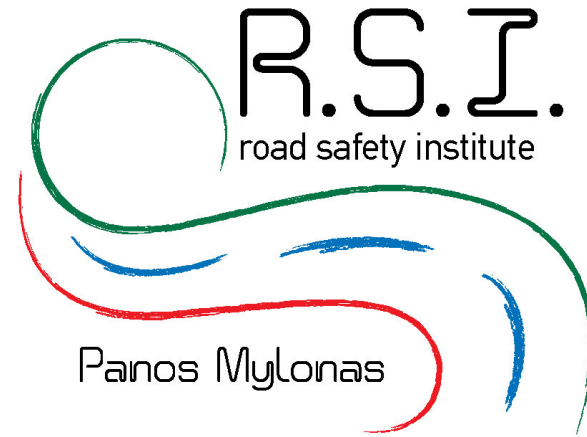


Hellenic Research and Educational Institute for the Road Safety
and the Prevention & Reduction of Traffic Accidents “Panos Mylonas”



Reaching Vision Zero: The Role of Civil Society

Vassiliki Danelli – Mylona

President of BoD

Road Safety Institute (RSI) “Panos Mylonas”

*Webinar “Extraordinary women taking extraordinary
action toward Vision Zero” 16.11.2021*

Who we are

Hellenic Research and Educational Institute “Panos Mylonas” for the Road Safety and the Prevention and Reduction of Traffic Accidents.

Established on May 12th 2005 after the tragic loss of Panos Mylonas, a 22 year old University student of Mechanical and Aeronautical Engineering and WRC accredited journalist.

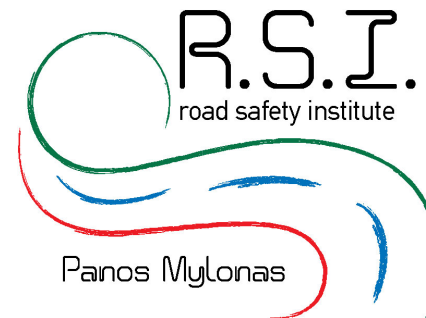
Our Vision

"a world without road crashes"

Our Mission

To increase Society's awareness for traffic safety culture and safe behavior of road users

To support the Government and stakeholders to act for the prevention of traffic crashes



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Who we are

Our Strategic Pillars & Activity Areas

- 1. General Policy on Road Safety**
Cooperation with stakeholders, systematic registration, data analysis and evaluation of road safety measures
- 2. Road Users' behaviour**
Education & information to improve driver law compliance, better protection of the vulnerable, campaigning nationwide
- 3. Infrastructure**
Implementation of international best practices and treatment of high risk sites

- Make Traffic Safety a priority at all levels
- Promote Traffic Safety Culture

RSI "Panos Mylonas" Team Expertise

Combines technological background with Human Sciences:



Road Safety in Greece 2010 - 2020

The only country in EU achieving its target of halving road fatalities in 2020 compared to 2010.



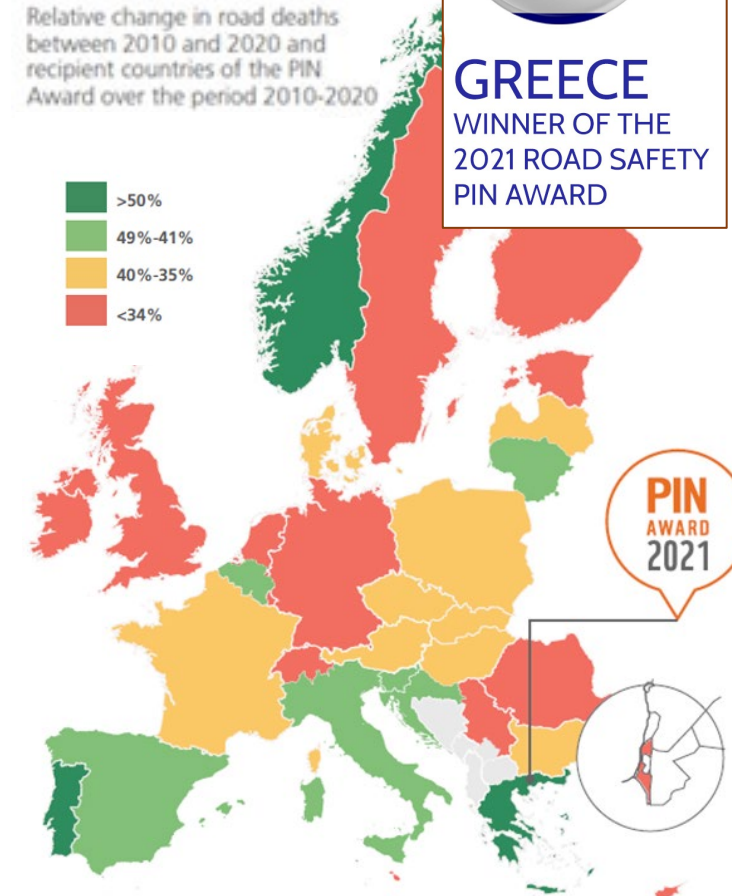
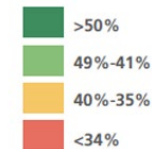
(ELSTAT, NTUA)

1. Road fatalities were decreased by **54%**
2. Serious injuries were reduced by **72%**
3. The rate fatalities per vehicles was decreased by **56%**
4. Injury road incidents were reduced by **39%**



GREECE
WINNER OF THE
2021 ROAD SAFETY
PIN AWARD

Relative change in road deaths between 2010 and 2020 and recipient countries of the PIN Award over the period 2010-2020



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2nd Decade of Action for Road Safety 2021-2030

DECADE OF ACTION FOR ROAD SAFETY
2021-2030

TARGET

reduce road traffic
deaths & injuries

BY AT LEAST 50%

DECADE OF ACTION FOR ROAD SAFETY
2021-2030

GLOBAL PLAN

DECADE OF ACTION FOR ROAD SAFETY
2021-2030

GLOBAL PLAN

DECADE OF ACTION FOR ROAD SAFETY
2021-2030

Calls for action on:

- Multimodal transport & land-use planning
- Safe road infrastructure
- Safe vehicles
- Safe road use
- Post-crash response



GREECE:

2020 Road traffic deaths: **579**

2020 Road traffic injuries: **10.617**



289 deaths

5.308 injuries

By 2030



0 deaths

0 injuries

By 2050



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The role of Civil Society

“Road Safety is a shared responsibility”

The role and influence of civil society among other non governmental sectors (e.g. private sector, academia) can be important in the implementation of a road safety action plan by:

- 1. Keeping road safety on the government agenda**
- 2. Uniting stakeholders with a common goal**
- 3. Be an important source of road safety information for the community and governments**
- 4. Help ensure government accountability by empowering communities on road safety issues and ensuring good governance**
- 5. Help push for the achievement of the road safety related SDGs**

(Global Action Plan,2021)



1. Keeping road safety on the government agenda

Frequent Presence in the Greek Parliament

- At the Special Permanent Committee for Road Safety
- At relevant committees presenting RSI views on upcoming legislation bills (Driver licensing, Traffic code update etc.)

Advocating for road safety

- For the Introduction of Traffic Safety and Mobility Education in Greek Schools
- “Streets for Life Campaign” for the adoption of 30 km/h in residential areas

Open letter on COVID-19 Pandemic & Road Safety

pointing out the importance of ensuring Traffic Safety Education and establishing a safety-minded culture in Greece that will be useful in the fight against the virus as well as for the pandemic of road crashes.



Αγαπητοί Φίλοι,

Είμαι η Βασιλική Δανέλλι-Μυλωνά (Vassiliki Danelli), η Πρόεδρος του Ινστιτούτου Οδικής Ασφάλειας (Ι.Ο.ΑΣ.) «Πάνος Μυλωνάς». Κάποιοι με



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2. Uniting stakeholders with a common goal



“Roads to the Future” Alliance for the safety and civilization on the roads

Bringing together private companies to support specific road safety initiatives:

Child & Road Safety

Safe driving and mobile phones

Drink Driving

Youth & Road Safety

Eco driving

Tires and Safety

Health and Safe Driving



European Road Safety Charter

RSI has been a National Relay of the ERSCharter since 2007. During 2016-2020 has been the coordinator for a cluster of 7 European Countries (Bulgaria, Cyprus, Estonia, Greece, Finland, Latvia, Malta).



Δρόμοι στο Μέλλον
Συμμαχία για την ασφάλεια και τον πολιτισμό στο δρόμο

ΜΙΑ ΠΡΩΤΟΒΟΥΛΙΑ ΤΟΥ Ι.Ο.Α.Σ.



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3. Be an important source of road safety information (2/3)

- Inform about safety risks
 - Provide useful knowledge & Skills
 - Change attitudes & behaviours
- Promote Traffic Safety Culture*



Traffic Safety & Mobility Education
In numbers:

250.000 Students

5.500 Teachers

13.500 Employees

20.000 Scouts

More than 243 citizens per day

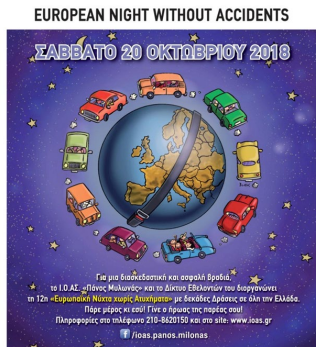


3. Be an important source of road safety information (3/3)

150 Awareness & Informative Campaigns

EUROPEAN NIGHT WITHOUT ACCIDENTS

(2006-today) [Video](#)



2,500 People involved
1,776 Alco tests
34 cities 40 Night clubs
1,000,000 message recipients
Each year...

Drink Driving

"Everyone is having fun, one is not drinking.... the designated driver"

1st Flash Mob on Road Safety

(2014) [Video](#)



100 Volunteers
60 professional dancers
Uploaded & promoted at the EC Portal

Road Crashes

"STOP Road Crashes"

#SLOW DOWN Campaign

(2017) [Video](#)



Over 200K people reached on social media channels
3M people on TV broadcast

At the occasion of the 4th UN Global Road Safety Week

Speeding

"Slow Down – Save Lives"

#35000LIVES Campaign in Greece & Cyprus

(2018) [Video](#)



Over 200K people reached on social media channels
3M people on TV broadcast

Speeding, Helmet & Distraction

FIA #3500LIVES

Rear Seatbelt Video Campaign

(2019) [Video](#)



Over 500K People Reached on Social Media channels
3M people on TV broadcast

Seat belt Use

"ALWAYS Buckle up, in the front and in the back. Don't let your body become a lethal weapon"

4. Ensure government accountability 1/2

Empowering communities on road safety issues



Panhellenic Road Safety Weeks **Regional Road Safety Weeks**

Engaging Local authorities, public bodies and all kinds of entities for the promotion of road safety



Supporting Municipalities

On School trainings, Infrastructure improvements, Sustainable Mobility issues

Informing Municipalities & Regional Unions

*Central Union of Municipalities of Greece (KEDE)
Association of Greek Regions*

3.500 Volunteers

*Activating Citizens
and Local Communities through*

Nights Without Accidents

Clean Up Safety Days

Blood Donations

Pit-Stops for Road Safety

4. Ensure government accountability 2/2

Ensuring good governance

Memoranda of cooperation with Ministries

Ministry of Civil Protection

Ministry of Justice

Consultation to Ministries

Ministry of Education on Traffic Safety and Mobility Education issues

Ministry of Transport

Support Enforcement:

Radar and breathalyzers donations to Traffic Police

Traffic Policeman Award



5. Push for the achievement of the road safety related SDGs

Promoting SDGs since the very beginning...

RSI has been the official MY World partner to promote the **MY World 2015** Campaign - with a particular focus on “Better transport and Roads” – as well as associated Millennium Development Goals (MDG), later Sustainable Development Goals (SDG)

Participants: 8,500 citizens of Greece & neighboring countries

Key Results: Top priority “better transport and roads” -4,664 votes,

“A good education” -4,662 votes, / “Better healthcare” -4,354.

RSI Strategy as well as Educational Programmes support the promotion of the UN Sustainable Development Goals 3.6 and 11 as well as all the relevant Goals that interlink with Road Safety.



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Always Keeping in mind and heart that:

1 Everyone has the right to use roads and streets without threats to life or health.

2 Everyone has the right to safe and sustainable mobility: safety and sustainability in road transport should complement each other.

3 Everyone has the right to information about safety problems and the level of safety of any component, product, action or service within the road transport system.

4 Everyone has the right to use the road transport system without unintentionally imposing any threats to life or health on others.

5 Everyone has the right to expect systematic and continuous improvement in safety: any stakeholder within the road transport system has the obligation to undertake corrective actions following the detection of any safety hazard that can be reduced or removed

The Tylösand Declaration of citizen's right to road traffic safety, Sweden, 2007



16 Years of Action & Commitment to Road Safety



Thank You for Sharing & Caring!

✉ vdanelli@gmail.com | [f /ioas.panos.milonas](https://www.facebook.com/ioas.panos.milonas) | [📷 ioas_rsi](https://www.instagram.com/ioas_rsi) | [🐦 /RSIPanosMylonas](https://www.twitter.com/RSIPanosMylonas) | [📺 /ioaspanos](https://www.youtube.com/channel/UCioaspanos)



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