

provinsje fryslân
provincie fryslân 

ETSC Dissemination Seminar AVENUE

Brussels, September 10th 2013

The logo for RÖF (Regionaal Orgaan Verkeersveiligheid Fryslân) features the letters 'RÖF' in a bold, sans-serif font. The 'R' and 'F' are blue, while the 'Ö' is red with a white outline. A small red heart icon is positioned above the 'Ö'.

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Regional NEST Fryslân, the Netherlands

Sipke van der Meulen

The logo for ROF (Regionaal Orgaan Verkeersveiligheid Fryslân) features the letters 'ROF' in a bold, sans-serif font. The 'O' is red and contains a small white heart shape, while the 'R' and 'F' are blue.

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Frisian Strategy on Traffic Safety

2010 - 2025

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Traffic safety strategy 2010-2025

three pillars:

- Sustainable safety
- Integrated approach
- Cooperation

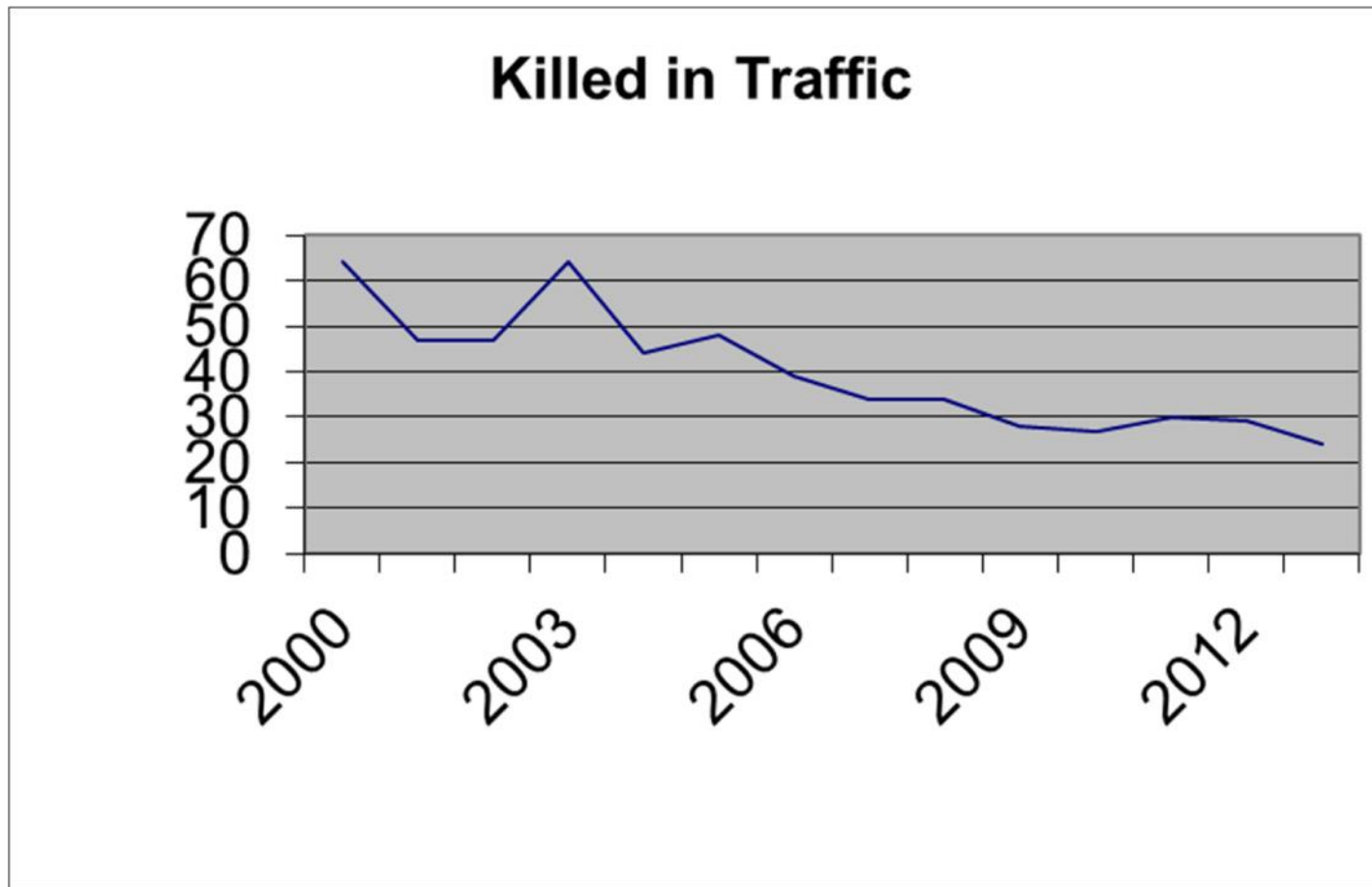
- Innovation

Analysis of Road Safety

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Traffic safety strategy 2010-2025

target groups:

- Young cyclist and moped riders
- Young drivers 18 – 24 years
- Elderly
- Alcohol, Drugs and Speed

Traffic safety strategy 2010-2025

- Engineering
- Enforcement
- Education
 - Practical lessons, courses, trainings for 650.000 Frisians

Traffic safety strategy 2010-2025 how to cooperate?

- NEST as an educational site
- NEST as (office) facility for ngo's
- NEST as a combination of both

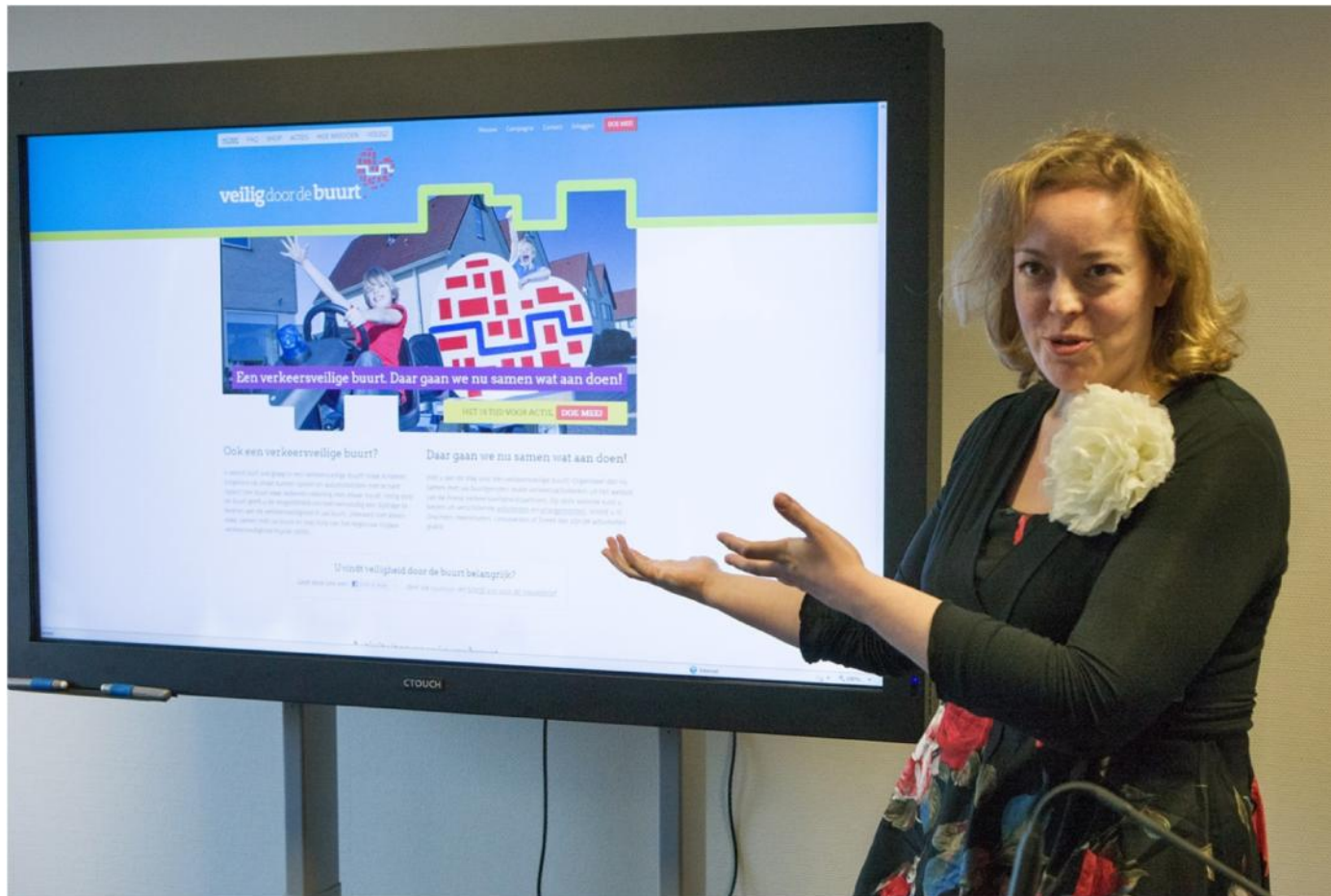
Local NEST Drachten, helicopterview

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Introduction of campaigns by mrs Poepjes (chairman of ROF)



Demonstrations of emergency stops 30 – 50 km/h

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Testing site the Alcolock by mr Eurlings (former minister Transport)

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Formal and informal (international) meetings inside



Formal and informal (international) meetings outside



Safety Training Agri business

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TRIALS, the young drivers training

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NEST VEC Drachten

- Long term strategy
- Financial resources
- Different partners (cross selling)
- Sustainable relation
- Innovation
- Drive and Fun

Local NEST Drachten, officebuilding 2010

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Local NEST Drachten, officebuilding 2013

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Thank you!

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