

THE SOL eMAGAZINE

SOL - SAVE OUR LIVES. A COMPREHENSIVE ROAD SAFETY STRATEGY FOR CENTRAL EUROPE



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The SOL eMAGAZINE is produced by the SOL consortium. All articles are written by the SOL partners. The responsibility for all contents and statements made lies with the authors. The eMagazine does not represent the opinion of the European Communities. The project „SOL – Save our Lives“ in the Central Europe Program www.central2013.eu is co-financed by the European Regional Development Fund (ERDF).

Find more about SOL on: www.sol-project.eu



THE SOL CONSORTIUM SAYS GOOD-BYE

During the SOL project we aimed to promote the latest know-how and techniques in road safety through community-based road safety strategies and pilot activities. The project

SOL was designed to generate a continuous cooperation among different levels of administration on the one hand, and different local entities from different CE Countries on the other, to build up a Network of vertical and horizontal connections. This cross of top-down and bottom-up inputs is going to create a network made of interconnected realities, in permanent cooperation, sharing useful data and knowledge.

The experience “on the field” helped each project partner to get better acquainted with his surrounding reality, to improve the knowledge and above all, to take care of the main risk factors on the road in each pilot area. The good news was that the knowledge of

has worked with all different society groups to highlight how death and injury can be prevented and how local communities can be made safe, healthy and pleasant places.

effective road safety measures is well established based on a large body of international research. What is needed is for a concerted effort to be made to raise awareness and promote road safety as a key political priority.

For these reasons the SOL Consortium was established in the first place and continued to work for three years: now it's time to say good-bye, hoping that such a good experience will not end with this project but will remain in the Communities that assisted us during the project in order to put into action what we have been able to learn

Find more about the project and all core outputs on the SOL website:

www.sol-project.eu.

DEAR READERS

Welcome to the final issue of the SOL project eMagazine. In this issue, we would like to focus your attention on some of our project results achieved during the previous three project years. The first topic will be the Road Safety Guidelines developed during the project.

Moreover you can find some information on recent and future events on Road Safety: “5th Edition of the European Youth Forum for Road Safety” and on “European Week of Courtesy on the Road”. Finally, even if the project SOL has come to an end, we are certain the positive experience, the lessons learnt in developing the pilot actions as well as the personal contacts will not be forgotten in the future. Sharing experience and exchanging good practises is indeed one of the most powerful tools to ensure safe roads for all users and to achieve the ambitious but not unrealistic objective of cutting fatalities by 50% in 2020.

Enjoy reading

Alberto Milotti, Project Manager SOL



Photo collage: FGM

ESSENTIAL OUTPUTS OF THE “SOL - SAVE OUR LIVES” PROJECT

During these three years of work we achieved many concrete results and outputs. We involved about 20 local communities which implemented local road safety strategies and

action plans to ensure the safety of the population, more than 500 persons were trained by our partners and more than 100.000 persons were informed about our project activities.

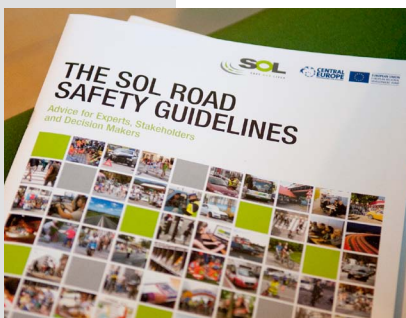


Photo: FGM

A major objective of the SOL project was to produce guidance for both experts and practitioners and road safety decision makers on the key road safety concepts, including the principles of a Safe System approach to road safety management.

Among our main deliverables the Guidelines are undoubtedly the most important document. These guidelines are the synthesis of three years of transnational work. A major objective of the SOL project was to produce guidance on the key road safety concepts, including the principles of a Safe System approach to road safety management for both, experts and practitioners and road safety decision makers..

The main conclusions and recommendations of the SOL consortium for the improvement of Road Safety in Europe are that:

- A Road Safety Champion and a strong Lead Agency are key requirements to achieve results;

- Partnerships should involve a wide range of stakeholders and the broader community;
- Road Safety Strategies and targets together with an action plan for implementation are an essential element;
- Monitoring and evaluation of the effects of implemented measures and their progress towards meeting the targets is essential;
- Exchange and dissemination of good practice is an important strategy for the transfer and improvement of road safety measures at the local level;
- Existing cooperation between stakeholders should be assessed and taken into account in

recommendations for new road safety systems to share information and work cooperatively.

Other important outputs of the project were the Pilot Actions that we developed during 2012 in 12 pilot areas in 7 countries in many different fields:

- Road Safety and Public Transport,
- Road Safety and Truck Transport,
- Road Safety Management,

- Use of seat belt,
- Children education,
- Alcohol and Driving problems,
- Speed management.

All these pilot actions have been described and evaluated with respect to their replicability.

All the main Deliverables are available on our website, so please have a look on:

www.sol-project.eu

THE FINAL NATIONAL CONFERENCE IN AUSTRIA

The final Austrian SOL conference took place in Graz in June 2013. In the framework of this event the results of a new emotional approach of risk prevention for young drivers

Evaluation in Austria has shown that when it comes to accidents under the influence of alcohol the main target group young males with a lack of education. So far traditional awareness raising activities have been successful only in a limited way because it is difficult to influence this target group. Therefore a new approach was chosen in which young communicators are trained to carry out the awareness raising sessions in vocational schools. The aim was to raise the awareness of risky driving before young people use a car. With a new peer-approach ("young communicators") a main focus was set on the awareness that its worth to care about your life.

The risk group of young drivers between 15 and 20 had the opportunity to record a rap song about drinking and driving together with the communicators and professional musicians within the workshop. Three different activities were carried. These included developing the music, writing the text for the rap and considering how the message could be disseminated

was presented and discussed. The Workshop "Take care of yourself" with young peer communicators for road safety was presented to experts.

to reach even more people (e.g. by designing a poster). The result was remarkable in terms of the degree of self-reflection and recognition of the problem among the young participants. First evaluation results from a before-after survey of the target group show that several of the awareness raising objectives have been achieved. Almost all participants in the workshop stated that they now see a risky driving style as less cool or desirable than before. High speed driving and driving under the influence of alcohol in particular have become less attractive.

All participants of the Austrian SOL conference were very impressed by the results and the core outputs of the SOL project and the Austrian partners from the Province of Styria and the Austrian Mobility Research FGM-AMOR are very confident that several of these methods will be implemented on national level in the near future.



Photo: FGM



Photo: FGM

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Photo: istock

5TH EDITION OF THE “EUROPEAN YOUTH FORUM FOR ROAD SAFETY” ON THE 26TH & 27TH OF SEPTEMBER 2013



After a year and a half of continuous implementation and sustained networking, the EYFRS 2013 has finally determined a date and location. The youth forum will be held

in Italy, hosted by the Province of Crotona, coordinated by Responsible Young Drivers, and supported by the European Commission (DG MOVE).

The objectives are to halve the number of road fatalities among youngsters by 50%, following the European Policy Orientations for Road Safety 2011-2020.

As usual, the Forum will welcome 2 Youth Delegates per EU Member State (selected on the basis of their active involvement in road safety) to debate on current road safety matters that involve youngsters all across Europe. The debate with these youth delegates will assure that concrete solutions are achieved. The content will be based on the outcomes of 3 workshops, each with 10 young Taskforce Members. The focus will be on topics highlighted during the “European Road Safety Day” held in Cyprus in July 2012:

WS1: Paris, France – 22/23/24 April 2013 – “Innovative multimedia & new technologies”

WS2: Athens, Greece – 09/10 May 2013 – “Pedestrians awareness”

WS3: Debrecen, Hungary – 06/07 June 2013 – “Alcohol & Driving” and “Enforcement”

Finally, the Province of Crotona will also welcome former Youth Delegates, new Youth Delegates, Taskforce Members, as well as experts in the fields of road safety, health, communication and youth, authorities, stakeholders and others. All of them will aim at structuring the EYFRS Network to fulfil the 2020 objectives. The objectives are to halve the number of road fatalities among youngsters by 50%, following the European Policy Orientations for Road Safety 2011-2020.

Further details and Taskforce follow ups will be published on the EYFRS Facebook page:

<https://www.facebook.com/EYFRS>

JOURNÉE EUROPÉENNE DE LA COURTOISIE SUR LA ROUTE / EUROPEAN DAY OF COURTESY ON THE ROAD

The European Day of Courtesy on the Road (EDCR) is an original awareness campaign that aims at improving the behaviour of all

road users throughout Europe in a lasting way.

The objective of this campaign is to raise awareness regarding the consequences of the lack of courtesy on the road and to change the behaviour of all road users.

More courtesy on the road brings several advantages. It decreases the stress and therefore improves the safety on the road and the number of road accidents. More courtesy has also a positive impact on the environment.

The subject of courtesy is not often touched upon within road safety awareness campaigns but has a big impact on road safety. It also creates a lot of media attention. New partners already have announced their interest in getting involved in this campaign in the forthcoming years.

The steps of the campaign are as follows. Months before the event, an EDCR pre-campaign invited (through a mailing) citizens, schools, companies, governments and other stakeholders to participate in the event. All

stakeholders are then responsible to disseminate the road safety messages by using different campaign materials such as posters, leaflets, stickers, gadgets, etc.

An Internet website presents the project and the partners that spread the message across the country.

The actions preferably take place in the capital and other regions in order to increase the impact of the campaign.

Volunteers are stationed at the main crossroads of the city centre and distribute folders explaining the campaign, giving advices to the drivers, allowing them to test the effect themselves by using a questionnaire provided in the leaflet. In addition to the information material drivers also receive a chocolate as the event takes place during Easter.

For further information:

http://www.ryd.eu/heroes/actions_view.php?id=50



Photo: Fotobiz



Photo: FGM

THE PILOT AREAS OF THE PROJECT SOL

The project SOL shall help to prevent road crashes, deaths and injuries in the Central Europe Space (CEUS). In 12 pilot areas of the 7 countries Poland, Czech Republic, Slovakia, Hungary, Slovenia, Italy and Austria targeted strategies will be developed implementing effective programmes to build a transnational road safety network. Find detailed informations to all pilot areas on the website of SOL: www.sol-project.eu

THE PILOT AREAS OF SOL:

- Poland: *Olsztyn, Barczewo, Nidzica*
- Czech Republic: *Region of Liberec*
- Slovakia: *City of Prešov and Region of Prešov - Selfgovernment County*
- Hungary: *City of Győr*
- Slovenia: *Tolmin, Kočevje and Maribor*
- Italy: *Province of Brescia and Mantua*
- Austria: *Province of Styria*



SOL – A COMPREHENSIVE ROAD SAFETY STRATEGY FOR CENTRAL EUROPE

The main goal of the project is to promote sustainable mobility and increase awareness for safety issues as well as contributing to the achievement of higher quality of living conditions.

The approach of SOL sees Road-Safety within the context of sustainable mobility, i.e. to make walking and cycling safe and to promote a modal

shift from the private car to public transport.

SOL unites some of the most competent RS organisations from CEUS and worldwide, among them the Global Road Safety Partnership (GRPS).

The multi-sector partners from eight countries of CEUS have jointly developed a strategy that supports the region in catching up with highest EU standards in Road Safety.

12 PROJECT PARTNERS FROM 8 COUNTRIES OF CENTRAL EUROPE

A.L.O.T. Agency of East Lombardy for Transport and Logistics (Italy)

Austrian Mobility Research FGM-AMOR (Austria)

Province of Styria – Traffic Department (Austria)

University of Tuebingen, Institute of Geography (Germany)

HBH Projekt spol. s r.o. (Czech Republic)

ITS Motor Transport Institute (Poland)

University of Zilina (Slovakia)

Global Road Safety Partnership Hungary (Hungary)

KTI Institute for Transport Sciences (Hungary)

Automobile Association of Slovenia (Slovenia)

ZAS – The Association of the Driving Schools in the Slovak Republic (Slovakia)

WORD Olsztyn organization (Poland)

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