



Annual Report

2007-2008

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Foreword

When we are talking about road safety, we are talking about a hidden problem. Most people do not have any idea about the scale of the problem. Each year 50 million people are seriously injured and 1,3 million are killed in traffic, Worldwide. Lack of road safety is not merely a matter of statistics. It is above all a matter of immense suffering. Lifelong suffering by people that have lost a loved one in a traffic accident. And suffering of traffic victims; people that are handicapped for the rest of their lives. Lack of road safety has great influence on the quality of our lives. We know that lack of road safety is not a natural disaster that sometimes occurs and which we cannot stop. History shows positive results can be achieved if we have the ambition to decrease the number of fatal injuries in traffic and the willingness to collaborate at the national and international level. And these are exactly the qualities members of PRI have. They are devoted to road safety. In this annual report 2007-2008 some of their national actions are highlighted as well as the participation of La Prévention Routière Internationale PRI in the international and global networks.

I hope the reading of this annual report will lead to new energy and inspiration for making roads and societies safer.



Joop Goos,

President, La Prévention Routière Internationale (PRI)

Introduction

La Prévention Routière Internationale (PRI) is a non-governmental organization with 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)). It closely co-operates with other international Organizations. So far the PRI is closely involved with Governmental and Non-governmental Organizations. The PRI is mainly concerned with promoting road traffic safety at the international level and to encourage efficient action towards road traffic accident prevention. We aim to realize our objectives by sharing knowledge with our collaborators at international level. We are doing this by means of PRI Road Safety Forum, PRI- News, Website, Courses, Traineeships and by participating in the road safety conferences and congresses. PRI takes a pro-active stand and exerts influence on decision makers to encourage them to take active steps in the improvement of road safety. PRI 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 and to decrease accident rates on the road.

Goals and objectives

The aims of PRI

- To promote road traffic safety at an international level
- To encourage efficient action to improve road traffic accident prevention

Means for achieving the goals

- Advise and assist national bodies
- Promote the co-operation of national and international bodies, of all individuals, artificial persons, research centers and firms interested directly or indirectly in the promotion and improvement of road traffic and its safety
- Create throughout the world an awareness of the consequences of traffic accidents
- Support as much as possible 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
- Collect and disseminate relevant documentation and publications, in order to promote best practices in terms of research, road safety policies and implementation
- Organize and promote joint traffic safety actions, congresses, seminar, round table conferences, exhibitions, competitions and international events aimed at increasing fitness for road traffic and at developing interest in traffic safety problems among all age categories and among all road user categories
- Promote the training of specialists and the exchange of experience in the field of traffic safety

Critical Issues on the road

The PRI has subdivided its activities into several regions. This is of great importance, because each individual region has its own road safety matters which requires a different method for solving the road safety difficulties. The Western European countries are mainly concerned with alcohol prevention and speeding. In contrast, the developing (low income and middle income countries) countries face most road safety difficulties due to lack of knowledge and legislation which regulate the traffic.

Future strategies and objectives

One could conduct a research per region in order to map the challenges which a particular region is dealing with. Once the challenges are evident, one can arrange to design campaigns to create awareness in particular region in order to decrease the road accident rates.

In the PRI strategy four key issues are important:

- Vision Zero/ Zero Tolerance
- Shared responsibility
- Sustainability/ Integral approach
- International cooperation

Focal points

- Improving conditions for vulnerable road users
- Road safety of young people
- Supporting developing/transition countries
- Raising political and social awareness

Highlights

The following are the highlights of activities in which PRI participated in the year 2007 (2nd half) and 2008 (1st half)

Nigeria

From 14 till 21st of February 2008 the Nigerian Federal Road Safety Commission (FRSC) organized an international conference on road safety in Abuja, as part of a series of activities to celebrate two decades of meritorious service to humanity. The anniversary celebration afforded the Commission the opportunity to take stock of its past activities and to chart a course for the future.



President LaPri (left) Chairman FRSC (right)

The conference identified certain problems militating against the maintenance of safety on our roads: These include:

- Engineering such as traffic signs, road markings, traffic signals, lane markings, etc.
- Infrastructure such as poor road maintenance
- Health such as accident trauma, drugged and drunk driving, and lack of paramedic intervention
- Inadequate government and alternative funding
- Capacity building including lack of professionalism and inadequate training
- Poor and inadequate utilization of stakeholders
- Lack of integrated transport system
- The vulnerability of road users
- Inadequate investment in transport infrastructure

In view of the foregoing the conference resolved as follows:

- Road safety is a shared responsibility requiring inter-agency, inter-governmental and international collaboration
- Governments and related agencies should create a reliable database and employ technology to promote effective road safety management
- African countries should adopt the lead agency model as employed in Nigeria to manage road safety
- Governments should provide a regulatory framework for road transportation
- Governments should involve safety experts in the design and construction of transport infrastructure
- African governments should invest in education and integrate road safety into the curriculum of their educational institutions. They should also strengthen their public enlightenment campaigns on road safety practices to foster safety conscious attitudes in road users
- Governments should seek to establish road safety colleges to enhance the capacity and competence of road safety officials and to ensure national standards
- African governments should allocate adequate funds in their national budgets to the development of road safety infrastructure
- Governments should adopt appropriate road safety strategies and promote exchange of good practice
- Road safety should be integrated into the development strategies of African nations
- African governments should integrate safe road design concepts into their road transport infrastructure projects
- The volunteer culture in traffic safety management should be promoted across Africa
- Governments should muster the necessary political will to enforce road safety legislation that meet international best practice
- African governments should promote the development of integrated and co-ordinated multi-modal transport systems
- Governments should establish paramedic-training institutions and train-the-trainer programmes to enhance the capacity of road safety officers to assist road accident victims
- Some of the practices in the airline industry such as the maintenance of passenger manifests, payment of insurance benefits/compensation to accident victims should be incorporated into the road transport industry in Africa
- Governments should develop the necessary framework for more effective enforcement of traffic rules and regulations. This should include legislation establishing permissible levels of Blood Alcohol Concentration (BAC)
- The capacity of the FRSC and similar agencies to provide first aid to accident victims should be enhanced
- The FRSC and similar agencies should play advisory roles to governments in the development of transport infrastructure

- This action plan should be made available to all governments and inter-governmental organizations in Africa

Nr	Date	Activity	Place
1	14- 21 February 2008.	The Federal Road Safety Commission (FRSC) organized an international conference on road safety in Africa as part of a series of activities to celebrate two decades of meritorious service to humanity. The anniversary celebration afforded the Commission the opportunity to take stock of its past activities and to chart a course for the future.	Abuja, Nigeria

Tunisia

The Association Tunisienne de Prévention Routière (ATPR) has organized from 28 November to 1 December 2007, the fifth session of the International Festival of the prevention of road accidents, program which is regarded as the result of Tunisian Association effort for the prevention of road accidents in collaboration with the World Organization for the prevention of road accidents and the Arab Organization for the traffic safety. It was opened by the supervision of Mr. Rafik Bel Hadj Kassem Minister of home secretary and Local Development, and it was concluded by Mr. Abderrahim Zouari, the Minister of Transport.



Tunis campaign 2007

At its fifth session the festival Witnessed the participation of 42 countries represented in the group of professionals and civil society activists and a number of international and regional organizations and government institutions working in the field of prevention of road accidents along with an important presence of international experts in the field of traffic safety after Mr. Joop Goos, president of La Prévention Routière Internationale PRI, Mr. Patric Derweduwen, chairman of the Forum of European Road Safety Research Institutes (FERSI), Dr. Dennis Raphael Huguenin director of the Swiss Institute for the prevention of accidents (BfU) and Mr. Pierre Gustin Delegate General of the French Society for the prevention of road accidents (PRF) and Dr. Jaafar Al-Husseini, Director Regional Office for the World Health Organization in Cairo.

It is enough to know that victims of road accidents today throughout the world barely resemble the victims of wars and natural disasters, but the prevention of natural disasters of war may not be possible and not available for individual, on the other hand prevention of traffic accidents can be reached by rationalizing the conduct of the individual, his dealings with the car and with the road, giving up the wrong behavior during driving and acquiring a traffic culture, are the same objectives sought by the International Festival for the prevention of road accidents.

It should be mentioned in this context what Dr. Abdelwahab Mahjoub director of the festival said " a generic of every culture we are talking also about the culture of traffic"

The festival also included courses of organizing two workshops the first was devoted of axis of speed and the second for the axis pedestrians.

The festival included a competitions as well. This enabled the participants to compete by presenting their products as controls that have been identified by the Organizing Committee from within 6 axes which are the television Flashes, television programs, brochures, postings, the CD-ROM and Web sites. The competition has resulted in providing a set of medals (gold, silver, bronze) along with committee special awards for distinctive arbitration work.

Mr. Jose Miguel Trigoso the former president of La Prévention Routière Internationale PRI was honored for the efforts he made in the prevention of road accidents.

Nr	Date	Activity	Place
1	28 November to 1 December 2007	Tunisia has organized the fifth session of the International Festival of the prevention of road accidents program which is regarded as the result of Tunisian Association effort for the prevention of road accidents in collaboration with the World Organization for the prevention of road accidents and the Arab Organization for the traffic safety	Tunis, Tunisia

Saudi-Arabia

In Riyadh from 11 to 13 February 2008 an international training workshop on Motor Vehicle Periodic Inspection, was organized by the Arab Road Safety Organization (AROSO), coordinating with the general management for technical Periodic Inspection in the kingdom, by the sponsorship of the major general for general management Fahd bin Al Saud Al Bisher, under the title "Motor Vehicles Periodic Inspection and its role in limiting traffic accidents" which stayed for three days.



Workshops Riyadh

They were Lecturers and participants from Gulf Arab states, Arab countries, European countries and participation of some traffic officers from different parts of the kingdom joined this work. The idea of this workshop is to represent an important occasion to highlight the importance and the objectives of the Periodic installation Inspection which is playing a vital role in limiting traffic accidents, and its contribution in limiting environmental pollution caused by vehicles' exhausts which are regarded as the major source for environmental pollution. This workshop aims to examine the traffic accidents caused by technical defect, which connected with the safety equipment in the vehicles, and to erudite on the latest vehicles' technique Inspection, to exchange the experiences in the field of the vehicles Periodic technique Inspection and the rules which organized for it, and to motivate for building community vehicles' technique Inspection in the Arabian countries accordance with international measurements.

The workshop program included also a review of Arabian experiences in the field of vehicles' periodic Inspection, and the European and northern America specification, it reviewed also observing the services system and the bases data for frequent check to develop the ways of safety and to check the vehicles' problems with VIN and fraud it after the accidents, as the workshop concentrate about the technical check which follows the accident, specially with vehicles that has accident crashes.

Saudi Arabia has been selected to launch this workshop, because the Kingdom has a sophisticated program in the motor vehicles periodic Inspection.

The Arab Road Safety Organization (AROSO)

Within the PRI framework close cooperation exists with the Arab Road Safety Organization (AROSO). The president of AROSO, Mr. Afif Frigui from Tunisia, is vice president of PRI at the same time. Under the umbrella of AROSO the following activities have been taken place.

Nr	Date	Activity	Place
1	17 and 18 December 2008	Arab Forum for safety on the road about the role of civil society in the prevention of road accidents	Damascus, Syria
2	9 - 13 November 2008	International Symposium on "Management Systems of Traffic Safety"	Abu Dhabi, United Arab Emirates
3	4 - 10 May 2008	The celebration of the traffic Arab Week	All Arab countries
4	28 - 30 April 2008	Scientific symposium "mass transit and the future solution for the problems of traffic in Arab towns	Riyadh, Saudi-Arabia
5	8 - 13 March 2008	Gulf Traffic Week Exhibition of security and safety	All the Arab countries and the United Arab Emirates
6	11 - 13 February 2008	International training workshop on motor vehicles periodic inspection	Riyadh, Saudi-Arabia

Ukraine

The Ukrainian Road Safety Association (URSA) was registered by Ministry of Justice of Ukraine in January, 17, 2008.



Ukrainian Road Safety Association (URSA) registering

The main objectives of Ukrainian Road Safety Association are the following:

- To reduce the traumatism level and death rate as a result of traffic accidents
- To promote cooperation of the government, non-government organizations, commercial sector enterprises and Mass media.
- To prevent unlawful behaviour of the road users (both drivers and pedestrians)
- To encourage safe behavior
- To improve driving education system

The key tasks of Ukrainian Road Safety Association are the following:

- Creation and maintenance of the constant cooperation and experience interchange channels of Ukrainian and foreign experts
- Active participation in international and national projects, concerning road safety
- Project realization, aimed at improving the accident rate on the Ukrainian roads
- Active participation in lawmaking, rule-making, preparation of standards and regulations both on the national and international levels.

Conference 12th March, 2009

On March 12, 2008 – press-conference “Road safety – time for action” was held in Ukrinform, devoted to establishment of Ukrainian road safety association. The strategy of Ukrainian road safety association was presented and the main issues on worsening of Ukrainian roads situation were discussed on this conference.

Speakers of the conference:

- Mikhail Berlin - President of Ukrainian Road Safety Association (Head of the Board “Ukrainian Insurance House”)
- Joop Goos – President of PRI (La Prévention Routière Internationale PRI)
- Oleksander Skybinetsky - Chairman of Ukrainian Road Safety Association Coordinating Council (People’s Deputy of Ukraine, Lieutenant-general of the Security Service of Ukraine (SBU), The Head of national defense sub-committee of the Verkhovna Rada of Ukraine)
- Volodymyr Rudik – Member of Ukrainian Road Safety Association Coordinating Council (Major-General of the Militia, 2005-2007 - deputy minister of the Ministry of Internal Affairs of Ukraine – head of The Militia on public security)
- Volodymyr Donchak - Member of Ukrainian Road Safety Association Coordinating Council (Chairman of the Ukrainian Defense Assistance Society, People’s Deputy of Ukraine, Member of The National Security and Defence Committee of Verkhovna Rada of Ukraine).

Nr	Date	Activity	Place
1	26 September 2008	Round Table on Driver Training	Kiev, Ukraine
2	31 May 2008	<p>8th Annual International BMW Festival in Kiev</p> <p>Association took part in the 8th Annual International BMW Festival.</p> <p>Association and BMW club conducted a campaign “We are for the road safety!”. According to the rules of the action each visitor of the BMW Festival could have joined to voting for road safety by sticking the car with an inscription “I’m for” on the map of Ukraine on the place they came from on the Festival.</p> <p>More than thousands of people took part in voting. The initiative of Association was supported by the members of Moscow, Saint-Petersburg, Minsk BMW clubs, and also guests from New-York.</p>	Kiev, Ukraine



Nr	Date	Activity	Place
3	8 April 2008	<p>Ukrainian drawings contest “Road safety is our life”</p> <p>Association were among the judges of the Ukrainian drawings contest “Road safety is our life”, which was held by the State Traffic Inspectorate.</p> <p>Association awarded 5 children. Two of the participants, marked by the Association, are the pupils of specialized hostel №5 for the kids with weak eyesight.</p>	Ukraine
4	1 April 2008	<p>Meeting of Mikhail Berlin and President of Road Safety Scotland</p> <p>a meeting of President of Ukrainian Road Safety Association Mikhail Berlin and President of Road Safety Scotland took place.</p> <p>During the meeting agreements on partnership and interchange of experience in a sphere of safe behavior education of children aged 3-5, were concluded</p>	Edinburgh, Scotland
5	12 March 2008	<p>Press-conference “Road safety – time for action”</p> <p>press-conference “Road safety – time for action” was held in Ukrinform, devoted to establishment of Ukrainian road safety association. The strategy of Ukrainian road safety association was presented and the main issues on worsening of Ukrainian roads situation were discussed on this conference.</p>	Kiev, Ukraine
6	17 January 2008	<p>Ukrainian Road Safety Association was registered by Ministry of Justice of Ukraine.</p>	Kiev, Ukraine

France

Capitaine de soirée

In 2007, l'Association Prévention Routière (RPF), the national road safety association for France and its young volunteers have worked hard to make young people aware of the necessity to choose designate before going out a "capitaine de soirée", someone who does not drink any alcohol. The "capitaine de soirée" will drive and bring home safe his/her friends.

Unfortunately, France is still one of the countries in Europe where the majority of deaths among young people are road traffic deaths. Also in France, road traffic deaths are the main cause of death for young people from 15-24 years. According to a study done by l'Association Prévention Routière and the insurers of La Fédération française des sociétés d'assurances (FFSA) at the occasion of the 4th night of the "Capitaines de soirée", alcohol still plays a very important role when young people are going out to party and relax. Nevertheless, it is getting more and more common for young people to designate a "capitaine de soirée".

In March, l'Association Prévention Routière has send a letter to all officials and directors of higher education institutions (universities, grandes écoles, training centres...) and to all the Bureaux des élèves (BDE) to sound the alarm bell and to make them aware about the so called "student evenings" where more and more alcohol is being drunk.

On 2 June 2007, l'Association Prévention Routière, has organised an awareness campaign in bars and roads of 50 cities. The goal of the campaign was to insist with the public on the necessity to designate already at the end of the afternoon a "capitaine de soirée". The volunteers of the association have distributed among the public alcohol tests and scratchcards, in order to help them designate their own "capitaine de soirée".

On 17 November 2007, the 4th night of the "Capitaines de soirée" took place. More than 700 young volunteers, members of student organisations, students from nurse schools and members of the Leo Club and the Rotaract turned this night into a success. The event took place in more than 120 disco's. The theme of the night was "super hero". The super hero being the person whose "super power" it is not to drink any alcohol in order to bring home safe others. The night was preceded by a three-week communication campaign on the radio broadcasting stations for young people (NRJ, le Mouv, Sky Rock, Fun radio). A CD-Rom was send to 850 local radio stations for them to broadcast the prevention messages.

Also, cards and small posters were distributed in places with many young people (bars, restaurants and cinema's). At the same time, a contest was being organised at the website www.rentreenvie.fr (come back alive) which was visited by more than 110.000 people.

During the whole year of 2007, 460.000 alcohol tests and 560.000 scratchcards were distributed for free among young people and 2928 volunteers contributed to "Capitaines de soirée", notably by standing at the doors of disco's and spreading the prevention messages. A CD-Rom has been made especially for them to help them speak about the risk of combining alcohol and drugs with driving.

VAMOS



VAMOS (Volunteers Always on the Move for Road Safety) is a European wide initiative aiming to set up effective instruments and methods for the implementation of road safety activities in the participating countries, focusing on vulnerable road users. The project builds on the White Book, the European Commission action plan and the Commission work program, for 2005 objectives to reduce the number of road deaths by 50 %. As a result, local organizations of volunteers will be set up, training modules and educational materials will be elaborated, training of volunteers, experts and trainers for road safety preventive activities will be organized and preventive as well as dissemination activities will be carried out in selected communities. The Vamos project has been established in the year 2006 and continues until 2009. The Objectives of the project could be divided into general and specific aims.



Volunteers Always on the Move for Road Safety (VAMOS)

General objectives are:

- The general objective of the VAMOS project is the contribution to the decrease in the number of car accidents, public damage and causes of those accidents at EU level and consequently to contribute to the general objective of the White Book to decrease road safety deaths by 50 % to 2010;
- To develop effective instruments and methods for the implementation of road safety prevention policy, focusing on vulnerable road users;
- To put examples of best practices of European road safety preventive activities into practice;
- To raise public awareness and public culture related to road safety behavior at local, regional, national and European level.

Specific objectives

- To set up pilot local networks of voluntary organizations;
- To establish a permanent road safety education and training system for volunteers, trainers and coordinators at local, regional and European level;
- To improve professional capacities of local, regional and national authorities, voluntary organizations, groups and individuals - volunteers for implementation of effective and coherent road safety activities ;
- To establish permanent professional support to road safety organizations and volunteers;
- To expand the project to other countries.

The members

Six countries are participating in Vamos project and The Netherlands with its 75 year having experience with the volunteers which is the model country and Switzerland is responsible for the quality monitoring. The participants are:

- Belgian Road Safety Institute (IBSR/BIVV)
- Finnish Central Organization for Traffic Safety(Liikenneturva)
- Hellenic Association of Insurance Companies (EAEE)
- Prevenção Rodoviária Portuguesa (PRP)
- **Project coordinator:** Ministry of Transport, Slovenian Roads Agency, Road Safety Council
- Ministry of Transport, Posts and Telecommunication of the Slovak Republic
- **Model country:** VVN - Dutch Traffic Safety Association
- **Quality manager:** BfU - Swiss, Council for Accident Prevention

Nr	Date	Activity	Place
1	2 – 3 April 2009	Evaluation 1 st phase and proposal for 2 nd phase	Helsinki, Finland
1	13 October 2008	The VAMOS project has participated in the exhibition of the European Road Safety Day.	Paris, France
2	25 - 27 May 2008	Measuring the effects of the spin off efforts put in the pilot projects were discussed. The need to get concrete tools to create an effective campaign was another subject. The participants focused on the essential aspects of a volunteer.	Athens, Greece



Nr	Date	Activity	Place
3	12 - 15 December 2007	Workshops were held, the representatives of the participating countries have presented the state of affairs of their national projects. The volunteers manual was presented. Talks were held about the Vamos website. There was a meeting with Dutch volunteers .	Amsterdam, The Netherlands
4	30 May to 7 June 2007	A special Vamos course for coordinators of voluntary work on local level in individual countries took place. The course was attended by participants from Vamos partner countries and representatives of other countries, members of the PRI. Altogether there were more than 50 participants of the course from the following countries: Belgium, Denmark, the Czech Republic, France, Finland, Greece, Jordan, Germany, the Netherlands, Poland, Portugal, Romania, the Slovak Republic, Slovenia, Spain, Sweden, Switzerland and Tunisia. The topics covered in the course by reputable experts from Slovenia and abroad were as follows: road safety in general, infrastructure, best practices, traffic psychology and volunteer work.	Brdo, Slovenia
5	March 2007	The conference, workshops and meeting. Another objective was formulating the pilot projects for individual country.	Bratislava, Slovenia
6	October 2006	Outset of Vamos	Bled, Slovenia

Roadsafetyweb (RSWeb)



RoadSafetyWeb (RSWeb) is a website centralizing data of awareness raising campaigns in the field of road safety. Its aim is to create a platform promoting the different campaigns and facilitating the exchange of information about them. The participating organizations can use the campaigns in the database as a source of inspiration for new campaigns. Moreover, RoadSafetyWeb constitutes a forum for exchanging knowledge and experiences between the participating organizations.

RoadSafetyWeb does not only allow for the centralization of campaign data using a common structure, it also facilitates searching and looking into these data. By using a single template for organizing the data, it is for example possible to have a quick and extensive overview of what is done in the different countries. (www.roadsafetyweb.net)

Coordinator of RSWeb is the Belgian organization Institute Belgique pour la Sécurité Routière (IBSR).

Cast



In the year 2001 the European Commission adopted an ambitious mid-term strategic objective: namely to reduce the number of road fatalities in the EU by half by the year 2010. The EC wishes to realize this aspiration by providing a powerful and innovative guidelines to design, implement and evaluate road safety campaigns to improve future campaigns. The CAST project has been assembled to meet this demand for such powerful and innovative guidelines to design, implement and evaluate road safety campaigns that can be used by the Member States, by the EC for its own campaigns (or campaigns financed by the EC) and by other stakeholders.

As a result of the designing and implementing of the projects, a handbook will be composed, which is to be used as a evaluation tool that is based on a methodology capable of isolating the effects of a campaign among effects interfering from other parallel measures and has to focus on the direct impact sought which is the reduction of the number of killed and injured in traffic.

More precisely, CAST will provide two practical tools: an evaluation tool aiming at isolated effects of road safety campaigns on road crashes and other outcome variables (various safety performance indicators like safety awareness or seatbelt wearing rates, prevalence of drink driving, etc.); and a manual for road safety campaigns based on existing research and new results produced in CAST.

The project is led by the Belgian Road Safety Institute and includes all of the major EU groups with skills and experience of the subject of road safety campaigns.

Work packages

EC requirements (in parallel with tasks of the <u>Work Programme 2002-2006(1)</u>)	WP	WP Content Description
General requirement for good management	WP0	Overall coordination
Requirement for an inventory of applied methodologies covering aspects such as psychology of drivers and acceptability of measures (task 1 Work Programme 2002-2006)	WP1	State-of-the-art on psychology of drivers and acceptability of measures (cf. SARTRE), i.e. studying and summarizing the underlying theoretical road user models
	WP2	Listing a typology of road safety campaigns and their evaluation methodologies applied in and beyond the EU

Requirement for a methodology to evaluate public awareness campaigns (task 2 Work Programme 2002-2006)	WP2	Providing an evaluation tool (for (cost-) effectiveness) for fieldworkers/policy makers: a tool for the evaluation of a single campaign and checklist for standardized reporting
Requirement for a methodology for designing campaigns (task 3 Work Programme 2002-2006)	WP3	Development of a manual to design and implement (cost-) effective campaigns, i.e. clear guidelines for best practices for fieldworkers/policy makers
Requirement for an evaluation and test of this methodology by applying it to recent campaigns supported by the EC (task 4 Work Programme 2002-2006)	WP4	Assessing the quality of the new developed evaluation method by application on a real campaign
Requirement for designing a complete pan-European campaign (task 5 Work Programme 2002-2006)	WP5	Designing and implementing a complete pan-European campaign to support the implementation of a measure that will recently be taken by the EU at that time
General requirement for dissemination of results	WP6	Dissemination

Nr	Date	Activity	Place
1	26-27 January 2009	Cast final conference The DG-TREN funded the CAST project has been developing both tools to meet the needs of safety policy makers, campaign practitioners and researchers. Both documents will be launched at the final conference taking place in Brussels.	Brussels, Belgium
2	18 February 2008	SC meeting On Monday 18 February a Steering Committee meeting was held in Brussels, Belgium on the premises of IBSR. After a state of the art of every Work Package, the content and the practical organization of the CAST workshops have been discussed in detail.	Brussels, Belgium

Nr	Date	Activity	Place
3	12-13 November 2007	<p>SC meeting</p> <p>The last Steering Committee meeting of 2007 was a lunch to lunch meeting. This assembly contained several themes of discussion: an approval of the amendment procedure and content, an overview of the progress of several WP's and a discussion about the organization of the Workshops in 2008.</p>	Leidschendam, The Netherlands
4	21 June 2007	<p>Steering Committee meeting</p> <p>On Thursday morning the CAST Steering Committee started their meeting with a further discussion of the (future) CAST contract amendment and the presentation of the first print of the CAST poster and leaflet. Afterwards, a new work definition of media campaigns was discussed on general request. In the afternoon every WP leader expounded the state of affairs of their WP.</p>	Stockholm, Sweden.
5	17 April 2007	<p>CAST consortium meeting</p> <p>Once a year there will be an occasion where all partners meet together even if they are not working together. The first CAST Plenary Meeting is realized in Vienna and is hosted by FACTUM. This assembly provides a unique opportunity to discuss midterm results and reconfirm the good cooperation among the entire CAST consortium. After this meeting everybody has been updated on the project's progress.</p>	Vienna, Austria
6	27 February 2007	<p>Steering Committee meeting</p> <p>On Tuesday 27 February the fourth CAST Steering Committee meeting was held. During the morning we discussed intensively the dissemination activities which needed special attention because of some delays. We started the afternoon with the presentations of the work progress per WP. At the end BIVV/IBSR presented the budget changes for the Steering Committee for the contract amendment.</p>	Brussels, Belgium.

Nr	Date	Activity	Place
7	2-3 October 2006	<p>Steering Committee meeting</p> <p>On Monday 2 October and Tuesday 3 October the third CAST Steering Committee meeting was held in the centre of Lisbon. During the first day, the Quality Officer Divera Twisk (SWOV) clarified the required quality procedure to the other members and the Work Package Leaders proposed their specific Quality Plan. The second day started with the presentations of the work progress per WP. At the end the Steering Committee discussed the dissemination activities for the following months.</p>	Lisbon, Portugal
8	14-16 June 2006	<p>WP 2, 3 and Steering Committee meeting</p> <p>From Wednesday 14 to Friday 16 June 2006, INRETS in Arcueil, France hosted two CAST Work Package Meetings as well as the second CAST Steering Committee meeting. The partners involved in Work Package 2 met to discuss the data collecting of evaluated campaigns in a standardized way, while the WP3 workshop was mainly devoted to further developing the structure and content outline of the campaign manual. The Steering Committee, consisting of all WP leaders, the Quality Control Officer and Mr Jean-Paul Repussard as a representative of the European Commission, discussed the project's development during the forthcoming months.</p>	Arcueil, France
9	29-30 May 2006	<p>Workshop</p> <p>On Monday 29 and Tuesday 30 May 2006, the partners involved in CAST Work Package 1 met at TØI in Oslo, Norway, for an inspiring workshop on identifying key elements for influencing road users and for evaluation. During the two-day event, the results of former meta-analysis research on the effects of campaigns were discussed, together with different road user models and theoretical concepts of road user behavior and behavioral change. In addition to this, a section of the workshop was reserved to the presentation of a number of national examples and experiences in the field of road safety campaigns. WP1 comprises partners from 9 countries: Austria, Czech Republic, Denmark, Germany, Italy, Norway, Poland, Portugal and Sweden.</p>	Oslo, Norway
10	16 February 2006	<p>CAST project launched</p> <p>the CAST project was officially launched with a kick-off meeting, followed by two days of workshops linked to specific work packages. Over 30 representatives from the 19 participating European research institutes involved in CAST attended to the meeting and workshops. The two-day event was also attended by Mr. Jean-Paul Repussard, principal administrator in charge of road safety at the European Commission.</p>	Brussels, Belgium

Global Road Safety Partnership (GRSP)



GRSP has been initiated by the World Bank, The RED Cross and Red Crescent International Federation (IFRC) and the World Health Organization (WHO) in 1999. GRSP is hosted in Geneva by the IFRC at its Headquarters. (see www.grsproadsafety.org) GRSP is a young PRI member. As in about 20 countries and regions activities are ongoing, and national PRI members take part, it seem effective to join forces and contribute to the common goal of reducing road crashes.

GRSP national coordinators from Poland and Romania attended with great pleasure the VAMOS course in Slovenia.

GRSP focuses on implementation, with campaigns, demonstration projects and professional development. GRSP is part of the UN collaboration on road safety and active in global applicable manuals, like there exist now: Helmets, Alcohol, Speed Management, of which the latter two were produced by GRSP. More manuals with the same basic set up will follow on Seat Belts (FIA), Data (WHO), Road safety Management (WB). The manuals contain examples of local projects, campaigns and the need of evaluation.

Federation of European Road Victim(FEVR)



At occasion of the Conference and Members Assembly of the FEVR on November 2 and 3 in Amsterdam, the PRI President has given an overview of PRI activities and has invited FEVR to collaborate closer. In many European countries Road Victims Organizations exist and work on awareness, prevention and remembrance of road victims. In many countries they initiate Road Victims Remembrance day on the Third Sunday of November or in the week before. These activities vary from concerts, experience sharing by victims and relatives, awareness public demonstrations, etc In contact with politicians road victims get a listening ear. In the Amsterdam conference: Road Victims Deserve more Care, many Dutch and European organizations contributed. The Belgium Union for Parents of Children Victims showed an effective program, subsidized by Belgium (Flemish) Government. In the Netherlands a Code of Conduct for Insurances on Victim Handling has been proposed and accepted. The conclusion was that the road victims voice should better be heard in Brussels. More info is to obtain by ordering the Conference CD-ROM on:

info@.verkeersslachtoffers.nl

At occasion of the on November 2 and 3 in Amsterdam

Nr	Date	Activity	Place
1	18 November, 2007	World Day of Remembrance for Victims of Road Traffic Accidents	
2	2-3 November, 2007	Conference and Members Assembly of the FEVR	Amsterdam, Netherlands

UN ROAD SAFETY WEEK 2007



A global road safety week will be held in 2007 to raise awareness about road traffic injuries, a UN body in Geneva has agreed.

The Road Traffic Safety Working Group of the United Nations Economic Commission for Europe (UNECE) has approved plans to bring forward its four yearly road safety week to 2007 and to globalize the campaign, in recognition of the urgent nature of the road traffic injury problem facing many parts of the developing world. A proposal from the FIA Foundation that the week should particularly focus on the road safety needs of children, young road users and novice drivers was also approved.

The last road safety week was held in April 2004, to coincide with the first WHO World Health Day dedicated to road safety. Delegates of the UN regional commissions for Latin America, Africa and Western Asia attending the UNECE meeting also gave their support to the plan for a global campaign. As well as most European nations, governments represented at the Working Party on Road Traffic Safety include the United States, Canada and Russia.

Objectives

- Greater commitment by national and local authorities and other stakeholders to improving the safety of young road users.
- Protect children in traffic and promote better behavior by and towards young road users.
- Raise the awareness of road users and the public in general of the risks for the young generation in road traffic.
- Road safety.

Strategy at the global level

It was underlined that the mobilization of all stakeholders both at the national and international levels would be necessary. It was agreed that the Global Road Safety Week should have:

- A common emblem
- A common slogan.
- During the Global Road Safety Week, the international character could be manifested by:
 - Events organized in common (for example, press conferences, exhibitions, Stakeholder Forum, a school drawing competition possibly in cooperation with UNICEF, etc.), with the objective in particular of raising awareness and disseminating best practice
- Issuance of a UN stamp
- Creation of a website and brochure

Nr	Date	Activity	Place
1	23- 29 April 2007	<p>United Nations Global Road Safety Week 2007</p> <p>Possible activities at the regional level</p> <p>UNECE proposed such activities as a seminar, an exhibition in the Palais des Nations, promotional give-aways (postcards, keyrings, posters, stickers, etc.), a television spot, etc.</p> <p>The other commissions mentioned school competitions, theatre plays, television spots, newspaper advertisements, road safety forums, advocacy on the theme of the Global Week, and publications.</p> <p>Possible activities at the national level</p> <p>The national character of the Global Road Safety Week will be manifested by targeted campaigns. The choice of public targeted and the specific messages are to be defined and selected by countries according to their specific problems (young drivers; young people and speeding; young people and alcohol; safety on the way to school; child passengers in cars, young cyclists, etc.).</p>	Geneva, Switzerland
1	23-24 April 2007	<p>A UN World Youth Assembly on Road Safety.</p> <p>Young delegates from all over the world will gather for the first World Youth Assembly on Road Safety on, to discuss road safety issues under the slogan “Road Safety is no Accident.”</p> <p>The Global Road Safety Week aims to engage young people in the issue of road safety, raise awareness of the issue among the general public, and encourage action and support from governments. In addition to the activities in Geneva, national road safety campaigns will take place throughout the week in countries all over the world, and the European Commission will celebrate the European Road Safety Day in Brussels on 27 April 2007.</p>	Geneva, Switzerland

UN Road Safety Collaboration

In April 2004, the United Nations General Assembly resolution A/RES58/289 on “Improving global road safety” invited WHO, working in close cooperation with the United Nations regional commissions, to act as coordinator on road safety issues across the United Nations system. Since the World Health Assembly accepted this invitation in May 2004, WHO has hosted three meetings of the UN Road Safety Collaboration (UNRSC), with representatives from more than 42 organizations (11 of which are United Nations agencies).

The Collaboration has initiated work on the following activities:

- Development of a series of manuals on good practice;
- Creation of a dynamic, global web-based database on road safety legislation;
- Completing and updating of a series of resolutions on road traffic signs and signals adapted in the European region;
- Follow-up regional stakeholder meetings;
- Establishment of an annual World Day of Remembrance for Road Traffic Victims.

Nr.	Date	Activity	Place
1	16-17 October 2007	<p>7th meeting of the United Nations Road Safety Collaboration.</p> <p>The 35 participants represented a variety of global road safety organizations, donors, governments and NGOs. The main objective of the meeting was to review the functioning of the Collaboration over the past three years and to identify strategic directions and priority activities for the coming years.</p> <p>The group agreed that the Collaboration should continue to be the main forum for coordination of the agencies working in international road safety. A number of major activities were identified for future focus, including the Second UN Road Safety Week, Remembrance Day, preparing the Ministerial Conference on Road Safety, supporting countries to strengthen their road safety activities and monitor progress.</p> <p>Participants also agreed that a small Steering Committee should be formed to help guide the growing Collaboration, and that criteria for membership in the Collaboration should be developed. Finally, the Collaboration reviewed a draft resolution that will be discussed in the United Nations General Assembly early in 2008, sponsored by the Sultanate of Oman.</p>	Geneva, Switzerland.

Nr	Date	Activity	Place
2	1-2 April 2008	<p>8th meeting of the UN Road Safety Collaboration</p> <p>the 8th meeting of the UN Road Safety Collaboration was hosted by WHO.</p> <p>One of the most important action items in this resolution is the one which welcomes the offer by the Government of the Russian Federation to host the First Global High-Level (Ministerial) Conference on Road Safety to be held in 2009.</p> <p>During the meeting participants reviewed progress made since the last meeting of the UN Road Safety Collaboration in October 2007: progress in countries such as adoption of the helmet law in Viet Nam; progress in regions such as the hosting of the <i>Ministerial Meeting on Injury and Violence Prevention in the Americas</i>; celebration of the World Day of Remembrance for Road Traffic Victims; hosting of regional consultations to develop the <i>Global status report on road safety</i>; and launch of the new good practice manual <i>Speed management: a road safety manual for decision-makers and practitioners</i>, among others.</p> <p>In addition, the UN Road Safety Collaboration and its Operating Framework were further discussed. The document will be refined before the next meeting of the UN Road Safety Collaboration. Participants also shared ideas on the form and content of the First Global High-Level (Ministerial) Conference on Road Safety and working groups addressed next steps in implementing the good practice manuals and in fleet safety.</p>	New York, USA

Global Conference on Road Safety on Four Continents (RS4C)



This conference (RS4C), held from 14-16 November 2007 in Bangkok, Thailand, was organized by VTI, Swedish National Road and Transport Research Institute. About 250 participants attended the conference. PRI president Joop Goos was invited by the organizers to give a presentation on PRI, its mission and activities, its networks, core business and membership.

VTI is an independent and internationally prominent research institute within the transport sector. With about 190 employees VTI is the largest transport research environment in Sweden.

VTI carries out applied research and development in relation to all models of transportation. The institute has a broad competence profile, with its key capabilities in the areas of safety, economy, environment, traffic- and transport analysis, public transport, behavior and man-machine-transport system interaction, and in road design operation and maintenance. Our knowledge provides an enhanced decision base for the players in the transport sector, and in many cases it has direct application in international and national transport policy.

The principal task of VTI is to carry on research for the development of the transport sector. This social mission implies continual improvement of the sector's knowledge so that the transport policy objectives of Sweden can be achieved. In this way, VTI contributes to the development of an effective and long term sustainable transport system.

Nr	Date	Activity	Place
1	14-16 November 2007	<p>International conference in Thailand on road safety.</p> <p>This is the 14th in a series of international road safety conferences arranged by VTI. In Bangkok the conference is arranged together with the Ministry of Transport, Thailand.</p> <p>About 250 participants will during three days take part in an extensive programme of sessions with paper presentations by speakers from a large number of countries. The main themes of the conference are exchange of new findings on road safety, transfer of road safety knowledge, exchange of evaluated good practices and road safety as a working environment problem.</p> <p>"This is the only conference of its kind, since the focus is on the transfer of experience from countries with a high standard of traffic safety to countries where this work has only just begun</p>	Bangkok, Thailand.

General Meeting Lisbon (2007)

Main decisions General Meeting 15/16 June 2007 Lisbon-Portugal

Modification of the Statutes

- New structure with 1 president and 3 vice-presidents with special tasks
- More than one active member per country

Election new president and 3 vice-presidents

- Joop Goos, director of the Dutch Traffic Safety Association VVN (Veilig Verkeer Nederland) was elected as new president with a mandate for four years(2011)
- 3 vice-presidents were elected:
- Afif Frigui, president of the Tunisian Road Safety Association ATPR with special tasks related to Arab countries
- Pierre Gustin, délégué général of La Prévention Routière Française PRF with special tasks related to African countries and South American countries
- Patric Derweduwen, délégué général of Institute Belgique Sécurité Routière IBSR with special tasks related to the European Union

Financial matters

- GM approves the balance sheet and accounts settled on 31.12.2006
- GM adopts the 2006 auditor's report and gives discharge to the Executive Committee
- GM approves the 2007 Budget and the 2008 draft Budget
- GM approves the adjustment of the membership fees with the inflation rate

General Meeting Belgrade(2008)

Main decisions General Meeting 7 June 2008 Belgrade-Serbia

Resolution and press release

- Resolution and press release to express PRI's concern that the EU objectives 2010 will not be reached and asks for leading role of EU Commission related to Daytime Running Lights

New member Executive Committee

- The Regional Group of Eastern European Countries has chosen Mr. Police General Stojadin Jovanovic, Head of the Traffic Police Department of the Police Directorate of the Ministry of Interior of the Republic of Serbia as chairman. Related to this capacity Mr. Stojadin Jovanovic will be a new member of the Executive Committee

Presentations

- New active members of Nigeria (Federal Road Safety Commission FRSC) and Ukraine (Ukrainian Road Safety Association URSA) gave an overview of developments in traffic safety in their respective countries.
- The active member of Spain (DGT) presented a project on Urban Planning
- The projectleader of VAMOS presented the progress of the project.

Financial matters

- GM approves the balance sheet and accounts settled on 31.12.2007
- GM adopts the 2007 auditor's report and gives discharge to the Executive Committee
- GM approves the 2008 Budget and the 2009 draft Budget
- GM approves the adjustment of the membership fees with the inflation rate
- GM approves the removal of membership category VI

Nominations

- Mr. Denis Huguenin was awarded with the Medal of Merit

Executive Committee

Board

Mr. Joop Goos:	President
Mr. Afif Frigui:	Vice president
Mr. Patric Derweduwen:	Vice president
Mr. Pierre Gustin:	Vice president
Mr. Matti Järvinen:	Chairman Regional Group of Nordic

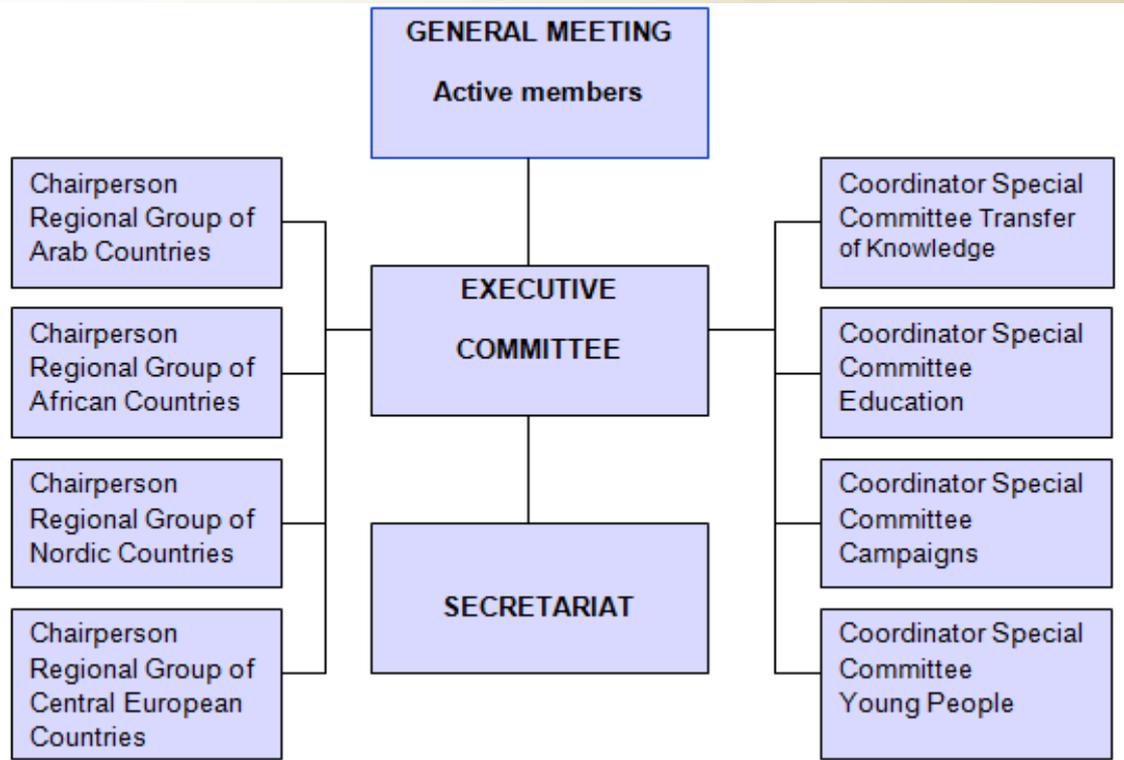
Countries

Mr. Osita Chidoka:	Chairman Regional Group of African Countries
Mr. Hasan Ahmed Housani:	Chairman Regional Group of Arab Countries
Mr. Stojadin Jovanovic:	Chairman Regional Group of Eastern European

Countries

Mrs. Susana Estévez Gómez:	Coordinator Committee Education
Mr. Bojan Zlender:	Coordinator Committee Transfer of Knowledge
Vacancy:	Coordinator Committee Campaigns
Vacancy:	Coordinator Committee Young People

Organigramme



Membership

Types of members

Three 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
- 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 enforced by 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