



INTRODUCTORY NOTE on the PROJECT

The EU has launched a new project for road and traffic safety

The EU funded Roadway safety Education and Campaigning project has started. Within the project, training programmes and an awareness campaign will be developed targeting different age groups of people with the aim of creating a positive change in behavior for road safety.

The project aims to create social consciousness on the factors threatening road safety to generate the change of behaviour, via various training programmes for different segments of target groups and the awareness campaign.

Accordingly, target groups will be informed on the major factors causing road accidents, like excess speed, impaired driving under the influence of alcohol, safety-belt; and within the campaign, messages addressing these factors will be given to the community.

Training programmes

Within the project, several training programs will be delivered for different segments of the society to contribute to the solution of road safety problem. These programmes are developed with the support of Turkish and British road safety and communication experts.

Primarily young drivers, driving schools techers and licensing inspectors, traffic control units, professional drivers, elementary and high school students and university students will be trained. Turkcell traffic education park of Road and Traffic Accidents Prevention Association will be utilised for this purpose.

Besides, for the media representatives a training and information sharing workshop will be organised for the process of informing the society on related topics.

Sustainability is important

Sustainability is regarded as a very key issue for the project. Via the capacity building activities for and exchange of information and experiences among the stakeholders, a sustainable local capacity for implementing effective road safety training and campaign activities, is being developed. All organisations and individuals regarding road safety as a concern, is becoming a part of change and solution. With this scope, the EU funded Road Safety Education and Campaigning project adopts a training and communication approach that focuses on change of human behaviour.



This project is funded by the European Union,
and implemented by Piri Group consortium.





Awareness Campaign:

Objective is to generate change of behaviour...

An extensive communication platform is deeply important for changing attitudes and behavior in a positive manner to ensure road safety. The communication activities, being an important pillar of the project, aim to increase public awareness on the problem of road safety.

The campaign activities will involve informing the society on the factors causing traffic accidents and measures to be taken to reduce these accidents

Excess speed, impaired driving under the influence of alcohol, violating the rights of way, recklessness, violating the rule of using seat-belts and psychological factors will be among the priorities to be highlighted in the messages of the campaign and training programmes.

European Union and Road Safety

An average of 1 million 300 thousand traffic accidents take place in European Union (EU) throughout a year, where 40 thousand people die and 1 million 700 thousand people get injured. Direct and indirect economic losses are estimated to be around 160 million Euros (2 per cent of EU Gross National Product).

EU Commission, in the White Pages of the European Transport Policy, expressed the objective as "reducing the fatality rates in road accidents by 50% by 2010 in the European Union". All EU Member States are facing similar road safety problems:

"Excessive speed, impaired driving, disuse of seat-belt, inadequate protection systems in vehicles, black spots leading to accidents, non-compliance in driving and rest times as well as scarce opinions."

Contact Details:

ROADWAY SAFETY & EDUCATION CAMPAIGNING

Osman Paşa Caddesi Mirata Apt. 1/4 Köşklüçiftlik NICOSIA

Phone : +90 392 227 90 58

Fax : +90 392 227 93 41

GSM : +90 542 853 91 72

roadway@pirigroup.com



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