



Young Europeans Acting for Road Safety

12 September 2018, Brussels

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European Transport Safety Council





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



REVIVE

IMPROVING POST-COLLISION
RESPONSE AND EMERGENCY
CARE IN EUROPE





European Transport Safety Council



YEARS: Young Europeans Acting for Road Safety



YEARS OBJECTIVES

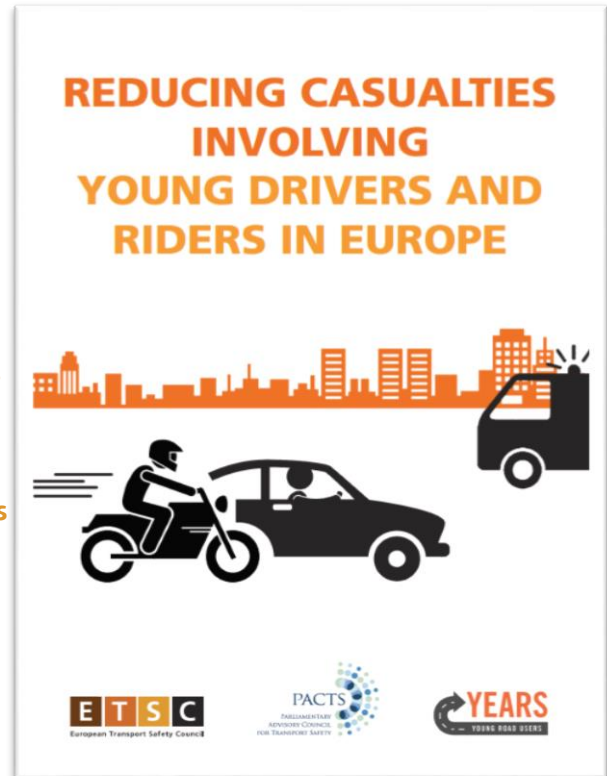


- Offer a better understanding of **young drivers** as a road user group particularly **at risk**
- Address this risk through **innovative actions**
- Promote and disseminate **good practices and effective measures** adopted by EU Member States through national conferences
- Design, develop and implement **local, cost-effective and sustainable** road safety projects



YEARS KEY DELIVERABLES

- University lectures
 - 20 universities
- YEARS CAMP
 - 1 week training camp in Brussels
- Students' challenge
 - 22 students involved in 11 local road safety actions
- National events
 - 4 Conferences with local and international speakers
- Policy paper
 - Distributed during national events
- Final Award Ceremony



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.



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

YEARS PROJECT SCHEDULE

End of 2017: mid-term visit by ETSC to meet the local authorities



12 Sept 2018: Award Ceremony organized in Brussels

2017

2018



Mid-2018: Evaluation by the jury to select the winners

SUCCESS FACTORS



- Involvement of local authorities
- Technical quality
- Cost-efficiency
- Campaigning







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**THANK YOU FOR
YOUR ATTENTION**

 www.etsc.eu

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