On the occasion of the Echarpes d'or 2007 ceremony, the European Transport Safety Council (ETSC) and the Prévention Routière invite you to the

22 November 2007

# 9th European Transport Safety Lecture

# Local initiatives in road safety - challenges and opportunities

## Programme

10:00 Registration
10:30 Welcome by Bernard Pottier, Prévention Routière
Welcome by Prof. Herman De Croo, ETSC
11:00 Lecture by Jean-Yves Salaün, Prévention Routière
11:45 Responses: Peter Vansevenant, City of Gent (Belgium) and Cristina Pou, Barcelona City Council (Spain)
12:15 Discussion
13:00 Lunch

Venue: Maison de l'assurance, 26, boulevard Haussmann, F - 75009 Paris
Métro: Chaussée d'Antin



*Jean-Yves Salaün is Deputy General Manager at the Prevention Routière, in charge of Communication and Partnerships since 2001. He joined Prevention Routière in 1991. In 2000, he coordinated a group of 13 associations as part of the national road safety Programme "Stop the massacre of the road".*

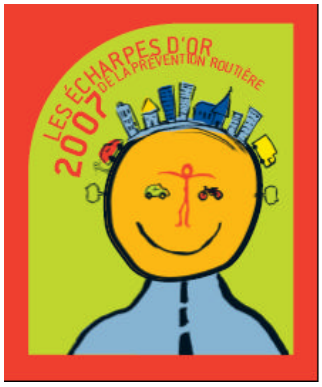
Road safety cannot be the responsibility of governments alone. In order to gain the support of citizens – and better, ensure their safety in their daily life - the message of traffic safety problem and the existing solutions must be passed and reach the individual road user. In doing so, community action can play a key role in creating a feeling of joint ownership and a sense of commitment from all actors at the local and regional level.

This is why ETSC, with the support of its French Member, the Prévention Routière, has invited a distinguished expert, Jean-Yves Salaün, to provide the audience on November 22, 2007 with a distinct pan-European perspective on this important matter. Respondents from France's neighbours Belgium and Spain will present successful experiences from two innovative cities, Gent and Barcelona. A simultaneous translation will be provided in French and English.

By attending the 9th ETSL, help us increase understanding about what works and why and forge new commitments to reduce road deaths and injuries at the local level.

Professor Herman De Croo MP, Minister of State and President of ETSC

The participants are invited to attend the ceremony of 'Les Echarpes d'Or de la Prévention Routière' to be held on the same day at 15:00.




Since 1990, more than one hundred mayors in France have been awarded a 'golden sash' for their outstanding initiatives to improve road safety. 'Les Echarpes d'Or de la Prévention Routière' aims at rewarding local communities for remarkable actions taken in the field of infrastructure, education, awareness raising or compliance with traffic safety law. Each year, a jury evaluates the candidates' application and selects the best actions taken the year before.
Please note that the ceremony will be held in French only.

## Registration

To guarantee a place, please register before 20th of November 2007 by contacting Mrs. Graziella Jost at graziella.jost@etsc.be.
Please e-mail the following information: name, organisation, telephone and email and mention if you would like to attend the Ceremony of the 'Echarpes d'or' as well.