

LA PRÉVENTION ROUTIÈRE INTERNATIONALE

ANNUAL REPORT 2014



La Prévention Routière
Internationale



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1. FOREWORD



With great pleasure we are presenting you our Annual Report 2014. In cooperation with other organizations our members have been performing many activities on national and local level. Teams of professionals and volunteers devoted to road safety jointly have delivered a positive contribution to saving lives on our roads.

PRI members are performing on the international level as well.

The Comité National de Prévention des Accidents de la Circulation (CNPAC) has hosted the 1st Global Congress on Women and Road Safety in Skhirat – Morocco and our member from the United Arab Emirates, the Emirates Traffic Safety Society (ETSS) organized an International Symposium on Communication Technologies and Road Safety in Abu Dhabi.

In April 2014 Resolution 68/269 on Improving Global Road Safety was adopted by the United Nations General Assembly. Member States and the international community are encouraged to take road safety into consideration in the elaboration of the post-2015 development agenda.

In the 2014 meetings of the United Nations Road Safety Collaboration (UNRSC) the 3rd UN Global Road

Safety Week to be held in May 2015 and the 2nd Global high-level Conference on Road Safety to be held in Brazil in November 2015 were discussed. The theme of the 2015 Road Safety Week will be Children and Road Safety.

The Republic Council for Road Traffic Safety (RCRTS) in Macedonia and PRI were organizing the 2014 PRI yearly events in Skopje. The International Conference on the Role of Local Governments and Municipalities in Improving Traffic Safety on Local and Regional Roads was held on 21 and 22 May 2014 in the capital of Macedonia.

The 2015 PRI International Conference will be hosted by the Emirates Traffic Safety Society ETSS. The PRI annual events will be held in Abu Dhabi – United Arab Emirates in the first week of November 2015. The main theme of the Conference will be intelligent and smart technologies serving road safety. In coherence with the Conference a Workshop on Youth will be organized.

**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, FERSI and more) and with global partners (UN, WHO and more). PRI is member of the United Nations Road Safety Collaboration (UNRSC) and the Global Alliance for Road Safety NGOs and can be followed on Facebook, LinkedIn and Twitter. In the opinion of PRI, everybody has the basic right of safe mobility. PRI has signed a Memorandum of Understanding (MOU) with Laser International Foundation.

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 mem-

bers 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, eNewsLetters 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

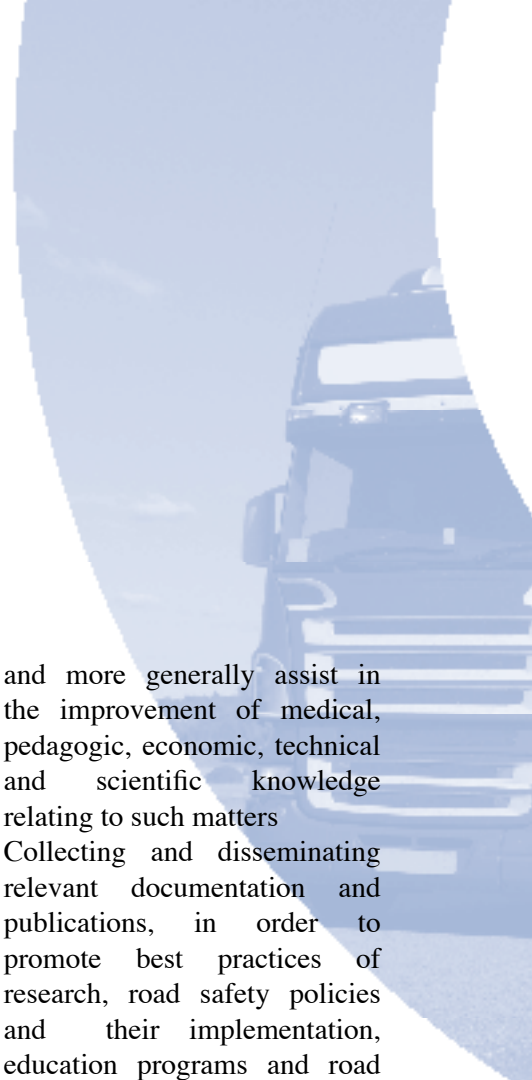
- Giving advice and assistance to national organisations
- Promoting co-operation of national and international bodies, of all individuals, of research institutes and universities, of governments, of the business community and other partners devoted, directly or indirectly, to the improvement of road 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 implementation, 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

FEDERAL ROAD SAFETY CORPS (FRSC) – NIGERIA

THE 2ND NATIONAL BICYCLE WEEK “CYCLING TO SAVE THE PLANET”



To sustain and improve on the activities held last year, the Corps featured three main activities for the 2nd edition which was observed between 15th and 21st December, 2014 with the theme; Cycling to Save the Planet. While the main activities were carried out on the 15th, cycling advocates, workers and the general public were encouraged to ride bicycles as regular as possible throughout the week. The activities include; Urban Street rally, Advocacy visits and Meeting of the National stakeholders Committee on Bicycle Transportation in Nigeria.



Urban Street Rally



The rally took place in Abuja Municipality, the 36 State capitals and some Local Government Headquarters, except in the North East States where there is state of emergency. FRSC Management and Staff, members of the National Stakeholders Committee on Bicycle Transport, Cycling Federation of Nigeria and the Technical Director of the cycling Federation of Nigeria participated

3. PRI MEMBER ACTIVITIES

in the rally. Cyclists covered a total distance of 25 kilometres.

Advocacy visits

To further press home the demand to give cycling a place in the national polity, advocacy visits were paid on The Ministers of Transport and the Federal Capital Territory as well as the Director General Nigerian Television Authority (NTA), the National TV network which is the largest in Africa. The first port of call was the Federal Ministry of Works. The Representative of the Minister, a Director demanded a more active participation of the Ministry especially in the approval of the National Cycling Policy and Strategy 2014-2017. The Ministry of the Federal Capital Territory (MFCT) was also visited: at the MFCT, cyclist demanded for recovery of bicycle lanes that were ignored at the point of construction or have been encroached upon, where they exist, and installation of bicycle facilities at intersections while encouraging the Ministry's staff to take up cycling as part of daily activity.

Next was the visit to the Nigerian Television Authority, NTA. The cyclists requested the sustained collaboration between NTA, FRSC and other stakeholders towards making cycling a public

discuss thereby creating the needed awareness that will attract attention to cycling. Similarly, advocacy visits were paid to key stakeholders in the various cities where the program held.

Meeting of the National Stakeholders Committee on Bicycle Transportation

The meeting was held at the FRSC Headquarters Conference room as part of activities making the National Bicycle Week 2014, to enable stakeholders examine the success recorded so far and strategized for better outreach in the coming year.

There was adequate coverage of the events by both the electronic and print media. Flyers and car stickers were distributed by stakeholders in the course of the rally and advocacy visits.

agencies and other stakeholders.

THE 12TH NATIONAL SUMMIT OF SPECIAL MARSHALS "TRANSFORMING NIGERIA THROUGH VOLUNTEERISM; THE NIGERIAN SPECIAL MARSHALS STRATEGY"

The 12th National Summit of Special Marshals "Transforming



Nigeria Through Volunteerism; The Nigerian Special Marshals Strategy" Due to the incidences of road traffic crashes on the Nigerian roads the Federal Road Safety Corps (FRSC) was established in 1988 and since its inception, a volunteer arm known as the Special Marshal was formed in 1989 with just six (6) volunteers. In 2014, the number stands at 15,071 who contribute in the act of donating both time and energy for the benefit of others rather than for any financial reward. All State Governors are patrons of Special Marshals with the President as the Grand Patron. A couple of papers were presented in the course of the summit while a plan of Action

3. PRI MEMBER ACTIVITIES

was unanimously agreed upon and adopted at the technical session of the programme.

2014 NATIONAL SAFETY COMPETITION FOR SENIOR SECONDARY SCHOOLS

The National Safety Competition for Senior Secondary Schools was introduced in 2012 by Federal Road Safety Corps (FRSC), Nigerian in collaboration with Shell Petroleum Development Company (SPDC) to inculcate in the Youth Safety Education and acquiring the skills required to confront challenges of interaction with their environment. The competition is also in furtherance of FRSC policy of catching the children young. The 2014 edition was held on 28th November, 2014. Questions boarded on Road, Home, industry and Environment safety to build up the question data bank.

ONE-DAY STAKEHOLDERS FORUM ON THE NATIONAL POLICY ON MAXIMUM

ROAD SPEED LIMITERS FOR VEHICLES

In line with the resolve of stakeholders to tackle headlong the challenges posed by speeding on Nigerian Roads and in furtherance

of the Federal Road Safety Commissions Act 2007, and the National Road Traffic Regulation 2012, an inaugural forum of stakeholders was convened on the 22nd June 2012 to provide a veritable platform for addressing the problem. The outcome of the forum led to series of steps that climaxed in the approval of the Maximum Road Speed Limiter for Vehicles in Nigeria by the Governing Council of the Standards Organisation of Nigeria on 27th August, 2014.

This edition of the stakeholder's forum held on the 12th September, 2014 was convened with the aim of drawing up implementation strategy that will culminate in speed discipline and consequent reduction in road crash and attendant fatalities associated with speeding on Nigerian roads.

The flag off campaign for the implementation of Speed Limiting Device in Nigeria held on the 18th November, 2014 at the Shehu Musa Yar'Adua Center.

SLOVENIAN ROAD SAFETY AGENCY AVP – SLOVENIA

ABOUT THE AGENCY

Slovenian Traffic Safety Agency is a legal body of public law in the field of road safety, established in



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2010. The agency is the central institution for traffic safety in Slovenia, performing regulatory, developmental, technical and other tasks regarding drivers and vehicles, analytical and research work in the field of road safety, prevention, education, training etc. Slovene Road Safety Council (SPV) is a part of the Agency with its preventive activities and road safety programmes.

In the year 2014 there were:

- National preventive campaigns regarding the National Road Safety Programme 2013-2022, dealing with the safety of pedestrians, cyclists, speeding, DUI and the use of seat-belts and CRS
- The agency was very active in the Armadillo project: each school year there are about 650 kindergarten and school classes actively involved in project work, that is more than 12.000 children, a lot of local events with demo of proper CRS use etc.
- Preventive activities for cyclists, Cycling training program and competition What do you know about traffic? for children cyclists: each year there is 90% of primary schools involved in this programme, web page for testing the theoretical knowledge, approx. 200.000



tests done

- Preventive activities Be careful, be seen: each year there are children of primary schools involved and writing letters to seniors (grandparents) with dedicated message to use reflective materials.

PROJECT ROSEE 2014

The agency as a project partner in ROSEE (ROad Safety in Southeast European Regions) was in 2014 working in the field of the safety of cyclists in Slovenia. The general objective of the project was a contribution to the decrease in the number of road deaths and serious injuries among cyclists. The agency's main results and deliverables in the project were:

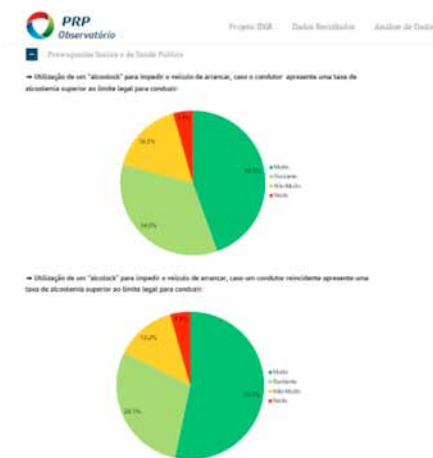
- implementation of two pilot projects in Slovenia ("sharrow" – shared lane marking in Maribor and cyclists counter in Ljubljana) with on-field

evaluation,

- proposals to change legislation were developed (technical specifications for "sharrow" and a national strategy for safety of cycle traffic),
- preventive campaigns and raising awareness events were implemented,
- and expert meetings, round tables and conferences were held on the topics focusing on road safety,
 - different preventive materials were produced (an educational film on "sharrow", a promotional video of cyclists counter, helmets, brochures, manuals, stickers, reflective arm-bands etc.)



3. PRI MEMBER ACTIVITIES



PREVENÇÃO RODOVIÁRIA PORTUGUESA (PRP) – PORTUGAL

ROAD SAFETY PERFORMANCE INDICATORS PROGRAM

This project was planned with the intent to develop new methods of study, through the use of performance indicators in order to extend knowledge in the field of road safety.

In its **first step**, PRP measured several indicators with the purpose of collect and analyze relevant data about the performance of traffic safety system, by using direct observations and a questionnaire (SARTRE 4) about attitudes, behavior and opinions of road users. More than 300.000 observations were made and 1.000 questionnaires were applied.

Speed practiced, driving under the influence of alcohol, wearing rates of seatbelts and child restraints systems, zebra crossing by pedestrians, change directions indicators, mobile phone use, two wheels (helmet, main beam), respect for the red traffic lights and stop sign, tires (tread depth and pressure) were some of the observed behavior.

A study based on attitudes, self-reported behaviors and opinions was carried out using the SARTRE 4 project questionnaire and methodology.

The study focused on 3 groups of road users: car drivers, motorcycle drivers and other road users, such as pedestrians, cyclists and public transport users and addressed questions on the following areas: demographic and lifestyle, fatigue, speed and driving, alcohol and driving, use of seatbelts; phone and driving, pedestrians, behavior, inspection/supervision, attitudes, opinions and general behavior, environment, new technologies and drugs.

On a **second step** PRP analyzed all data collected including the evolution of the driver's attitudes, opinions and behavior and compared the results with previous studies.

The **third and final stage** concerned the publication and diffusion of the results.

For better presentation and easier access to the information, PRP developed a website (www.observatorio.prp.pt), where the detailed information is available for consultation and research purposes. The observatory website is divided in two major menus that obey the structure of the study



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categories (car drivers, motorcycle drivers and other road users) and the indicators.

The “Collected data” menu show the information collected in tables, the “Data analysis” menu scrutiny the data, correlating with multiple variables.

The public presentation of the data was performed at a press conference held at the Ministry of Internal Affairs on 22 October 2014, where the website *www.observatorio.prp.pt* was also presented to the media.

Subsequently, two round tables, about alcohol and speed were carried out in EP, Estradas de Portugal, on 23 October 2014 for the presentation of project results, promoting the share of experiences by international experts and the debate of road safety general policies that can contribute to the reduction of accidents and their consequences. Both events were attended by different entities, public and private, national and international, directly or indirectly linked to road safety.

The information produced made this project a useful tool to support decision making. After the collection, treatment and analysis of results, all information is available for anyone who has interest in

deepening the knowledge about the thematic and wants to use the information to substantiate and support scientifically its decisions and the new implementation of measures and projects.

The volume of the collected information is significant and offers the possibility of carrying out numerous analyzes and comparisons with other studies and it's our intention to continue to disseminate new results that will be produced in the future.

ASSOCIATION PRÉVENTION ROUTIÈRE (APR) – France



CAMPAIGN : “BEFORE I DIE, I WANT TO.....” a thought provoking campaign for young people

Because drinking and driving remains the leading cause of fatalities for 18-24 year olds in

France, the Association Prévention Routière and its main partner Assureurs Prévention continue to promote “SAM, the designated driver” which began fifteen years ago; in April 2014 they launched a new awareness campaign called “Before I die, I want to...” (“Avant de mourir, je veux...”)

To further promote the idea of the designed driver, a challenging campaign was envisaged, inspired by the artist Candy Chang who invented the concept “Before I Die” which has been around the world but was used in France for the first time.

The system is based on a simple and universal mechanism that involves an issue that everyone can relate to: “What would I really like to do before I die?”

A giant black board (anonymous) was erected on the campus of the University Paris

8 in Saint-Denis, asking students to complete the sentence “Before I die, I want to...”. A few days later a message was revealed: “Every year, drunk driving prevents more than 1,500 young people achieving their dreams, their projects,... So

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before you go out, don't forget to designate a SAM. “

To see Website: <http://www.preventionroutiere.asso.fr/Nos-actions/Decouvrir-nos-campagnes/Avant-de-mourir-je-veux>

PROMOTION CAMPAIGN “WE ALL HAVE A REASON TO STAY ALIVE”

A father tenderly embracing his child, the kiss of a young couple in love ... these are the images that the Association Prévention Routière has chosen to stage in its new campaign to remind everyone of the value of life and why it is so important to preserve it.

The idea was to move away from fifteen years of realistic representation of accidents and their tragic consequences and to show what we gain if we change our behaviour on the road. This campaign (“On a tous une bonne raison de rester vivants”), breaking with the current tone of communication, was launched on the occasion of the 65th anniversary of the Association in October 2014.

Along with images that were displayed in the press and on poster sites, a TV spot was warning viewers: “Beware! The images that follow will make you change

your behaviour on the road”. The add ends with the signature “We all have a reason to stay alive”, followed by an invitation to use the social medias.

To see Website: <http://www.preventionroutiere.asso.fr/Nos-actions/Decouvrir-nos-campagnes/Ma-bonne-raison>

NEW INTERACTIVE WEBSITE DEDICATED TO ROAD SAFETY EDUCATION: MOBILIPASS

In 2012, 3,374 children under 11 were victims of road accidents. To help children to understand and learn the rules allowing them to travel safely, the associations Prévention Routière and Assureurs Prévention launched in November 2014 a new website Mobilipass.fr for children aged 6 to 10 and their parents.

The website answers questions through interactive activities for children and advises parents how to teach their children autonomy, either as pedestrians, cyclists and car passengers.

There is also a customised teaching aid for schools (worksheets, DVD, cards and bracelets) revolving around twelve thematic sessions.

To see Website: <http://www.mobilipass.fr/>

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BESIP MINISTRY OF TRANSPORT – CZECH REPUBLIC

SPECIAL APP SHOWS SIGNIFICANCE OF REFLECTIVE SAFETY EQUIPMENT

off of your windshield. Certain issues with visibility are caused by oncoming traffic, specifically headlights, and you can activate this feature as well. The pedestrian setting you choose can either have regular clothing or a reflective vest. A cyclist can have an unequipped



BESIP, a department in the Ministry of Transportation of the Czech Republic, developed a special app not only for pedestrians and cyclists, but particularly for drivers. It offers an estimate of how fast and in what distance a driver will be able to react to a pedestrian or cyclist moving his direction under windy and/or varying light conditions. You can simply choose whether to pass a pedestrian or a cyclist on the app. You can also set the app for conditions in which you want to drive, whether it is dark, rainy, foggy, or a blizzard; it can also show you whether you have bad windshield wipers or if you have properly scraped frost



bicycle and reflective stripes or a fully equipped and lit bicycle.

The app also allows you to set either dimmed lights or beam lights, and with a slider on the right side of the app you can set the distance in metres. It will then show you how visible a pedestrian or a cyclist is. Everyone is welcome to try the app on our website: <http://www.ibesip.cz/aplikace-viditelnost/>.

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NGO “UKRAINIAN ROAD SAFETY ASSOCIATION” URSA – UKRAINE

DRAFT LAW ON ADMENDMENTS TO THE LAW OF UKRAINE ON ROAD TRAFFIC



The NGO “Ukrainian Road Safety Association” (URSA) conducted an analysis of European legislation on road safety, examined the information base of the CIS countries, and has prepared a draft law “On Amendments to the Law of Ukraine On Road Traffic” (on the main principles of the state policy on road safety). The draft law was registered in the Ukrainian Parliament (Verkhovna Rada). The URSA experts are co-authors of the draft law.

Link to the draft law: http://w1.c1.rada.gov.ua/pls/zweb2/webproc4_1?pf3511=53247 .In



September 2014, a meeting took place in the Verkhovna Rada Committee on Transport and Communications. The meeting was attended by MPs and co-authors of the draft law, as well as the representatives of the Ministry of Infrastructure of Ukraine, Ministry of Internal Affairs, Ministry of Health, Ministry of Social Policy, and representatives of business and public organizations. During the meeting, the main provisions of the draft law were discussed. All participants supported the draft law. Currently the draft law is being prepared for consideration in the Verkhovna Rada of Ukraine.

RESEARCH INSTITUTE FOR ECONOMIC AND MANAGERIAL ISSUES OF ROAD SAFETY

In April 2014, on the initiative of the URSA, the Research Institute for Economic and Managerial Issues of Road Safety was established at the Kyiv National University of Construction and Architecture (KNUCA). The purpose of the

Institute is to study the international experience and share it with Ukrainian national experts.

NATIONAL ROAD SAFETY WEEK

The materials of the Road Safety Weeks were placed on the global resource “Road Safety Week” (<http://www.roadsafetyweek.org/component/content/article/10-case-studies/80-national-case-study-ukraine-road-safety-week>). The concept of the Road Safety Week format was developed by the URSA. The author of the concept was Tamara Trybrat, vice president of the URSA. The idea of the format is to unite the efforts of government, business and civil society organizations, and concentrate them on solving the road safety issues in Ukraine. The NGO “Ukrainian Road Safety Association” has been conducting the Road Safety Weeks in Ukraine for 6 years. The state considers this format of the Road Safety Week efficient and uses it in its strategy.



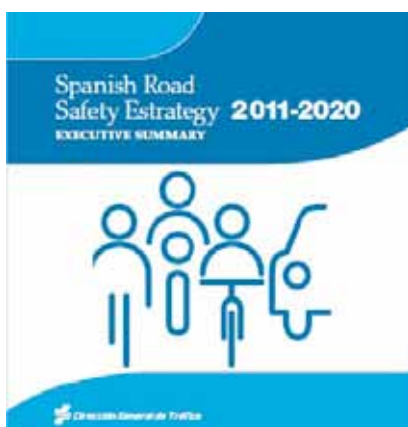
3. PRI MEMBER ACTIVITIES

DGT MINISTRY OF INTERIOR – SPAIN

SPANISH NATIONAL ROAD SAFETY STRATEGY 2011-2020

Some highlights from the current national road safety strategy are:

- Drug controls to drivers using devices that instantly detect drugs in the saliva. They are carried out together with alcohol controls.
- Use of ITS for the automated detection of new infringements, such as cameras to detect vehicles uninsured or without



the periodic roadworthiness that are actually circulating or speed cameras that control the speed within a road section (not only “instantaneous” speed).

- New regulations introducing the 30 Km/hour speed limits in certain urban areas, in order to create living areas where motor vehicles and other users peacefully coexist.
- Awareness programs for road safety in the field of business for workers, encouraging the inclusion of road safety within the health and safety policies at work.
- Computation of fatalities, serious injuries and their causes using hospital sources rather than police sources as it allows greater precision in data.
- The creation of the Unit of care for victims of traffic. These units are distributed throughout the national territory at a regional level, so that they comfortably reach to citizens. They cover a gap found in our system for the post-accident advice to victims and their relatives.



ASSOCIACIÓN DE PREVENCIÓN DES ACCIDENTES DE TRÁFICO (PAT) – SPAIN

CONFERENCES, SYMPOSIUM AND DISCUSSION FORUMS

We celebrate different forums for discussion and debate. P(A)T, the City Council of Barcelona, SCT (Catalan Road Safety Department) and RACC organized last November 18th the XXI Barcelona Road Safety Forum entitled “Motorcycles and risk assessment” in which it was discussed by speakers of great relevance and experience the problems of such way of transport. They talked about the vulnerabilities of motorists, victimization and accidents and the emphasis on risk perception.

YOUTH AWARENESS ACTIVITIES

P(A)T have carried out various actions with youngsters, such as

3. PRI MEMBER ACTIVITIES



“European Night Without Accidents” handing the flyer “Drive with sense” “Drive 0’0”. In this activity victims of road crash and youngsters gave their advice helping to raise the awareness of don’t “drink-drugs” and drive and don’t text and drive.

AWARENESS AND SAFETY AND SUSTAINABLE MOBILITY

Among other activities, on September 19th P(A)T participated on Park(ing) Day, a worldwide event where parking spaces are transformed into playful, creative and participatory spaces.

AUTOMOBILE CLUB D’ITALIA (ACI) – ITALY

TRASPORT ACI SICURI

In 2014 the Automobile Club d’Italia (ACI) continued to lead throughout the national territory an awareness campaign, called “TransportACI sicuri”, in order to increase road safety for children.

The name of the project (“Transport us safely”) indicates the request of children addressed to adults to be transported safely by car.

Road accidents are still the leading cause of death for children in many countries, and according to the World Health Organization a proper use of child safety seats reduces the probability of serious injury in road accidents by 80%.

Although in Italy there is a national legislation requiring the use of restraint systems for children, the law is not always respected. That is why, education and awareness campaigns are important activities for increasing the utilization rate of child safety seats.

The project TransportACI sicuri, started in 2010, has been developed



into an experimental basis for three years and has been originally aimed at informing adults about the correct behaviour to follow in the transportation of children in the car, increasing the awareness of the risks and consequences of not respecting the law, and at helping adults in choosing the most appropriate child restraint system and its proper use.

Subsequently, the courses have been extended to children, to health care workers and school teachers.

The courses are free and thanks to the collaboration of ACI’s

3. PRI MEMBER ACTIVITIES

Provincial Offices - more than 100 offices located throughout the country - are held at health facilities, schools or in the locations in which Events dedicated to mobility are hosted.

The entire course has a duration of 2 hours and the program for adults includes the following topics:

rules of Italian Highway Code, features and classification of different kinds of child restraint systems and tips for installing them, notions of dynamic.

The courses for children aim at teaching them road safety in a simple way, through animated presentations, so that they can claim respect for the traffic rules by adults.

Two teaching modules have been prepared: one for the Childhood School and the other for the Primary School. For the nursery school and the first years of primary school, not having children yet acquired adequate capacity to read, the format is exclusively made up of images, which are commented by the ACI teachers.

Various materials for supporting the educational activities (such as leaflets, educational video, gadgets for children, and so on) are provided to the participants.

Over the years 2010-2014 ACI carried out 3,298 courses with the participation of 50,360 people.

In particular, in 2014 ACI carried out 728 courses (244 for adults and 484 for children) and trained 18,582 people (3,266 adults and 15,316 children).

At the conclusion of the course, satisfaction questionnaires and verification tests have been used to test the actual knowledge about the use of child restraint systems.

Participants appreciated the initiative with positive evaluations (very good, excellent).

ROAD MEMORY – ALGERIA ACTIONS RELATED TO SPEED



Speed around schools represents a risk to health and road safety issue in Algeria, education of children as road users and future drivers is of particular concern for road memory association and for his founder Mr. Morsli OUMRANI, Emphasis on speed limitation and implementation of zone 30 areas around schools was one of its projects to be adopted in Algerian future road safety strategy.

Managing speed on roads is critical to reducing the fourth number of deaths and serious injuries in urban areas where consequences of all crashes are strongly influenced by speed.

Schools can save the way in making local roads safer, enabling children and families to walk and cycle safely. with authorities and society partners we want to improve road safety for children through not only paths, crossings, but lowering speed limits to 30 km/h.

ARABIC FACEBOOK PAGE

Through an Arabic Facebook page for decade of action for road safety 2011-2020, many messages are passed to stakeholders, responsible authorities, companies, educators, parents, etc. to take seriously into account this issue.

3. PRI MEMBER ACTIVITIES

ALINAGNON – BENIN

ALINAGNON SUCCEFULL ACTIVITIES IN 2014



Road crossing demonstration for the project “awareness for the protection of blind and visually impaired on the road”. Blind people, with ALINAGNON members show road users how they use the White Cane to cross the road.



In road safety clubs, several activities are organized by ALNAGNON members all along the year. Here the game named Distract-A-Match 2 is played by schoolchildren. This game shows all sorts of distractions that the driver encounters. Children learn that driving is an activity which requires entire attention and full concentration.



During summer holidays, ALINAGNON organized many awareness sessions in Cotonou. These sessions spoke about the helmet wearing, the seatbelts, and compliance with speed restrictions. Other activities were also carried out during these holidays, as film projections, or educational games at the beach.



CENTRE NATIONAL DE LA SÉCURITÉ ROUTIÈRE (CNSR) – BENIN

TWO EFFECTIVE MEASURES AGAINST ACCIDENTS IN BENIN: HELMETS AND ROADS EXCLUSIVELY FOR MOTORCYCLES

Since 1 January 2014, Benin has made effective application of the text concerning compulsory wearing of motorcycle helmets. After about 42 years of awareness, advocacy, and also sometimes guilty tolerance, the institutions of the State directly affected by the resolution of the problems of road safety have decided to take action. The National Security Centre Road and the National Police have joined forces for a strict application of the rules on the passive safety systems. Since then, users of large cities including those in Cotonou now circulate with the motorcycle helmet. In Benin where traffic is heavily fueled by

3. PRI MEMBER ACTIVITIES



motorcycles, they alone account for about 40% of road fatalities to an annual average of about 800 killed. This is also why, in big cities like Cotonou, the state decided to separate the flow of two-wheelers that of cars and trucks to reduce conflicts involving motorcycles. This separation performed on the busy roads led to a significant reduction in the number and severity of accidents according to firefighters and health facilities.

CNSR IN COLLABORATION WITH THE GOVERNMENT OF THE DEMOCRATIC REPUBLIC OF CONGO

EDUCATION TOOLS FOR ROAD SAFETY: PRICE AWARDING CEREMONY

December 11, Handicap International Federation and the National Road Safety Commission of the Democratic Republic of Congo awarded the prizes to the winners of the competition for the selection of educational tools in

road safety. The topics covered by the creations of respect speed limits, wearing motorcycle helmets, wearing seatbelts, drink driving or handlebars, respect for pedestrian crossing, compliance orders passage. This first edition featured four categories representing a medium of expression: Shows, Video, Song, Comics. The winners were satisfied with the event .

COMITÉ NATIONAL DE PRÉVENTION DES ACCIDENTS DE LA CIRCULATION (CNPAC) – MOROCCO

CNPAC NATIONAL ACTION PLAN



This action Plan can be summarized in the following points :

Communication Plan

- Television communication :

- The design, implementation and dissemination of new TV spots
- The production of new targeted and thematic TV

3. PRI MEMBER ACTIVITIES



products

- Dissemination of new TV shows produced by the CNPAC

- Radio Communication :

- The production of a new targeted and thematic Radio product
- -Working with strings Radio SNRT
- Collaboration with the private channels Radio
- Communication via the display in all categories:

- Communication via Print :

- Relationship with the organs of the National Newspapers
- Quarterly magazine dedicated to the prevention and road safety

- Digital Communication :

CNPAC had invested the new information technologies based on a communication strategy targeting different categories of Internet users including young people.

This new communication

approach was focused on the exploitation of various digital media:

- Applications for Smartphones and Tablets;
- Support and Social Media;
- Portals large audience and broadcast media by publishing press

advertisements and sponsored articles, buying advertising space and dissemination of awareness messages;

- Corporate Site
- Special Operations :Mini-site creation during integrated campaigns or
- major events
- Press Clipping

- Celebration of the National Day of Road Safety (JNSR) February 18, 2014

Integrated actions :

- Truck night visibility operation
- Operation Safe Weekend
- 2014 spring vacation Operation
- “Operation Street Marketing” for pedestrians
- 2014 summer campaign
- MRE operation
- Control Awareness-operation with the Control Body
- Awareness and control over

the “Overload”

- Operation “Promoting respect the speed limit

Actions in the framework of partnerships

- Driving Schools
- Technical Tour Centres

Other points :

- Traffic Education for children, youth, adults, professional fields and
- NGO’s
- Research and development of expertise
- Congresses and Seminars



3. PRI MEMBER ACTIVITIES



ASOCIATIA VICTIMELOR ACCIDENTELOR (AVAC) – ROMANIA SYNTHESIS OF HIGH PROFILE ACTIVITIES IN 2014

- On the 27th of February in Dolj Prefecture, took place a meeting with participation of all the Mayors from county Dolj. At this meeting our association AVAC together with its Craiova branch made a presentation with the theme “safety in traffic and the risk factors for road accidents”
- On the 22nd of June together with Public transport company from Bucharest (RATB) we had an action with the theme “The Tram of the Safety Road”
- On the 5th of August at the HQ of the Michelin Company in Romania we participated at a seminar with the theme “Romanian Partnership in Safety Road”. During this seminar our Association had a presentation with the theme “The AVAC Pushing Call addressed to the Inter-ministerial Council of Road Safety in Romania”
- On the 13th of November, in partnership with College nr 51 Bucharest and the Local Police of the 2nd sector, we conducted the action “A day without road accidents”.
- On the 23rd of November we’ve organized and carried out the



Commemoration of Victims of traffic accidents.

NATIONAL ACCIDENT PREVENTION COMMITTEE OBB – HUNGARY FAMILY ROAD SAFETY COMPETITION



The main objective of the Hungarian National Accident Prevention Committee (ORFK-OBB) is to promote responsible, tolerant and polite behaviour on the roads. One of our most popular prevention programmes during the past years has been the annual family road safety competition entitled „Közlekedik a család” (The family using the roads), organised under the auspices of the ORFK-OBB, the Vehicle Grand Coalition and the Porsche Hungária Skoda Dealership.

The participation is open to all families with one or more children between 6-18 years of age, with at least one parent having Cat. B driving licence.

The competition consists of two rounds, the qualification

3. PRI MEMBER ACTIVITIES



competitions in all the 19 counties (plus the capital) lasting for 2-3 months, followed by the national finals. One family qualifies for the finals from each county. In addition, there is a possibility for one family to enter the finals via five rounds of online competition.

The competition is made up of a theoretical and a practical part, both offering tasks for all members of the family. Highway Code knowledge is assessed both in the form of a computer-based test and a playful quiz. In the framework of the practical part, the competing families have to show their riding and driving skills on the specially built training route, prove to be able to perform first-aid acts, change tyres, and children must identify deficiencies on bicycles. Other entertaining but meaningful activities make the programme very enjoyable for the participants.

All the 21 families who succeed



in getting into the final round, in addition to the prizes won at the county level event, receive significant prizes at the final competition: a family weekend stay at a Hungarian hotel and an important amount of fuel in the form of a voucher, and other presents, all courtesy of the sponsors.

And the first prize is a Skoda passenger car (last year a Skoda Rapid)!

Last year 245 families competed altogether, and 1286 competitors solved the online road safety quiz. That means that several thousand people actively participated in the programme, with many more thousands reached by it. The event was promoted and advertised in various ways, the radio, written media, our local police forces, and several other online sites.

Based on the success the past programmes achieved, we are planning to continue our efforts in this direction and will try to reach more and more road users through it.

3. PRI MEMBER ACTIVITIES

ROAD TRAFFIC SAFETY AGENCY (RTSA) – SERBIA EDUCATIONAL CAMPAIGN “PAZLJIVKO” (“THE CAREFUL BOY”)



In the school year 2014/2015 the Road Traffic Safety Agency continued its educational campaign „Pažljivko” (literally translated, „the careful boy”) dedicated to children. This campaign is an accompanying element of a process of children education with a goal to reduce road accidents that involve children to the minimum.

Focus of this campaign is to draw attention to the most important topics in the field of children’s safety in traffic, such as the acquisition of knowledge about the essential traffic rules and the acquisition of basic skills, of which, for this age group the most important are the correct moving

across the street, the importance of tying the seat belt in a vehicle and the importance of wearing reflective clothing.

CAMPAIGN #MLADOSTNELUDOST- #MNEL



A key element to reduce the risk exposure of young people in traffic is continuous traffic education. In 2014, RTSA carried out campaign #MladostNeLudost (literally translated, #YoungNotCrazy). The campaign plan was clear, with the generation that tags and shares we have to communicate online, so they wouldn’t become permanently offline due to errors in traffic. The campaign was most intense during the summer months, during Serbian most famous youth music festivals – EXIT and Lovefest.

TRAFFIC SAFETY AGENCY (TSA) – REPUBLIC OF SRPSKA BOSNIA AND HERZEGOVINA

ACTIVITIES 2014 OF THE TRAFFIC SAFETY AGENCY (ABSRS)

Within the Concept of Traffic Education of Children, the Republic of Srpska implemented several activities to improve knowledge, attitudes and behaviour of children regarding safe participation in traffic. Since the Concept of Traffic Education of Children was conceived as a long-term activity directed at children, parents and teachers regarding safe behaviour in traffic, the activities that were implemented included the following: the preparation and implementation of educational play entitled „Mirka“ throughout the Republic of Srpska; the preparation of a professional recording of the play, which was



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distributed to all schools; the preparation and making of a set of picture books, colouring books and school calendars based on the script of the play „Mirka“; the making of the study about safety in school zones, as well as the study called „Safer Way Home from School“.

The strengthening of the profession and the capacity to manage road safety in the Republic of Srpska was prompted by the implementation of the second cycle of workshops on the following topic: Modern Methods of Road Safety Monitoring. On this occasion, the employees at the local self-government units were given guidelines for developing



local databases and the importance of modern monitoring of the existing situation of road safety was pointed out. Workshops were conducted in four regional centres.

In cooperation with numerous stakeholders, the activities were carried out to mark „World Day of Remembrance for Road Traffic Victims“, 14-16 November 2014. As part of the celebration, the following activities were conducted: in the courtyard of the Faculty of Traffic and Transport Engineering in Dobož, a tree was planted in memory of road traffic victims; a memorial service was served at the Temple of Christ in Banja Luka for all the deceased and a simulated traffic accident with injured people was organised at the Banja Luka Square, with the placing of a wreath of flowers in the form of the number 153, as a symbol of a number of people killed in traffic accidents in 2013. The same event was organised in several other self-government units.

LUCHEMOS POR LA VIDA – ARGENTINA

NATIONAL TRAFFIC SAFETY DAY

The National Traffic Safety Day took place on 10th of June. Every hour a life is lost in a traffic accident!

In the last 20 years, 152.970 people have died in Argentina in traffic accidents. This means a rising average of 22 deaths per day and hundreds of injured people. It is, without any doubt, the biggest tragedy that Argentinians suffer.

Even though the United Nations have declared years 2011-2020 the “Decade of Action for Road Safety” and the participating countries have compromised to take action in order to diminish significantly the number of dead and injured people in traffic accidents, there have been no substantial advances that led to an important decrease in the number of deaths and injuries, that would be reached by:

- the permanent and general use of helmet in a moped, a motorcycle or a bicycle
- the permanent and general use of safety belts in the remaining vehicles
- the permanent and general enforcement of speed limits

3. PRI MEMBER ACTIVITIES



- the permanent and general control of alcohol and drug consumption in drivers
- the general priority of pedestrians
- Some problems are worsening
- In the country, the number of deaths by moped or motorcycle is multiplying, and, in many cases, caused by not using a helmet, even when it is mandatory to wear one. This situation is neither controlled nor enforced in most cities or towns from the provinces or in the surroundings of Buenos Aires.
- From 2007 to present time, the usage of cellphones by drivers has duplicated, and triplicated in pedestrians, according to researches by Luchemos por la Vida.
- The usage of bicycles in Buenos Aires and other cities is encouraged without even controlling the enforcement of

the most elementary regulations of safety for cyclists such as wearing a helmet, and without providing a proper and safe infrastructure.

All national, provincial and municipal authorities have to take on their great responsibilities on the subject, something that many of them seem to ignore. And each of us, inhabitants, have to take on with responsibility and urgency the personal changes in our behavior on the street to care for our life and the life of everybody else.

ASSOCIATION TUNISIENNE DE PREVENTION ROUTIERE (ATPR), TUNISIA

1ST REGIONAL ROAD SAFETY MEETING “THE RIGHT FOR LIFE FIRST”

ATPR focuses on awareness campaigns for drivers, travelers

and pedestrians. Within the framework of installing the road safety culture and the project of inserting it in the educational application, ATPR organized on the 9th of February 2014 the First Regional Road Safety Meeting in The Child Complex of Fernana and the theme was :“ The Right for Life First “

Fernana is an agricultural remote area and the purpose was to implement a safe road culture towards these youngsters and to get them involved in having a decent and respectful road behavior.

FIRST MEETING FOR TUNISIAN & ALGERIAN YOUNGSTERS

Commemoration of the 56th events of Sakiet Sidi Youssef, a city on the Tunisian Algerian border, which represent a National



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feast for both countries for it was part of the Independence war. Many young activists in the field of road safety from both countries attended this meeting on the 10th of February 2014, where experts and specialists contributed with their insight in showing the damages caused by careless and reckless driving and on how to reduce the losses incurred by these. This meeting contributed as well to lay the path for a future cooperation between both organizations.

RALLY “SGHAIOUR” FOR KIDS 5-12 YEARS

This rally held on the 9th of May 2014 was the 8th edition. A competition of cars regrouping 120 - 150 families (5 people per car per family) where all infractions committed by drivers (parent) would have a negative impact on the final counting & would prevent kids from receiving a present (smart phone, laptop,...) in the end, which will push them to hassle their parents to respect

traffic rules. The main objectives are to initiate kids for the imminent risks for non-compliance with the rules, to encourage them to help temper the aggressive driving of their parents.

TRAINING SESSIONS FOR BRITISH GAS

Three training sessions (24-26 June 2014) were held in both British Gas Headquarters in Tunis



& Electric Plants of Sousse & Sfax where both practical courses (awareness campaigns on driving under the effect of alcohol & Mobile hands free driving effects) & practical driving tests (driving simulator & vision zero driving goggles) were given.

SAFE VACATION CAMPAIGN

Under the main themes of : “ You save me, I will save you “ & “ The right for Life First “ , this National sensitiveness campaign was held on the 1st of July 2014 at a National level throughout the whole country, thanks to ATPR's

Regional (28) & Local (267) sections in the Highway Tolls, Main Boulevards & Avenues.

ATPR & AROSO EVENTS

On the 10th of May 2014 an International Workshop was organized on the role of volunteers to promote road safety in the Arab countries. An Arab Forum for Road Safety took place on 15th of October 2014. The main theme was “ Partnership between Governments & NGO for a Sustainable Strategy “

ATPR GENERAL ASSEMBLY

The ATPR General Assembly in its meeting on 17th of October 2014, unanimously elected for a 5 years mandate a new National Bureau headed by Prof. Afif Frigui.



4. 5TH ANNUAL LECTURE SERIES



SAFER ROADS: A 21ST CENTURY DEVELOPMENT CHALLENGE

28 FEBRUARY 2014 ABUJA-NIGERIA

In pursuant to the United Nations (UN) wake-up call for Global Action to stem the emerging trend in Road traffic crashes and to sustain the Annual Lecture Series inaugurated in 2009, the Federal Road Safety Corps, (FRSC) organized the 5th Edition of the Annual Lecture Series with the theme ‘Safe Roads: A 21st Century Development Challenge’.

This event was aimed at creating necessary awareness on the hazards associated with road transportation, and stir the desired attention from Governments at various levels alongside stakeholders in Road safety administration, including: Road Safety Organizations, multi-national co-operations, NGOS, educational institutions, the transport sub-sector of the economy and youths, on the alarming rate of occurrence and severity of road traffic crashes (RTC) and its associated economic and human loss in Nigeria, Africa and the world at large. The program started with a Pre – lecture press briefing by the Corps Marshal and Chief Executive, FRSC on the 26th February, 2014. The main event took place at the Congress Hall, Transcorp Hilton Abuja on 28th February, 2014 with the arrival of the Guest Speaker, the President of the Republic of Ghana, his Excellency John Dramani Mahama who was represented by the Vice President of the Republic of Ghana Mr. Kwesi Amissan-Arthur. He was officially received at the National Headquarters of the Federal Road Safety, Nigeria for a tour of the facility with the Corps Marshal and Chief Executive before proceeding to the ve

5.1ST GLOBAL CONGRESS ON WOMEN AND ROAD SAFETY : PROJECT OF SOCIETY



8 - 9 MARCH 2014 SKHIRAT – MOROCCO

The congress was held under the chair of Her Royal Highness Princess Lalla Meryem, President of the Union of Women of Morocco UNFM. On the occasion of the International Women's Day UNFM and the National Committee for the Prevention of Accidents CNPAC organized this international congress in partnership with WHO, UNECE, UNECA, ASIRT, PRI, AROSO, ITF, FIA and LASER Foundation.

The risk of being killed in a road crash varies according to age and gender. The number of traffic deaths is almost three times higher for men than for women. Road traffic injuries are the leading cause of death among young people aged 15-29 years. PRI President Joop Goos mentioned in his speech that a report of the European Transport Safety Council ETSC has shown that males mainly are killed as car drivers and motorcycle riders and females mainly as pedestrian and car passenger. The congress was attended by more than 300 delegates from various regions. In panel sessions topics as “Integration of the gender dimension into national road safety policies”, “The role of NGOs in the field of gender, development and road safety” and “The role women in road safety and sustainable development” were discussed. As part of the conference a Workshop was held. The theme of the workshop was to reflect on an international mechanism how to integrate the gender approach into the international road safety community.



6. PRI INTERNATIONAL CONFERENCE ON THE ROLE OF LOCAL GOVERNMENT AND MUNICIPALITIES IN IMPROVING TRAFFIC SAFETY ON LOCAL AND REGIONAL ROADS.



WORKSHOPS ON DRIVING UNDER INFLUENCE AND YOUNG DRIVERS

21 - 22 MAY 2014 SKOPJE – MACEDONIA

The annual PRI Conference in coherence with PRI General Meeting this year was held in Skopje-Macedonia and organized by the National Road Traffic Safety Council of the Republic of Macedonia. The theme of the conference was focused on the role of local governments and municipalities related to the improvement of road safety on local and rural roads. Two special



sessions were dealing with drinking and driving and with young drivers. To improve road safety at local level a strong alliance is needed between local government, municipalities, police, NGOs, schools, parents and road users. All working and behaving in the frame of a National Road Safety Plan with regional and local programs and activities. Active involvement of citizens is also key. Citizens can provide input about unsafe locations and assist in local road safety projects as volunteers, said the PRI President in his opening speech. He further pleaded for 30km/h areas and safe pedestrian crossings.

The recommendations of the Conference are brought together in the “Skopje-Declaration”. They were mentioning that in national traffic legislation and strategic road safety plans special attention should be given to improvement of road safety on local and rural level. Efficient alliances between all relevant sectors of society must be built and data collections systems

must be tuned. Coordinated measures are more effective than isolated ones. For example a combination of police enforcement and road safety campaigns has additional positive effects. It is important to continue with scientific and applied research. Vehicle manufacturers must be on board and an emergency number in all countries was advised. Exchange of information and best practises are important elements of the road safety work. About 300 participants attended the conference. A special conference website was created with all materials and presentations, photos and videos, and the “Skopje Declaration”.



7.FRANCOPHONE ROAD SAFETY FORUM AND FESTIVAL

6-7 NOVEMBER 2014 DAKAR - SENEGAL

The Forum and Festival was organized by Laser International and LIFE under the patronage of PRI. In the framework of the Decade of Action for Road Safety, 2011-2020 best practises from French speaking countries were exchanged. The main theme was about youth and road safety. In his speech at the closing session the PRI President stressed the importance of sharing knowledge and experiences. By doing this the know-how can be multiplied, what is contributes positively to road safety. He sees young bright people entering the international road safety community. This is a stimulating trend. At the end of his speech Joop Goos was inviting Senegal to join PRI and its international and national network. PRI was also member of the international jury of the Dakar Film Festival.



8. PRI AFRICAN REGIONAL MEETING AND STAKEHOLDERS MEETING

RELATED TO EXPANDING NETWORK OF MOBILE CLINICS 21 - 22 NOVEMBER 2014 ABUJA - NIGERIA

For coordinating road safety activities, exchanging experiences and developing joint projects in West-African countries the West African Road Safety Organisation (WARSO) was established. Federal Road Safety Corps FRSC from Nigeria is chairing WARSO. FRSC is also chairing the PRI Regional Group of African Countries. In Abuja was discussed how the cooperation between WARSO and the PRI regional group could be intensified.

A stakeholders meeting on expanding the network of mobile clinics was held. In 2010 in Nigeria the number of traffic deaths per 100.000 population was 33.7. This is a challenging number. Western countries recording less than 10 deaths per 100.000

population on average, with even the United Kingdom having one of the lowest with only 3.7 deaths per 100.000 population. To reduce and to halt this daily disaster, FRSC, the lead agency in the field of road safety, made road safety as one of the key priorities of Nigeria.

In the National Road Safety Strategy (NRSS 2012-2016) they have described the strategy and the program how to prevent traffic crashes and how to save lives on the roads. NRSS has the goal to reduce the number of traffic crash fatalities with 50% by 2016. The FRSC target - based on the UN Decade of Action – is a maximum of 2.000 fatalities by the year 2020.

Effective Post Crash Care is critical in order to make and to keep this target achievable. Upscaling the current project to a nationwide network of mobile clinics and to accelerate the implementation are absolutely key and indispensable.



9. INTERNATIONAL SYMPOSIUM ON COMMUNICATION TECHNOLOGIES AND ROAD SAFETY

**26 AND 27 NOVEMBER 2014 ABU DHABI –
UNITED ARAB EMIRATES**



The enormous development in the use of modern communication technologies in our time, has been reflected directly on road users, whether they are drivers, passengers or pedestrians, and added a new factor to the causes of road accidents.

In this context, this international symposium sheds light on the process of using modern technologies inside the vehicle and its impact on the behavior of drivers and passengers, as well. The use of modern technologies by pedestrians and road users is making them busy while walking

leading to traffic accidents exposure.

In spite of the many benefits of these technologies and means of communication, its use and handling must be subject to the rules and principles to ensure the efficient and effective use without distraction of movement on the road.

This symposium covers modern methods to handle such technologies safely. It also covers the international and regional experiences in this area with participation of experts and specialists.

UAE has become a leader, and was able to advance quickly to the ranks of developed countries, which makes it an international role model to follow its successful approach to achieve the goal of comprehensive development with the focus on the human being.

The Symposium was held in the UAE's Capital City of Abu Dhabi under the patronage of H.H. Lt. Gen. Sheikh Saif Bin Zayed Al Nahyan, the Deputy Prime Minister, the Minister of Interior and the Honorary President of the Emirates Traffic Safety Society.

9. INTERNATIONAL SYMPOSIUM ON COMMUNICATION TECHNOLOGIES AND ROAD SAFETY



Experts, researchers, communication technology specialists and academics from Arab and other international countries who are active in the area of traffic safety from both government and non-governmental organizations participated in the Symposium.

PRI President Joop Goos stipulated in the opening session of the Symposium, that in the recent years the Gulf Region has made great improvements in road safety. Main contributor to this is UAE. He

congratulated UAE and the region with this result. It stimulates to go on with the efforts to save lives on the roads.

During the Symposium Joop Goos gave a presentation on the Dutch policy and measures related to distraction in traffic caused by the use of mobile phones.

The Symposium ended with a number of recommendations. These were dealing with the need of scientific research related to the use of technologies and related to developing and evaluating goals

and targets. The establishment of regional study centres to quantify the societal and economical costs of road safety was seen as important. To increase traffic and safety awareness and to learn from best practices from other countries is also important. Adequate legislation, an integrated 4 E's approach are key for the improvement of road safety. It is important to continue with the development of innovative technologies. Before applying in real traffic, they should be reviewed first on their impact on road safety.

10. WORLD DAY OF REMEMBRANCE 16 NOVEMBER 2014

FEDERAL ROAD SAFETY CORPS (FRSC) – NIGERIA



Third Sunday of November annually is set aside and recognized as Africa Road Safety Day and World Day of Remembrance of Road traffic crash victims which seek to identify with the victims of road traffic crashes and their families to draw public attention through Road Safety rallies and other events on the dangers associated with road traffic crashes and therefore solicit the need to enhance best practice. This was reached at the Africa Union Executive Committee Decision EX./CL/DEC.682(XX) of January, 2012 and the United Nations Resolution A/60/5 of 26 October, 2005. A four day programme of events was held between Thursday 13th to Sunday 16th November, 2014 with the theme; Speed kills – Design out Speeding; to set the ball rolling, a press conference was organised for the first day of the RTC Remembrance week. Afterwards, the commemorative release of balloons to symbolize the commencement of activities was observed. Next was a special live appearance on 'Kakaki' a programme aired on Africa Independent Television (AIT) same day. Day two witnessed Commemorative Juma'at prayers Service at the National Mosque by



10. WORLD DAY OF REMEMBRANCE

16 NOVEMBER 2014

Muslim faithful to remind members on some of the commonest traits exhibited by road users which constitute the attendant road traffic crashes with prayers offered for dependants and relations of crash victims. Executive walk, hospital visitation and donation to road traffic crash victims and Candle light Procession were part of the activity for the third day. Lastly the commemorative church service was part of the programme

LUCHEMOS POR LA VIDA - ARGENTINA



PAT-APAT (SPAIN)



We continue organizing events of World Day in Memory of the Victims of Traffic Accidents on the third Sunday of November in different Spanish cities.

More information about P (A) T and its activities: www.pat-apat.org

Among the activities carried out in the frame of the “World Day of Remembrance for Traffic Victims”, Luchemos por la Vida sent a letter to all the Argentinian mass media (1500 mass media), that is attached to this e-mail. As a consequence of this, one of the most important newspapers (the 3rd one), “Diario Popular”, published, on November 16th, a one-page article expanding on our press release. Other articles about this issue were published in the newspapers “La Voz del Interior” (the main newspaper from the inland regions), on November 16th. Relevant links:

10. WORLD DAY OF
REMEMBRANCE
16 NOVEMBER 2014

<http://www.diariopopular.com.ar/notas/209147-accidentes-transito-un-flagelo-que-no-cede>

<http://www.lavoz.com.ar/sucesos/mas-de-150000-victimas-de-transito-en-20-anos>

Furthermore, Luchemos por la Vida designed, printed and financed 8,000 posters that were sent free to every Christian church and parochial school in Argentina. This poster is aimed at binding Christians' responsibility and involvement in the care of life in streets and roads through a responsible behavior.

As we have been doing for 4 years, we have sent a letter to each bishop of the country, to catholic and Christian churches and to ministers from other religions to promote the day, to request a prayer for the victims and to make believers remember their responsibility in safe driving.

Apart from this, Luchemos por la Vida promoted the supportive blow of sirens that consisted on encouraging a blow of sirens in every Latin American fire station on November, 16th at 12 and also participated in a ceremony of commemoration of victims held next to the “Monument for Traffic Victims” in Buenos Aires City.

Our organization also uploaded to its website the international World Day of Remembrance video and poster sent to us by the Global

Alliance of NGOs for Road Safety, materials that were also sent to the Argentinian mass media and to the more than 6.000 followers on our Facebook page.

Pope Francis' words on the occasion, his statement and the video were sent to the Argentinian mass media, bishops, priests and authorities from the whole country.

**CNSR IN COLLABORATION
WITH THE GOVERNMENT
OF THE DEMOCRATIC
REPUBLIC OF CONGO**



Taking advantage of the road safety pilot project implemented by FHI in DRC, Kinshasa population has, for the first time, mobilized around a double event: the World Day of Remembrance for Road Traffic Victims coupled with African Day

for Road Safety. Between silence and emotion, November 16, 2014 was an opportunity for some accident victims and local NGOs road safety to bring their stories and advocate for a clear government involvement in reducing accidents of traffic.

**ASSOCIATION
TUNISIENNE DE
PREVENTION ROUTIERE
(ATPR), TUNISIA**

In commemoration of “The World
Day of Remembrance for World



Traffic Victims” and under The National Congress for Young Drivers Initiative, ATPR ‘s Regional Bureau of La Marsa organized on 16th of November a field campaign the theme of which was : “ A night without accident “ in a night club where, beside distributing pamphlets and flyers, a youngster from each group was selected to be “ The Evening Captain “ and who was not allowed to drink alcohol for safer driving purposes.

11. EUROPEAN UNION COLLABORATION



EUROPEAN ROAD SAFETY DAY

This 6th European Road Safety Day was hosted by the European Commission and the Greek Presidency and held in Athens on 8 May 2014. Main conclusions of the ministerial meeting were that the Safe System approach provides a useful set of principles that should be applied broadly, that road user behaviour is a key factor in road safety, that protecting vulnerable road users should be a priority and that intelligent transport systems and smart in-vehicle safety systems could improve road safety in urban areas.



“GOING ABROAD” MOBILE APP

The European Commission developed this app. With this “Going Abroad” mobile App all important road safety rules across the EU before leaving on holiday or from wherever you are, can be checked. This free App also contains some fun games.

WORKSHOP INTERIM EVALUATION POLICY ORIENTATIONS 2011-2020

This stakeholders meeting was held in Brussels on 17 November. In the “looking back” part of the

workshop participants were very positive about the fact that the European Commission had been successful and had added value. EU targets had been important in encouraging and boosting national initiatives. The second part was future-oriented. Speed was proposed as a priority issue, especially related to urban areas and low-speed zones. Drink/drug-driving and driver telephone use were also seen as priorities. A framework taking into account the ageing society, urbanisation, the need for green modal shift including specific actions for safer cycling and the roll-out of new technology for safety was requested. Design of trucks and extending safety rules to the back seat were discussed as well.

EU AND THE WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC VICTIMS

On the occasion of the WDR on 16 November the new Commissioner for Transport, Violeta Bulc made a statement. She personally pledged to make road safety one of her top priorities. “Road safety has been one of the great European success stories and our roads are much safer today than they were some twenty years ago. But our work cannot stop here. More than 26.000

11. EUROPEAN UNION COLLABORATION



people still die on our roads every year, and many more suffer horrific road traffic injuries” Bulc said.

EUROPEAN ROAD SAFETY CHARTER

The European Road Safety Charter brings together some 2500 signatories who pledge to fulfil individual road safety commitments. In 2014 a special focus was related to safe infrastructure. The “Excellence in Road Safety Award” was presented in connection with the informal ministerial meeting on transport held on 8 May in Athens-Greece. The 2014 Award was handed over to the Transport Research Centre of the Czech Republic for their commitment to safe and smart roads.

EUROPEAN YOUTH FORUM FOR ROAD SAFETY.

EYRSF was invited to the European Road Safety Charter Meeting held in Paris on 5 December 2014. The new EYRSF President, Sophie Corret, was making a presentation. She explained that the Forum is a network of 60 young delegates all active and engaged in road safety in the 28 EU Member States. She also presented the new Board of Directors of the Forum and added that in 2015 the Forum will be productive by creating concrete actions as lobbying to the EU governments and concrete events such as “the European Road Safety Movie Festival by Youth and for Youth”.

12. GLOBAL ALLIANCE OF NGOs FOR ROAD SAFETY



After the 3rd Global Alliance Meeting held in Antalya-Turkey in 2013, all activities in 2014 were dominated by representative actions, finalizing several internal issues and preparing the 4th Alliance Meeting to be held in March 2015.



Lotte Brondum took up the position as Administrative Director with the Alliance in September 2014

Lotte was instrumental in expanding road safety prevention programs in Asia and Africa and been main focal point for global partnerships.

The Alliance is a community of more than 130 NGOs who continue to improve road safety in all corners of the world.

13.DECADE OF ACTION FOR ROAD SAFETY 2011-2020



Many activities on the agenda in 2014 are related to 2015. There may be mentioned the preparation of the 3rd UN Global Road Safety Week (May 2015). Theme of the week is Children and Road Safety. There were ongoing discussions on the Post-2015 Sustainable Development Goals and the inclusion of road safety and the preparation of the 2nd Global Ministerial on Road Safety (Brazil, November 2015). In April 2014 the UNGA Resolution A68/269 was adopted. The idea is to have in November 2015 the UN Global Status Report 2015 available.



14. UNITED NATIONS COLLABORATION

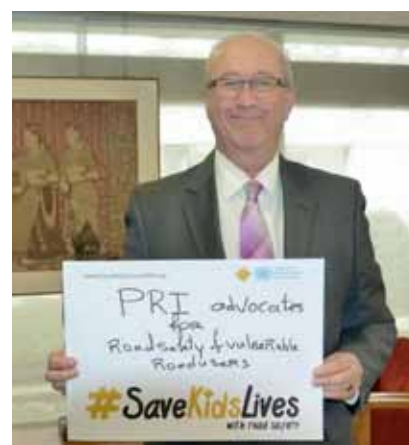
UNRSC

19th MEETING OF UN ROAD SAFETY COLLABORATION

8-9 APRIL 2014, NEW YORK - USA



The meeting was opened with a minute of silence in memory of UNRSC member Dr. Daouda Sagna from LASER International. Significant progress was made in the frame of the Decade of Action. More than 50 countries has participated in the World Day of Remembrance. Discussions of the Open Working Group on Sustainable Development on the need to include road safety in the Post-2015 Sustainable Development Agenda were ongoing. In the plenary session the UNGA resolution of 10 April 2014 (RES/68/269) was discussed and the 2nd Global High Level Conference to be held in Brazil November 2015 and the 3rd UN Global Road Safety Week (May 2015) as well. GRSP and World Bank made presentations on enforcement initiatives and challenges and led a discussion on improving enforcement of global road safety interventions. On the 2nd day of the meeting the current and future activities of the project groups



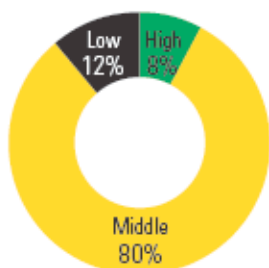
and the Post-2015 Development Agenda were discussed. One of the avenues to push for inclusion of road safety in SDGs is interaction with the “Friends of Sustainable Transport set up by the mission of Thailand, Kenya and the Netherlands in cooperation with UN-DESA. Other opportunities are a letter writing campaign, providing a summary document and empowering youth. Several UNRSC members provided an update on their activities and upcoming projects and events.

20th MEETING OF UN ROAD SAFETY COLLABORATION

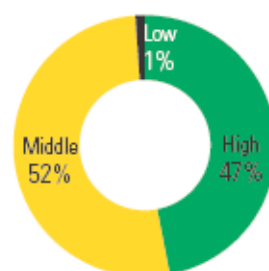
6-7 OCTOBER 2014, GENEVA - SWITZERLAND

Since the previous meeting (New York, April 2014) the United

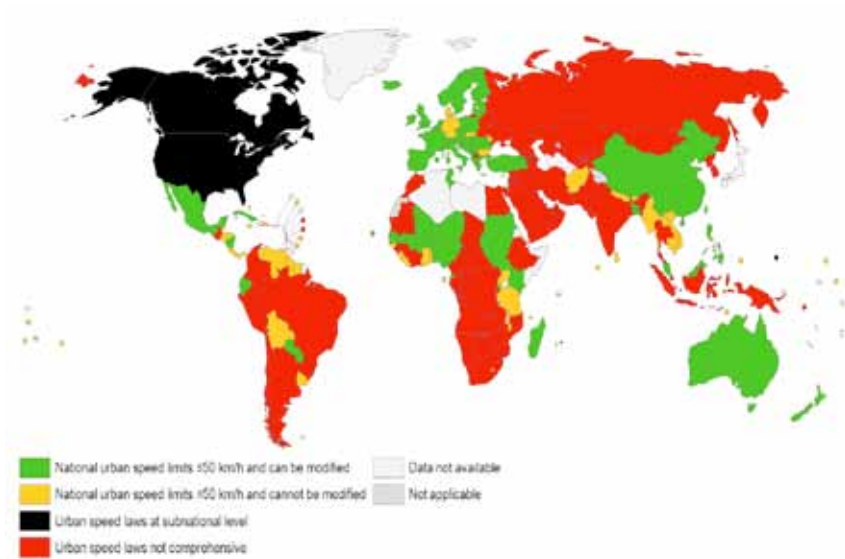
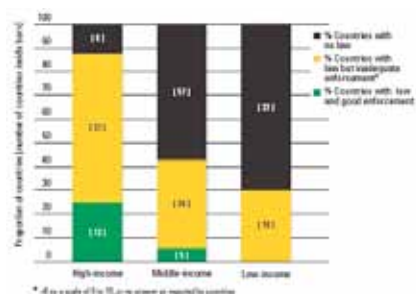
14. UNITED NATIONS COLLABORATION



Deaths



Vehicles



Nations General Assembly Resolution A/68/269 was adopted, which reaffirmed the need for continued international

collaboration. Since its inception (10 years ago in 2004), UNRSC grew from 42 members to 72 members in 2014. Highlights were activities implementing the Decade of Action, facilitating ministerial conferences and global road safety weeks and the creation of the Global Alliance of NGOs for Road Safety and YOURS. Bloomberg Philanthropies continued its commitment in the field of road safety through a renewed USD 125 million grant over the next 5-year period (2015-2019). UNECE representative informed the meeting about their activities related to the 1968 Vienna Convention on Road Traffic. Other focus areas are Intelligent Transport Systems, level crossing

14. UNITED NATIONS COLLABORATION

safety and building partnerships to implement regulatory measures. Updates were provided on the 2014 World Day of Remembrance, 3rd UN Global Road Safety Week and the Post-2015 Development Agenda. It was agreed that all project groups will review their work with the aim to propose any changes at the spring 2015 UNRSC Meeting. From the floor information was shared about UNRSC partner activities and future projects and events.

UNECE

68th WP1 SESSION

24-26 MARCH 2014

GENEVA-SWITZERLAND



Continued deliberations on the Conventions on Road Traffic and Road Signs and Signals and the related Resolutions. Topics discussed were consistency between the Convention on Road Traffic and Vehicle Technical Regulations, Driving Permits, a Safe System Approach, Multidisciplinary

Crash Investigation and proposals on distracted driving. France informed about 11% reduction of road traffic fatalities in 2013 from 2012. The Russian Federation has adopted a federal target program on road safety 2013-2020 and works on the improvement of traffic safety for cyclists. Spain advised of changes in their national legislation concerning prohibition of the use of radar detectors, increased penalties for drug use and the mandatory use of helmets for cyclists younger than 16 and riding in urban areas. Turkey informed that it is mandatory now for all drivers to use seatbelts, including police officers, taxi and ambulance drivers. Belarus reported a 50% decline in road fatalities in the last eight years.

69th WP1 SESSION

22-24 SEPTEMBER 2014

GENEVA-SWITZERLAND

In the first 6 months of 2014 France and other EU members experienced increases in the number of road fatalities. Sweden is worried about the fact that the number of fatalities and disabling injuries has increased rapidly among pedestrians and cyclists. EU informed WP1 that the first preliminary EU-wide statistical reports for 2014 indicate that the road fatalities are on the rise. Belgium reported on a new legal framework that makes it possible for municipalities to create and use an administrative procedure for parking infringements. Turkey has made progress in establishing vehicle inspection stations. IMMA introduced its recent policy paper, which provides an overview of global trends in road safety for powered two-wheelers and listing more than 70 best practices collected worldwide. The Russian Federation reported about changes in the implementation of mandatory car insurance, which includes a possibility of filling-in accident report forms without the on-side presence of the police.

15. PRI INTERNAL NEWS



Laser International Foundation LIFE and PRI have signed a Memorandum of Understanding (MOU) and will collaborate closely with respect to Road Safety Film Festivals, Summer University and Youth Networks. LIFE database is accessible for PRI members.

Following the decision of PRI GM the Sustainable Road Safety Management Seminar/Workshop has been finalized. A small ad hoc group is working on proposals for future activities and strategies.

PRI can be followed on social media. PRI Facebook Group has about 2200 members. In the video gallery of the PRI website are more than 300 spots and films available. Through a periodic E-Newsletter members are being informed on the latest news and international conference agenda. The Price Awarding Ceremony of the European Road Safety Charter was on 4 February 2015 in Brussels, the Global Road Safety Film Festival on 13 and 14 February 2015 in Casablanca and the next meeting of the Global Alliance for Road Safety NGOs was held on 13 and 14 March 2015 in Marrakech-Morocco. PRI was actively present on all these events.

16. MAIN DECISIONS

GENERAL MEETING 23 MAY 2014 SKOPJE - MACEDONIA



General

- The GM approves the Agenda of the General Meeting on 23 May 2014
- The GM approves the Minutes of the General Meeting on 22 June 2013
- The GM approves the Annual Report 2013

Elections

The General Meeting unanimously approves the following nominations and elects

- these persons for a mandate of 4 years at maximum:
- Alain Areal (PRP-Portugal) as Auditor
- Abdessadek Maafa (CNPAC-Morocco) as Auditor

Financial matters

- GM agrees to consider the 2013 auditor's report and the 2013 the balance sheet and accounts in the next GM.
- GM approves the 2014 Draft Budget.
- GM approves unanimously the proposal of the Executive Committee to adjust the membership fees for the year

2015 with 1,7 %.

- GM approves the 2015 pre-Draft Budget.

Action Program

PRI is building a (virtual) youth network in close collaboration with Laser International Foundation Engagement (LIFE). Ideas for a PRI wide campaign are developing. PRI is visible in the global and international networks and in the social media. A small ad hoc group will work on proposals to keep PRI "future proof". The group will report to the next GM.

Activities

- Ruud Bolsius, PRI member from the Netherlands, gives a presentation about a Seminar/training/workshop on Sustainable Road Safety Management. Capacity building is one of the PRI priorities. This seminar gives a positive contribution to that. The seminar is for members and non-members. PRI members will get a reduction on the price. The General Meeting embraces the seminar and proposes to send the outline to the members for possible comments and then to finalize the seminar.

Miscellaneous

- In October 2014 the Emirates Traffic Safety Society ETSS will organize an International

Conference on Communication Technologies and Road Safety in Abu-Dhabi.

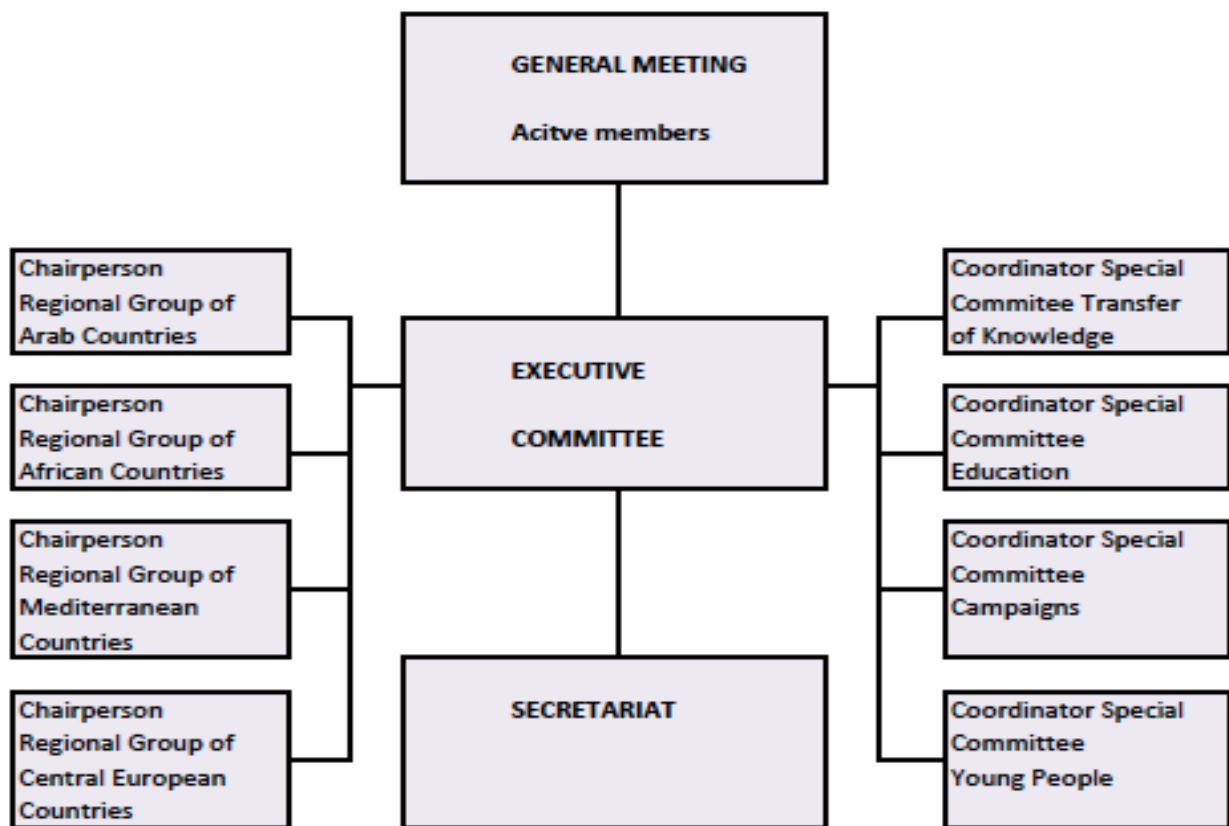
- On 21-22 November 2014, Tunis-Tunisia, the Arab Road Safety Organization AROSO will hold an International Symposium on the Place for Road Safety in Driving License Systems.

Dates and Places of future General Meetings

- GM decides to have the 2015 GM and the annual events in Abu Dhabi – United Arab Emirates and congratulates the Emirates Traffic Safety Society ETSS as host of these events.
- GM accepts the two candidates for the 2016 GM (DGT-Spain an ATPR-Tunisia) and decides that DGT-Spain will be the first choice.



17.ORGANIGRAMME



18. EXECUTIVE COMMITTEE

President

Mr. Joop Goos

Vice president

Mr. Hasan Ahmed Hosani

Vice president

Mr. Jean-Yves Salaün

Chairperson Regional Group of African Countries

Mr. Osita Chidoka / Mr. Boboye Oyeyemi

Chairperson Regional Group of Arab Countries

Mr. Afif Frigui

Chairperson Regional Group of Eastern European Countries

Mr. Stojadin Jovanovic

Acting Chairperson Regional Group of Mediterranean Countries

Ms. Carmen Girón

Coordinator Special Committee Education

Ms. Violeta Manso

Coordinator Special Committee Transfer of Knowledge

Mr. Mile Dimitrovski

Coordinator Special Committee Young People

Ms. Hajer Barouni

Coordinator Special Committee Campaigns

Mr. Benacer Boulaajoul

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 and resolutions. 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 (inter)national networks and key players
- Contact with other members (bilateral/regional groups/special committees)
- Platform to exchange knowledge, experiences, best practices and worst cases
- Possibility to join international projects (EU, UN)
- Consultancy services and support
- E-Newsletters and Annual reports for free
- Access to (intranet) website and videos/TV Ads
- Road Safety Course/Traineeships
- Participation in yearly RS Forum/Conference or World Congress for free
- To be kept informed on new international developments

24. LIST OF MEMBERS

- Ministry of Interior. Directorate of Traffic. General Committee for Road Safety. Kingdom of Bahrain
- Ministère des Travaux Publics 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
- 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
- Traffic Safety Agency (TSA). Republic of Srpska (Bosnia and Herzegovina)
- 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
- 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 Traffic Safety Institute (NTSI). United Arab Emirates
- National Union of Hauliers from Romania. Romania
- Comisariado Europea del Automovil (CEA). Spain
- Hrvatski Autoklub (HAK). Croatia
- Automobile Club d'Italia (ACI). Italy
- Asociación de Prevención des Accidentes de Tráfico (PAT). Spain
- Touring Club Suisse (TCS). Switzerland
- Global Road Safety Partnership (GRSP). Switzerland
- Mrs. Cornelia Galavan, Romania
- Mr. Ruud Bolsius, The Netherlands
- Mr. Joop Goos, The Netherlands
- Mr. Alberto Silveira. Argentina
- Mr. Unnus Hendrichs. Switzerland
- Mr. Casimir Migan, Benin
- Mr. Morsli Oumrani, Algeria
- Mr. Ashutosh Atray, India

COLOPHON



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Internationale

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