffic Safety Society (ETSS). United Arab Emirates
- International Automobile & Touring Club. United Arab Emirates
- National Union of Hauliers from Romania. Romania
- Comisariado Europea del Automovil (CEA). Spain
- Hrvatski Autoklub (HAK). Croatia
- Egyptian Gulf Automobile & Association (EGA). Egypt
- Automobile Club d'Italia (ACI). Italy
- Departamento de Interior Viceconsejeria de Interior. Spain
- Asociación de Prevención des Accidentes de Tráfico (PAT). Spain
- Conseil de la Sécurité. Switzerland
- Touring Club Suisse (TCS). Switzerland
- Global Road Safety Partnership (GRSP). Switzerland
- Mrs. C.Galavan, Romania
- Mr.J.G.Goos, The Netherlands
- Mr. A. Silveira. Argentina
- Mr. H. Rakotomampionona. Madagascar
- Mr. U.Th. Hendrichs. Switzerland

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