

**AVENUE for Traffic Safety
Dissemination Event, 10.09.2013**

European Road Safety Strategy & the AVENUE Initiative

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European Road Safety Programme 2011-2020

- ⊕ In 2009, more than 35,000 people died on roads in the EU
- ⊕ For every death there are an estimated 4 permanently disabling injuries, 10 serious and 40 minor injuries
- ⊕ Estimated economic cost to society: 130 Billion Euro a year



The screenshot shows the European Commission website for Road Safety. The header includes the European Commission logo and the text "MOBILITY AND TRANSPORT Road Safety". Below the header is a navigation menu with options: HOME, USERS, TOPICS, FOR THE SPECIALIST (ENGLISH ONLY), and TAKE PART. The main content area features a news item titled "Commission outlines measures to halve road deaths by 2020" dated Brussels, 20 July 2010. The article includes the "ON THE MOVE for safer roads in Europe" logo and text stating that the Commission has adopted plans to reduce road deaths by half in the next 10 years. It also mentions a survey where 94% of Europeans considered speeding a major safety problem and 78% called speeding a major safety problem. The article concludes with a call for more action on road safety in survey.

European Road Safety Programme 2011-2020

- ⊕ Cut European road deaths by 50% by 2020
- ⊕ Reduce the number of road injuries
- ⊕ Improve the safety of vulnerable road users



European Road Safety Programme 2011-2020

- ⊕ Focussing on improving
 - ⊕ Vehicle safety
 - ⊕ The safety of infrastructure
 - ⊕ The safety of road users' behaviour
- ⊕ Mix of initiatives, at European and national level

➔ AVENUE for Traffic Safety






Striving together: AVENUE & DVW

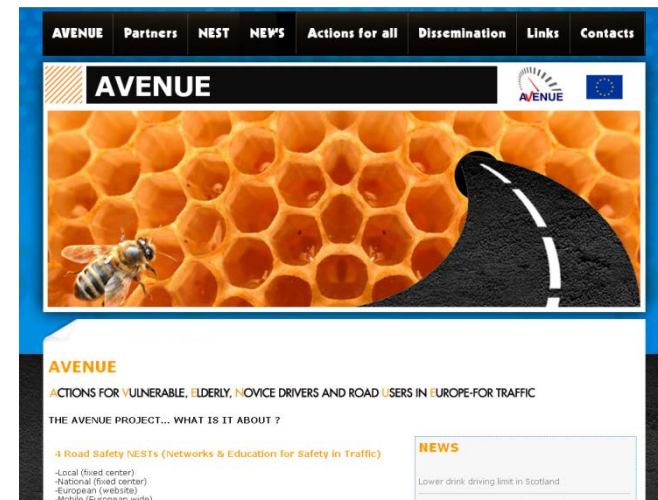


AVENUE

-  Actions for Vulnerable, Elderly, Novice Drivers and Road Users in Europe - for Traffic Safety

Objectives

-  To raise road safety awareness for all
-  To reduce road accidents and fatalities within Europe
-  To promote safe driving and courtesy on the road



Striving together: AVENUE & DVW

- ⊕ Deutsche Verkehrswacht (DVW)
 - ⊕ Focus on vulnerable road users
- ⊕ Objectives
 - ⊕ To increase road safety for all road users
 - ⊕ To reduce the number of road accidents
 - ⊕ To supply information on road safety
 - ⊕ To offer practical help







DVW & R.S.I. / AVENUE

DVW supports AVENUE

- ⊕ In the AVENUE Management Committee
 - ⊕ Kurt Bodewig, President of Deutsche Verkehrswacht, former Federal Minister (right)
 - ⊕ Vassiliki Danelli Mylonas, President of the R.S.I.
 - ⊕ Johan Chiers, Director of Responsible Young Drivers
- ⊕ As a subcontractor of the R.S.I.



DVW & R.S.I. / AVENUE

-  Regular exchange of experiences
-  Information on conception and implementation of road safety programmes and actions
-  Information material
-  Presentation of new actions



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DVW & R.S.I. / AVENUE

- ⊕ Best practice and procedures on:
 - ⊕ Road safety work with preschoolers
 - ⊕ Bicycle training for school children
 - ⊕ Road safety days for young drivers and for the elderly
 - ⊕ Train the trainer
 - ⊕ Volunteers
 - ⊕ Special actions (i.e. rural roads, bicycle helmets)



DVW & R.S.I. / AVENUE

 Visit of an R.S.I. volunteer delegation in Germany 13.-17.09.2011 with extensive exchange and best practice



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Implications for the future

Volunteers of DVW will go to Greece to

- ⊕ Train the trainers in the preschoolers' programme
- ⊕ Learn about the R.S.I. volunteer projects
- ⊕ Exchange best practices
- ⊕ ...



Thank you for your attention!

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