

Actions and Initiatives Promoting Road Safety in Greece & Europe



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President of BoD

EC Representation in Cyprus
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R.S.I. "Panos Mylonas"

The beginning...



...the end



R.S.I. "Panos Mylonas"

OUR VISION

RSI to act as reference Organization and force of power and inspiration for **"a world without road crashes."**

MISSION

- To increase Society's awareness for traffic safety culture and safe behavior of road users
- To support the Government and stakeholders to act for the prevention of traffic crashes

Credentials – Unique Features

- ✓ UN ECOSOC Consultative Status for Road Safety issues
- ✓ Awarded with the Europeans Citizen's award by the European Parliament
- ✓ Honored by the Swedish Government for the initiation of the idea of ISO 39001:2012 for Road Traffic Safety Management
- ✓ National contact point for the European Road Safety Charter (ERSC) and management partner for a cluster of 7 European Countries
- ✓ Member of the European Transport Safety Council (ETSC)
- ✓ Member of Commission Expert Group on Motor Vehicles
- ✓ Member of the National Road Safety Council (ΕΣΟΑ)



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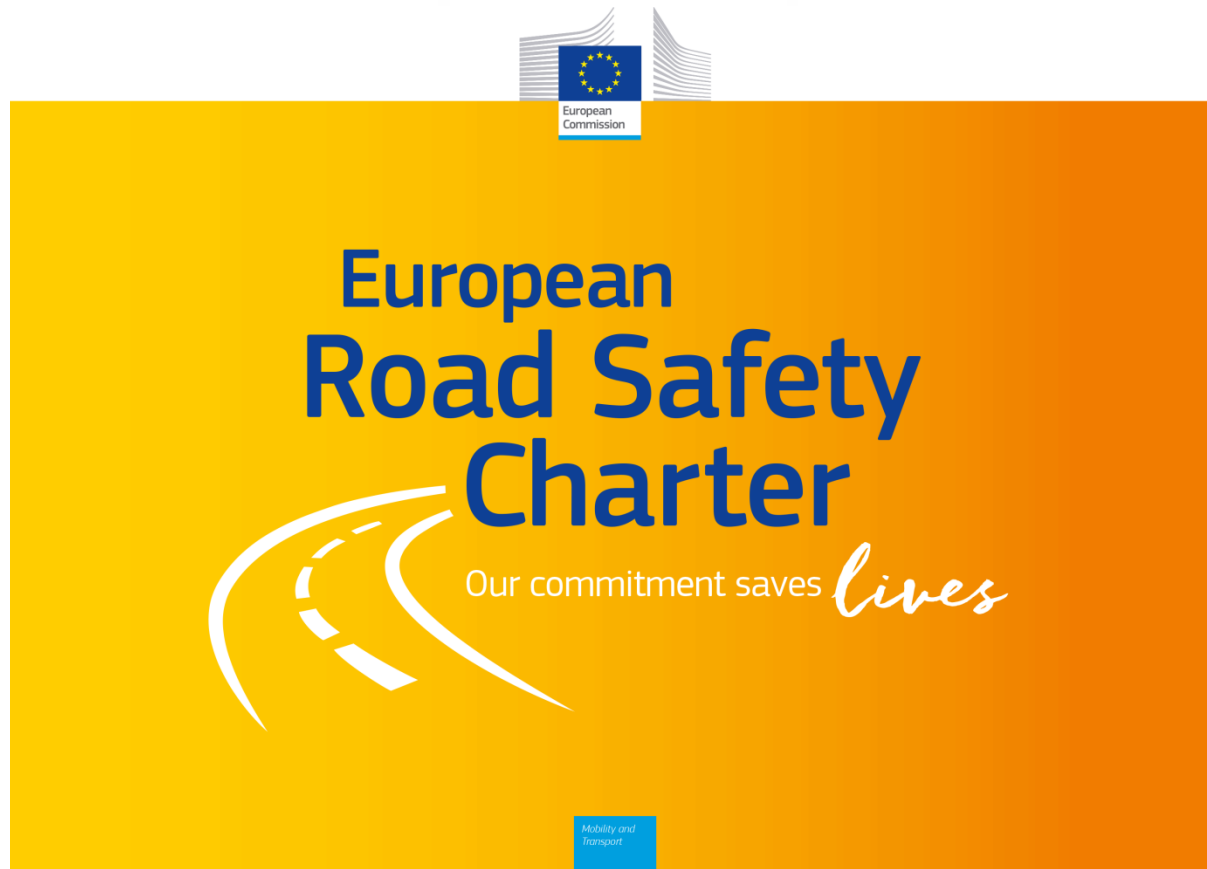
2. Success Stories

a. AVENUE (EU DG MOVE) Model

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EUROPEAN ROAD SAFETY CHARTER



RSI 'Panos Mylonas' is the Charter's manager for a cluster of 7 member states:
Bulgaria, Cyprus, Estonia, Finland, Greece, Latvia, Malta

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EUROPEAN ROAD SAFETY CHARTER



What is the ERSC?

- **The largest civil society platform on Road Safety.**
- Launched in 2004 by the European Commission (DG TREN, today DG MOVE) as part of the Road Safety action program 2003 – 2010, aimed at halving the number of traffic fatalities on the European Roads.
- Based on the principal of **shared responsibility.**
- Charter is a platform that represents what civil society can do in order to support the Authorities in accident prevention and decrease the number of fatalities.

***"Our Commitment
Saves Lives"***

EUROPEAN ROAD SAFETY CHARTER



***Over 3,900 members
representing all kinds
of entities!***

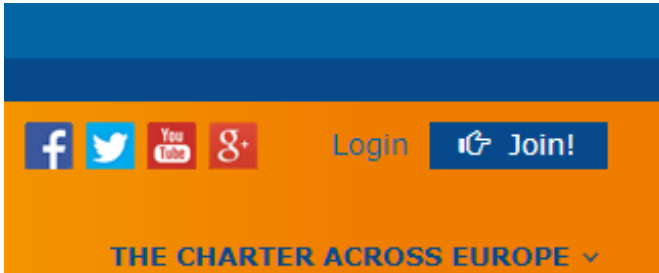
Who Can Join?

- Companies of all sizes, Associations and federations, Cities and regions, Institutions, Schools and other groups of civil society committed to take actions for road safety.
- Public & private organizations from all the 28 EU member states.
- Both specialists & non-specialists in road safety related issues.
- Carrying out road safety actions and initiatives targeted at their members, employees and the rest of civil society.

EUROPEAN ROAD SAFETY CHARTER

Why Join ERSC?

- **Contribute** to reducing the number of deaths and serious injuries every year.
- **lessen** the environmental impact of traffic crashes, reduce the hefty financial cost.
- **Share** information about your road safety activities and events; make them public and invite participants.
- **Access** your customized toolkit for promotional material and commitment guidelines;



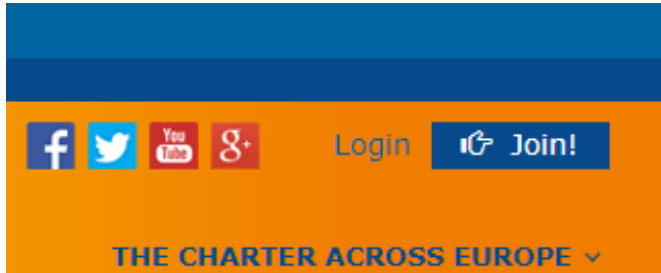
72 members
in Cyprus!

EUROPEAN ROAD SAFETY CHARTER

Why Join ERSC?

- Participate in the **Excellence in Road Safety Awards** held annually.
- Receive genuine **recognition** for your efforts though visibility at European level.
- Be featured on **ERSC media channels**, website, Facebook, Twitter.
- **Explore** similar actions of other ERSC charter members and **get inspired**.
- **Inspire others** by sharing a testimonial about your road safety commitment and the process of developing and implementing your action.

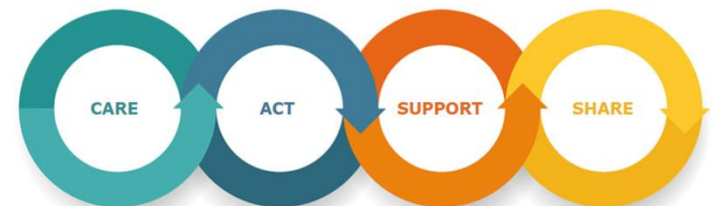
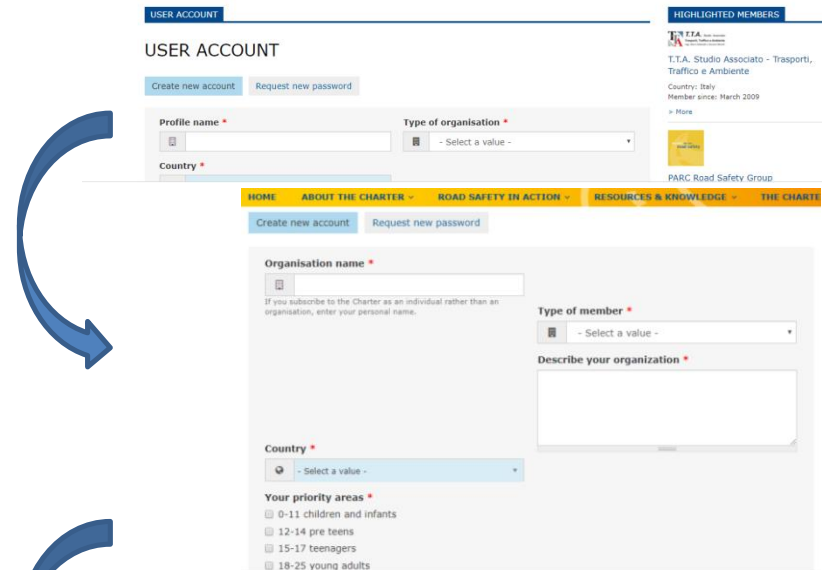
***72 members
in Cyprus!***



EUROPEAN ROAD SAFETY CHARTER

How to Join ERSC?

- Go to the ERSC's website:
<http://www.erscharter.eu/> (change the language on the upper right side of the website).
- Create an account by selecting the "Join!" button:
 - Give information about your organisation;
 - Read and accept ERSC's principles;
 - Select your target group(s) and topic(s).
- 3. Confirm your subscription at the verification email.



EUROPEAN ROAD SAFETY CHARTER



***"Our Commitment
Saves Lives"***

ERSC Milestones

- National events in 28 EU countries
- Annual good practice campaign
- Annual Excellence in Road Safety Awards-call for good practice at the beginning of the year
- Excellence in Road Safety Awards Ceremony in Brussels
- Webinars on Road Safety topics
- Newsletters and Social media (Facebook, Twitter)
- New Website www.erscharter.eu

AVENUE for traffic safety

(Actions for **V**ulnerable, **E**lderly, **N**ovice drivers and road **U**sers in Europe)

National NEST



Local NEST



Mobile NEST



**European project
for Traffic Safety
coordinated by RSI
2010 - 2013**



Ranking 1st in the
evaluation by the Experts
Committee
of the European
Commission

AVENUE for Traffic Safety

Networks and Education for Safety in Traffic



Driving Simulator



Alcohol goggles



Reflective materials



Distracted driving game



Roll Over car



Belt Sledge



Collision weight



Reaction test

AVENUE Mobile NEST in Greece

AVENUE for Traffic Safety

*Each day
RSI educates
243 people
throughout
Greece*



AVENUE Mobile NEST in the World



2012 Sweden

2013 MOOT, Canada

2013 Hong Kong

2013, 2014 Geneva

2014 Bulgaria, Sofia

2015 Poland

2015 Ireland

2015 Albania, Tirana

2015 World Scout Jamboree, Japan

2017 MOOT, Iceland

2019 World Scout Jamboree, Virginia

Educational programs for all age groups



**OHSA & HR
trainings**
«AVENUE for Traffic
Safety»

**Primary school
education**
«In Traffic with Safety»
«Be a knight of road
safety »
«Cycling in Safety »

**Secondary School
education**
«Do it right»



**Universities-
Students**
"Workshops on
drink driving"
"Post-traumatic
rehabilitation"

**Young Traffic
offenders**
«Hermes»

**International
Youth
Organizations**
"Scouting for global
road safety"



Educational Programmes 2009-2018



102.601 Pupils of Primary Education



86.093 Pupils of Secondary Education



5.290 Teachers of Primary and Secondary Education



**954 Juvenile delinquents violating the Traffic Law
and their families**



13.154 Executives of private companies



23.874 personnel of Military Forces



RSI's Initiatives and the SDGs

Our educational programs, our campaigns and all our initiatives are designed and implemented according to

- The **17 Sustainable Development Goals of 2030** (UN SDGs) and
- The **12 Global Road Safety Performance Targets of 2020**

More specifically, the following 5 SDGs and all the Global Road Safety Performance Targets.





A TRANSFORMATION
FIA Grant Programme

PROMOTING TRAFFIC SAFETY CULTURE IN YOUTH



Road Safety Institute (R.S.I.)
"Panos Mylonas" (Greece)

Aims at expanding and transferring the knowledge and good practices of RSI's educational activities for adolescents by creating an educational programme available to all FIA clubs and Voluntary Organisations of different countries:

Greece – Mexico – S. Africa – USA - Globally

Wide Scale Presentation
At the 24th World Scout Jamboree
in West Virginia, USA!!!
22 July – 3rd August 2019



Center of Cross Cultural
Psychology- University
of Athens (Greece)

BRAAVO: Bringing Road Safety Awareness and Advocacy to Voluntary Organisations

Objectives



Increase knowledge and raise awareness for traffic safety issues among adolescence consisting a high risk group.



Promote safer behavior and provide youth with information and skills.



Share and evaluate ideas good practices and methods among participants of different countries.



Strengthening the active participation of youth in initiatives and actions for road safety.



The Automobile Association
Of South Africa AASA
(S. Africa)



Asociación Nacional de
Automovilistas ANA A.C.
(Mexico)

Awareness Campaigns

CHILDREN AND ROAD SAFETY



MAIN CAUSES OF TRAFFIC INCIDENTS



SEASONAL CAMPAIGNS (WINTER, EASTER, SUMMER ETC)



AGGRESSIVE DRIVING & DISTRACTION OF ATTENTION



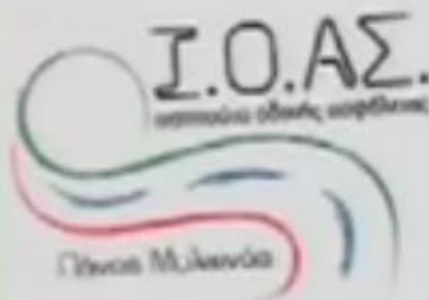
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Υπό την αιγίδα
της Ευρωπαϊκής Επιτροπής

The right decisions can save lives.

Οι σωστές επιλογές



Τηλ. επικοινωνίας: 210 86 20 150

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ΤΑΧΥΤΗΤΑ



Αντιπροσωπεία της Ευρωπαϊκής Επιτροπής στην Ελλάδα

Για πληροφορίες:
www.odiki-asfaleia.eu
Τηλ. 210-8620150



Γάνος Μυλωνάς



**Οι σωστές επιλογές
είναι ζήτημα ζωής.**



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είναι ζήτημα ζωής.**



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enjoy visiting Greece stay safe on the road



Μια πρωτοβουσία:



ΑΝΤΙΠΡΟΣΩΠΕΙΑ ΤΗΣ ΕΥΡΩΠΑΪΚΗΣ
ΕΠΙΤΡΟΠΗΣ ΣΤΗΝ ΕΛΛΑΔΑ



Σε συνεργασία με:



Δρόμοι στο Μέλλον
Συμμαχία για την ασφάλεια
και τον πολιτισμό στο δρόμο
ΓΙΑ ΠΡΩΤΟΒΟΥΛΙΑ ΤΟΥ I.O.A.S.

Τηλ. Επικοινωνίας: 210 8620150

#SLOWDOWN Campaign

ΚΟΥΣΕ ΤΑΧΥΤΗΤΑ
ΠΡΟΣΤΑΤΕΥΣΕ ΤΗ ΖΩΗ



SEAT BELT: THE BELT THAT "BINDS" US WITH LIFE

THE NEW INFORMATION AND AWARENESS CAMPAIGN BY RSI "PANOS MYLONAS" IN COLLABORATION WITH SAFER ROADS FOUNDATION (SRF) AND THE EUROPEAN TRANSPORT SAFETY COUNCIL (ETSC)



- ▶ **167,980** PEOPLE REACHED ✨
- ▶ **17,596** ENGAGEMENTS ✨
- ▶ **76,639** VIDEO VIEWS ✨



- ▶ **111,697** IMPRESSIONS ✨
- ▶ **44,483** VIDEO VIEWS ✨
- ▶ **39.82%** VIEW RATE ✨



Thank you !



Enjoy Visiting Greece

Stay Safe on the Road



 [ioas.panos.milonas/](https://www.facebook.com/ioas.panos.milonas/)

 [@RsiPanosMylonas](https://twitter.com/RsiPanosMylonas)

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