



UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE



UN General Assembly, 2 March 2010

74th Session of
The Inland Transport Committee

Implementing the Decade of Action for Road safety by UNECE

Michalis Adamantiadis
Chief, Transport Facilitation and Economics Section
Geneva, 29 – 30 November 2011



Content

- Official launch in UNECE region, Belgrade
- Awareness raising
 - Poster signing
 - 2011 World Scout Jamboree
 - EuroBasket 2001
 - Sculpture dedicate to the decade



LAUNCHING OF THE DECADE OF ACTION (2011-2020) FOR ROAD SAFETY IN THE UNECE REGION



27-29 April 2011

Belgrade



Hosted by
The Ministry of the Interior, Road Traffic Directorate of Serbia
The Ministry of Infrastructure of the Republic of Serbia
The Road Traffic Safety Agency of Serbia



Belgrade, 27-29 April 2011

United Nations Economic Commission for Europe - Transport Division



UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE



Poster signing, UNECE Ambassadors, 64th Session of UNECE Commission, Geneva, 29 March 2011



UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE



**Learning
Changing
Saving lives**

Supported by
Scouting Ireland
Scouts of Greece - Σωμα Ηellenic Προσκοπων
Road Safety Institute "Paxos Mytilas" - Greece
Road Safety Authority of Ireland
UNECE - United Nations Economic Commission for Europe





Interactive workshops

(Kristianstad, Sweden, 28 July – 6 August 2001)



Under the auspices of the UNECE

In partnership with
RSI "Panos Mylonas"
Scouting Ireland
Greek Scouts
RSA Ireland

- **Informed about statistics**
- **Multitasking, Speeding, Distraction and Drink Driving**
- **Wrote Pledges for RS**
- **Replied questionnaire**



3.500 scouts from all over the world participated



United Nations Economic Commission for Europe - Transport Division



Holding Hands for Global Road Safety (5 August 2011)



500 scouts from 160 countries



United Nations Economic Commission for Europe - Transport Division

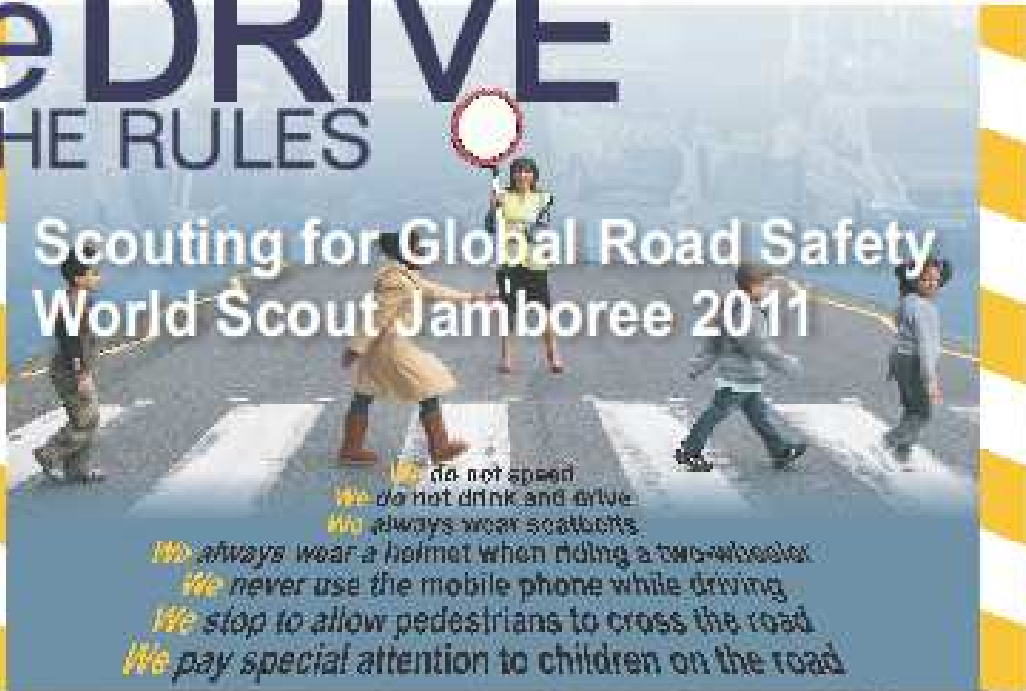


United Nations Economic Commission for Europe - Transport Division

We DRIVE

BY THE RULES

Scouting for Global Road Safety
World Scout Jamboree 2011

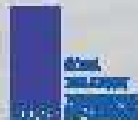


- We do not speed*
- We do not drink and drive*
- We always wear seatbelts*
- We always wear a helmet when riding a two-wheeler*
- We never use the mobile phone while driving*
- We stop to allow pedestrians to cross the road*
- We pay special attention to children on the road*



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Decade of Action for Road Safety 2011-2020
Join us and save lives!



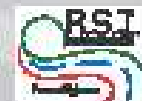
Scouts of
Greece



Road Safety Authority
of Ireland (RSA)



Scouting
Ireland



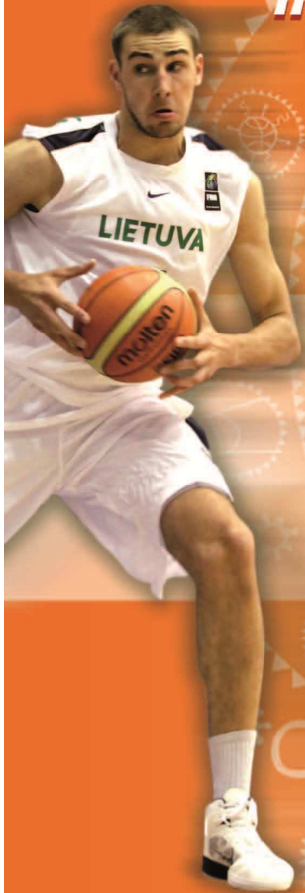
Road Safety Institute
"Panos Mylonas" Greece



UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE



**“WE PLAY AND DRIVE BY THE RULES”
“IR ŽAIDŽIAME, IR VAIRUOJAME PAGAL TAISYKLES”**



**WE PLAY AND DRIVE
BY THE RULES**



**IR ŽAIDŽIAME, IR VAIRUOJAME
PAGAL TAISYKLES**



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EuroBasket 2011

Road Safety Communication Campaign



Partners



UNECE – FIBA - FIBA Europe



Ministry of Transport and Communications of Lithuania

Lithuanian and Spanish Basketball Federations

Road Safety Department of the Ministry of Interior of Russian Federation

Players of participating national teams

United Nations Economic Commission for Europe - Transport Division



Aim of the campaign



Promote UN Decade of Action for Road Safety (2011-2020)



Engage society - especially young people - in the road safety cause and encourage respect of the rules on the road



Content of the campaign



- Video clips in the arenas and on TV (Valaciunas-Galderon)
- Promotional materials
- Poster signing
- Simulators
- “We Play and Drive by the Rules” Banner at the semi-finals





Flyer



“IR ŽAIDŽIAME, IR VAIRUOJAME PAGAL TAISYKLES”

????????????????



Kai žaidžiame, tai žaidžiame pagal taisykles. Kai vairuojame, tai vairuojame pagal taisykles. Mes skatiname savo komandos narius, draugus, sirgalius ir visus kitus elgtis taip pat.

Avarijos keliuose kasmet pareikalauja daugiau nei 1.3 milijono žmonių gyvybių (apytiksliai kas minutę keliuose žūsta 3 žmonės) ir sukelia 50 milijonų traumų.

Tai nėra atsitiktinės nelaimės. Tai įvykiai, kuriems galima užkirsti kelią savo sąmoningumu ir atsakingu elgesiu.

Krepšinio bendruomenė keliuose jau yra praradusi daugybę savo narių – tiek garsių žvaigždžių, tiek žaidėjų, kurių vardų gal niekad ir nesate girdėję. Jų likimas galėjo būti kitoks.

Prisidėkite prie eismo saugumo laikydamiesi kelių paprastų taisyklių:

MES NEVIRŠIJAME GREIČIO

MES VISAD UŽSISEGAME SAUGOS DIRŽUS

MES NEKALBAME TELEFONU VAIRUODAMI

MES NEVAIRUOJAME IŠGĖRĘ

MES VISADA DEVIME ŠALMĄ VAIRUODAMI DVIRATES TRANSPORTO PRIEMONES.

Kampanija inicijuota FIBA EUROPE, UNECE ir FIBA. Kampanija palaikoma Lietuvos Respublikos susisiekimo ministro Eligijaus Masiūlio, Lietuvos krepšinio federacijos ir Ispanijos krepšinio federacijos.



“WE PLAY AND DRIVE BY THE RULES”

THE PLAYERS OF EUROBASKET 2011



When we play, we play by the rules. When we drive, we drive by the rules. We encourage our teammates, friends, fans and everybody else to do the same.

Road crashes claim the lives of more than 1.3 million people (almost 3 every minute) and cause at least 50 million injuries on the roads every year worldwide.

These are not accidents. These are events that can be prevented through daily action and awareness.

The basketball family already lost a lot of its members on the road – famous stars as well as players whose names you may have never heard of.

Their fate could have been different.

Let's contribute to make traffic safer in following some simple rules:

WE DO NOT SPEED

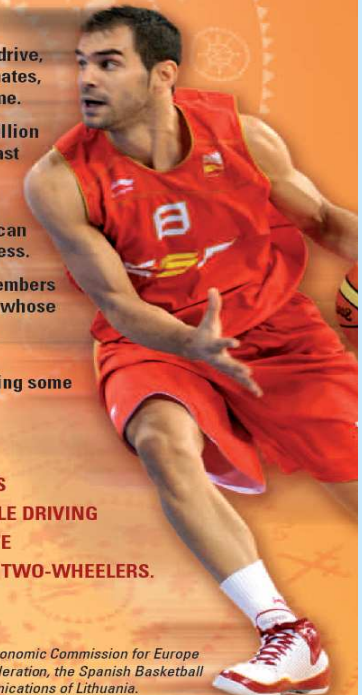
WE ALWAYS WEAR SEAT BELTS

WE NEVER SPEAK ON THE PHONE WHILE DRIVING

WE DO NOT DRINK AND DRIVE

WE ALWAYS WEAR A HELMET WHEN RIDING TWO-WHEELERS.

A campaign initiated by FIBA Europe, the United Nations Economic Commission for Europe (UNECE) and FIBA. Supported by the Lithuanian Basketball Federation, the Spanish Basketball Federation and the Ministry of Transport and Communications of Lithuania.





Banner enrollment Semi-final games



FRA-RUS / ESP-FYROM / 16 September 2011



Inauguration of the Sculpture Dedicated to the UN Decade of Action for Road Safety

- “Christos Polentas” Park, Chania, Crete.
- 20 November 2011 - World Day of Remembrance for Road Traffic Victims
- Regional Government of Chania and the Association of Support and Solidarity to the Families of Road Traffic Victims
- Attended by 1,000 participants (local authorities, Parliamentarians, CCI, Associations, agencies, hospitals, schools)
- Very well covered by the Media



Olive tree - Five roots - Five branches and 193 leaves - symbolizing – Peace on road – the 5 UN Security Council members - 5 continents and the UN members States





Thank you!