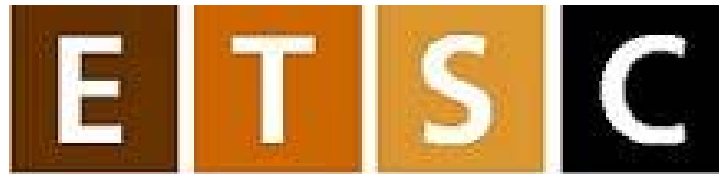


forum



European Transport Safety Council

Paris – November 22th, 2007

Local initiatives in road safety challenges and opportunities



Program

10:30

Welcome by **Bernard Pottier,**

Association Prévention Routière

Welcome by **Murray Mackay,**

ETSC

10:45

Lecture by **Jean-Yves Salaün**

Association Prévention Routière

11:15

Responses by **Peter Vansevenant,**

City of Gent (Belgium)

and **Cristina Pou,**

City of Barcelona (Spain)

11:45

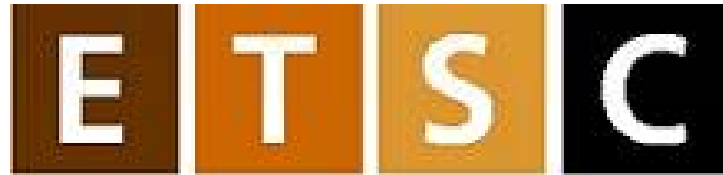
Ceremony of **'Les Echarpes d'Or de la Prévention Routière'**

With **Dominique Bussereau**

Secrétaire d'État chargé des Transports.



forum



European Transport Safety Council

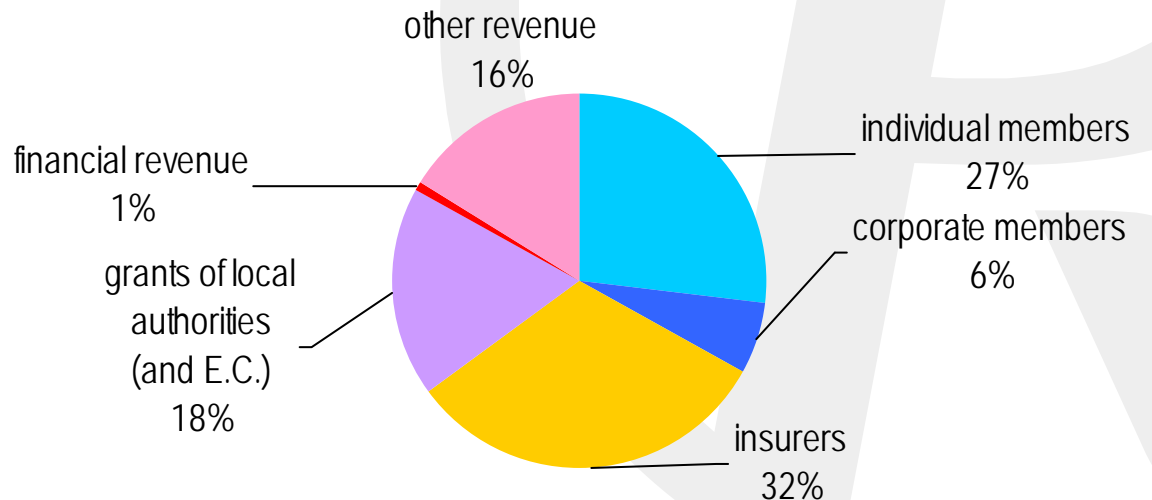
Paris – November 22th, 2007

Bernard Pottier
Président

Association Prévention Routière



- An association created in **1949**
- **Board:** Insurers, road safety associations, victim associations, car manufacturers, local authorities.
- **135,000** members
- **101** local offices ("comités départementaux")
- Staff (2006): **265** (Head office: 48 - local offices: 217)
- Financial resources:
2006: 19.3 M€



A lobbying institution:

- Asking for any measure to reduce the number and the severity of road accidents
- Some of our demands :
 - **A firm and consistent road safety policy.**
 - an appropriate **enforcement**
 - **road education** at school (1 hour a month)
 - Compulsory **speed limiters** on new cars
 - To implement **LAVIA system** (French version of ISA)
 - "**Alcoolock**" system compulsory in **school buses**

A road safety operator *in the area of education*

With our traditional road education **tracks**



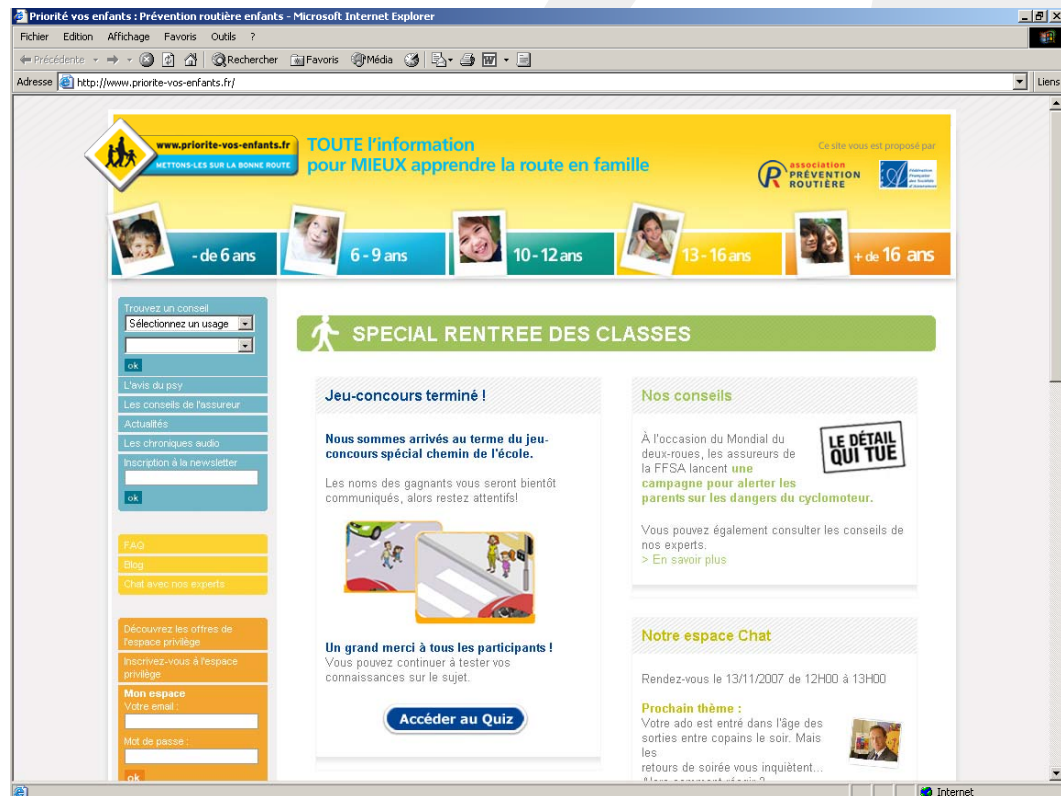
A road safety operator *in the area of education*

With our modern, technology based, **pedagogic tools**



A road safety operator *in the area of education*

With a **website** : www.priorite-vos-enfants.fr



Priorité vos enfants : Prévention routière enfants - Microsoft Internet Explorer

Fichier Edition Affichage Favoris Outils ?

Précédente Recherche Favoris Média

Adresse <http://www.priorite-vos-enfants.fr/> Liens

www.priorite-vos-enfants.fr **TOUTE l'information pour MIEUX apprendre la route en famille**

association PRÉVENTION ROUTIÈRE

- de 6 ans 6 - 9 ans 10 - 12 ans 13 - 16 ans + de 16 ans

Trouvez un conseil
Sélectionnez un usage
ok

L'événement psy
Les conseils de l'assureur
Actualités
Les chroniques audio
Inscription à la newsletter
ok

FAQ
Blog
Chat avec nos experts

Découvrez les offres de l'espace privilège
Inscrivez-vous à l'espace privilège
Mon espace
Votre email :
Mot de passe :
ok

SPECIAL RENTREE DES CLASSES

Jeu-concours terminé !
Nous sommes arrivés au terme du jeu-concours spécial chemin de l'école.
Les noms des gagnants vous seront bientôt communiqués, alors restez attentifs!

Un grand merci à tous les participants !
Vous pouvez continuer à tester vos connaissances sur le sujet.
[Accéder au Quiz](#)

Nos conseils
À l'occasion du Mondial du deux-roues, les assureurs de la FFSA lancent une campagne pour alerter les parents sur les dangers du cyclomoteur.
Vous pouvez également consulter les conseils de nos experts.
> [En savoir plus](#)

Notre espace Chat
Rendez-vous le 13/11/2007 de 12H00 à 13H00
Prochain thème :
Votre ado est entré dans l'âge des sorties entre copains le soir. Mais les retours de soirée vous inquiètent...
[LE DÉTAIL QUI TUE](#)

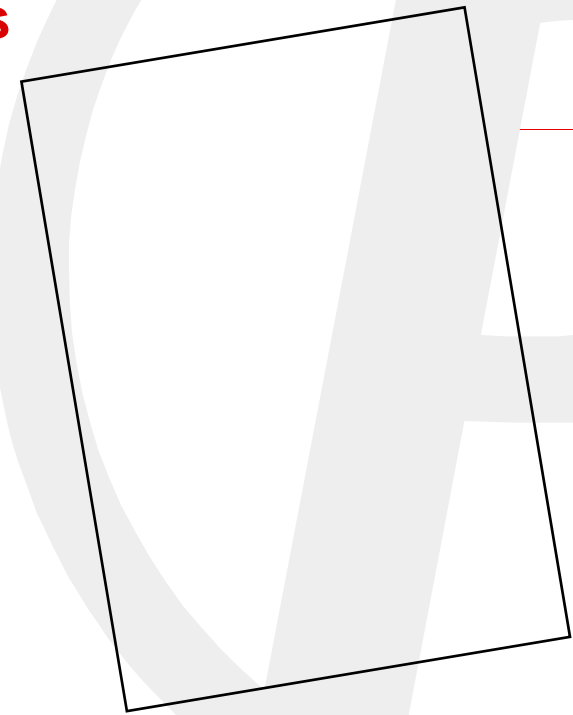
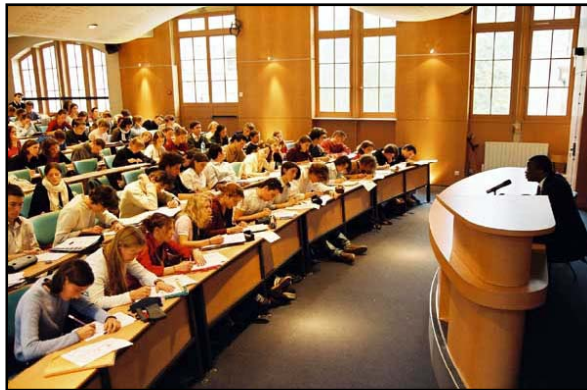
A road safety operator *delivering training sessions*

- For company **staffs**
- For **elderly** drivers
- In case of **penalty points lost** on driving license
- As an **alternative** to formal legal processes



A road safety operator *in the area of physical aptitude*

- A pedagogic tool for **medical universities**
- A guide sent to **253,000 French doctors**

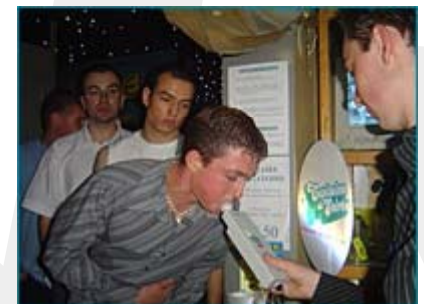


A road safety operator *in the area of physical aptitude*

- **"Alcoolock"** experiment
(*as an alternative to license suspension*)



- Present in night clubs, bars, parties... to avoid drivers drinking, with the **designated driver** campaign
"Sam, le Capitaine de Soirée"



A permanent cooperation with local authorities

- who help us in the area of road education (municipal police...)

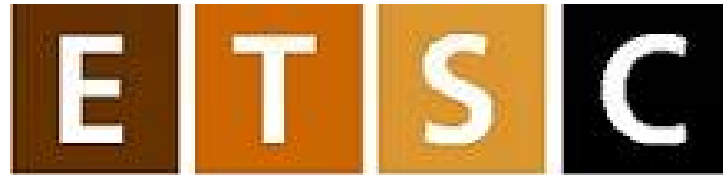


- Who can act in the area of regulation and infrastructure

- And can participate to the "Echarpes d'Or" competition



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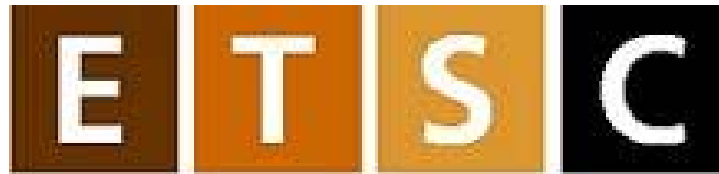
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Murray Mackay
Member of the Board

European Transport Safety Council



forum



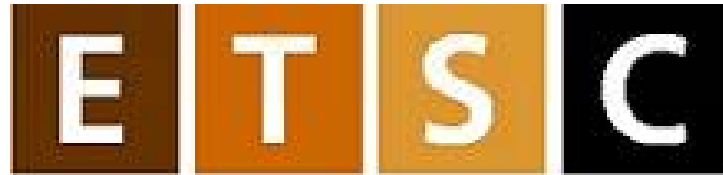
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Jean-Yves Salaün
Deputy general manager

Association Prévention Routière



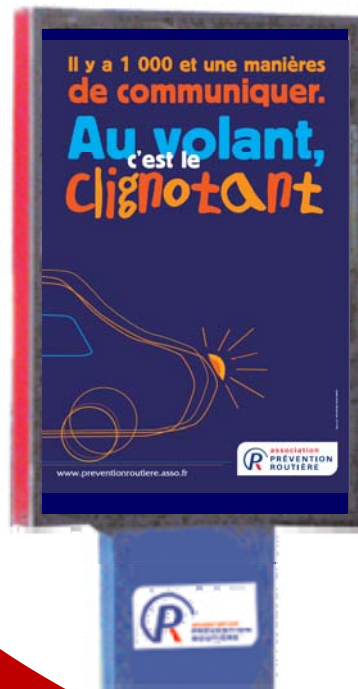
Close relationship with local authorities

- A close relationship between the local committees of the association Prévention Routière and the local authorities
- Regular contacts with Association of French Mayors (AMF)



Close relationship with local authorities

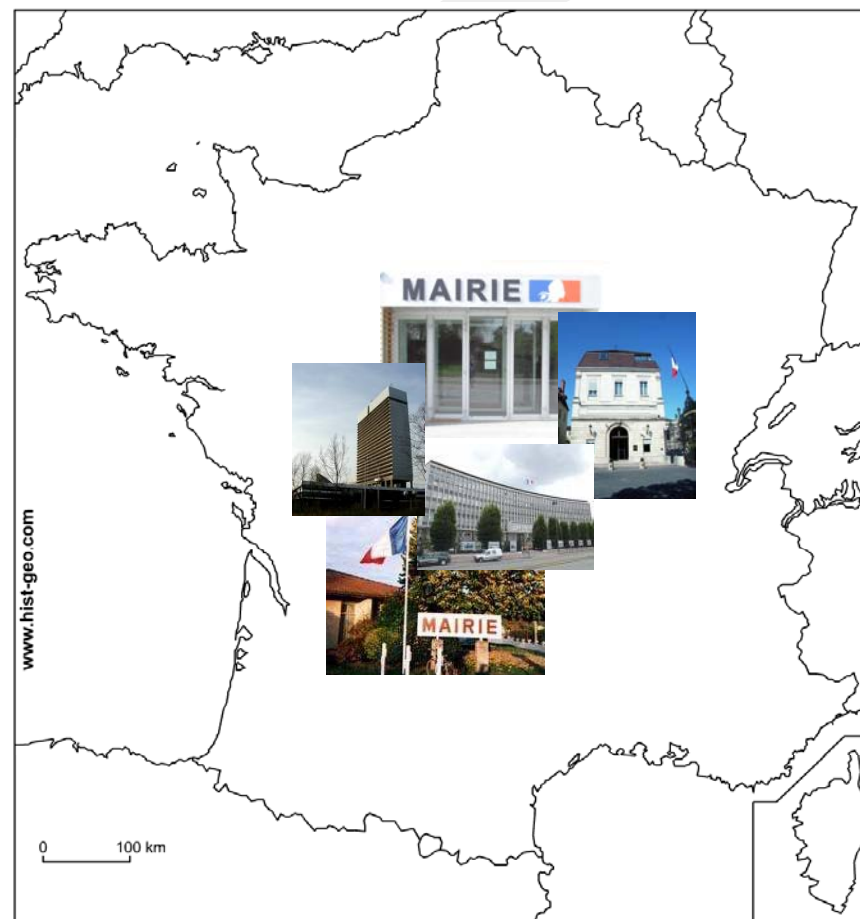
- the magazine *Circuler Autrement*



- A network of dedicated publicity spaces in the communes

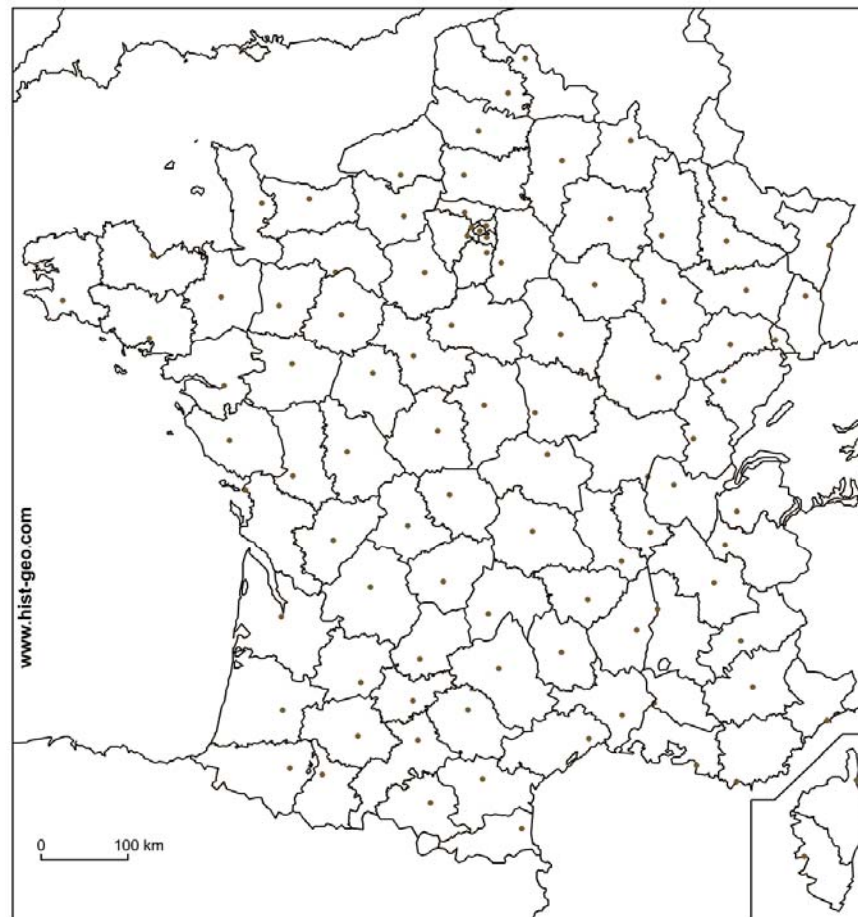
France

➤ 36.500 communes



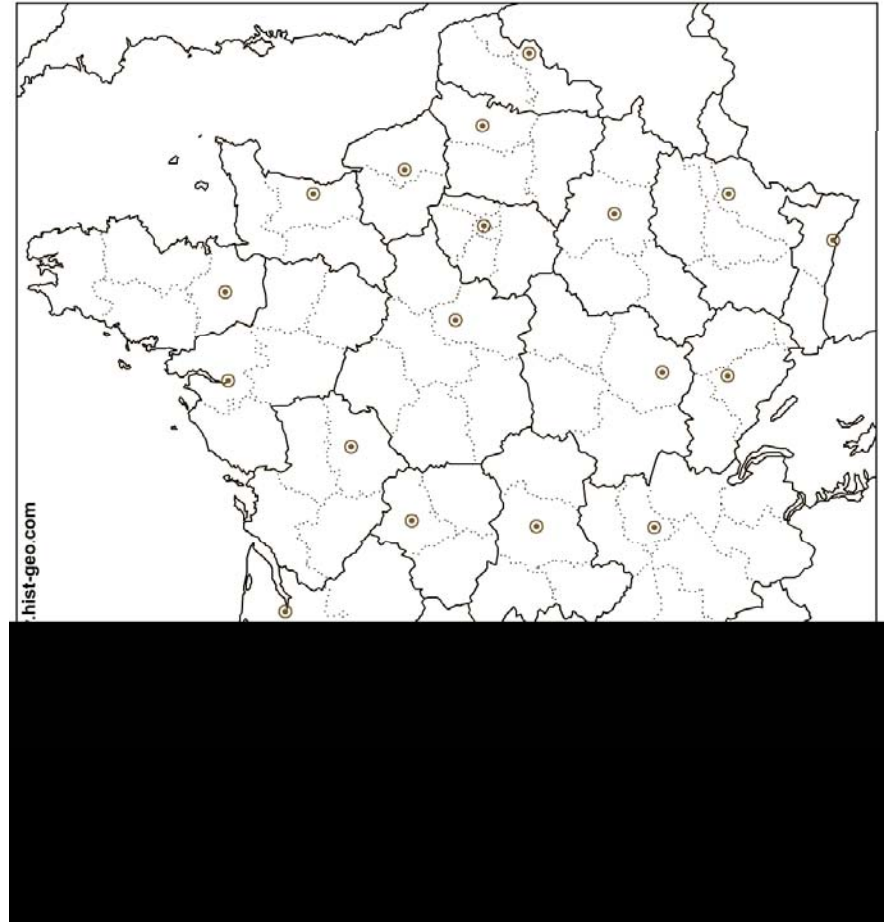
France

- 36.500 communes
- 100 departmental councils (departments)



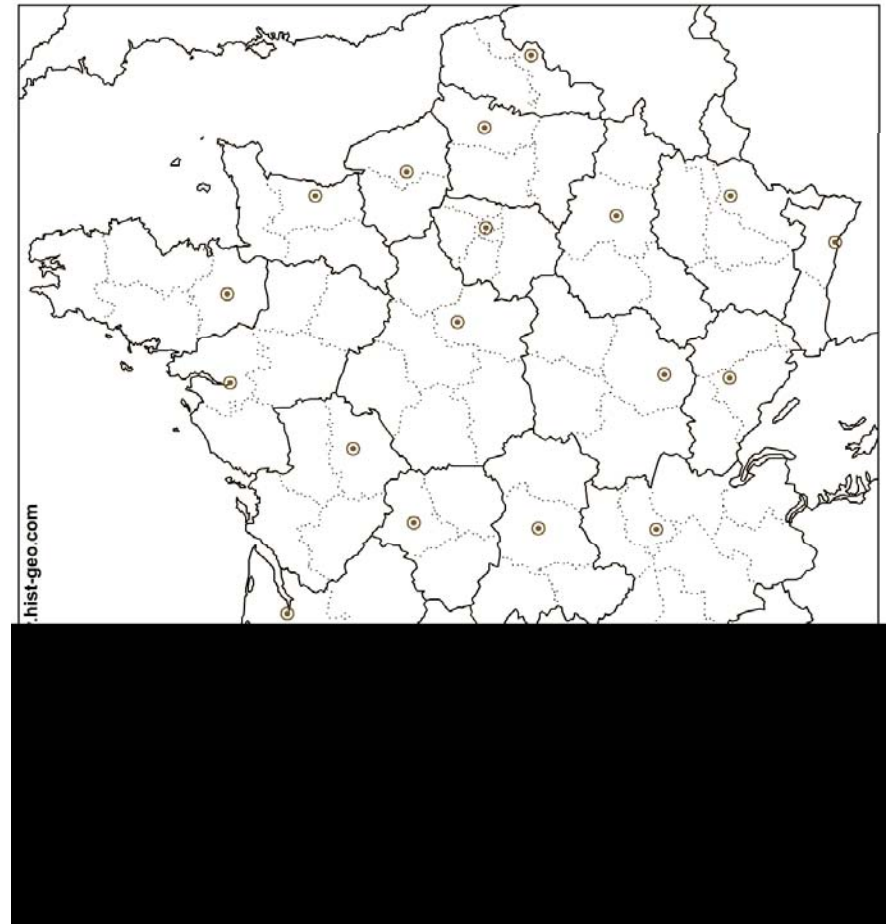
France

- 36.500 communes
- 100 departmental councils (departments)
- 22 regional councils (regions)



France

- 36.500 communes
- 100 departmental councils (departments)
- 22 regional councils (regions)



The *Écharpes d'Or* of La Prévention Routière

- A competition launched in 1990
- 1600 local authorities have taken part
- Among them, 157 have been rewarded



The *Écharpes d'Or* of La Prévention Routière the competition procedure



2500 candidates



local authorities



The *Écharpes d'Or* of La Prévention Routière the competition procedure



1



Departmental juries

2



Technical jury (on a national level)

3



National jury

The *Écharpes d'Or* of La Prévention Routière criteria taken into account by the Jury



- Effectiveness of the action which have been carried out
- Positive evolution of accident rates
- Innovative and original aspects of the project
- Continuity of the policy which has been carried out
- Global aspect of the action
- Perseverance of the team involved in the project

The *Écharpes d'Or* of La Prévention Routière



From 1990 to 2001 : categories of action chosen

- Road safety planning
- Road safety education
- Campaign and information of the public
- Roads traffic calming schemes



The *Écharpes d'Or* of La Prévention Routière



In 2002 : new categories chosen

- Communes with a population of less than 1 000 inhabitants
- Communes with a population between 1 000 to 5 000 inhabitants
- Communes with a population between 5 000 to 10 000 inhabitants
- Communes with a population between 10 000 to 50 000 inhabitants
- Communes with a population of more than 50 000 inhabitants
- Departmental councils and regional councils

+ opened to "groups of communes"



The *Écharpes d'Or* of La Prévention Routière



Special prizes

- 2005 : "specific actions aimed at 18-25 years old"
- 2006 : " specific actions aimed at two-wheeled motor vehicle "
- 2007 : " specific actions aimed at senior people"
- 2008 : "actions regarding risk management aimed at municipal staff"



The *Écharpes d'Or* of La Prévention Routière



Special prizes

- Since 2002 : special prize for "local youth councils"



The *Écharpes d'Or* of La Prévention Routière some local examples which have been rewarded



Chambéry

- 60 000 inhabitants
- Rewarded twice
in 1992 and in 2005



The *Écharpes d'Or* of La Prévention Routière some local examples which have been rewarded



Chambéry

- More than 25 years of perseverance in that field
- Between 1989 and 2004 :
traffic **multiplied by 2**
number of accidents **divided by 13**



The *Écharpes d'Or* of La Prévention Routière some local examples which have been rewarded



Chambéry

- In the centre part of the town :
traffic calming
(30km/h zone)



The *Écharpes d'Or* of La Prévention Routière some local examples which have been rewarded



Chambéry

- Around the old town centre :
road planning to improve spots
where conflicts occurred
between road users
(*cross-roads, outside and near school
gates, ...*)



The *Écharpes d'Or* of La Prévention Routière some local examples which have been rewarded



Chambéry

- Development of a public transports policy



The *Écharpes d'Or* of La Prévention Routière some local examples which have been rewarded



Chambéry

- Putting into place a "policy for bicycles" in 2002



The *Écharpes d'Or* of La Prévention Routière

To get more involvement in road safety issues from the elected ones



According to a survey carried out in 2002 :

- for 77 % of the panel: the town mayor must deal with the problem of road safety which is considered to be a **major priority**
- What French people expect from their town mayor:
 - *Road designs to reduce speed (30%)*
 - *Road safety education (25%)*
 - *Police checks (19%)*
 - *Road safety planning to reduce speed (13%)*
 - *Road safety campaigns (11%)*

The *Écharpes d'Or* of La Prévention Routière

To get more involvement in road safety issues from the elected ones



The *Écharpes d'Or*:

a response to the needs for information and exchange of experience of town mayors

This answer can be enriched with:

- Conferences to provide information
- A specific guidebook for town mayors
- A local correspondent within each local authority

The *Écharpes d'Or* of La Prévention Routière road safety in urban areas : new stakes ?



Since 2001, the drop of the number of road deaths (-43%) has mainly benefited to car users (-56.9 %), but a lesser extend to:

- pedestrians (-31.6%),
- cyclists (-32.2 %),
- Moped users (-25.8 %),
- And motorcyclists (-31.9 %),

...which represent many aspects to take into account for our next competitions...

The *Écharpes d'Or* of La Prévention Routière road safety in urban areas : new stakes ?



...and why not consider a **European competition** of the *Écharpes d'Or* ?

