



STARS

Students Acting to Reduce Speed

**Speed Management Camp
20th – 24th September**

Ilyas Daoud

Today's programme

- 1. Introduction to ETSC
 - Structure
 - Activities/Publications
 - Road safety: a major concern
- 2. Road safety PIN
 - Key facts and figures
 - Ranking EU Member States
- 3. Structure of STARS - STARS camp
 - Theoretical courses
 - Group exercises
 - Field trips
- 4. Why is speed a problem
 - Big road safety issue
 - Core objectives of STARS

1. Introduction to ETSC

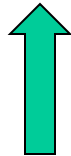
A science-based approach to road safety policy

- Bringing together **43 organisations** from across Europe to promote science based transport safety measures at EU level.
- More than **200 international experts** contributing to ETSC's Reviews, Policy Papers, Newsletters, Positions, Press Releases, etc.
- A non-profit making **Brussels based secretariat** doing its utmost to insert the knowledge of ETSC members and experts into EU transport safety policy-making
- The European Commission, member organisations, member states and corporate sponsors are funding our work.

ETSC Activities



Monitoring **EU transport safety policy**



*Promoting best practices
Developing a number of
recommendations*


Ranking EU countries' performances



**Road Safety
Performance
Index (PIN)**


*Developing EU projects
on priority areas*



**Praising Best
Practice in Road
Safety 'At' Work
and 'To' Work**

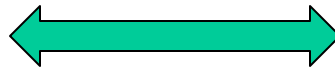
**Preventing
Drink Driving**



**Speed
Programme**



Targeting key audience



**Roads to Respect:
Infrastructure Safety**

ETSC publications

Subscribe to our newsletters on

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Drink Driving Monitor

ETSC's Newsletter on Drink Driving Policy Developments in the EU

Safety Monitor

ETSC's Newsletter on Transport Safety Policy Developments in the EU

Speed Monitor

ETSC's Newsletter on Speed Policy Developments in the EU



Drink Driving Monitor

ETSC's Newsletter on Drink Driving Policy Developments in the EU

May
2010
NUMBER
10

Editorial

This 10th Drink Driving Monitor brings news from improve drink driving legislation and enforcement, changing or lowering the BAC limit in Ireland, Belgium, existing enforcement practices in the Czech Republic, carrying out a breath test every time a driver is checked, vehicle has a breathalyser to do this. Results from recent enforcement are also presented from Austria and a summer campaign on drink driving enforcement by alcohollock legislation barometer is included.



EU News

Eurobarometer Poll on Attitudes to Drink Driving

A new Eurobarometer was published polling EU citizens opinions on alcohol and drink driving. Key findings include most EU citizens cannot give a correct answer regarding the legal blood alcohol limit for driving in their country. Only a little over a quarter of respondents (27%) were able to give a correct answer when asked what the legal blood alcohol limit for driving is in their country. More than one third gave an incorrect answer. There is a wide variation in awareness levels across the Member States. The Czech Republic, with a Zero limit, tops the list with

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Drink Driving:

Young Drivers and
Recidivist Offenders



Drink driving in
commercial transport

Contents

EU News _____ p.1

ETSC News _____

Country News _____ p.2

Alcohollock Legislation Barometre _____



Road Safety: a major concern

Almost 35 000 road deaths

2-3% GDP
economic losses
(200 B. Euros)

Major cause of
premature deaths

Life-time probability
of new-born to die
in a road crash is
1/150, get seriously
injured 1/19

Aggravating
congestions and
CO2 emissions

Non-quantifiable
pain and suffering

EU ambition: road safety/CO2 Targets

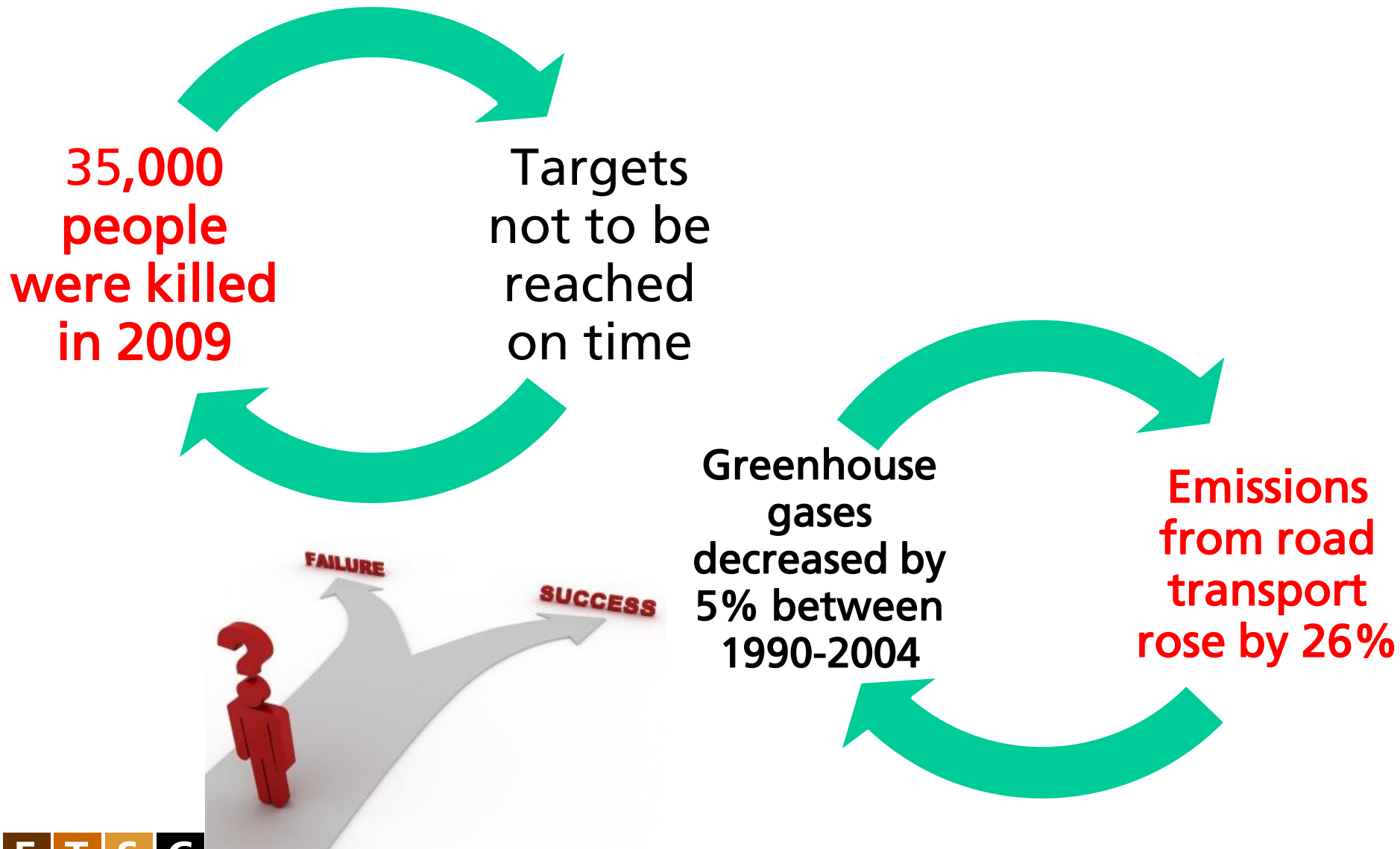
EU targets

Cut by 50%
yearly road
deaths between
2001-2010

Reduce by 20%
green house
gas emissions
by 2020



The EU is off Target



2. The Road Safety Performance Index



Ranking road safety performance

The ETSC's Road Safety Performance Index is a new policy instrument to help EU Member States in improving road safety.

By comparing Member States' performance, it serves to **identify and promote Best Practice in Europe** and bring about the kind of political leadership that is needed to create what citizens deserve - a road transport system that offers a maximum of safety.

What is STARS?

An 18 months ETSC pan European project taking actions against speeding on our roads through the work of students!



- 6 Participating countries
- Germany
- France
- Romania
- Czech Republic
- Greece
- Spain



How does 'STARS' Work?



1. University lecture tour to recruit students



2. Students apply online to take part in STARS



3. Challenge: after returning to their home country **students in pairs carry a speed management activity** with the support of ETSC and its partners



4. European Award Ceremony: Best projects receive award (March 2011)

What should the Students do?



Run a local
speed
management
action



Best projects need to involve a
local authority/ company

Knowledge from
the STARS camp
and support
given by ETCS



Low cost and
easy to
implement

3. Camp structure



Theoretical courses



Group exercises

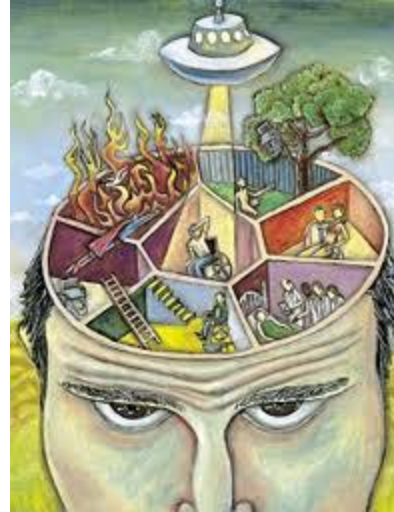


Field trips

Camp structure

Theoretical courses

- Psychology
- Environment
- Vehicle technology
- Communications
- Enforcement
- Infrastructure
- Lobbying



Camp structure

Group exercises

- Developing an awareness campaign
- Identifying and treating high risk sites
- Presentation of your own projects



Camp structure

Field trips



Insight to EU affairs

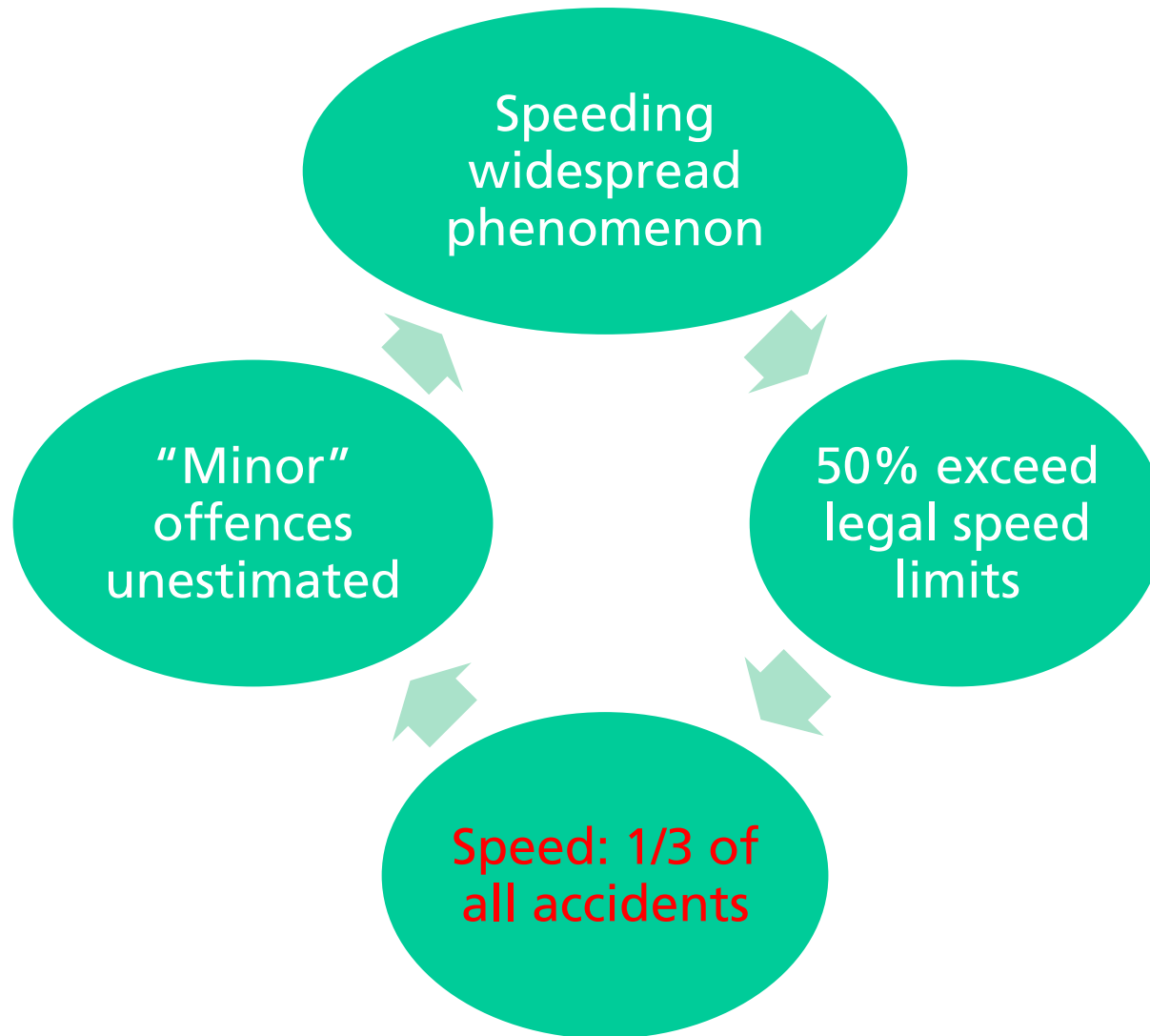
- Cycling trip in Brussels



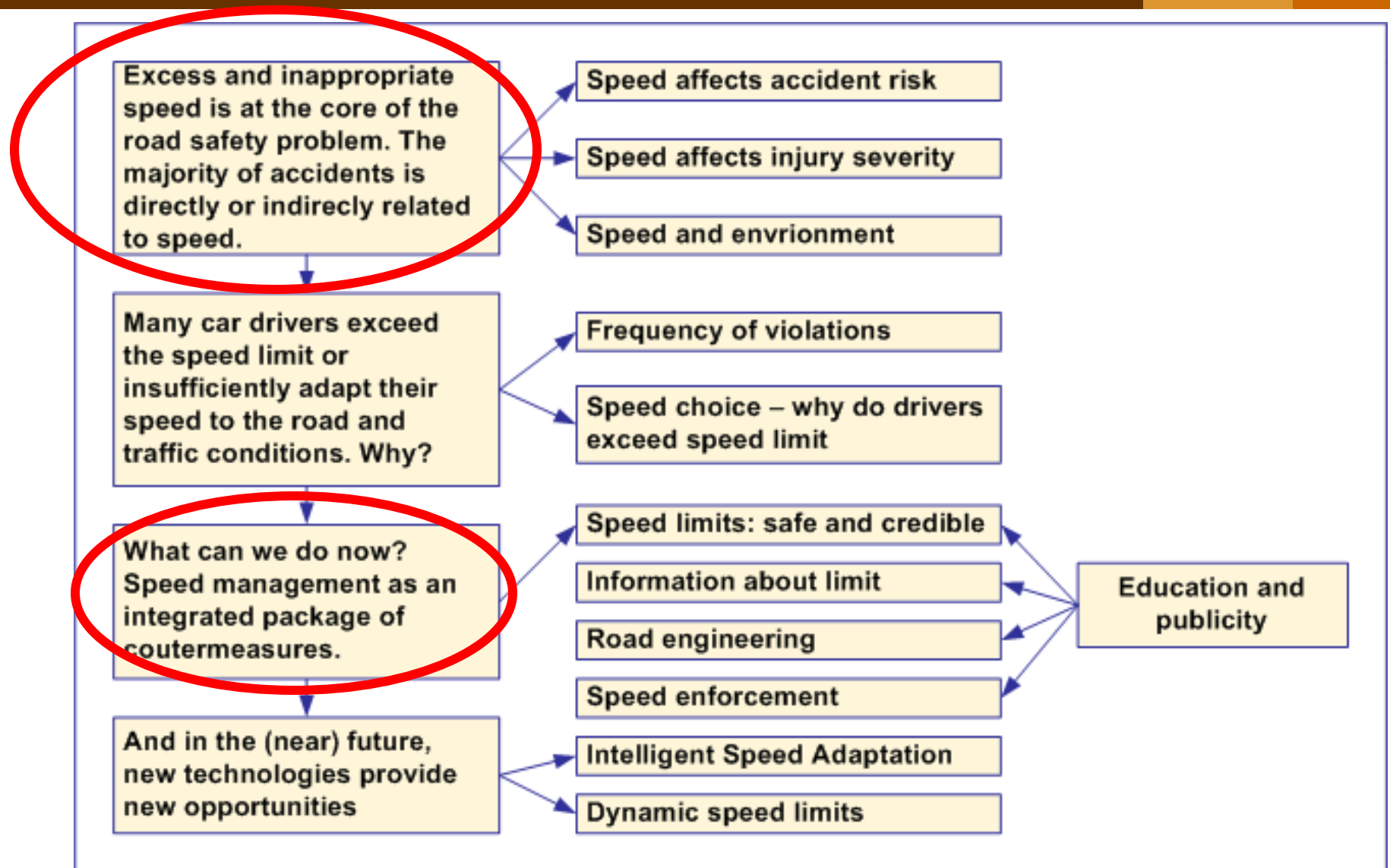
3. Why is speed a problem

- Speed and driving
- Speed and safety
- Statistics
- Environment
- Interactions
- Social and public perception

State of play



Speed: 30% of fatal road accidents

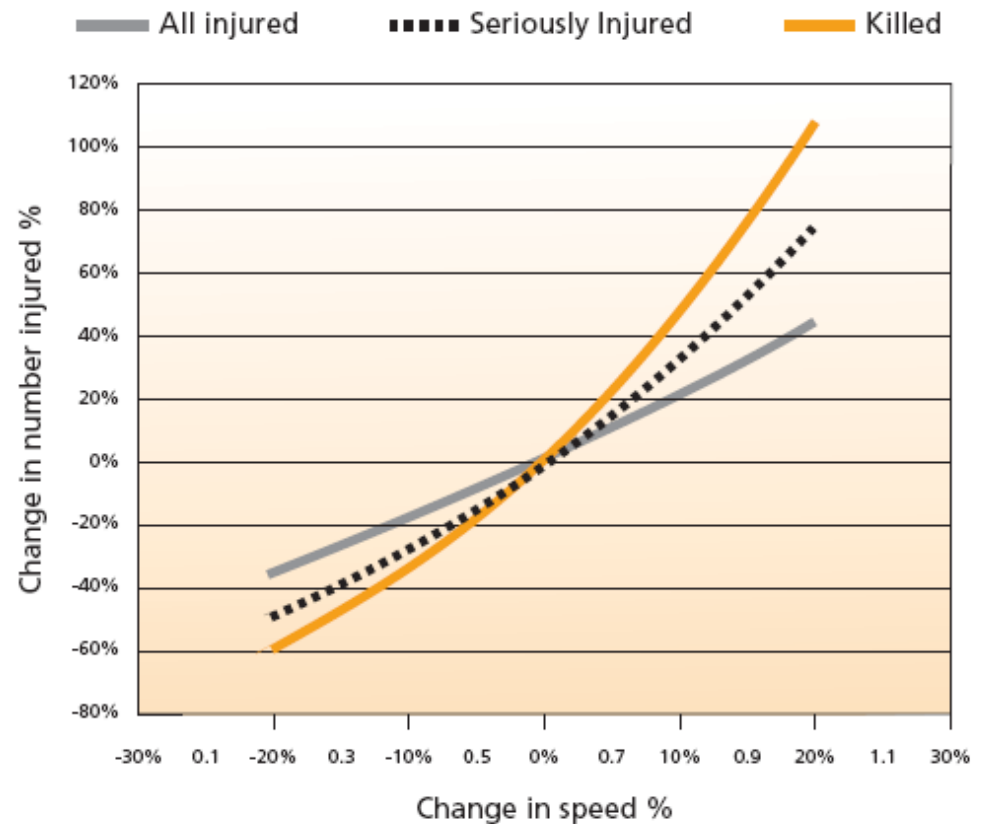


Speed Management and road safety

SPEED

Crash rates

**Injuries/
casualties**

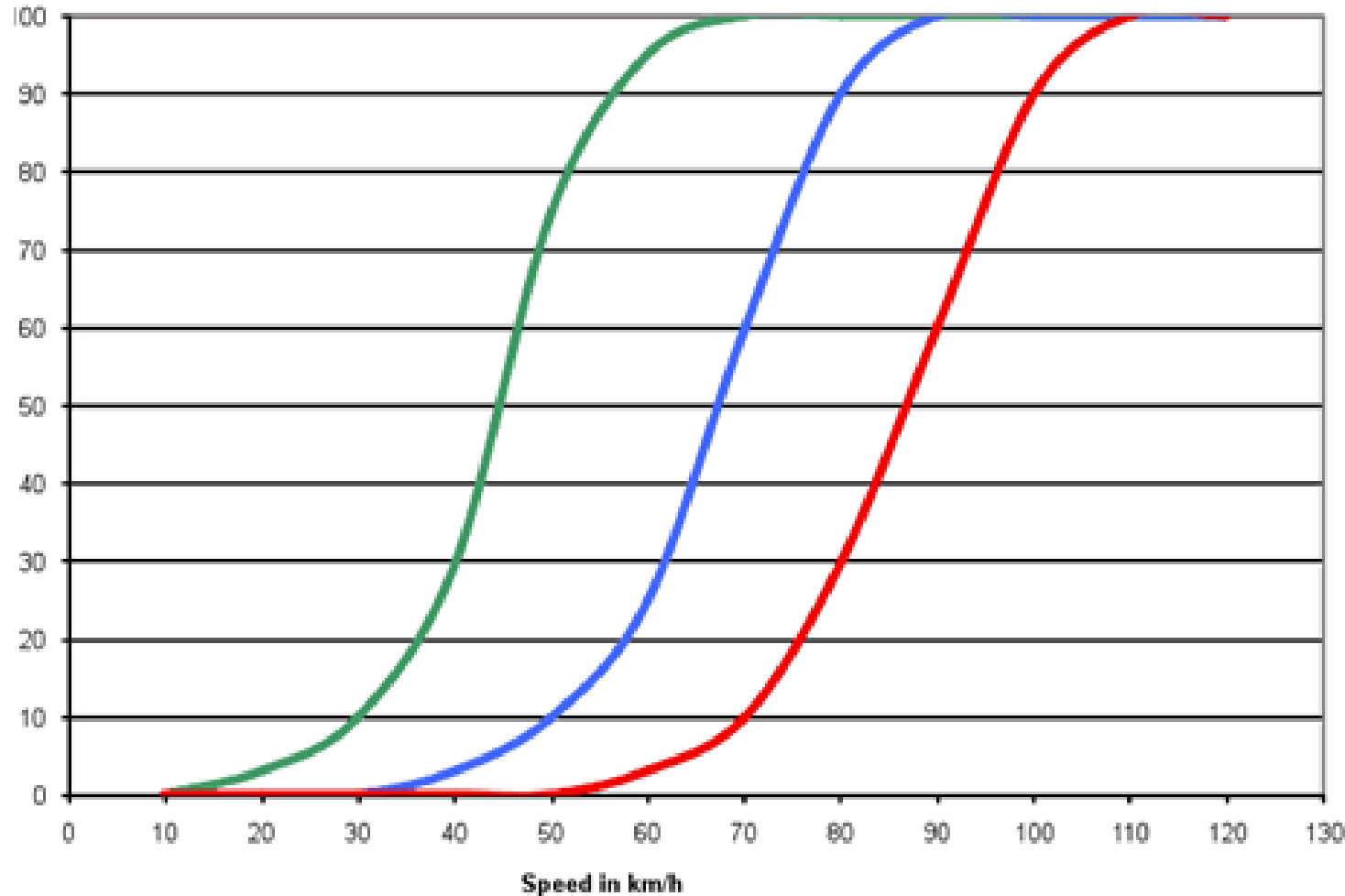


Increase in Speed = Worst Accident Outcome

approximate risk of being killed for different crash speeds and crash types

Different crash types:

(Green = unprotected;
blue = side impact; red = head on).

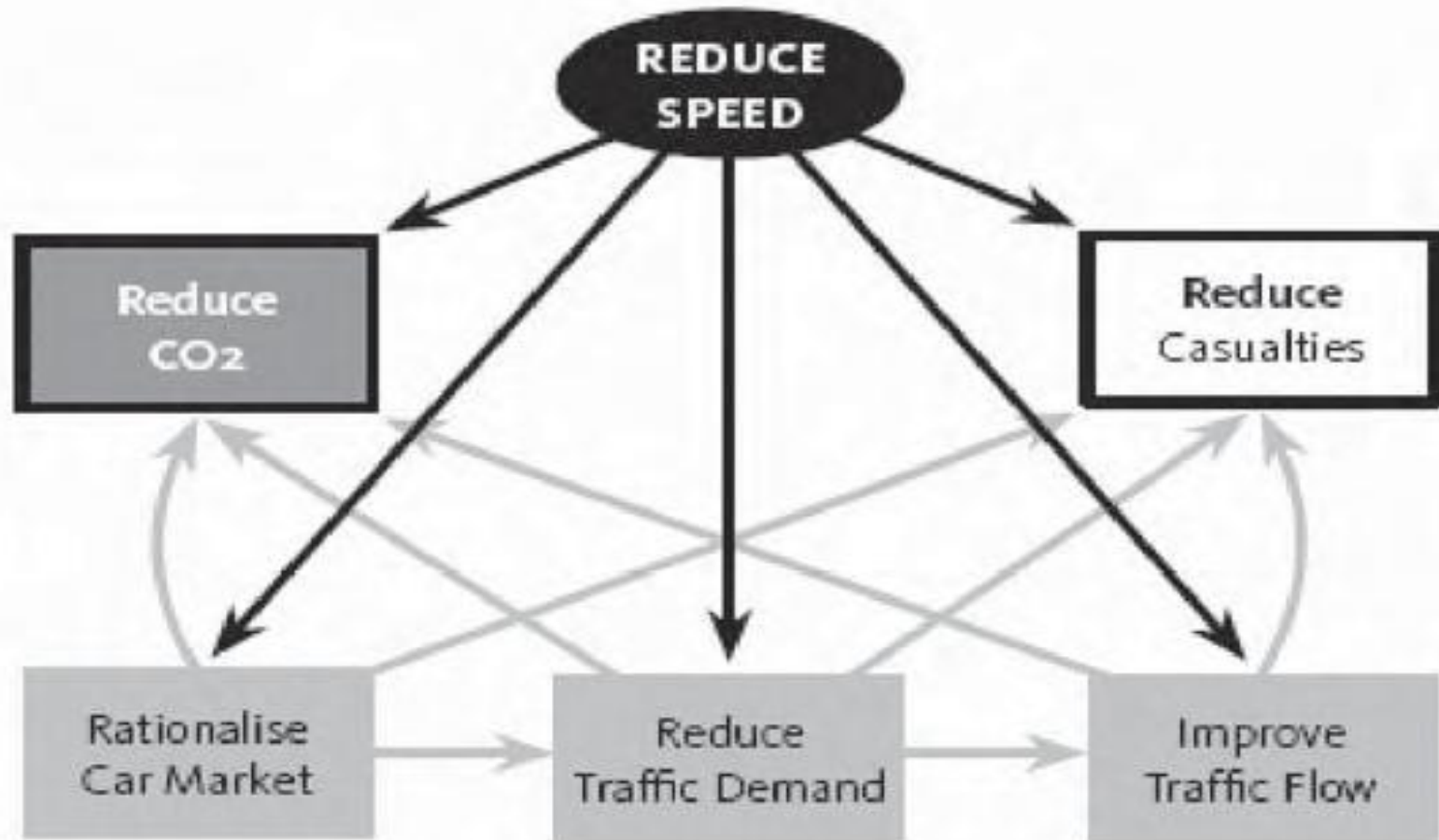


Speed Management and climate change

Fuel consumption and CO2 emissions are in great part a function of speed. Many studies recognise compliance with speed limits as a very effective carbon abatement policy.

Measures	Reductions 2010 (Mt CO2.eq.)	Pilot	Horizon
Reduction in emissions relating to action on vehicle engine technology	3.0	Ministry of Transport	2008
Application of the directive on biofuels	7.0	MINEFI	Gradual up to 2010
Clear information on energy consumption (Energy Label)	0.2	Ministry of Transport	2005
Bonus /surcharge for vehicle purchase	1	MINEFI/Ministry of the Interior/MEDD	As soon as possible
Compliance with speed limits	3.0	Ministry of Transport	Gradual since 2002
Awareness of the effect of a less aggressive driving style as a topic in the driving test	0.7	Ministry of Transport	2005
Development of collective urban transport systems	0.2	Local municipalities	2005
Improvement in company logistics	0.5	ADEME	2005
Rail freight		Ministry of Transport	Gains after 2010: 0.7 Mt
Hight speed train network		Ministry of Transport	Gain after 2010: 0.6 Mt
Maritime Highways	0.2	Ministry of Transport	2006
Air transport	0.5	Ministry of Transport	2007
Reminder: Air conditioning			
Total sustainable transport	16.3		

Speed Management and climate change



relationship between speed enforcement and CO2 reduction (Anable et al., 2006)

What can be done???

While traditional measures are costly and are taken at the highest decision level (example: installing speed cameras), many **actions have a low cost and can be implemented at the local level or voluntarily by Citizens / private companies etc.** It is this sort of action that students should focus on.

.....some examples:

The internet!



I, pledge to reconsider my

DRIVING HABITS,

beginning this day, this hour; and to re-evaluate my "need" to race from place to place.

I pledge to observe the **SPEED LIMIT** on each and every neighborhood street as if it were my own; as if the people I love the most - my children, my spouse, my friends - live there.

I take this **PLEDGE** because I know that by improving my driving habits, I am making an important contribution to the safety of my community and providing a positive example for other drivers.

☐ While I'm behind the wheel, I will remember my pledge.

Take the Pledge to receive your official pledge certificate, receive vehicle safety updates and find out how to receive a free "Take the Pledge" sticker.

First Name

Email

I Pledge!

Bumper Stickers

- YOU TAILGATE, I SLOW DOWN. GOT IT?
- I DRIVE SLOWLY BUT I'M STILL AHEAD OF YOU!
- IF YOU CAN READ THIS: SLOW DOWN!



Community involvement



Education

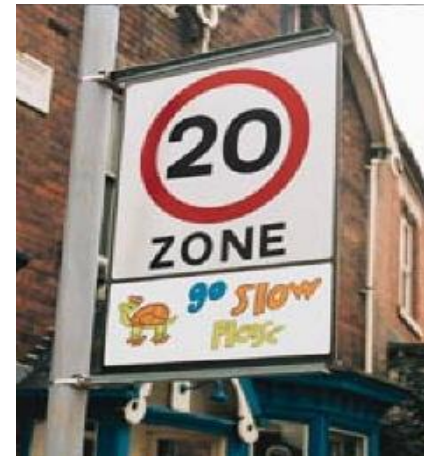


- Education campaigns (ongoing!)

Traffic calming / infrastructure



Fake police officer! Before/after evaluation demonstrates a 3 km/h average speed reduction on the spot (Czech Republic)



Vehicle technology: the cost of safety devices is going down

- Intervening ISA: 400 euros (source: TRL, U.K.)



- Advisory ISA: can be free!

(Example: tfl system for tom tom navigation devices)

www.tfl.gov.uk/isa

Danish solution!



Thanks for your attention!
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