



# European Transport Safety Council

## R2R: Presentation of the Camp

Francesca Podda, 11 October 2010

# The Roads to Respect Programme (R2R)



The European Transport Safety Council (ETSC) has launched a new Programme inviting young engineering students to help prevent people from dying in car crashes. The Roads-to-Respect Programme (R2R) seeks to improve road safety in that it addresses High Risk Sites – or so-called “Black Spots” – on roads across Europe. With the support of ETSC, committed students are encouraged to campaign for the treatment of a particular High Risk Road Site. ETSC will select 20 students to take part in a free one-week training course in Brussels on “road safety campaigning” and support them in getting a High Risk Site that they have identified in their country treated.



#### ■■■■ What R2R can offer to you?

- An opportunity for your present: You will use your academic knowledge in solving practical problems that affect daily life in your city.
- An opportunity for your future: You will be in touch with public authorities and enterprises responsible for building and managing road infrastructure in your country.
- An opportunity to learn: You will receive free training on “road safety campaigning” from international experts.
- An opportunity to travel and to meet new people: You will spend one week in Brussels, and you will meet 19 other engineering students from 7 countries.
- An opportunity to win: You will receive an award if you do your very best to attain your goal.

#### ■■■■ Where do I find more information about R2R?

ETSC will be giving lectures at various Universities in Europe. We will present to you the science of road infrastructure safety with best and worst practice examples from across Europe. ETSC will also present the R2R Programme and show how you can become a “Road Safety Campaigner” helping us to eliminate High Risk Sites on Europe’s road network.

#### The Roads-to-Respect lecture near you will take place

At: .....  
.....  
On: .....  
Is given by: .....

#### ■■■■ How can I take part in the Roads-to-Respect Campaign?

Submit your application to the European Transport Safety Council **no later than 30 June**. You can download the application from ETSC’s website at [www.etsc.be](http://www.etsc.be).

#### ■■■■ What is ETSC?

ETSC is an international, non-profit-making, non-governmental organisation based in Brussels, which was established in 1993. Our aim is to provide a source of impartial and expert advice on transport safety matters to the European Institutions, Member States and others concerned with safety throughout Europe. Our membership comprises a wide range of national and international NGOs with safety interests. The main work of the organisation is carried out in cooperation with approximately 200 experts of international reputation from across Europe. The Roads-to-Respect Programme is jointly funded by ETSC, 3M and Toyota.



The Roads to Respect: a programme for the treatment of **High Risk Sites** in Bosnia and Herzegovina, Italy, Poland and Serbia



# R2R phases:

- **LECTURES**
- **CAMP**
- **CHALLENGE**
- **AWARD CEREMONY**



# R2R students selection

- **Strong motivation**
- **Site already identified with solution proposal**

## **IMPORTANT:**

- **By attending the R2R Camp you get a compromise on trying to implement your project.**

# R2R Project Schedule:

- By **31 March 2011** you will have to send me a progress report explaining what you have done to implement your project.
- By **30 July 2011** you will have to send me the final report including what you have done and what you plan to do in the short future if the site is not totally treated.
- By **10 September 2011** you will receive the name of the 3 winners. The award ceremony will take place at the end of September 2010.



# The R2R Jury

- **The Jury is composed of 12 experts, including the Camp lecturers.**
- **The Jury will evaluate the final reports of 12 R2R finalists and they will decide the 3 R2R winners.**
- **ETSC will select the 12 finalists based on the commitment shown along the year.**



# R2R Camp Agenda

## Lectures:

- Road Safety Engineering
- Road Safety Campaigning

## Other activities:

- Award Ceremony
- R2R Sponsors: Toyota and 3M Visits
- EU Institutions: the Road Safety Day

# Students' engagement

- **Be punctual!**
- **Listen carefully to the lecturers presentations**
- **Interaction**

## **After the Camp...**

**Report every single progress you make during your campaigning**





# Conclusions

- **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 you're going to manage**
- **Go back to your country even more motivated to start your campaign and...**

**...enjoy Brussels!**



# Towards the final assessment...

## Presentation guidelines:

- 1. Description of your high risk site**
- 2. Solution proposal**
- 3. Campaign to implement your site**
- 4. Achievements**

