

Newsletter

JUNE-JULY 2015

CALL TO REVERSE DECISION TO DROP SERIOUS ROAD INJURY TARGET IN EU

More than 40 experts and representatives of road safety organisations and victims groups from across Europe together with 11 members of the European Parliament have written to President Jean-Claude Juncker urging him to reverse a decision to drop the announcement of a new EU target to cut serious road injuries. PRI also supported the call.

Recently it was apparent that the announcement of the target has been dropped and no new date has been set for its publication. According to ETSC analysis at least 200,000 people suffered life-changing consequences resulting from traffic collisions last year alone, an increase of 3% from the previous year. Furthermore, over recent years, declines in serious road injuries have not matched the reductions in road deaths.

More information: www.etsc.eu



STUDENTS TEACH PEDESTRIANS SAFE CROSSING

Students from Kai Xian Hanfeng No.1 and No.5 Primary Schools joined traffic police officers to teach pedestrians how to cross the road safely. Students stopped pedestrians crossing the road on a red light and informed them that they must wait until the light is green. Over 30 students from the two schools distributed 800 flyers on road safety, which focus on children's safety when walking with adults. (Source: AIPF)

More information: www.asianinjury.org



DUTCH INVESTMENTS IN CYCLING – BENEFITS FOR HEALTH AND ECONOMY

The study clearly shows that Dutch investments in bicycle-promoting policies, such as improved bicycle infrastructure and facilities, are likely to yield

a high cost-benefit ratio in the long term. Health benefits translate into economic benefits of over 5% of Dutch GDP. With a Dutch VSL of € 2.8 million per prevented death, investment in cycling is an extremely wise economic investment. The €0.5 billion per year spent by the Dutch government on road and parking infrastructure for cycling is estimated to yield total economic health benefits of € 31 billion per year!

You can see the full report “Dutch Cycling: Quantifying the Health and Related Economic Benefits” [here](#). (PDF Download available).

More information: www.ecf.com/news/how-the-dutch-love-for-cycling-is-benefitting-the-nation/#sthash.SM2yFcEO.dpuf

EUROPE MUST BOOST SAFETY FOR CYCLISTS AND WALKERS

7,600 people died in road traffic while cycling or walking in the EU in 2013 according to new research: the equivalent of a commercial airliner full of passengers being lost every week.



The European Transport Safety Council (ETSC), authors of the new report, say unprotected road users need special attention because the numbers being killed are falling more slowly than those for vehicle occupants. In the last ten years, deaths among pedestrians and cyclists fell by 41% and 37% respectively, while vehicle occupant deaths fell by 53%.

Since 2010 the reduction in the number of pedestrian and cyclist deaths has slowed down markedly with numbers falling by only about 10% and 3% respectively between 2010 and 2013.

The risk of being killed in traffic as a pedestrian differs greatly among European countries. It is lowest in The Netherlands and Scandinavia, but about 6 times greater in Latvia, Lithuania, Poland and Romania. Latvia and Lithuania are responding to this challenge by achieving two of the fastest reductions in risk. (Source ETSC)

More information: www.etse.eu

GLOBAL NCAP STOP THE CRASH CAMPAIGN

Global NCAP with a group of key corporate partners is launching a new four year global campaign in support of the current UN Decade of Action for Road Safety to promote awareness of leading crash avoidance technologies in the major emerging automobile markets. Stop the Crash will be launched in Brasilia on the occasion of the 2nd Global High Level Conference on Road Safety in November. The meeting will carry out a mid-term review of the UN Decade and highlight priorities for action to 2020 and beyond. The launch will also coincide with the 2015 Annual Meeting of Global NCAP which will bring together all of the active vehicle safety consumer testing programmes worldwide. (Source: Global NCAP)



More information: www.globalncap.org; www.stopthecrash.org

GREEN LIGHT FOR SAFE SCHOOLS SOUTH AFRICA

The installation of a [signalised pedestrian crossing](#) means that for the first time, the 1,150 school children of Sivile are now able to reach their classes safely.

Speaking at the opening of the new crossing, [Zoleka Mandela said](#): “Until the Safe Schools project began, there was little on the roads to offer protection. Now we have a safe crossing. It sounds a simple solution, but it is a life-saver.”

[iRAP assessments](#) of the original site concluded that the main point at which hundreds of children crossed to school each day had a 'one star' safety rating. It was estimated that a signalled pedestrian crossing could reduce pedestrian risk by as much as 85%.

The first phase of the Safe Schools project will be finalised towards the end of 2015 when the City of Cape Town completes the installation of the new infrastructure at other pilot project schools. (Source: iRAP)

More information: www.irap.net/en

NEW E-BOOK HIGHLIGHTS AFRICA'S ROAD SAFETY CHALLENGE



The United Nations Economic Commission for Europe (UNECE), the United Nations Economic Commission for Africa (UNECA), and the International Alliance for Responsible Drinking (IARD) launched a publication today focused on improving road safety and reducing drink

driving in Africa.

Preventing Drink Driving in Africa is the outcome of the *UN Road Safety Conventions and Approaches to Preventing Drink Driving* workshop, organized by the three institutions and held in Addis Ababa, Ethiopia in November 2014. The e-book includes new survey results on road safety issues across the African continent, updates on the implementation of the African Road Safety Action Plan, and recommendations and international good practices to improve road safety. It also includes videos and presentations from the workshop.

These recommendations include providing African nations with more UN capacity-building support in implementing provisions of UN road safety conventions, and exploring increased engagement with the private sector in applying road safety laws and regulations, with a particular focus on the transportation of dangerous goods.

More information:

www.unece.org/info/media/presscurrent-press-h/transport/2015/new-e-book-highlights-africas-road-safety-challenges-calls-for-continued-efforts/new-e-book-highlights-africas-road-safety-challenges-calls-for-continued-efforts.html

WINNERS 2014-2015 "YOUR IDEAS, YOUR INITIATIVES" CONTEST

YOUR ideas YOUR initiatives
Road Safety Actions for a better Environment



The international project "YOUR ideas, YOUR initiatives" started in 2011. It involves many schools from selected countries around the

world that are committed to achieving changes in their community with regards to **road safety and sustainable mobility**. This project is part of Renault's educational program "Safety and Mobility for All".

Teachers are invited to join this international initiative with their **students (aged 15-17 years)** to develop a participatory classroom project. The project is designed to inspire students to think about what changes could be made to make roads safer and more sustainable, thereby improving all our lives.

4,310 Students from 15 countries around the globe participated in this year's initiative, bringing an essential message of road safety to their communities through creative and inspired projects.

Winners:

1. Colegio Magnum Agostiniano (Belo Horizonte, Brazil)
 2. Our Lady of Mercy School (Rio de Janeiro, Brazil)
 3. Delhi Public School (Pune, India)
- More information: <http://your-initiatives.safety-mobility-for-all.com/content/program#sthash.lwQVsQdu.dpuf>

WE WILL NEVER FORGET THEM

With the large percentage of South Africans grieving for a loved one lost in a road crash, World Day of Remembrance has particular significance.



Each year, SADD

holds an event to commemorate WDR. This year (15 November) SADD is asking for relatives of victims of any road crash, not just drink drive crashes, to send t-shirts with the image of their loved one to SADD. These t-shirts need not be new. By putting a face to a victim helps to send home the message that these are not statistics, they are people. SADD ask you to spread this call for t-shirts and to assist in making this event a day that is truly all about these lost daughters, mothers, fathers, sons, grandparents, cousins or friends. Their lives will never be forgotten but there must be no more lives lost.

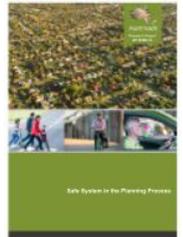
More information: www.sadd.org.za

SAFE SYSTEM IN THE PLANNING PROCESS

The Safe System concept has the objective of eliminating deaths and serious injuries, with the guiding principle that everyone, including planners, share responsibility for creating a safe road system. Good planning and design sets the foundation for a safe road environment. This report aims to promote consideration of Safe System principles in planning decisions.

This report includes material that can be used to form the basis of a brochure or article that could be produced to introduce planners to the Safe System. In addition, a checklist resource is provided which may be adapted and incorporated into planning guidance to prompt planners to consider road safety issues (including Safe System principles) during the planning process.

More information: <https://www.onlinepublications.austrroads.com.au/>



SAVE KIDS LIVES IN EASTERN EUROPE

Over the last two months EASST and its partners have been actively supporting the #savekidslives campaign which continues throughout 2015 towards the 2nd High Level Meeting on Road Safety in Brazil in November. To highlight this issue, excellent videos have been produced by our partners Road Safety NGO in Kyrgyzstan ([view video](#)) and by the Automobile Club of Moldova ([view video](#)). In Tajikistan, our local partner Young Generation Tajikistan has implemented its [road safety educational project](#) funded by EASST in an area of Dushanbe which is now seeing a decline in incidents involving children.



To see what all the EASST team have been up to check out some of our photos on Facebook: [#SaveKidsLives2015](#)
(Source EASST)
More information: www.savekidslives2015.org/

UN SG'S SPECIAL ENVOY FOR ROAD SAFETY

United Nations Secretary-General Ban Ki-moon announced on 29 April 2015 the appointment of Jean Todt as his Special Envoy for Road Safety. Mr. Todt is the President of the Fédération Internationale de l'Automobile (FIA).



The Decade reaches its mid-term review this year (2015) with little observed change in the number of global annual road traffic deaths.

With motorization rates rising rapidly around the world corresponding to economic growth, especially in low- and middle-income countries, it is timely and imperative for all countries now to make tangible progress in improving the safety of their roads if they have not yet started to do so, and to further improve their road safety record. It is within this context that the United Nations Secretary-General has appointed Mr. Todt as his Special Envoy for Road Safety. UNECE will act as the secretariat for the Special Envoy for Road Safety.

More information:

<http://www.unece.org/un-sgs-special-envoy-for-road-safety/un-sgs-special-envoy-for-road-safety-home.html>

AGENDA

TRANSED 2015 International Conference on Mobility and Transport of Elderly and Disabled Persons
28-31 July 2015, Lisbon-Portugal
More information: www.transed2015.com

GRSP's 4th African Road Safety Event
2-3 September 2015, Lusaka-Zambia
More information: grsp@ifrc.org

Road Safety Course Delft
14-25 September 2015, Delft-The Netherlands
More information: <http://delftroadsafetycourse.org>

1st Europe & Central Asia Regional IRF Conference
15-18 September 2015, Istanbul-Turkey
More information: www.irfnews.org

18th International IEEE Congress on Intelligent Transport Systems
15-18 September 2015, Las Palmas de Gran Canaria-Spain
More information: www.itsc2015.org

IRF & CHTS China Congress & Annual Meeting
20-22 September 2015, Chongqing-China
More information: info@irfnet.ch

71st Session Working Party on Road Traffic Safety (UNECE-WP1)
5-7 October 2015, Geneva-Switzerland
More information: www.unece.org

IRF Executive Training: Performance-Based Contracts
4-14 October 2015, Orlando-USA
More information: info@irfnews.org

EuroSafe Annual Conference 2015
14 October 2015, Milan-Italy
More information: <http://www.ephconference.org/registration---register-22>

International Conference on Road Safety Management & ITS and International Workshop on Youth and Road Safety
3-5 November 2015, Abu Dhabi-United Arab Emirates
More information: etss@etss.ae; joopgoos@lapri.info

25th World Road Congress (PIARC)
2-5 November 2015, Seoul-South Korea
More information: www.piarcseoul2015.org/wrcs

World Day of Remembrance for Road Traffic Victims
15 November 2015
More information: www.worlddayofremembrance.org

24th World ITMA Congress on Traffic Medicine and Road Safety In Fast Developing Countries
16-18 November 2015, Doha-Qatar
More information: www.itma-congress-2015.com

2nd Global High-Level Conference on Road Safety
18-19 November 2015, Brasilia-Brazil
More information: www.who.int/roadsafety/decade_of_action/en/sminkeyl@who.int

2nd International Traffic Safety Forum on Youth and Traffic Safety
23-25 November 2015, Dammam-Saudi Arabia
More information: www.salamh.org.sa and forum2015@salamh.org

3rd Conference of Transportation Research Group of India
17-20 December 2015, Joy Kolkata-India
More information: www.trgindia.org/trg_conference_2015/

12th World Conference on Injury Prevention and Safety Promotion
18-21 September 2016, Tampere-Finland
More information: www.who.int, dufaysh@who.int

18th IRF World Meeting
14-17 November 2017, New Delhi-India
More information: www.irfnet.ch