

# Newsletter

AUGUST-SEPTEMBER 2015

## ROAD SAFETY TARGETS IN DEVELOPMENT GOALS

The United Nations have approved the Post-2015 Sustainable Goals, which call for halving the number of deaths and Injuries from road traffic crashes by 2020. More than 500 children are killed on the roads each and every day. A specific stand-alone target (3.6) in the Health Goal (3) to reduce road traffic fatalities by 50% by 2020 and a target on sustainable urban transport (11.2) in the Cities Goal (11) have been approved.

More information: <https://sustainabledevelopment.un.org/>



## EU ROAD SAFETY TARGETS AT RISK



Reducing road deaths in the EU slowed to just -0.6% last year, the worst annual reduction since the first common EU target was set in 2001, according to new analysis published by the European Transport Safety Council. EU member states now need to cut deaths by almost 8% each year until 2020 to meet the target set in 2010 to halve deaths within a decade.

In 2014, more than 200,000 people were seriously injured in road collisions, a rise of 3% in one year.

France, Ireland, Germany and the UK were among the 12 EU member states that saw an increase in the number of road deaths last year compared to 2013.

However Slovenia has reduced the annual road traffic deaths by 61% since 2001. *Nevertheless, Slovenia has a lot of work still to do to close the gap with the safest countries.*

*Slovenia, 2015 PIN Award winner, was awarded for its commitment to the improvement of road safety.*

The 2015 ETSC PIN report can be downloaded from

<http://etsc.eu/3asD4>

More information: [www.etsc.eu](http://www.etsc.eu)

## NEW DUTCH CAMPAIGN: ON THE GO, I AM OFFLINE



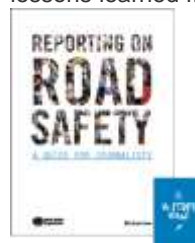
Under the motto ON the go I am OFFline the Dutch Ministry of Infrastructure and Environment has launched a new campaign against distraction in traffic. The risks are at least 25 times higher when texting behind the wheel while driving. 90% of the target group has put their mobile off or in the vibrate mode. However, 42% find it difficult to ignore their mobile, when they receive a message while driving. 25% of the drivers that read their messages is doing that while driving. The campaign (radio/ TV spots and billboards) encourages road users to put their mobile in the silent/vibrate mode before driving.

More information:

<https://www.rijksoverheid.nl/actueel/nieuws/2015/09/21/ongestoord-achter-het-stuur-met-nieuwe-campagne-aandacht-op-de-weg>

## REPORTING ON ROAD SAFETY: A GUIDE FOR JOURNALISTS

Produced jointly by WHO and the Pulitzer Center, with financial support from Bloomberg Philanthropies, *Reporting on road safety: a guide for journalists* reflects the experiences and lessons learned from workshops with journalists and editors, in particular those from low- and middle-income countries. In the guide and its accompanying pamphlet entitled *16 story ideas*, readers will find links to stories, suggestions for new angles, descriptions of projects, and tips from editors, journalists and public health experts to enhance reporting on road safety.



More information:

[http://www.who.int/violence\\_injury\\_prevention/media/news/2015/reporting\\_guide/en/](http://www.who.int/violence_injury_prevention/media/news/2015/reporting_guide/en/)

## NAIROBI INVESTS IN WALKING AND CYCLING



Kenya's capital, Nairobi, will invest 20% of all road budget towards cycling and walking road infrastructure.

The announcement was made at the launch of the Non-Motorized Transport (NMT) policy for Nairobi.

The launch of the NMT policy for Nairobi comes at a critical time for a city where 47% of the population walk as their main daily mode of transport. The policy is the first scaled-up success for the 'Share the Road' initiative of the UN Environment Programme (UNEP) and the FIA Foundation.

2014 road accident data from Nairobi City County showed that out of 723 fatalities, some 507 (70%) were pedestrians

More information:

<http://www.fiafoundation.org/media/45659/nairobi-nmt-policyfinal-17march2015.pdf>

## TANZANIA GRAPPLES WITH BODA-BODA PROBLEMS

Tanzania's capital of Dar es Salaam is struggling to keep up with the rapid increase of boda bodas, a motorcycle taxi popular in Uganda. This means of transport has long been identified as the fastest growing cause of road crashes, injuries and deaths.

Like Uganda, Tanzania has tens of thousands of young men dropping out of school each year, with neither job skills nor viable work opportunities. In a day or two, without any formal training, they can learn to ride a motorcycle and vroom off with passengers.

(Source AIPF August Newsletter)

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## UNECE AND GLOBAL NCAP CALL FOR ADHERENCE TO UN CAR SAFETY STANDARDS



UNECE and Global NCAP call for worldwide adherence to UN Car Safety Standards. Tens of thousands of deaths and hundreds of thousands of injuries could be avoided each year in the world if all countries would apply the safety standards outlined in the UN regulations developed by the World Forum for the Harmonization of Vehicle Regulations, hosted by UNECE.

The results of crash tests performed by the Global New Car Assessment Programme (Global NCAP) and its regional affiliates over the past years have shown that millions of new cars sold in middle and low income countries fail to meet the UN's regulations for front and side crash tests.

Every year, 1.24 million people die on the world's roads and some 50 million people are injured. 80% of the deaths take place in middle-income countries and 12% in low-income countries, even though together they count for approximately only half of the world's vehicles.

The UN regulations developed by the World Forum for the Harmonization of Vehicle Regulations are available at: <http://www.unece.org/trans/main/welcwp29.html>

More information:

[http://issuu.com/globalncap/docs/road\\_map\\_2020](http://issuu.com/globalncap/docs/road_map_2020)

## COMING SOON: THE NETHERLAND'S FIRST SELF-DRIVING VEHICLES

The Netherlands could soon see small self-driving buses gracing Dutch roads, thanks to a project called 'WEpods'. The project is the joint effort of the province of Gelderland, Wageningen



University & Research Centre and TU Delft, and there are hopes that the six person automated vehicle will be permitted to drive on Dutch roads.

More information:

<http://m.delta.tudelft.nl/science/detail/coming-soon-the-netherlands-first-self-driving-vehicles/30297>

## UN SPECIAL ENVOY CALLS FOR RATIFICATION OF ROAD SAFETY IN SDGs



The UN Secretary General's Special Envoy for Road Safety, Jean Todt, calls for the ratification of road safety as specific targets in the United Nation's Sustainable Development Goals that will form the organisation's agenda over the next 15 years and appeals for urgent public and political

attention to be devoted to the issue of safety of the world's roads.

More information:

<http://www.unece.org/un-sgs-special-envoy-for-road-safety/news/op-ed-in-the-huffington-post.html>

## IRTAD ROAD SAFETY ANNUAL REPORT 2015

The International Road Traffic and Accident Database (IRTAD)

of the International Transport Forum (ITF/OECD) published the Annual Report 2015, which comprises a **synthesis of the main trends and road safety indicators** for the year 2013 and preliminary data for the year 2014. It presents longer-term trends in order to better understand the developments taking place in the different countries. The number of road fatalities fell by 4.3% between 2013 and 2012 in the 32 IRTAD member countries. The long-term trend shows a very **significant decrease of 42% between 2000 and 2013** in IRTAD countries, however great disparities

between countries persist.

More information:

<http://www.internationaltransportforum.org/Irtadpublic/index.html>

## AGENDA

9<sup>th</sup> IRF Regional Conference on Road Safety Initiatives: Status and

Way Forward

5-6 October 2015, New Delhi-India

More information: [www.irfnet.ch](http://www.irfnet.ch)

71<sup>st</sup> Session Working Party on Road Traffic Safety (UNECE-WP1)

5-7 October 2015, Geneva-Switzerland

More information: [www.unece.org](http://www.unece.org)

IRF Executive Training: Performance-Based Contracts

4-14 October 2015, Orlando-USA

More information: [info@irfnews.org](mailto:info@irfnews.org)

EuroSafe Annual Conference 2015

14 October 2015, Milan-Italy

More information: <http://www.ephconference.org/registration---register-22>

Smart Cities: Supporting an Innovative and Sustainable Development of Urban Areas

27 October 2015, Brussels-Belgium

More information: <https://www.publicpolicyexchange.co.uk/book>

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](mailto:etss@etss.ae); [jose.trigoso@prp.pt](mailto:jose.trigoso@prp.pt); [joopgoos@lapri.info](mailto:joopgoos@lapri.info)

25<sup>th</sup> World Road Congress (PIARC)

2-5 November 2015, Seoul-South Korea

More information: [www.piarcseoul2015.org/wrcs](http://www.piarcseoul2015.org/wrcs)

5<sup>th</sup> International Conference "Towards a Humane City"

5-6 November 2015, Novi Sad-Serbia

More information: <http://humanecityns.org/>

World Day of Remembrance for Road Traffic Victims  
15 November 2015  
More information: [www.worlddayofremembrance.org](http://www.worlddayofremembrance.org)

24<sup>th</sup> 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](http://www.itma-congress-2015.com)

2<sup>nd</sup> 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](http://www.who.int/roadsafety/decade_of_action/en/sminkeyl@who.int)

2<sup>nd</sup> International Traffic Safety Forum on Youth and Traffic Safety  
23-25 November 2015, Dammam-Saudi Arabia  
More information: [www.salamh.org.sa](http://www.salamh.org.sa) and  
[forum2015@salamh.org](mailto:forum2015@salamh.org)

Safer Roads By Design. Across Six Continents  
6-16 December 2015, Orlando-Florida USA  
More information: [melabyad@irfnews.org](mailto:melabyad@irfnews.org)

3<sup>rd</sup> Conference of Transportation Research Group of India  
17-20 December 2015, Joy Kolkata-India  
More information: [www.trgindia.org/trg\\_conference\\_2015/](http://www.trgindia.org/trg_conference_2015/)

Velo-City Global 2016 – Evolution of Cycling  
27 February-1 March 2016, Taipei-China  
More information: [www.velo-city2016.com](http://www.velo-city2016.com)

12<sup>th</sup> World Conference on Injury Prevention and Safety Promotion  
18-21 September 2016, Tampere-Finland  
For information on abstract submission:  
<https://www.thl.fi/en/web/injury-prevention/safety-2016/abstracts>  
For further information about Safety 2016, and to register for the  
conference: [www.thl.fi/safety2016](http://www.thl.fi/safety2016)

18<sup>th</sup> IRF World Meeting  
14-17 November 2017, New Delhi-India  
More information: [www.irfnet.ch](http://www.irfnet.ch)