Hellenic Road Safety Institute R.S.I. "Panos Mylonas"







Actions for Vulnerable, Elderly, Novice Drivers and Road Users in Europe AVENUE for Traffic Safety

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Main Issues

- Struggling with the Problem
- 2. Aiming at the Solution
- 3. Adopting Best Practices
- 4. Developing the Model
- 5. Implementing
- 6. Achieving Results
- 7. Next Steps

Our main priority: to change driver mentality and behaviour













The Problem

- Statistics (31.000 road users in EU, 1.3 million globally)
- Economic recession road safety fell back in agendas
- Road safety diversified
- Poor coordination
- Cultural and national differences
- Various socioeconomic conditions
- Lack of sensitized critical mass & proven effective standardized methodologies
- Wasting resources for developing what other organizations have already done instead of sharing and building on best practices
- Lacking knowledge and awareness











Aiming at the Solutions (1/2)

RSI used a different approach

In the short time of its existence, we

- Cooperated with professionals
- Searched in depth
- Travelled all around Europe
- Shared expertise
- Became member of councils & associations











Aiming at the Solutions (2/2)

We have identified

- Centers of excellence
- Chambers of innovation
- Best practices
- Visionaries
- Experience
- And some bad examples we have tried to avoid

We took into account

- European Commission strategy and goals
- The challenge to achieve high impact on society and growth









Adopting Best Practices

- Why not combine success stories we have seen, build on our own creativity and innovative potential in order to create something uniquely complete?
- Why not collaborate with value adding partners that share our vision?
- Apart from sharing significant know-how, the collaborative effort could achieve the critical mass and evaluation it needs to showcase its success (or failure)









The Partners' Consortium

- RSI, Greece
- RYD, Benelux
- TOP 25, Belgium
- Avenir Sante, France
- Factum, Austria
- Open Youth, Bulgaria
- ROF, Netherlands
- University of Patras, Greece
- ITS, Poland
- AESLEME, Spain
- Special Role
 - DVW, Germany
 - Icelandic Safety House, Iceland



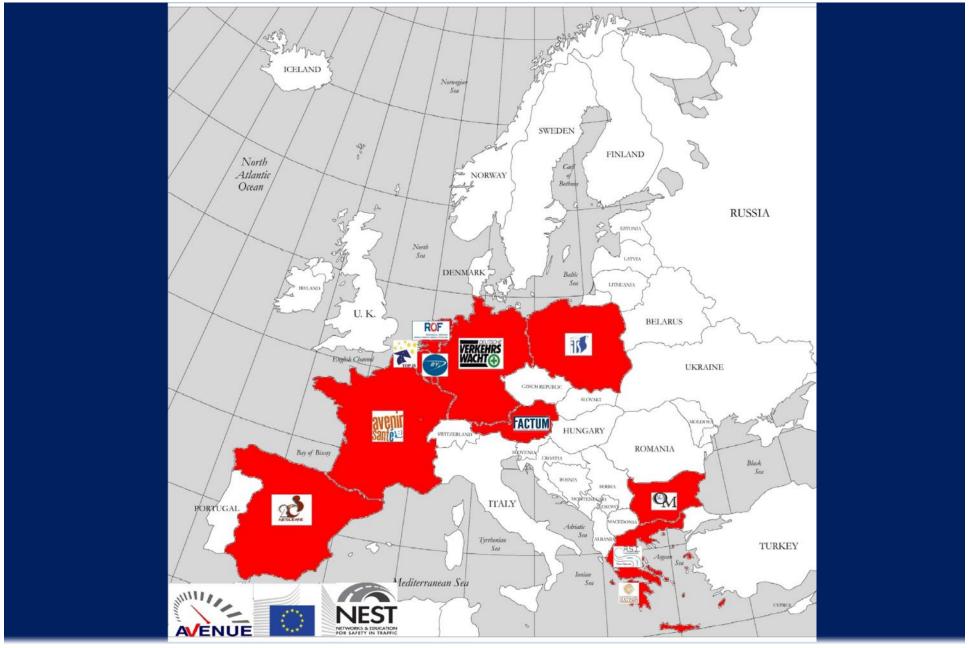






















Implementing

- Brought together a consortium of trusted organizations from all over Europe
- Followed best practices, reshaping them to meet the cultural background of each country
- Sourced and acquired the appropriate equipment
- Reached road users through experiential learning
- Cooperated with Media and Communities to run campaigns
- Evaluated all actions
- Put pressure on Policy Makers (nationally and internationally)











The Obstacles

- **Economic Recession**
- Project was written in the pre-recession era and was executed during the recession
- EC co-financing was only 33%
- The rest would be covered from private sponsorship and own resources
- Level of private funding significantly dropped during the crisis especially for the Southern Europe partners







Overcoming difficulties

- **Proactivity**
- **Determination & Commitment**
- Attraction of new partners, alliances developed
- Increase of volunteer participation
- Despite a slow start because resources were dedicated towards sourcing funding, the project quickly picked up and overachieved its objectives

In times of recession we feel we have grown stronger through this challenge











Developing the Model

NESTs: the core of an educational puzzle:

- ✓ Always space for more pieces (modules) to be added
- ✓ Always offering a clear picture of the work being carried out
- Educational equipment
- Experiential learning
- Educational modules
- Campaigns
- Volunteers
- Road Safety experts
- Unique Road Safety Ecosystem creation
- Adapted to local conditions and available resources











The Model

- European NEST where all partners & citizens can be connected
- National NEST the "heart" of interaction
- Mobile NEST enabling presence and support
- Local NEST to serve regional needs













































The Operation

- Based on national resources and complementing existing • structures with project know-how
- Aiming to develop sustainable structures and services (low project funding made this a necessity)
- Exchange of ideas, best practices, vision •
- Special attention to evaluation of actions and models





















































































































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Results

- Results have been outstanding individually for partners and as a whole reflecting:
 - The validity of the concept
 - The quality of the consortium

• NUMBER OF PEOPLE IN TOTAL TRAINED/ADRESSED

Direct Activities	1.462.492
Indirect Activities	5.221.500

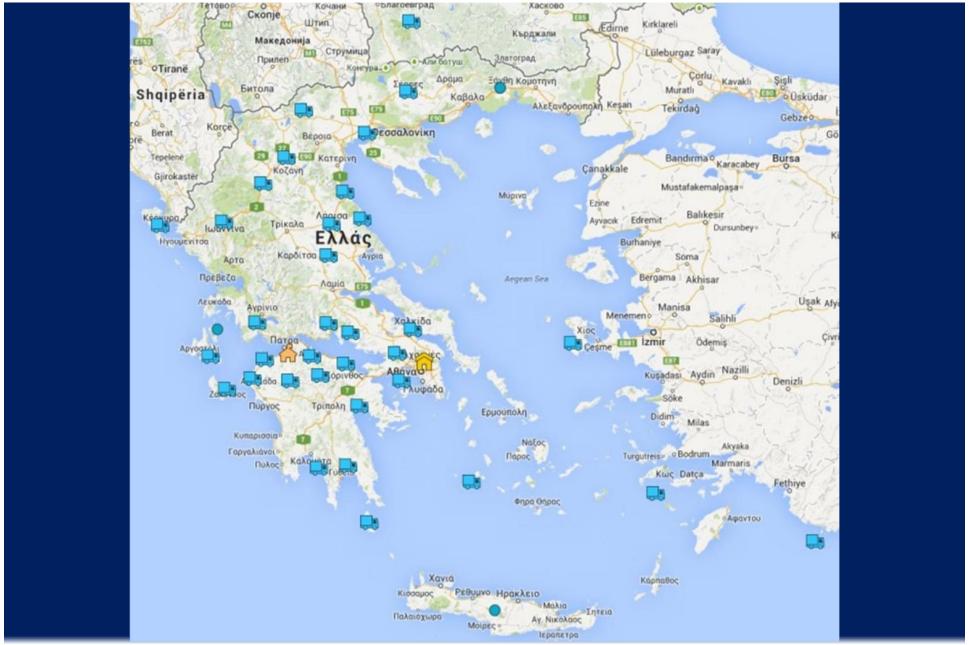






















Examples

- Scouting for Global road safety. Workshops based on NESTs in:
 - ✓ 22nd World Scout Jamboree (Sweden, 2011)
 - ✓ 2nd UN Global Road Safety Week (Switzerland, 2013)
 - √ 14th World Scout MOOT (Canada, 2013)
- AESLEME It can happen to you
- **ROF local NEST in Drachten**
- RSI Open Youth collaboration
- RYD YouTube video
- **AVENIR Santé actions**











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AVENUE applications during the UN Global Road Safety Week































































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AVENUE was also present during the Road Safety FlashMob

















































Next Steps in Progress (1/2)

The model has been developed

- Packaged module based material, easy to disseminate and replicate
- Evaluation of individual actions as well as the NEST model as a whole
- Policy makers around the world have seen and have been attracted for adopting the NESTs as best practice











Next Steps in Progress (2/2)

NEST model expansion

- Project partners already aiming to expand activity though experience and
- •RSI in the near future aims at creating a complete NESTS installation in Northern Greece as well as in FYROM.
- •Involvement of more in the NEST model NGOs associated with road safety
- Promote the NEST model for other social aims (e.g. health and education)
- •Improve NEST by updating and adding new educational modules

RSI has won a TOYOTA Fund for Europe Grant for developing a new experiential learning module for the NEST











Hoping...the Future is Here

AVENUE NEST: from Local to Global

- Metropolitan Road Safety Committee of Attica Prefecture officially announced the adoption of the AVENUE NEST along with new drivers' license training and their interest to expand in regions
- •RSI AVENUE Road Safety Information Center in Athens
- •ISO 39001 Road Traffic Safety Management System opens up new horizons for adoption and expansion - addressing employers and employees in the public and corporate business sectors
- •Showcase/exhibit our experience in the 1st World Scout Education Congress
- Presenting our model in the UN Transport Committee in India (RSI) has a UN ECOSOC Consultative Status)













Thank you to all those who Believe and Act









