

Young Europeans Acting for Road Safety



Deutscher
Verkehrssicherheitsrat



Barcelona, 21st of November 2016
Francesca Podda, Project Manager

ETSC

- ✓ **A science based approach to road safety**
- ✓ **Secretariat in Brussels**
- ✓ **58 member organisations from across Europe**
- ✓ **More than 200 experts contributing to ETSC's work**
- ✓ **The European Commission, Member Organisations, Member States and corporate sponsors are funding our work**



International Road Safety Association e.V.



Likiteen turvallisuuslaitos



TRANSNATIONAL
ACADEMIC COUNCIL
FOR TRANSPORT SAFETY

CHALMERS



Unione Nazionale Autoveicoli e Studi di Consulenza Automobilistica



Folksam



Prevenção Rodoviária Portuguesa



Saving lives
Delivering justice



IEDER EEN MEE



Deutscher Verkehrssicherheitsrat e.V.



CENTRUM
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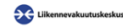
FUNDACION MAPFRE



CERTH



Autos- und Research in Deutschland



UNIVERSITY OF BIRMINGHAM





Road Safety Performance Index (PIN)

Ranking EU countries'
performances

Monitoring EU transport safety policy

SMART



SOBER MOBILITY ACROSS ROAD TRANSPORT



SAFE & SOBER



iSAFER

INTELLIGENT SPEED ASSISTANCE
FOR EUROPEAN ROADS





**2014-2015
bad years
for road
safety**

26,276

people died in road traffic in the
EU in 2015

135,000*

seriously injured in road traffic
in the EU in 2014 according to
MAIS3+ definition

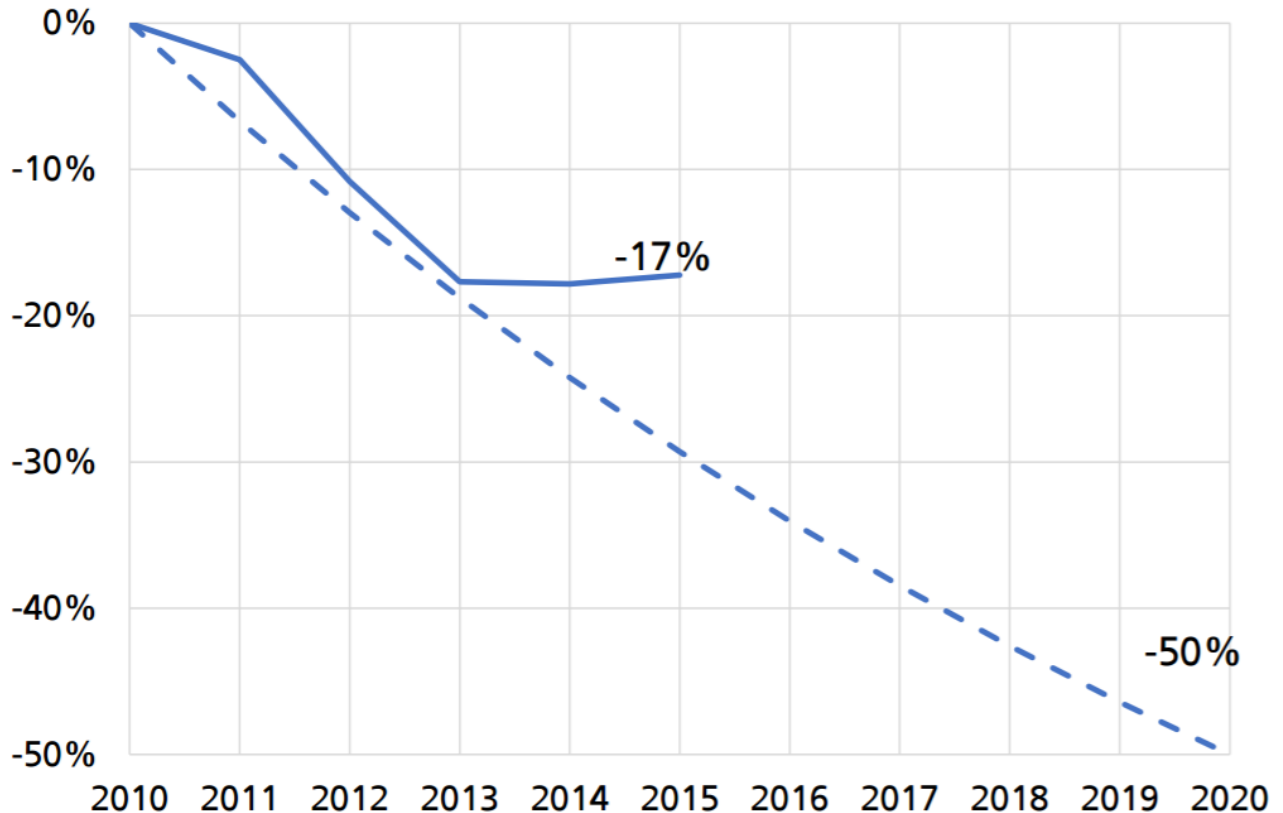
*European Commission estimate

+1%

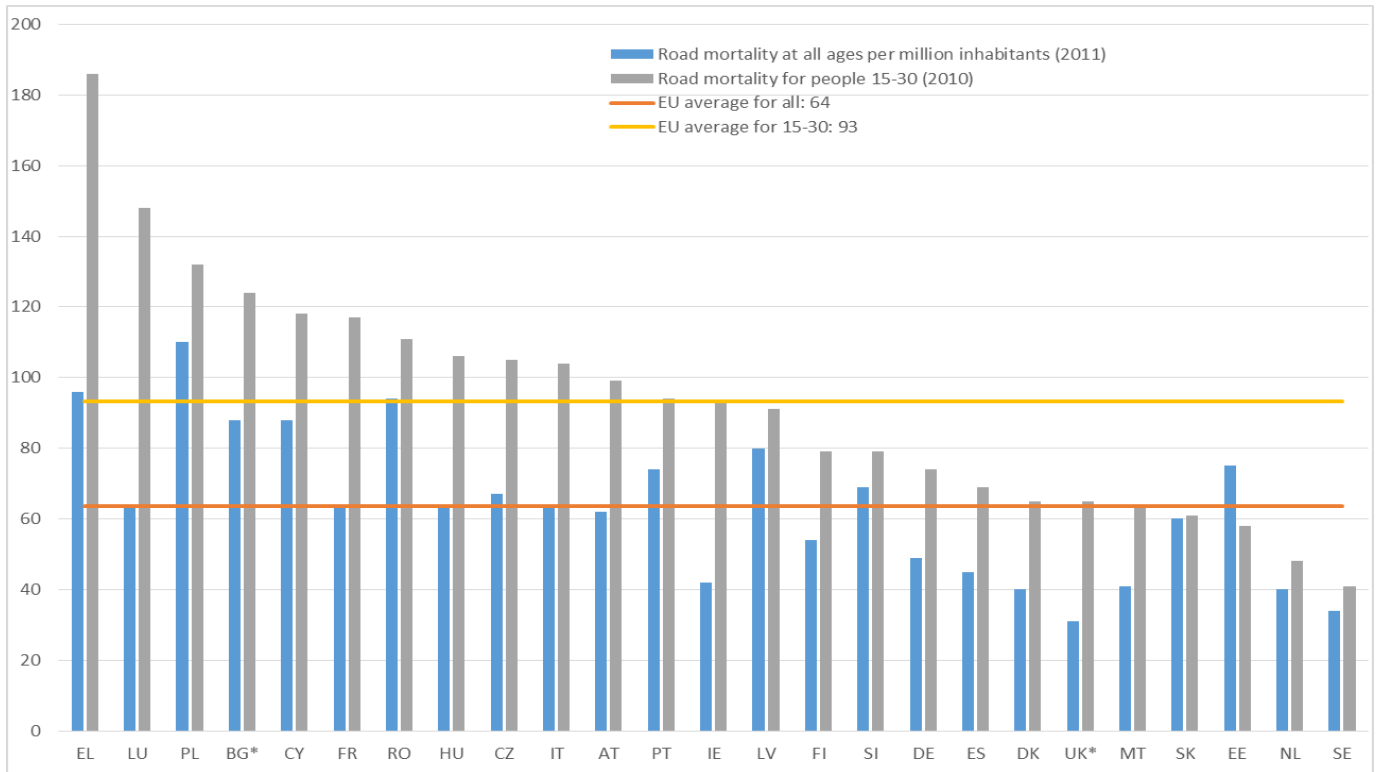


First increase in road
deaths since 2001

EU target at stake



Young people mortality



Young people road deaths per million young inhabitants (with road deaths per million inhabitants at all ages for comparison)

ETSC recommendations:

- ✓ Continue to research the causes of young, novice driver risk with a view to designing more effective countermeasures.
- ✓ Ensure effective legislation and enforcement
- ✓ Improve training and licensing systems.
- ✓ Ensure high levels of experience, via accompanied driving, prior to licensing for solo driving
- ✓ Reduce exposure to risk immediately following licensing for solo driving
- ✓ Provide appropriate incentives and disincentives, e.g. stricter demerit point systems, lower alcohol limits, good information campaigns

YEARS – Young Europeans Acting for Road Safety



YEARS project

A three-year project which aimed to:

- Promoting good practice case studies and policies in tackling young and novice drivers road risks
- Disseminate knowledge to decision-makers and key stakeholders through National events
- Motivate students to take action at local level
- Design, develop and implement local, cost-effective road safety and communication activities: an EU road safety competition!
- Award Ceremony + Final Conference



GETTING STUDENTS TO IMPROVE SAFETY

1. Students applied online to take part in YEARS
2. CAMP: 11 groups with the best project ideas attended a one-week training course in Brussels, to discuss their ideas with experts (last October)
3. Challenge: after returning to their home country in groups of two, students carry a safety activity with the support of ETSC and its partners
4. European Award Ceremony: Best projects receive award and proper promotion and follow-up is ensured



YEARS Lectures

A Lecture tour across universities: 20 lectures in selected universities across Europe to motivate students (engineering but not only) to take action and come up with ideas for local road safety projects targeting young road users.



Univerza v Ljubljani



YEARS CAMP:

Lectures:

- Road Safety Engineering
- Road Safety Campaigning
- Group exercises

Other activities:

- EU Institutions: Parliament visit
- Guided cycling tour



YEARS CAMP objectives:

- Improve technical knowledge on road safety infrastructure
- Learn how to run a communication campaign, involving media and public authorities
- Have a more structured idea on the project students are going to manage
- Get more motivation to start the YEARS campaign

The YEARS Jury



- The Jury is composed of experts, including the Camp lecturers and ETSC (staff and members).
- The Jury will evaluate the final reports of 11 groups of finalists and they will decide the winners.

What will the Students do?



Run a
local road
safety
managem
ent action



Best projects need to
involve a local
authority/ company

Knowledge from
the YEARS camp
and support
given by ETSC



Low cost
and easy to
implement

YEARS Project Schedule:

- By **end of 2017**: final report from students that will follow a mid-term visit by ETSC to meet the local authorities
- By **Mid-2018**: the groups of winners will be selected by the jury
- By **end of 2018**: Award Ceremony organized in Brussels



YEARS Award Ceremony

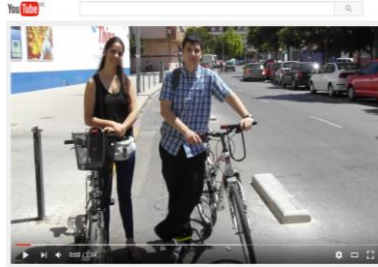


Politecnico
@politemi

Follow

Due studenti in ingegneria premiati al #BikePal award di @ETSC_EU bit.ly/1yoGPU7
3 03 PM - 23 Sep 2014

4 3 4



Noticias Destacadas: Concurso Bike Pal [2014-10-08] - UPV



ABOUT NEWS PUBLICATIONS EVENTS PROJECTS

Press releases

Type & Hit Enter

Young engineering students recognised for improving cycling safety in Valencia, Milan and Munich

September 22, 2014 Press releases



Latest from ETSC

Prioritising the safety potential of Automated Driving in Europe
20th Apr

Automated vehicles need 'driving tests'
20th Apr

Managing Road Risk at Work - Case Study: Transport for London
12th Apr

Urgent action needed on road safety as new figures show increase in deaths
11th Mar

19 April 2016 - What is the way forward on...





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European Transport Safety Council