

**KOSOVO
ASSOCIATION
OF
MOTORIZATION**

amRKS

for road safety

**EUROPEAN ROAD SAFETY
CAMPAIGNS CONFERENCE**

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www.amrks.org

**BRUSSELS
17.11 - 18.11.2016**



Kosovo is in the central part of the Western Balkans, Southeastern Europe and it borders

- ❖ Albania and Macedonia to the southwest,
- ❖ Montenegro to the west,
- ❖ Central Serbia to the north and east

Republic of Kosovo is independent country from February 2008.

Pristina is the capital and largest city in Kosovo.

Area of 10,887 km²

Population (2014) - 1,859,203

**Kosovo is the only country in Europe that still
Brussels does not allow visa liberalization.**





AMRKS is an NGO, established in 2008
Prishtinë, Republic of Kosova

www.amrks.org



- Public information
- Education and trainings
- Coordinating activities for prevention of road accidents, thus increasing safety.



Sustainability

TEMPULLI



FORUM



KOSOVO FORUM FOR ROAD SAFETY



Since 2013

Among the best models in the region

Forum managed to bring together all relevant institutions related to road safety.

Road safety Forum in Kosovo is already a successful story.





INTER-INSTITUTIONAL COOPERATION



REPUBLIKA E KOSOVËS
MINISTRIA E PUNËVE TË BRENDSHME



REPUBLIKA E KOSOVËS
MINISTRIA E ARSIMIT
E SHKENCËS DHE E TEKNOLOGJISË



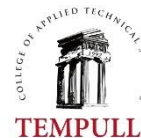
REPUBLIKA E KOSOVËS
MINISTRIA E INFRASTRUKTURËS



REPUBLIKA E KOSOVËS
MINISTRIA PËR FORCËN E SIGURISË



osce



plus

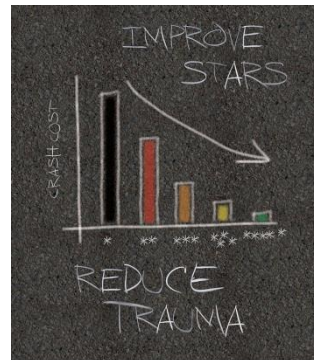
Kosovo Parents Council
Kosovo Teachers Council
Kosovo Student Council
Kosovo Forum of Driver Instructors



INTERNATIONAL COOPERATION -MEMBERSHIP



#SaveKidsLives



Crash costs are lower on roads with better Star Ratings. Safer roads mean healthier and more prosperous communities.
A world free of high risk roads  www.irap.org



INTERNATIONAL CONFERENCES AND OTHER EVENTS

Road Safety and Road Towards EU

22-23 January 2014

Road Traffic Safety and Transport Challenges in SEE

22-23 January 2015

Regional Conference on Road Traffic Safety and Activities within the Decade of Action for Road Safety 2011-2020

29 April 2015

Transport Research and Knowledge Transfer in Road Safety

22 January 2016

Road Safety Situation in Kosovo and Future Challenges

31 March 2016



PUBLIC AWARENESS CAMPAIGNS



Kosovo Forum for Road Safety

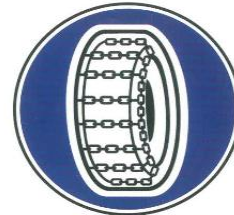


200 Weekly TV Show "Road Safety"



Vision Zero of traffic accident's

CAUTION SLIPPERY!!!



15.11 - 15.03

By law you are obliged to carry in your vehicle winter equipments starting from November 15, until March 15



Caution, Slippery





**PUBLIC AWARENESS CAMPAIGN WITH KOSOVO POLICE
REGION OF MITROVICA
Summer 2016**



www.amrks.org

PUBLIC AWARENESS CAMPAIGN



Policia e Kosovës
Policeja Kosovë
Kosovo Police

EVERY PEDESTRIAN IS IMPORTANT, BE CAREFUL!



HONORED CITIZENS, IN ORDER TO BE SAFER IN THE ROAD, KOSOVO POLICE CALLS TO RESPECT RULES AND ROAD TRAFFIC SINGES, THIS CAMPAIGN IS DEDICATED ESPECIALLY FOR PEDESTRIANS



Pedestrians who lost their lives, according to road categories for 2015

Road Category	Number of Deaths
Highway	20
Arterial	10
Local	5
Other	3
Construction	2
Urban	1
Other	1



TAKE AWAY THE HEADPHONES AND PAY ATTENTION TO WALKING IN THE STREET



WHEN GETTING OFF THE BUS, CROSS THE ROAD BEHIND IT CAREFULLY



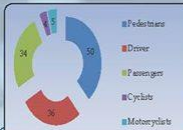
WEAR BRIGHT CLOTHING, OR CARRY ON REFLECTIVE MATERIAL OR WHITE LIGHT DURING THE NIGHT, TO HELP YOU AND THE DRIVERS SEE YOU



CHILDREN ACCOMPANIED BY THEIR PARENTS SHOULD ALWAYS WALK ON THE SAFE SIDE OF THE ROAD, THUS AVOIDING THE SIDES OF THE ROAD NEAR TRAFFIC




IN ORDER TO BE SAFER, WALK CAREFULLY ON THE STREET

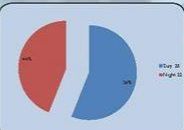


Persons who lost their lives, by participants in road traffic for 2015

Participant	Percentage
Pedestrians	54
Driver	26
Passenger	10
Cyclists	5
Motorcyclists	5




BE CAREFUL AT THE PARKING




Pedestrians who lost their lives, by the time (day & night) for 2015


Time	Percentage
Day	44
Night	56




IF THE PEDESTRIAN MOVES THROUGH THE ROAD, HE/SHE MUST WALK ON THE LEFT SIDE OF THE ROAD



WHEN PEDESTRIANS CROSS THE RAILWAY, THEY SHOULD TO DO IT VERY CAREFULLY. THEY MUST NOT WALK ALONG AND ON THE RAILWAY AND CROSS OVER IF THE RED LIGHT IS ON OR OBSTACLES ARE PUT DOWN



PEDESTRIANS CROSSING THE ROAD ARE OBLIGED TO USE PEDESTRIAN CROSSINGS WHERE THEY EXIST

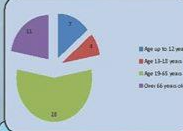


PREPARED:
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Pedestrians who lost their lives by age group for 2015

Age Group	Percentage
Age up to 12 years	10
Age 13-17 years	10
Age 18-45 years	50
Over 46 years old	30

PEDESTRIANS SHOULD WALK IN PLACES THAT ARE DESIGNATED FOR PEDESTRIANS, WHICH ARE SIDEWALKS OR PEDESTRIAN SIDE. IF THERE ARE NO SIDEWALKS OR PEDESTRIAN SIDE, THEY HAVE TO HOLD THE LEFT SIDE OF THE ROAD, IN ORDER TO BE ABLE TO SEE TRAFFIC COMING TOWARDS THEM. IF IN GROUPS, PEDESTRIANS HAVE TO WALK ONE AFTER ANOTHER



EDUCATION ACTIVITIES IN KOSOVA



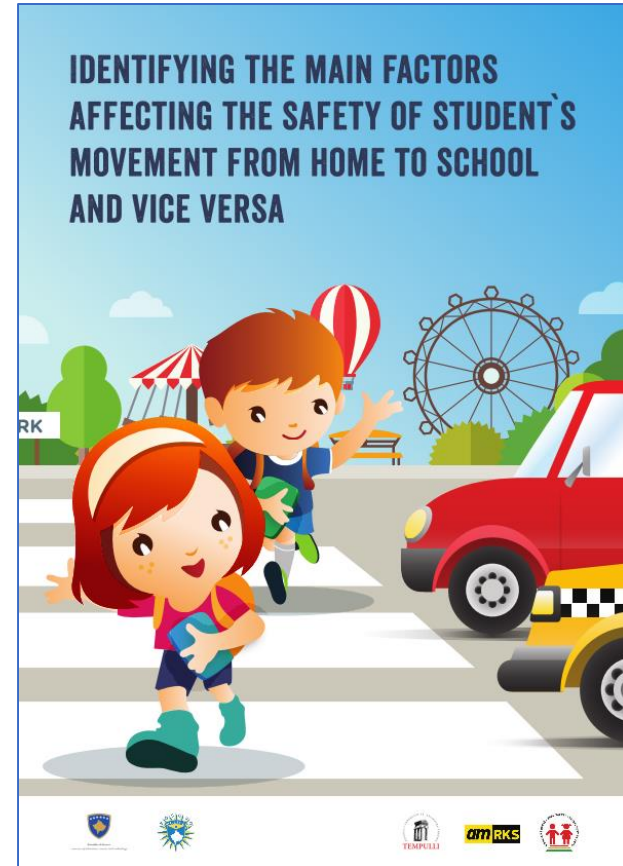
Traditional Activity “Road Safety”

In cooperation with Ministry of Education, Science and Technology, since 2013 we organize regularly editions of the national activity “Road Safety”.

<https://www.youtube.com/watch?v=SrlCEADaXJ0>



RESEARCH ACTIVITIES



These researches has been carried out by College of Technical Applied Sciences "Tempulli" in cooperation with Ministry of Education, Science and Technology, supported by AMRKS.



ROAD SAFETY SITUATION ACCORDING TO STATISTICS IN KOSOVO

January-October 2015 / January- October 2016

JANUARY-OCTOBER 2015		JANUARY-OCTOBER 2016		(+/-)	%
Fatal accidents	96	Fatal accidents	81	-15	-15.63
Deaths	108	Deaths	91	-17	-15.74
Accidents with injuries	4318	Accidents with injuries	5232	914	21.17
Injured persons	8729	Injured persons	10253	1524	17.46



DON`T LET THIS HAPPEN – PRESS CONFERENCE

Road safety in Kosovo is a major concern in Kosovo.

AMRKS in cooperation with Kosovo Police and Kosovo Forum for Road Safety have launched the Road Safety campaign “Don`t let this happen”.



DON`T LET THIS HAPPEN

Includes 6 video spots with 6 different topics, therefore each of the topics is relevant to one of the main causes of traffic accidents.

Topics:

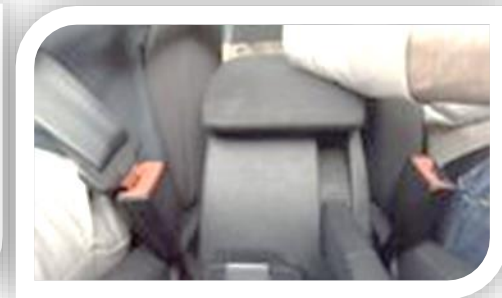
Phone use while driving



Chairs for children



Safety belt



Speeding



Driving under the influence of alcohol



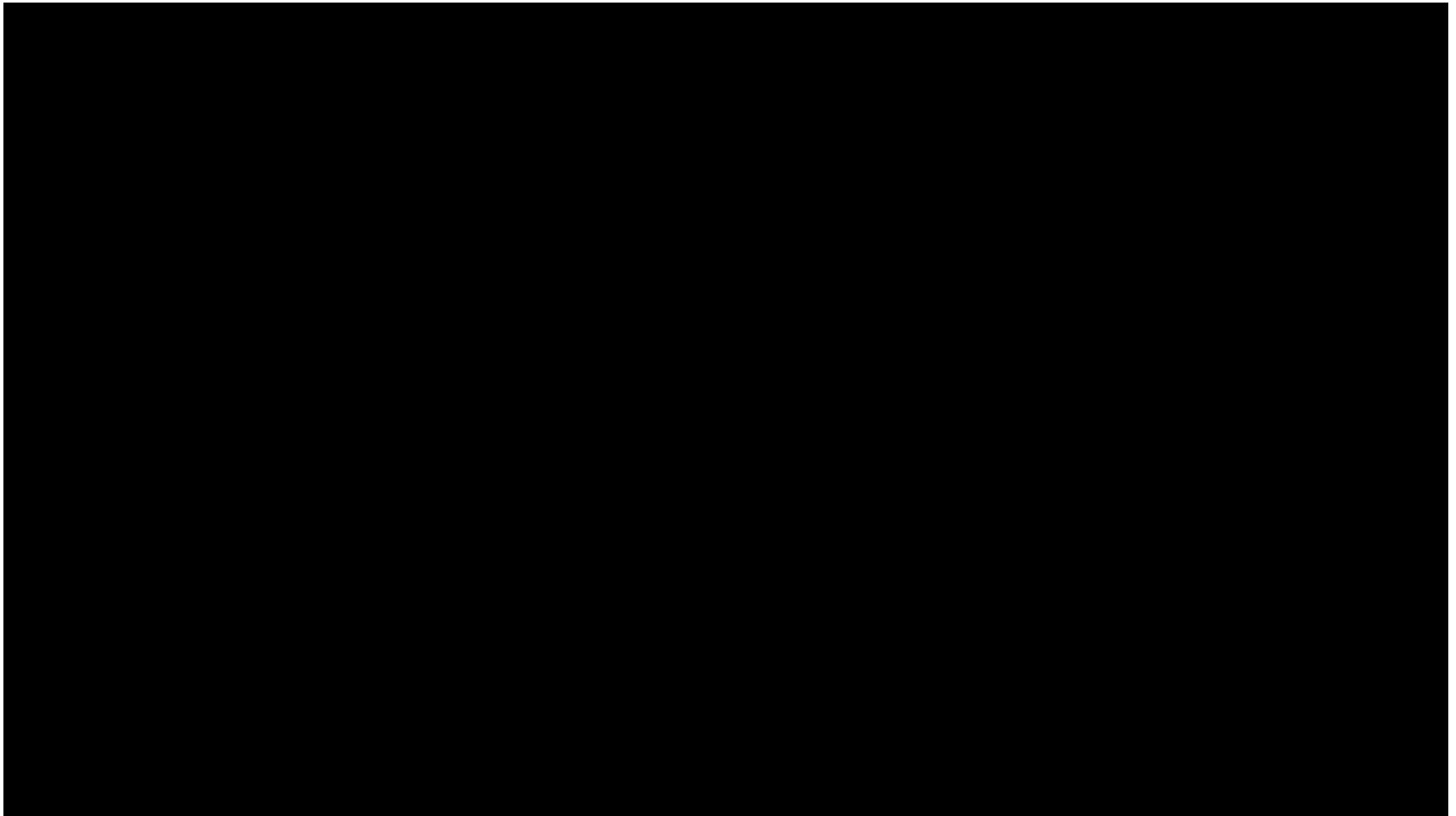
Not keeping a safe distance while driving





PHONE USE WHILE DRIVING

<https://www.youtube.com/watch?v=syiUHJ6MaxM>



DON`T LET THIS HAPPEN

Is a public appeal addressed to all participants in traffic to respect traffic signs.

It is a call for more cultured, more responsive behavior to all participants in traffic.

Is a campaign that joins Kosovo to other countries in activities to prevent and reduce traffic accidents.

Is a public appeal addressed to all participants in traffic.



DON`T LET THIS HAPPEN PROMOTION



Broadcast on all visual media in Kosovo.

For a long period we have promoted all the video spots in social media and based on weekly reports that we have received, the results have been very satisfactory.

A large number of people inside and outside Kosovo have watched and distributed from their profiles the video spots of the campaign “Don`t let this happen”.



SOME RECOMMENDATIONS FOR THE ROAD SAFETY SITUATION IN KOSOVO

The implementation of collection points system for driving license.

To increase responsibility in vehicle inspection centers, the improvement of roads condition/road marking.

The audit of roads and roads projects for road safety standards as well as their functionality.

Institutional support to AMRKS, in the functionalization of supporting services for all participants on the road, for roadside assistance (technical assistance).



INVITATION

4TH INTERNATIONAL CONFERENCE ON ROAD SAFETY AND TRANSPORT

Calendar 2017

January

wk	Mo	Tu	We	Th	Fr	Sa	Su
52							1
1	2	3	4	5	6	7	8
2	9	10	11	12	13	14	15
3	16	17	18	19	20	21	22
4	23	24	25	26	27	28	29
5	30	31					





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https://www.youtube.com/watch?v=D0HDq_KAIGI

