

# LA PRÉVENTION ROUTIÈRE INTERNATIONALE ANNUAL REPORT 2010



La Prévention Routière  
Internationale



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# 1. FOREWORD



With great pleasure we present you our Annual Report 2010. Many road safety activities have been executed last year. These actions carried out by many peoples - professionals and volunteers – are constantly needed to bring down the number of road crash victims.

Every year 1,3 million peoples get killed in a road crash and 50 million peoples are seriously injured. However, this is only the tip of the iceberg. Danger on the roads is also a matter of lifelong suffering of peoples, who got handicapped for life or who lost a beloved one in traffic.

Traffic is number 1 killer of young people in all world regions. 85% of the road traffic victims happens in developing countries.

Despite these figures we see that road safety nowadays is not the priority anymore it should be. In every country the field of road safety has to face budget cuts. Environmental issues and the economical situation are the big issues at the moment.

For this reason it is a strong political signal, that the United Nations declared 2011-2020 as the Decade of Action for Road Safety. The target is 50% of traffic deaths by 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.

La Prévention Routière Internationale PRI, the global umbrella organization for road safety, 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 the 2011 General Meeting an Action Program 2011-2015, in which the activities for the coming four years are listed, will be tabled for approval.

Joop Goos, President  
La Prévention Routière  
Internationale (PRI)

## 2. PRI PROFILE

### INTRO

La Prévention Routière Internationale (PRI) is an international non-profit and non-governmental organization with members in over 45 countries. PRI has a consultative status at the Economic and Social Council of the United Nations and the International Transport Forum (former European Conference of Ministers of Transport (ECMT)) and closely co-operates with other international organizations. PRI is member of the United Nations Road Safety Collaboration (UNRSC) and participates in WP1 Road Safety working group of the United Nations Economic Commission for Europe (UNECE). PRI is mainly concerned with promoting road traffic safety at the international level and with encouraging efficient action towards road traffic crash prevention. We aim to realize our objectives by sharing knowledge with our collaborators at international level and between our members. We are doing this by means of PRI Road Safety Forum, PRI- News, website ([www.lapri.info](http://www.lapri.info)), Road Safety Courses, traineeships, consultancy activities and by active participating in road safety conferences and congresses. 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.

Since the organization has been established in 1959, over forty countries from all over the world have joined the PRI. This great amount of attention has guided us to accomplish several projects successfully, which have helped to increase road safety worldwide. In long term we expect to attract more countries to join the PRI, to sketch the road safety problems more accurately, in order to contribute to road safety positively and to decrease the number of victims of road crashes.

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.

### 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 a more 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



#### LIIKENNETURVA: JOINT MOPED CAMPAIGNING IN FINLAND

Popularity of moped driving has increased strongly among the youth during the last ten years. At the same time, the number of moped-related accidents has increased. Consequently, there are plans underway now in Finland to implement mandatory training and handling examination prior to receiving a moped license.

Moped accidents often occur in intersections. The reasons for accidents include e.g. defects regarding knowledge of the traffic rules, control of the vehicle and observation as well as excessive speed. Tuning is a common practice.

During the year 2010 a joint campaign of the traffic administration called 'Moped Driver Head Check' was carried out to improve the safety of moped driving. The target groups of the campaign consisted of 13-16 year-olds (interested in moped driving or actual moped drivers) as well as their parents.

The aim was to communicate the basics of safe moped driving and the related risks, reach the target groups in a broad-based effort and get media to pay attention to the issues at hand. The campaign highlighted especially the dangers

of tuning and the importance of knowing the traffic rules as well as driving in intersection areas.

The main operations of the campaign were implemented in April-June 2010 as the moped season started. The campaign utilised e.g. social media and the Internet, so that the young demographic was reached in a broad and cost-effective manner. The campaign was carried out as a joint effort of the traffic sector. Involved in the campaign there were Liikenneturva, Ministry of Transport and Communications, Police, Finnish Transport Safety Agency Trafi and Finnish Motor Insurers' Centre. The campaign will continue in 2011.

## 3. PRI MEMBER ACTIVITIES

### NATIONAL COMMITTEE FOR PREVENTION OF TRAFFIC ACCIDENTS (CNPAC) MOROCCO

The National Committee for Prevention of Traffic Accidents (CNPAC) developed a specific communication plan to support the implementation of new Highway code. This plan was submitted February 18, 2010 on the occasion of the celebration of National Road Safety Day and launched 10 May 2010 aims to achieve an objective and awareness in general public opinion the importance of implementing a new set of rules that ensure a

more secure road space. The plan also aims to create a general mobilization of all socio-professional actors and components of civil society at national and regional level around the traffic with more commitment and responsibility.

The informational approach of the Committee is based on a communication device safe, friendly and educational based on transparency, clarity and consistency of messages and information disseminated.

This communication plan has in fact helped to further clarify the provisions of the new highway code whose purpose is to provide favorable conditions for preserving the lives of citizens in the use of the highway.



### SYRIAN ASSOCIATION OF ROADS ACCIDENTS PREVENTION

Some important activities and distinguished performances in 2010 by Syrian association of roads accidents prevention(sarap)

fourth traffic festival of children in 17 may in the occasion of 4may day and Arabic traffic week( 4-10may) which was Involved by traffic show ,music and drawing fair, some gifts and certificates granted to some distinguished students.and

distribution of brochures and posters and make a carnival in the down town and gas stations with the participation of schools children and policemen.

-awareness traffic stations campaigns were organized too in the schools and meeting with the teachers to sustain the role of educational institutes



### 3. PRI MEMBER ACTIVITIES



#### FEDERAL ROAD SAFETY CORPS (FRSC)-NIGERIA

The 2010 edition of the FRSC Annual Lecture Series was chaired by HRH, Prince Michael of Kent, GCVO on 2nd November, 2010 in Abuja.



In pursuant to United Nations clarion call for global action to stem the emerging trend in Road Traffic Crashes, FRSC has keyed in through renewed public awareness campaign and aggressive sensitization programme tagged “Annual Lecture Series”.

The Corps through the distinct opinion of its Corps Marshal and Chief Executive (COMACE) believes that if road crashes are checked, productivity would be enhanced and the citizenry, especially the productive age bracket can contribute meaningfully to national growth and development.

The maiden edition of the Corps Annual Lecture Series held on 27th October, 2009 at the Abuja Sheraton Hotel & Towers with the theme “Sustainable Development and Road Safety”. Amongst several dignitaries, the Guest Speaker, His Excellency, Chief Emeka Anyaoku, CON, CFR, GCVO delivered a paper on “Capital waste on Nigerian Road”. The attendant success

of the maiden edition spurred the Corps into driving towards greater success in the 2010 edition tagged “Decade of Action for Road Safety; Imperatives for Developing Economies”. The theme was deliberately fashioned to serve as a wakeup call on developing nations to rise up to the challenge of road safety as the United Nations gears towards declaring 2011-2020 a Decade of Action on Road Safety.

The African involvement in the fight against the deadly scourge Road Traffic Crash (RTC) is borne out of the fact that of Nigeria being the current President of the sub-regional West African Road Safety Organization (WARSO) as well as the African Regional Group of the International Road Safety Organization (GPA/PRI). These Organizations have been in the forefront of championing the cause of Road Safety on the African continent.



### 3. PRI MEMBER ACTIVITIES

#### ROAD SAFETY WEEK NOVEMBER 15-21, 2010 KIEV, UKRAINE

Every year more than 7 thousand people lose their lives on the roads of Ukraine. By the number of road crash victims Ukraine has the 5th place in Europe.

Road traffic deaths and injuries is the huge obstacle for the development of the country. That is why NGO "Ukrainian Road Safety Association" (URSA) took the initiative to hold annual Road Safety Week before the World Day of Remembrance for Road Traffic Victims.

The slogan of the Road Safety Week 2010 – «Time to act!»

Organizers of the Road Safety Week 2010 – «Time to act!» are Ministry of Transport and Communications of Ukraine and NGO All-Ukrainian Road Safety Association. The General partner is the company "Ukrainian Insurance House", the insurance company that within three years systematically has been working in the sphere of road safety and proposes effective solutions.

The event took place under support of the International Foundation "United World", Motor and Transport Bureau of Ukraine, Association of International Automobile Carriers, international companies 3M and Goodyear, a number of professional unions, business and public organizations.

This is the second year when URSA initiates the sociological survey on the status of road safety in Ukraine. During the Road Safety Week URSA organized a lot of actions: Press-conference, round table, Meeting of GRSP members in Ukraine...



### 3. PRI MEMBER ACTIVITIES



#### SCIENTIFIC WORKSHOP ON THE THEME: «SIGHT IS LIFE»

The Tunisian Road Safety Association organized on 08 of May 2010 in Tunisia a great event to raise awareness and professional Drivers to emphasize the importance of the steering wheel view.

A free consultation was offered to all participants in this open day where medical specialists have secured control on the vision of drivers to raise awareness and prevent the dangers of vision problems that cause real Traffic accidents.



#### THE ROAD SAFETY CARAVAN

As part of its communication Strategy focused on spreading the culture of the Road Safety throughout Tunisia, the Tunisian Road Safety Association held throughout the summer period 2010, a travelling Road Safety Caravan which circulated throughout all the summer for the North to the South and FROM THE East to the West across the country to raise up the Road users on the various causes of Traffic accidents such: speeding, drinking alcohol and driving, fatigue, seat belts... various awareness materials; brochures, stickers ...were distributed during the tour of the Caravan to all the Road Users

## 3. PRI MEMBER ACTIVITIES

### THE SPANISH PRESIDENCY OF THE EUROPEAN UNION.

#### High Level Group on Road Safety

This meeting was organized on 29 April 2010 in Madrid during the Spanish EU Presidency with participation of European Commission representatives.

His Excellency mr. D. Alfredo Pérez Rubalcaba, Minister of Interior in Spain was delivering an opening speech.

Two main issues were on the agenda of the HLG meeting.

The first one was the successful Road Safety Policy in Spain. The Strategic Plan for Road Safety was presented.

The second issue was the European Road Safety Policy. The results of the 3rd Road safety Action Program were discussed and a presentation was given by the European Commission on the Developments of the Strategic Guidelines for Road Safety up to 2020.

Also a Round Table took place. Subjects were the Prevention of road crashes and injuries for the safety of employees and the Policy on the Safety of Motorcycles and other Powered Two Wheelers (PTW).

#### e-Sum Project

A seminar was organized on 29 May 2010 in Barcelona.

e-SUM Project identifies good practice projects, which contribute to reducing urban powered two wheeler casualties. This forms a comprehensive resource for anyone working to improve road safety for PTW riders.

A literature search was completed to locate and access PTW safety projects. This was followed by a questionnaire distributed to organizations involved in PTW safety requesting information on any successful projects.

In total over 200 projects from across the world were assessed for their potential to contribute to a reduction in URBAN PTW casualties. The Good Practice Guide includes 107 projects. Transport for London was one of the e-SUM partners and was leading the identifying good practice part of the e-SUM project.

The focus was on 6 themes:

- Training and Awareness
- Highway Features and Policy
- Targeted Enforcement
- Specific Highway Remedial Measures
- PTW Design and Protective Equipment
- 'Softening' the Highway Infrastructure



### 3. PRI MEMBER ACTIVITIES



#### MARCH FOR THE ROAD TRAFFIC VICTIMS IN PRAGUE, CZECH REPUBLIC

Ministry of Transport, The Road Safety Department, organized the action “March for the Road Traffic Victims” within the campaign «Nemyslis-zaplatis!” (Don’t think, you will pay), held on 21 November on the occasion of World Day of Remembrance for the Road Traffic Victims. The general slogan of the march was «Every day could be a day of the death». Over 250 people participated on this action. The route of the march was held in the historic centre of Prague.



At the beginning of the march all of the participants came in white shirts – representing still alive people. There are not any victims at the beginning of the year. Along the way the march stopped four times. Part of the participants changed clothes into a red shirt (the victims). Only a few people reached the end of the march in the white shirts. It’s only 21 November, will they survive to the end of the year? After all, «Every day could be a day of the death».



#### THE HUNGARIAN NATIONAL POLICE (OBB) - HUNGARY

The Pest County Police Headquarters organized for the 13th time a Road Safety Puppet Competition for the nursery and primary schools around Hungary. On the 2nd of December 2010

The participant groups of children, guided of course by their teachers, had to elaborate and perform a story with puppets or other aid material, explaining and calling the attention to the rules of safe road use and the importance of road signs.

The cca. 200 children who enrolled in the competition were really

enthusiastic about the task and the topic and some of the performances were really very professional.

The education of children on how to use the roads safely is a very important issue nowadays, not only because we save children’s lives in this way, but also because children can exercise great influence also on the driving behavior of their parents.





### 3. PRI MEMBER ACTIVITIES

#### 1<sup>ST</sup> ANNIVERSARY ROAD TRAFFIC SAFETY AGENCY OF THE REPUBLIC OF SERBIA 17 DECEMBER, 2010 BELGRADE

Road Traffic Safety Agency of the Republic of Serbia celebrated the 1st anniversary of establishment. This occasion was the perfect one to inform the public about the jurisdiction and scope of the work of the Agency.

Last year coincides with the first year of implementing the new Law on Road Traffic Safety. Therefore, the effects of its application were subject of the conference. There were three speakers at the press conference: Director of the Road Traffic Safety Agency, President of the Board of Directors of the Agency and Minister of Infrastructure.

Director of the Road Traffic Safety Agency, Stojadin Jovanović, presented the data indicating the results within a year of implementing the new Law. If we compare this year with the same period last year, the total number of traffic accidents was reduced by almost one third, the number of deaths was reduced by almost 150 people, the number of injured was reduced by almost 2,500 persons. There was a significant reduction of amount of damage costs caused by traffic accidents.

Director of the Road Traffic Safety Agency, Stojadin Jovanović, said that the new Law is still not fully implemented, because the procedure for adoption of certain by-laws is still in progress.

Media representatives and experts had the opportunity to become more familiar with the process of formation, organization and jurisdiction of the Road Traffic Safety Agency.



### 3. PRI MEMBER ACTIVITIES



MAC (Middle East Automobile & Tourism Club.: CARE ABOUT TRAFFIC SAFETY AWARENESS

#### THE MIDDLE EAST AUTOMOBILE & TOURISM CLUB (MAC) SAUDI ARABIA

Supervised by members the Saudi team Bikers Group Sharm el-check visit Mr. Abdul Qader Al-Zahrani Director-General of the Middle East Automobile Club sponsor of the team. Custom documents for transit (Triptick) of the Bikers Group to the Kingdom of Jordan and the Arab Republic of Egypt, were elaborated and the Middle East Club, Car and tourism division was present to provide assistance to the team. Also handed the team during this

visit a trophy as memento of thanks and appreciation for the efforts of Middle East Club in facilitating the team's trip and in supporting the development of sport motorcycles.



#### OPERATION CHRISTMAS NEW YEAR CAMPAIGN «FOR THE HOLIDAYS, THE GREATEST GIFT, IS TO RETURN ALIVE

Since 2009 l'Association Prévention Routière PRF, with support from insurers l'Association Prévention Routière, is leading the campaign for the holidays, the greatest gift is to return alive. «This campaign aims to remind the general public risks associated with drinking and driving just before the holidays year and give practical advice on the site [www.rentrerenvie.fr](http://www.rentrerenvie.fr).

Awareness Day is held across France in the city centers and shopping malls during which volunteers distribute flyers and and breathalyzers to bystanders, placards traders

This operation employs nearly 400 volunteers.



### 3. PRI MEMBER ACTIVITIES

#### 2<sup>nd</sup> EDITION OF THE NATIONAL ROAD SAFETY WEEK «MY HELMET, MY LIFE»

The National Centre for Road Safety (NSRF) of Benin organized from 19 to 25 December 2010 various events within the framework of the 2<sup>nd</sup> National Road Safety Week. This initiative was established by the Executive Committee of the Organization for Traffic Safety in West Africa (OSRAO) at its meeting in Cotonou in May 2009.

The 1<sup>st</sup> Road Safety Week was held in December 2009. The objective is to develop the National Road Safety Week as an annual tradition in Benin.

The theme of this 2<sup>nd</sup> edition of the National Road Safety Week was «My helmet, my life».

The kick off of the Week was a launch at National Television by the Director of the NSRF, Mr. André D. AKPINFIA.

During the Week many activities were organised:

- Dinner Release
- Road Safety Caravan
- TV show on the statistics of Traffic Crashes in Benin
- A Gala Evening and Awards Ceremony with artists. Five artists were awarded with a Road Safety Trophy as an encour-

agement for their musical works related to road safety.

• A debate on TV, Radio and TV spots, leaflets and giant posters to raise awareness and put emphasis on the benefits of helmet use and the need to promote the passive safety device. In Benin, almost 50% of road fatalities are users on (powered) two wheels. Success in the adoption of helmets by this user category, will provide a significant reduction in the severity rate of road crashes.

Simultaneous implementations of actions across the country, gave this second edition of the National Week strong echoes. Many resolutions for risk reduction of motorcycles have been taken by young people. Next step is, that these decisions are actually implemented.



## 4. 6<sup>TH</sup> INTERNATIONAL FESTIVAL FOR ROAD SAFETY CAMPAIGNS

### 4-6 MARCH 2010, GAMMARTH TUNIS - TUNISIA



The International Festival for Road Safety Campaigns celebrated its sixth anniversary; it was organized by The Tunisian Traffic Safety Association (ATPR) in close collaboration with the International Road Safety Organization (PRI) and the Arab Road Safety Organization (AROSO). These partners have engaged in a global partnership alliance for the promotion of Road Safety. The main objective of this partnership is to establish new habits and practices to improve Road Safety. The ultimate goal is to preserve human lives as well as national economies against losses resulting from road crashes.

confirms that the issue of Traffic Safety is no longer a national or a local issue, it means it has become an issue that concerns the international community and mankind as a whole at a time when globalization abolished borders, removed barriers between countries and increased road networks, traffic and transportation between the countries .

This session aimed at:

- Collecting and sharing experiences and innovative ideas related to Road Safety
- Providing a framework for Road Safety Associations and experts to debate, exchange ideas and thoughts about their experiments
- Sensitizing and contributing to the development of multimedia materials related to Road Safety

The festival activities focused on four major lines:

- A two-day long Meeting of campaigns , with the purpose of presenting, analyzing and evaluating all various participating campaigns
- An official competition for participants to compete according to the guidelines set in the general rules designed by the organizing committee.

A distinguished delegations were present on the land of hospitality representing associations, organizations and government bodies and private institutions , specialists and experts in the field of Traffic, health, transport and communication to make of Tunisia a world Capital for Road Safety, this clearly

The characteristic of this Sixth Session of the Festival is that it hosted an International Youth Forum where young people from Tunisia extended their hands to reach those of their peers from all over the world to exchange approaches, experiences, expertise, thoughts, perception and achievement, to show their determination to shape a new world where health and safety are the trump cards.





## 5. INTERNATIONAL FORUM OF YOUNG DRIVERS

Under the slogan «The risks of  
driving among young people»  
4-6 MARCH 2010,  
GAMMARTH-TUNIS – TUNISIA

On the sidelines of the Sixth Session of the International Festival for Road Safety Campaigns, Tunisia hosted the international Forum of Young Drivers organized by the Tunisia Road Safety Association, la Prévention Routière Internationale and the Arab Road Safety Organization; this was a real continuation of the Forum meeting organized by the United Nations in Geneva on April 2007.

The objective of this Forum was looking for effective ways to reduce traffic accidents and their consequences with young people to study the causes of Traffic Accidents, knowing that the second leading cause of death worldwide for young people aged between 15 and 29 years is the traffic accidents as reported by WHO.

The event was aimed primarily at young people aged between 18 and 30 years, knowing that the number of participants in this Forum has reached 300 youth, 150 young representing 70 Nationalities, and 150 young from the Tunisian Forum of Young Drivers, it offer an interesting space to our generous youth that deserve to be listened, to express their opinions and ideas rather than being compelled to listen to our moral lessons and preaches, because the future is their future and they have to be considered as a part of the solution.



## 6. CONFERENCE ROAD SAFETY ON FOUR CONTINENTS (RS4C) 28-30 MARCH 2010, ABU DHABI – UNITED ARAB EMIRATES

The 15th Road Safety on Four Continents (RS4C) Conference was held in Abu Dhabi – United Arab Emirates. The Conference was organized and hosted by the National Transport Authority (NTA) in collaboration with the Swedish National Road and Transport Institute (VTI). Conclusions of the Conference are: support the United Nations Decade of Action Declaration recommendations (November 2009, Moscow); foster national cooperation between

National Ministries; improve data collection; transfer know-how between countries; develop a Strategy and an Action Plan; exchange best practices in the framework of the Middle East and North African Road Safety Partnership (MENARSP); conduct training workshops and provide technical advice. All recommendations are described in the “Abu Dhabi Declaration on Road Safety – 30th March 2010”.



## 7. THE INTERNATIONAL SYMPOSIUM ON “THE ROLE OF ROAD SAFETY COUNCILS AND NATIONAL COMMITTEES” 18 & 19 MAY 2010 ABU DHABI - UAE

Organized by the Emirates Traffic Safety Society under the patronage of HH Lt. General Sheikh Saif bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Interior in cooperation with the PRI and the Arab Road Safety Organization in Abu Dhabi, and with the support And support from the Ministry of the Interior and the Department of Transport in Abu Dhabi and the National Transport Authority.

### Introduction to Symposium:

What is experienced by the UAE in the implementation of major projects in the areas of comprehensive development, particularly in the sectors

of infrastructure including roads and road transport, trains and the use of the latest artistic Intelligent techniques in the management and control traffic to reduce traffic accidents and traffic congestion requires a carefully coordinated and sustained efforts of the various parties related to traffic safety And evaluate the work.

### The general framework of the Symposium:

The Symposium aimed to enrich the debate on this important issue and absorbed form, which helps to provide the ingredients for success of any initiative taken at the state level or local level in this area, particularly

since the State is seeking to develop Board or a national committee to coordinate safety efforts.

The symposium opened considerable scope to view the experiences of various countries in the world that have national committees for safety on the road, and the exchange of experiences and expertise, and to discuss all aspects related to the role played by these committees and the quality of coordination and the nature of their work, whether strategic or directive or an executive, and the success of the experiences of countries participating in the Achieve traffic safety through the assistance and support that you find various related parties, especially the need for integration between

government agencies and relevant NGOs and private sector institutions, as emphasized by the United Nations. The symposium was attended by experts and researchers, academics. The NGOs working in the field of traffic safety, and government officials concerned with incidents of road all the relevant terms of reference, which has had a significant impact on the success of the symposium.

### Symposium sessions:

3 sessions were held on the first day of the symposium, chaired the first session, Dr. Nasser Saif Al Mansouri, Director General of the National Transport Authority, which has been present and discuss the four worksheets.

#### First session:

The first paper presented by Joop Goos subject of the reality of traffic accidents in the world according to the report the World Health Organization World, Then Mr. Riadh Dabbou the Secretary-General of the Arab Road Safety Organization presented The second working paper entitled the reality of traffic accidents in the Arab world, then the researcher Amina Al Saadi presented The working paper prepared by Brigadier Ghaith Hassan Al Zaabi, General Director of the general administration of traffic coordination - Ministry of Interior.

The fourth working paper has addressed the issue of the overall land transport strategy 2030 to the UAE by Engineer Abdullah Alkatheeri Executive Director of Land Transport in the National Transport Authority.

#### Second session:

Held the second working session chaired by Mr. Afif Alfriugi President of the Arab Road Safety Organization, during which a presentation and discussion of three working papers, the first about the role of the National Council for Traffic Safety to coordinate efforts to prevent road accidents The funding mechanisms for prevention programs in Tunisia,

and the second Supervise the efforts to combat traffic accidents, while the third talked about the Saudi Experience in coordinating the efforts of prevention of road accidents.

#### Third session:

In the third working session three working papers had been presented and discussed, the subject of the first one is about the coordination of preventive action planning and execution, while the second paper dealt with the subject of the National Committee for Traffic Safety requirement and a goal, and the third on the subject of awareness of traffic between the picture is shocking and apocalyptic.

### Recommendations of the Symposium:

The «The Role of Road Safety Councils and National Committees», at the conclusion of events in Abu Dhabi to the need to expedite the establishment of a national committee for traffic safety in the United Arab Emirates, the ideal framework to coordinate the efforts of various relevant parties, and is developing strategies and plans to reduce the Road accidents.

The symposium recommended that the Commission has proposed, representatives from all agencies and institutions and departments concerned with traffic safety as well as specialized NGOs, and to have this body with full powers in relation to issues of traffic safety.

The participants in the symposium decided to send the proposal for the Secretariat of the Council of Arab Ministers of Interior and the Arab Organization for Traffic Safety, to bring Observatory Arabic for traffic safety, entrusted with the establishment of a database of Arab and conduct studies to ensure analyze the deeper causes of road accidents with the terms of reference and sources of funding and a particular framework and methods of work.

Also the symposium recommend, to the adoption of national strategies for integrated and harmonious,



based on a scientific basis to take into account the various aspects of traffic safety, identifying the objectives and potential funding for their implementation and scheduling of time, tools, evaluations of their effectiveness, usefulness and channels of review and correction of the progress of the various axes based on the results of the evaluation.

And urged the recommendations of the participants in the symposium on the need to focus on an ambulance and medical intervention, the rapid road accidents, whether at the level of equipment, or supervision or medical systems coordination and interference between the various relevant parties, with the call for the adoption of a global figure of a unified emergency as well as sent a specialized centers for the Rehabilitation of Victims of traffic accidents.

The participants in the symposium in their recommendations asked for concluding a review of legislation based on studies of a calendar that takes into account the contribution of the laws adopted in influencing the behavior of road users, making them consistent with the particularities of social, economic and psychological each country, as well as the adoption of intelligent transportation systems and modern technology to control in order to Ensure greater transparency in the preview of traffic violations.



## 8. INTERNATIONAL ROAD SAFETY FORUM “THE 6TH PART – THE AGGRESSIVENESS AND LACK OF ROAD SAFETY”

21 AND 22 OCTOBER 2010,  
BUCHAREST – ROMANIA



This International Road Safety Forum was held in coherence with the PRI Annual General Meeting and was organised by Asociația Victimelor Accidentelor Circulației – AVAC, member of PRI. The organisation was in close cooperation with the Romanian Ministry of Transport and Infrastructure and PRI. The objectives of this fruitful and successful Forum were: raising political awareness of road crash reduction in Romania, promoting the implementation of road safety management elements, promoting and stimulating road safety activities of NGO's and involving government to show more interest and support to the field of Road Safety Prevention. Road Safety in Romania is very challenging.

Communication about the challenges must be started up. This will create awareness and the belief that something can be done about it. Political will and societal support are highly needed to bring down the number of people killed on the roads.

PRI President Joop Goos made a strong plea for governmental funding of civil society and road safety associations like AVAC on a sustainable basis, is very needful. It enables these associations to create societal support for road safety, to focus on the safe behaviour of road users and to advocate road safety issues.

Road safety is a shared responsibility. To bring down the numbers of people killed on the roads, it is necessary that everybody is doing its own share. Together better and quicker results can be achieved.

In the end of the Forum conclusions were drawn up. Traffic education starting at the earliest possible age, improvement of driver education, effective combination of police enforcement and road safety campaigns, exchange of best practices and priority for road safety of young peoples are a selection of a comprehensive list.



## 9. FIRST ROAD SAFETY SUMMIT IN REPUBLIC OF MOLDOVA, 16 NOVEMBER 2010, CHISINAU – MOLDOVA



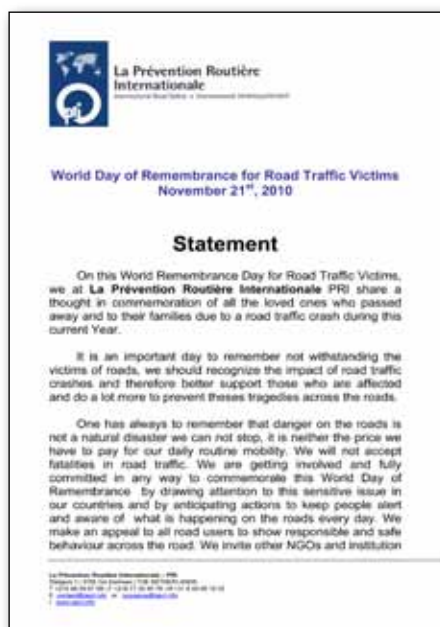
The 1st Road Safety Summit was organized by the Ministry of Transport and Road Infrastructure of the Republic of Moldova. The four objectives of the Summit were: to raise political awareness on the need of road crash reduction in the Republic of Moldova, to promote the implementation of road safety management elements, to promote and to stimulate the road safety activities of NGO's and to invest in road safety to reduce the high costs of crashes. Prime Minister and Chairman of the National Road Safety Council Vladimir Filat opened the Summit and Ministers of Transport and International Affairs were attending. High level representatives of Ministries and other Moldovan institutions were participating. International speakers from World Bank, European Commission, European Bank for Reconstruction and Development, European Investment Bank, World Rescue Organization, Millennium Challenge Corporation and PIARC were present.

PRI President Joop Goos was delivering a keynote speech. In his keynote he stressed that road crashes cause enormous societal and economic costs every year. Budgets for road safety work must not be seen as costs, but as investments which will earned back later. Not investing in road safety, especially in times of economic challenges, is penny wise, but pound

foolish. Furthermore Joop Goos made a plea for the establishment of a Civil Society Organization for Road Safety. This organizations should get a sustainable grant or budget yearly to perform its role related to education on schools, road safety campaigns, advocacy and voluntary work in the field of road safety.

The recommendations and conclusions of the Summit will be used to execute the National Road Safety Plan, which has been finished recently.

# PRI STATEMENT



# 11. 5<sup>th</sup> IRF CONFERENCE ON “INSTITUTIONAL ARRANGEMENTS FOR REDUCTION OF ROAD FATALITIES”. 25 – 26 NOVEMBER 2010, NEW DELHI - INDIA

The road fatalities in India are the highest in the world. Out of 1.3 million fatalities worldwide every year, 8-10 % of all road crash related fatalities are in India. This means that in India about 125,000 road victims are to be regretted yearly. The previous 4th conference has dealt with “Accident Prevention and Road Safety Measures” and was highly acclaimed by government and private agencies. One of the conclusions was that the absence of the “Institutional Mechanisms” was the cause that higher levels of road safety will not be achieved. For realizing the Indian dream and to make a difference - this is to bring down the number of road traffic victims - a coherent set of institutional arrangements should be developed or made fit to the future goals. IRF India and the Ministry of Road Transport & Highways (RT&H) have jointly launched a nationwide campaign for “Reduction of Road Fatalities with 50% by the year 2013. To realize this ambitious target proper management arrangements should be in force. The two days conference was for this reason focused on “Institutional Arrangements”. Indian and international experts transferred knowledge and exchanged experiences and best practices on management models. To be effective for the Indian situation, models from other countries should be considered and adapted and not adopted

to the Indian conditions. India specific and tailor made solutions will achieve the most results.

Prof. Geetam Tiwari from the Indian Institute of Transport Planning put that for achieving sustainable results an evidence based road safety policy was needed. An intuition based policy will lead to short term successes only. To realize a decreasing trend in the numbers of road traffic victims a “Vulnerable Road User” centric approach is needed. For Delhi to become a world-class city, it should have a safe bicycle infrastructure, she said. Mr. Rohit Baluja, President of the in Delhi based Institute of Road Traffic Education (IRTE) had the opinion that the bureaucratic system in India should be changed to be able to bring down the number of road fatalities.

PRI President Joop Goos was delivering a presentation. Raising awareness to increase political will and societal support is a necessary condition, but not sufficient. A strong political signal is to put the field of road safety under the patronage of the Prime Minister. A targeted road safety program and coherent coordination are highly needed. Both coordination at national/union level, at regional/state level and at local level and between those levels. A civil society organization present at all levels could be the spider in the web. This organization could perform tasks in the field of educa-

tion, road safety campaigns, advocacy and voluntary work. Joop Goos made a plea to establish a Consultation or Advisory Board consisting of high level international road safety experts. With such a Board reinventing the wheel again and again can be prevented and can be focused on effective measures by learning from best practices. The final objective according to PRI President is to develop a national safety culture with road safety in every citizen's DNA.



# 12. EUROPEAN UNION COLLABORATION

## EU POLICY ORIENTATIONS ON ROAD SAFETY 2011-2020



Under the title “On the Move for Safer Roads in Europe” the European Union unfolded its Policy Orientations on Road Safety for the period 2011-2020. As part of this an Action Program was elaborated. A new EU target was put: - 50% road deaths by 2020. PRI welcomes this ambition very much and supports the emphasis on serious injuries and its definitions, cross border enforcement, human factor in traffic and the continuation of the view that road safety is a shared responsibility. PRI hoped and expected for a more detailed and elaborated program with actions and measures to be taken. Little is proposed to protect vulnerable road users like pedestrians and cyclists. PRI also advocates 0.2 promille blood alcohol limit for novice and professional drivers. All the more a concrete and comprehensive program is highly needed knowing the targets from the previous period were not entirely achieved (EU-27:36% and original E-15:42%)

## EUROPEAN ROAD SAFETY CHARTER



PRI is one of the signatories of the Charter. In doing so we contribute to building up knowledge and exchanging good practices. In 2010 signing events took place in The Netherlands, Spain, Latvia and Ireland. The “Excellence in Road Safety Awards 2010” will be presented in February 2011.

## PROLOGUE



This project started in August 2009 and PRI is member of the user group. Prologue aims to contribute to the reduction of the number of road casualties in Europe by developing and promoting the naturalistic observation methodology. The main objective is to prove feasibility



lity and usefulness of a large scale observation study. In February 2010 the 1st workshop took place. The focus was to disseminate research and experiences so far. A better understanding is needed of what people are doing on the road and why, and what kind of behavior puts them to risk. Naturalistic Driving data could help to provide the answers. Participants of the workshop showed a particular interest for powered two-wheelers. In the last months of 2010 five regional workshops were organized, including field studies.

## EUROSAFE



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. Alcohol was an important issue in 2010. Partly as the spin-off of the joint policy statement on Alcohol and Injuries. To lower the costs of motor vehicle crashes sobriety checkpoints should be established. EU-Council has the opinion that alcohol should remain high on the EU-Ministers agenda. A cost-benefit analysis in Switzerland shows that prevention efforts were effectively. Eurosafe is developing an expert directory (WHO is WHO).

## 3rd EUROPEAN YOUTH FORUM. 1-2 July 2010

This event took place under the auspices of the European Commission organised by Responsible Young Driver Belgium, this event with the aims of creating a unique and energetic European Network of young activists involved in Road Safety Campaigns brought together 70 delegates from over 35 countries. Tunisian Road Safety Association was invited to represent Tunisia. A key message expressed and frequently illustrated was the challenge of making Road Safety Innovative and engaging for young people, by speaking the language of Young people, the delegates will save lives.



## EUROPEAN ROAD SAFETY DAYS. 13-14 October 2010

On 13 and 14 October 2010, the European Parliament hosted a conference on road safety organised by the Belgian Presidency jointly with the European Commission and the European Parliament. Several debates took place in room JAN 2Q2 and a «Road Safety Village» was erected on the esplanade between the Parliament and Place du Luxembourg. The Committee on Transport and Tourism took an active part in this event. These 2 events aimed to raise awareness, gave visibility to best national and local practice and offered an opportunity to work together for safer roads in Europe.



## 13. DECADE OF ACTION FOR ROAD SAFETY



Together  
We can Save  
millions  
of lives.

[www.decadeofaction.org](http://www.decadeofaction.org)



In March 2010 the United Nations General Assembly adopted resolution 64/255, which proclaimed the period 2011-2020 as the Decade of Action, which seeks to save lives by halving the number of road crash victims in this period. The resolution requests World Health Organization (WHO) and the United Nations Regional Commissions to coordinate the monitoring of the impact of the Decade. To guide the development of national plans for the Decade of Action, the United Road safety Collaboration (UNRSC) will facilitate the development of a Global Plan for the Decade. Sequel to the 1st Global Status Report (2009) WHO will elaborate a 2nd Global Status Report. In 2011 WHO will start working on this 2nd Report. It is expected this report will be published in 2012.

# 14. UNITED NATIONS COLLABORATION

## UNRSC

In coherence with the 1st Global Ministerial Conference held in November 2009 in Moscow, the 12th United Road Safety Collaboration (UNRSC) meeting took place. The Plan of Action, the Action Logo and the official Launch of the Decade in May 2011 were discussed. Three Working Groups on Development/implementation of the “how to” manuals; on Work related safety and on Infrastructure were meeting as well and feedback was given. By some UNRSC members an overview of their global activities were presented:

White Paper for road safety (Challenge Bibendum)

«We play and drive by the rules» (UNECE)

EU-Twinning project for enhancing road safety in Egypt (PIARC)

European Youth Assembly for Road Safety (YOURS)

Clinton Global Initiative (FIA Foundation)

World Injury Conference: Road safety (WHO)

Road safety training of professional drivers and managers (IRU)

Road safety initiatives (ITF/OECD)

## NGO'S FOR ROAD SAFETY AND VICTIMS

The Brussels Declaration, which was prepared in the 1st Global Meeting of NGO's Advocating for Road Safety and for Victims, was tabled at the 1st

Ministerial Conference in Moscow (November 2009). In 2010 the NGO's continued their national and international activities. Jointly with the World Health Organisation – Department of Violence and Injury Prevention and Disability the preparations were started for the 2nd Global Meeting of NGO's to be held in 2011.

## UNECE

On the occasion of the 60th anniversary of Working Party WP1 (Road Safety) a joint meeting with Working Party on Road Transport (SC1) was held in September 2010. In its meeting of September in WP1 was discussed about the Convention on Road Traffic, the Convention on Road Signs & Signals and the Consolidated Resolution on Road Traffic. In the framework of the Resolution the issues of International technical inspections and Multi disciplinary crash investigation (MDCI) were tabled.

In November 2010 the UNECE-BSEC Conference on Improving Road Safety in the BSEC Region (Black Sea Economic Cooperation) was held in Athens-Greece. As result of the conference the Ioannina Declaration was established. The BSEC Member States were invited to set national targets in line with the Decade, to set appropriate implementation monitoring mechanisms. The international donor community was invited to provide additional funding to support regional and national road safety measures.



# 15.PRI INTERNAL NEWS



The GM was informed that since the 1st of May 2010 ms. Afef Ben Ghenia is assisting the secretariat on part time base. The secretariat moved to a new address. The secretariat continues its efforts to work as efficient as possible. New stationery has been developed (more accessible, attractive and future proof). The style of the new stationery and the website are linked. The site is regularly updated and the e-Newsletter was published quarterly.



# 16. MAIN DECISIONS GENERAL MEETING 22 October 2010. BUCHAREST - ROMANIA

## GENERAL

- The GM approves the minutes of the General Meeting on 26 June 2009
- The GM approves the Annual Report 2009
- The GM approves the elaboration of an Action Program 2011-2015

## ELECTIONS

- The GM approves the EC nomination of ms. Afef Ben Ghenaya, program manager at ATPR as Coordinator of the Special Committee on Young People.
- Mr. Alain Areal, managing director of the Portuguese Road Safety Organisation PRP is willing to accept the function of auditor for the period of 4 years. The Executive Committee nominates Alain as PRI auditor. The GM approves the nomination.

## FINANCIAL MATTERS

- GM approves the balance sheet and accounts settled on 31.12.2009.
- GM approves the actions related to settled and unsettled membership fees.
- GM adopts the 2009 auditor's report unanimously and gives discharge to the Executive Committee.
- GM approves the 2010 Draft Budget.
- GM approves unanimously the proposal of the Executive Committee to adjust the membership fees for the year 2011 with 1,9%.
- GM approves the 2011 Pre Draft Budget.

## ACTIVITIES

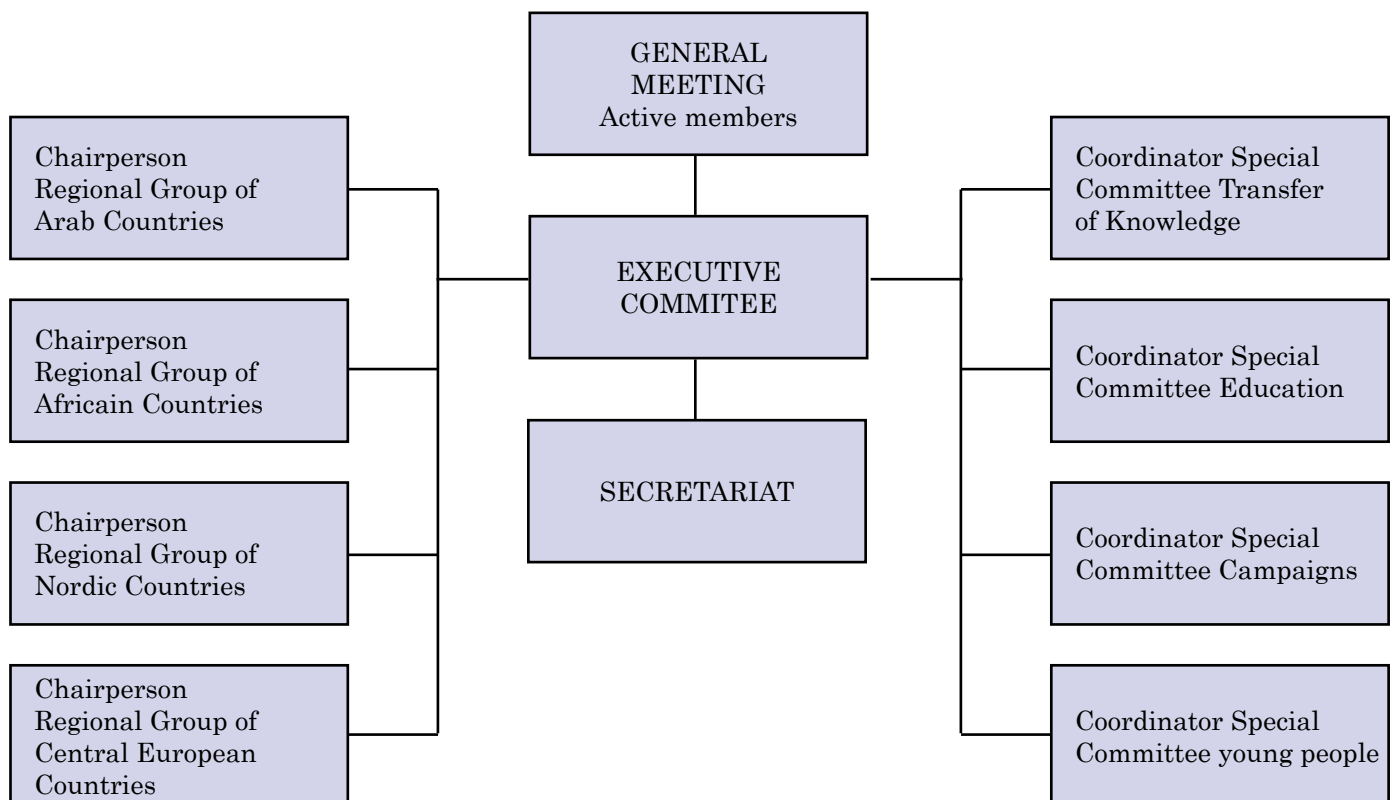
- GM took notice of the road safety suggestions of mr. Johnson from India. Members are free to forward these suggestions to national partners.
- Mr. Peter Elsenaar is putting forward recommendations for PRI-GRSP collaboration. These will be used as input for the Action Program 2011-2015.

## DATES AND PLACES OF FUTURE GENERAL MEETINGS

- The GM and the International Road Safety Forum in 2011 will be held from 4-7 May 2011 in Abuja – Nigeria. Host: Federal Road Safety Corps of Nigeria.
- The GM and the 12th PRI World Congress in 2010 will be held in Morocco. Host: Comité National de Prévention des Accidents de la Circulation CNPAC Morocco.
- The GM and the International Road Safety Forum in 2013 will be held in Ukraine. Host: Ukrainian Road Safety Association URSA.



## 17.ORGANIGRAMME



## 18. EXECUTIVE COMMITTEE

President

**Mr. Joop Goos**

Vice president

**Mr. Afif Frigui**

Vice president

**† Mr. Pièrre Gustin** (has died on 20 March 2011)

Chairman Regional Group  
of Nordic Countries

**Mr. Matti Järvinen**

Chairman Regional Group  
of African Countries

**Mr. Osita Chidoka**

Chairman Regional Group  
of Arab Countries

**Mr. Hasan Ahmed Housani**

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**

# 19. 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

PRI believes an international and regional network of exchange and communication to be highly effective and useful in terms of traffic safety awareness and improvement. Membership will provide collaborating department access to PRI global network, enable to be informed and updated about the all our road safety events, such as conferences and congresses.

It would also allow the collaborator to participate in one of PRI Road Safety Forums.

## SUM UP

- PRI stands up for road safety (advocacy)
- Platform for exchanging knowledge and experiences (best practices)
- Contact with other members and access to international networks
- PRI News for free
- PRI Annual Report for free
- Possibility of joining international projects
- To be kept informed on new developments

## 20. LIST OF MEMBERS

- Ministry of Interior.Directorate of Traffic.General Committee for Road Safety. Kingdom of Bahrein
- Institute Belge pour la Sécurité Routière – IBSR. 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
- Danish Road Safety Council. Denmark
- Faroe Islands' Road Safety Council. Faroe Islands
- Central Organization for Traffic Safety – Liikenneturva. Finland
- La Prévention Routière – PRF. France
- Direction Générale de la Sécurité Routière. Gabon
- Deutscher VerkehrssicherheitsRat e.V. – DVR. Germany
- National Accident Prevention Commission – OBB. Hungary
- Road Safety Authority – RSA. Ireland
- Japan Traffic Safety Association. Japan
- Jordan Society for the Prevention of Road Accidents – JSPRA. Jordan
- Middle East Automobile Club. Saudi Arabia
- YASA International for Public Safety. Lebanon
- 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
- Ministry of Interior. Traffic Police Department. Republic of Serbia
- Ministry of Transport. Directorate of the Republic of Slovenia for Roads. Slovenia
- Ministry of Public Works, Roads & Transport. South Africa
- Road Traffic Management Corporation – RTMC. South Africa
- Road Traffic Authority. South Korea
- Direccion General de Trafico–DGT. Spain
- Council for Accident Prevention – BfU. Switzerland
- Syrian Association of Roads Accidents Prevention – SARAP. 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
- 3M. Germany
- 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. The Netherlands
- Instituto de Prevencion Seguridad y Educacion Vial. Uruguay
- Mrs. C.Galavan, Romania
- Mr.J.G.Goos, The Netherlands
- Mr. A. Silveira. Argentina
- Mr. H. Rakotomampionona. Madagascar
- Mr. J.C.D. Quijandria, Peru
- Ms. E. Tan. Singapore
- Mr. U.Th. Hendrichs. Switzerland



# COLOPHON

ANNUAL REPORT 2010

TEXT

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