

Working in Partnership to Make Safe Decade in Georgia



*Launching a Decade of Action 2011-
2020, UNECE, 27-29 Belgrade*

Scale of the Problem

- Over the last six years the number of vehicles and fleet in Georgia has almost doubled;
- Death and injury on the roads has become a challenging problem. 48% of deaths and 68% of injuries occur in urban areas.
- Fatalities in Georgia are highest in persons aged 17 to 40 year old; They are the most mobile and active part of the society.
- Around 25% of the beds in emergency rooms of hospitals are taken up with road accident victims;
- Together with human tragedies involved, road crashes cost the country around 1,5% of GDP each year.



Government Efforts

- In 2008 the first road safety strategy was elaborated;
- 2009-2013 action plan of road safety has been approved. It envisages 20% fatality reduction target by 2013;
- 2004-2010 several hundreds million dollars has been invested on the development of road infrastructure, new technology and pedestrian safety schemes;
- Unified automated management system and 2000 new video cameras were installed;
- In 2010 Ministry of Education and Science approved road safety educational curriculum;
- New seat belt law was adopted last year which made obligatory wearing seat belts all roads of Georgia.



Abolishing Corruption



- New open system of recruitment of traffic officers was established;
- Salaries of traffic officers has been highly increased and new insurance package provided;
- Working space and technical equipment of traffic officers was made compatible with the standards of the European countries;
- Active PR campaign, community and media support of the reform from the beginning.

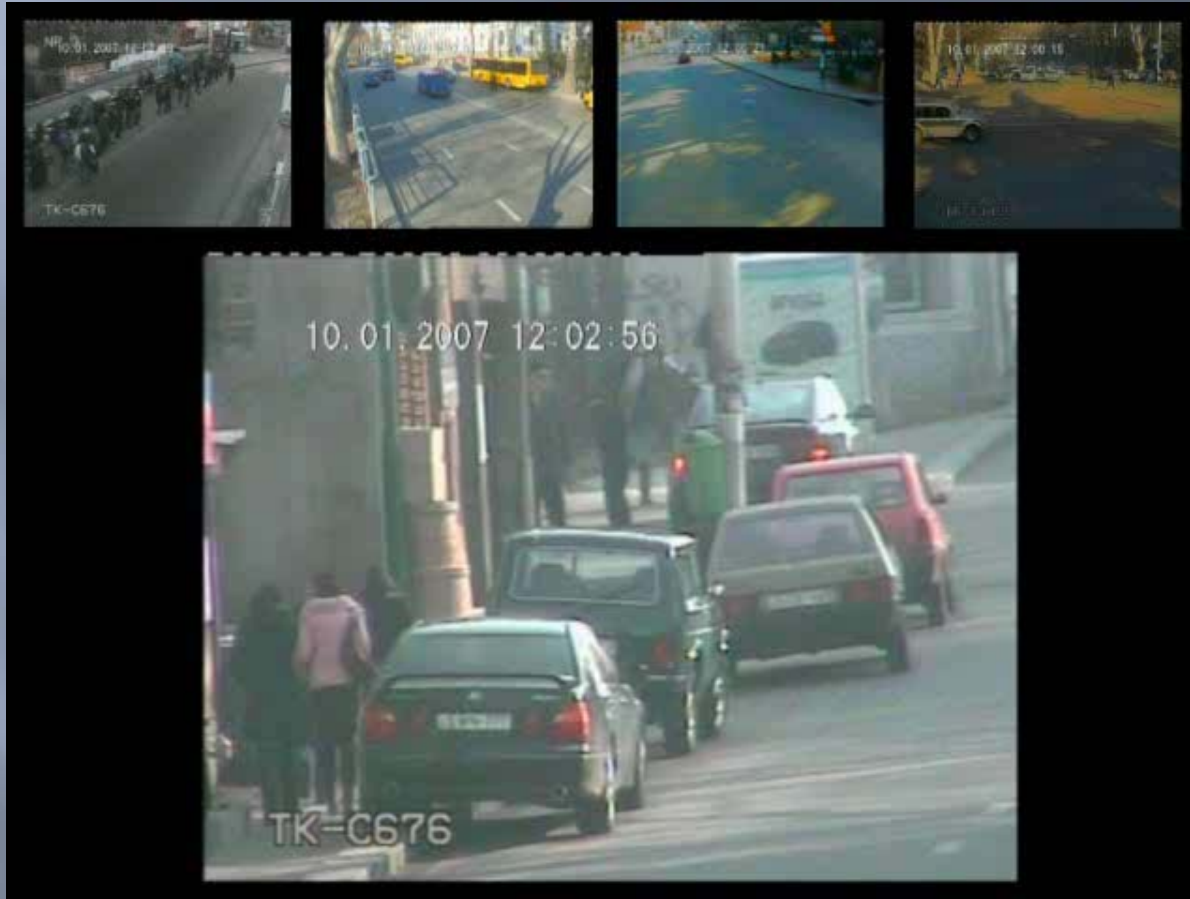
Results of Reform



➤ New Patrol Police created, with:

- higher salaries;
- full insurance package;
- new uniforms;
- new vehicles;
- new equipment;
- new code of ethics;
- higher motivation;
- Corruption on the roads was eradicated.

Unified Automated Management System



- Since 2007, more than 2000 cameras and new unified automated system were installed in the largest cities of Georgia, thus contributing to the improvement of traffic movement on roads and prevention of crimes.

Independent Service Agency

- Transparent and computerized system issuing driving licenses and plates;
- Easy registration of vehicles and reduction of bureaucratic barriers;
- E-governance and connected in one network service;
- Single window data base and service is created .



International Cooperation

- In 2010 The EASST/World Bank organized regional Georgia/Moldova/the UK Tackling police Corruption exchange program.
- It encourage cooperation in regional and cross-border projects and expertise from around the world;
- The EASST Road Safety Fellowship program.

The screenshot shows the EASST website homepage. The header features the EASST logo (Eastern Alliance for Safe and Sustainable Transport) and the tagline "The formula for success in tackling road safety". A navigation menu includes Home, About EASST, Projects & Countries, News & Events, and Resources. The main content area is divided into several sections:

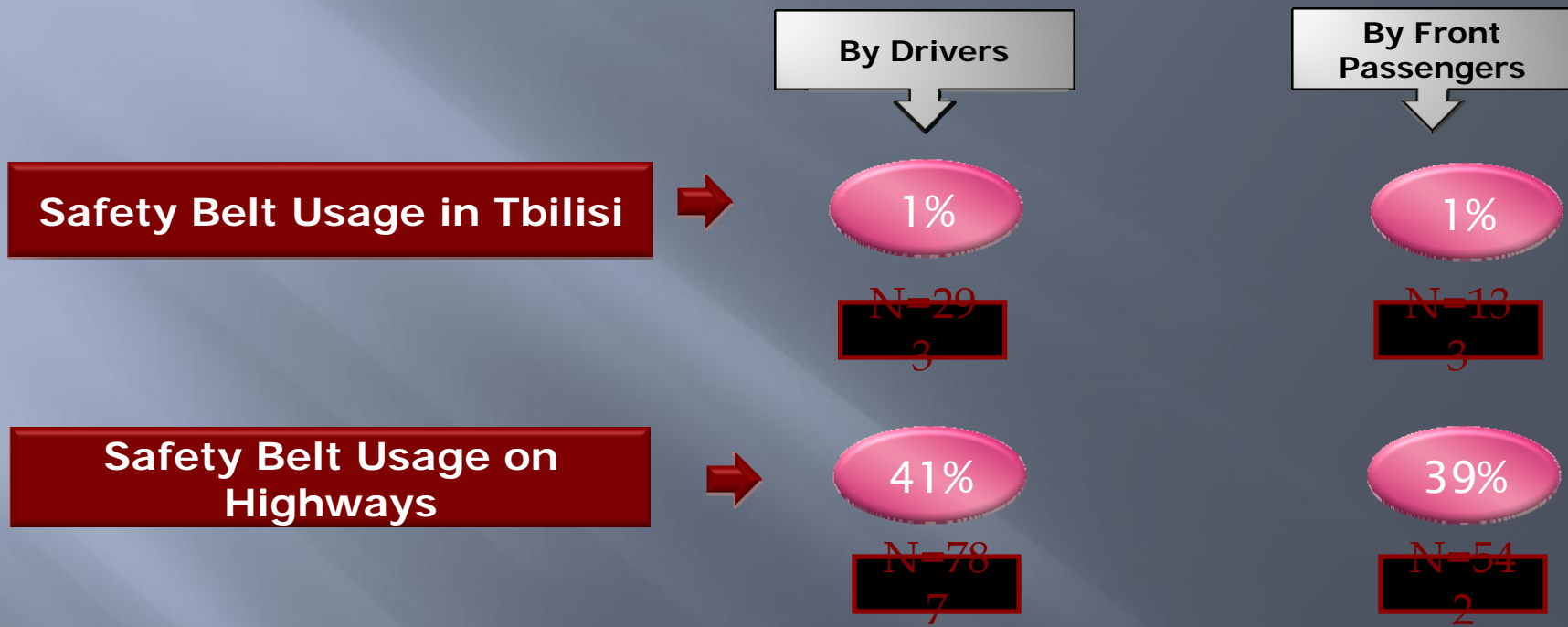
- Latest News & Events:** A sidebar on the left containing three news items:
 - News:** Dec 09, 2010: **Armenia's Road Safety Success Recognised**
 - News:** Dec 01, 2010: **Road safety in Mass Media**
 - Event:** Dec 01, 2010: **Black Sea Economic Cooperation workshop** (Spring 2011 - Black Sea Economic Cooperation workshop on road safety, Yerevan, Armenia (TBC))
 - Event:** Nov 17, 2010: **Launch of EASST/World Bank Report on Tackling Police**
- Main Content Area:** A large image of children looking at a book. Below the image are three yellow buttons: "Road Safety Education", "Road Safety Awareness", and "EASST Projects". To the right of the image is a text box: "Every day at least 2,000 children are killed or seriously injured on the world's roads."
- About EASST:** A section with a brief description of the organization's mission and its patron, Lord Robertson of Port Ellen KT, GCMG, PC.
- Contact EASST:** A section with a "Contact" button.
- Donate to EASST:** A section with a "Donate Now" button and a note: "Your donations will go directly to road safety projects. Thank you!"

Seat Belt Campaign

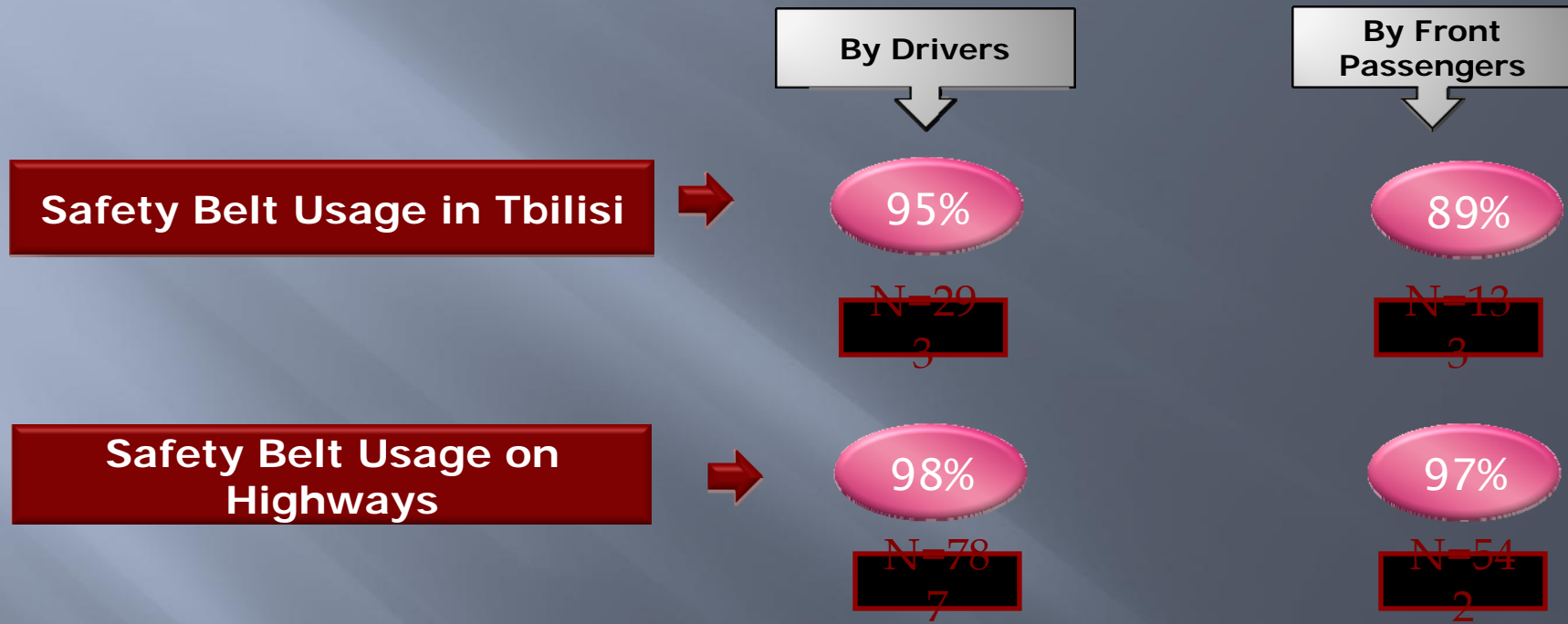
- 2006-2010 years active public awareness campaigns on seatbelts were conducted in partnerships with government, media, local community, businesses and NGOs;
- Foundation Partnership for Road Safety: w.safedrive.ge;
- In November 2010, new law on wearing seat belts on all types of roads of the country was adopted by parliament;



Safety Belt Use before new seat belt law was adopted

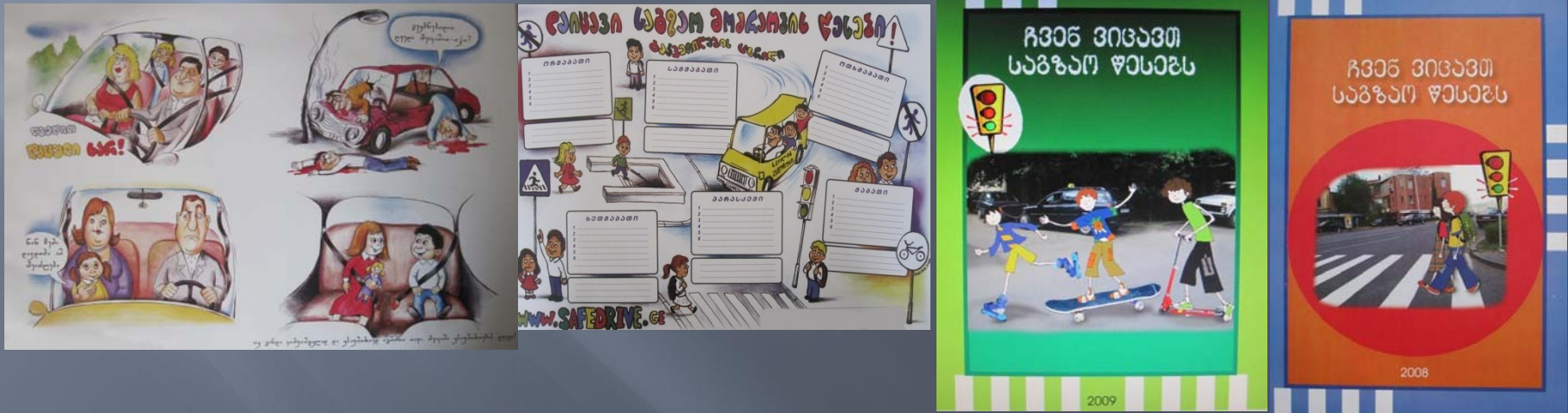


Improved law enforcement, public campaign and law amendment



Youth Road Safety Project

- In 2008-2009, new road safety programme was piloted in 48 schools of Georgia. Around 20 000 pupils will be involved in the pilot project;
- According to the pre and post programme research, level of knowledge among children was increased by 38%;
- In new national curriculum entered into force from 2011 year and important part within is allocated to the learning of road safety regulations and safe route elements.



Improved public awareness of main risk factors

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- არ მართო ავტომობილი ნაცვათ მდგომარეობაში;
- არ გადააჭარბო დაშვებულ სიჩქარეს;
- არ ისარგებლო მოზილური ტელეფონით ავტომობილის მართვისას;

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Sustainability and continuity

■ Road Accidents ■ Died ■ Injured



Accidents and injuries have decreased in 2010 respectively by 7% and 9.2%.

Future Prospect 2020

- Establish integrated road safety management system and common platform for different stakeholders, road users ;
- Implement „10 percent rule for road safety “and performance indicator programs;
- Support local capacity building and technical expertise by creating training and educational materials ;
- Minimize negative environmental impact of vehicle operation on climate and improve technical inspection system.



- Improvement of first emergency aid and implementation of one call principle;
- Improve data collection and analysis for developing an targeted road safety programs and schemes;
- Improve cross-border exchange of experience and harmonization with the EU standards.



Welcome to Georgia during the decade !

Thank you for attention!

