



National Technical University of Athens
Road Safety Observatory

www.nrso.ntua.gr



Workshop:

**Digitalisation
and Road Safety
Research**

Friday
17
May
2019
at 14:00

**FIFTH UNITED NATIONS GLOBAL ROAD
SAFETY WEEK**

6-12 May 2019



Save Lives

#SpeakUp

Actions to improve drivers' safety behavior – SafeBehave –

Panagiotis Papantoniou

PhD, Civil-Transportation Engineer, Research Associate

Together with:
George Yannis

The SafeBehave Initiative

➤ Overview

- Research projects that deal with **campaigns** focusing on driver behaviour and road safety

➤ Scope

- To **engage the community** and assist change unsafe traffic behaviour

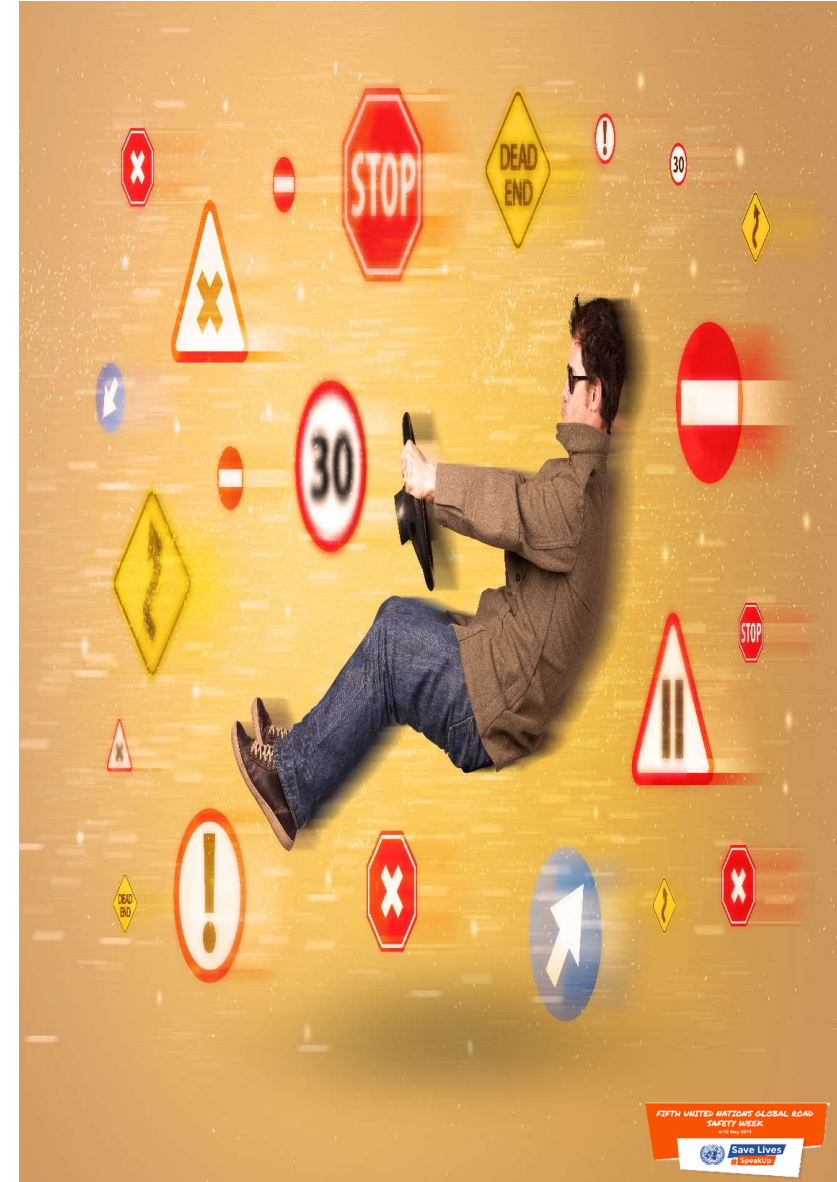
➤ Projects

- Scientific support for actions to improve drivers' safety behaviour in Greece
- EU Road Safety Exchange



Background

- **Road safety campaigns** consist of purposeful attempts to inform, persuade, and motivate a population to change its behaviour to improve road safety, using organised communications
- It is difficult to isolate the **effect** of the campaign component from the effects of the measures the campaign is combined with
- Between a huge number of road safety campaigns, only a fraction of such campaigns are formally and **thoroughly evaluated**
- Campaigns should focus on the **key safety risk factors** (speed, drink-and-drive, distraction, seat belt and helmet use)



Driving behaviour

- **Human factors** are the basic causes in 65-95% of road accidents
- Human factors involve a large number of specific factors that may be considered as accident causes, including:
 - Driver **injudicious action** (speeding, traffic violations etc.)
 - **Driver error** or reaction (loss of control, failure to keep safe distances, sudden braking etc.)
 - Behaviour or **inexperience** (aggressive driving, nervousness, uncertainty etc.)
 - **Driver distraction** (mobile phone use, conversation with passenger etc.)
 - **Driver impairment** (cerebral diseases, alcohol, fatigue etc.)



Interamerican project (1/2)

➤ Title

- Scientific support for actions to improve drivers' safety behaviour in Greece

➤ Project partners

- **National Technical University of Athens**,
Department of Transportation Planning and Engineering
www.nrso.ntua.gr
- **Interamerican** Insurance Company
www.interamerican.gr

➤ Duration of the project

- 24 months (January 2018 – December 2019)



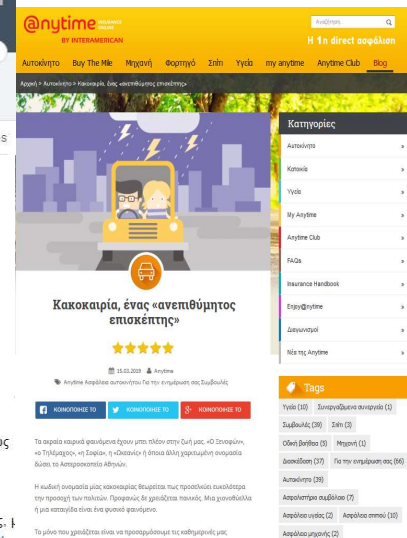
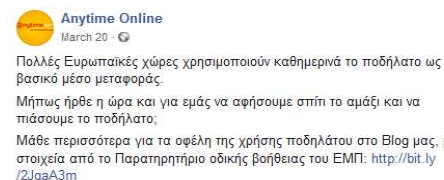
Interamerican project (2/2)

➤ Objective

- Improve the behaviour of Greek drivers through targeted road safety campaigns

➤ Methodology

- Collection and processing of **Road Safety Data**
- Identify **Priority Risk Factors**
- Development of **Recommendations/Measures**
- **Dissemination** actions
 - Press releases
 - Posts in social media
 - Articles in blog
 - Workshop



Exchange project

➤ Title

- The EU Road Safety Exchange

➤ Project partners

- European Transport Safety Council (ETSC) (etsc.eu) for the European Commission DG Move
- National Technical University of Athens, Department of Transportation Planning and Engineering to support activities for Greece

➤ Duration of the project

- 36 months (January 2019 – December 2021)



Exchange project

➤ Objective

- Support improved institutional capacity and exchange of knowledge and best practice on road safety topics between EU Member States

➤ Methodology

- A series of twinning activities whereby leading EU road safety professionals exchange effective road safety strategies and policies
- Activities include:
 - Thematic workshops
 - Webinars
 - Study visits
 - A best practice seminar



EU ROAD SAFETY EXCHANGE

PARTNERSHIP \ INNOVATION \ IMPACT

Social Impact / Future Challenges

- **Road Safety campaigns** shall support in arguing for and introducing measures that lead to rapid and tangible road safety benefits, as well as engaging in long term structural improvements
- **Formal evaluation** of road safety campaigns is necessary in order to quantify the effect and the effectiveness of the action
- The ultimate goal is the development of **Road Safety Culture** through:
 - Enforcement
 - Education
 - Training
 - Redesign of road infrastructure
 - Effective technology





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