



# “Road 25” Seminar Proceedings European Seminar on Young People and Road Safety

*January 25<sup>th</sup> & 26<sup>th</sup>, 2007*

Under the High Patronage of Jean-Louis DEBRE,  
President of the National Assembly



Éducation et culture

Jeunesse





In Europe, road insecurity is the leading cause of death in those aged 18 to 25.

From this realisation, a powerful idea has arisen: **to contribute to defining a European road safety policy for young people.**

Toward this end, on Thursday and Friday 25 and 26 January 2007, the association Voiture & co organised a seminar at the National Assembly, attended by thirteen road safety organisations representing twelve European countries.

**The objectives: to define three action proposals and initiate a dynamic of sharing know-how and practices between associations.**

**Mandated by the European Commission, Voiture & co took part in the first Road Safety Week held by the United Nations in Geneva (23-29 April 2007) and European Road Safety Day in Brussels, on 27 April 2007. On both occasions, Voiture & co put three proposals for action before the World Health Organisation and the European Commission.**

*Voiture & co wishes to thank the European Commission – The Directorate General on Transport and Energy, the European programme Youth in Action, the French Ministry of Transport's Road Safety and Traffic Department, the President of the National Assembly Jean-Louis Debré and Member of Parliament Hervé Mariton for their support and involvement, along with all of the speakers and participants over these two days of work.*



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## I. Overview of the Road 25 Seminar, January 2007

### 1.1/ Seminar Overview

In Europe, road insecurity is one of the major causes of death amongst 18 -25 year olds.

However, so far, there is no common policy regarding road safety targeted specifically at young adults. Each country in the European Union (EU) focuses, within its own territory, on reducing the number of people killed on its roads. As a consequence, while the EU is expanding to 27 countries and young adults between 18 and 25 years old tend to move around more and more, innovative initiatives too often are restrained within confined national territories.

That is why the association Voiture & co organised the Road 25 seminar gathering 13 organisations expert in road safety and representing 12 European countries. This seminar took place on Thursday 25 and Friday 26 January, at the French National Assembly.

**Aims: make 3 action proposals and begin exchanging know-how and best practice between organizations.**

This seminar follows a meeting organized by the association Voiture & co in October 2004, during which 19 French organisations worked together towards making 6 proposals in the field of road safety and young adults. These proposals had been submitted to the participating associations during the seminar.

Following the January 2007 seminar, participating associations will be invited to join a co-operative network dedicated to young adults and road safety, called "Route 25". The aim: contributing to the definition of a European policy regarding young adults and road safety.



## 1.2/ Route 25 Project Overview

The French association Voiture & co is currently working on a project for a European seminar and implementation of a collective of European representatives of road safety, entitled " **Route 25** ". **The Route 25 seminar is one of its most important components.**

The "Route 25" project is designed to promote the definition of a common policy for road safety for 18 - 25 year olds in Europe and to initiate an approach that involves the pooling of background experience and know-how between associative actors engaged in road safety for young people.

Its aim is to participate in lowering the number of young people killed on the roads in Europe, whilst contributing to changing certain types of behaviour and portrayals of young Europeans associated to motor vehicles.

### o **Main Objectives of the Road 25 Project:**

#### **1. To contribute to defining a Community road safety policy for 18 - 25 year olds in Europe.**

- Set three action proposals before the European Commission, possibly leading to projects for European guidelines in the field of Road Safety for 18 - 25 year olds
- Follow up action taken by the European and National Institutions concerning the three proposals

#### **2. To foster an approach based on exchange between European association players**

- Organise an annual European seminar
- Put together a collective of road safety associations called "ROUTE 25"
- Ensure a lasting future for the " ROUTE 25 " collective
- Establish a set of best European practices and a database of European actors involved in road safety among young people.

#### **3. Promote "responsible" messages and positive attitudes**

- Organise a European publicity campaign to fight reckless driving (cannabis, speed...)



- Organise European events intended to change the positive representations associated with the intake of psychotropic substances at the wheel, called "Clean parties".

#### 4. Involve young people in the implementation of road safety actions aimed towards their peers

- Develop actions common to the members of the "ROUTE 25" collective, independent from the three action proposals.
- Implement a methodological assistance programme to developing road safety projects for young Europeans

### 1.3/ Seminar: Guidelines

#### ➤ Seminar Objectives

- Initiate an exchange of know-how and best practices between European road safety and young adults stakeholders
- Enable a better understanding of the European road safety challenges by young adults.
- Define, within the European framework, 3 action proposals.

#### ➤ Guiding Principles

**Day One (Thursday 25 January 2007)** was dedicated primarily to introductions and informal exchange. Each participating association had 5 minutes to introduce itself to the audience on Thursday morning. The associations were asked to detail their goals and main activities.

In the afternoon, European road safety experts outlined and elaborated on the main issues in road safety. The goal: to bring the participants to the same level of information regarding the concepts to be discussed in the workshops on Day Two.

**Day Two (Friday 26 January)**, participants were invited to join in one of three workshops.

- *Workshop 1:* Gaining the Skills to Drive an Automobile and Secure a Driving License.
- *Workshop 2:* Communication and Road Safety.
- *Workshop 3:* Reckless Driving.



At the end of the workshop, each group came up with a proposal.

In order to facilitate exchanges during the workshop, participants were provided with the following tools:

- A presentation of the 6 proposals made at the October 2004 meeting.
- Supporting documents

The first hour of the workshops was focused on sharing experiences on the workshop's theme.

Each workshop then presented its outcome, on Friday afternoon. This session was open to the public. Public, institutional and private stakeholders in road safety were also invited to join.

## 1.4/ Schedule

### 25 January. French Parliament (Paris, France)

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*8:45*

Breakfast at "Brasserie le Bourbon" restaurant, 1 place du palais Bourbon, Paris

*9:30*

Welcome by Mr Bu, President of the Voiture & co association

*10:00*

Seminar opening by **Mrs Petit, Director of the French Road Safety Unit**

*10:45 – 12:30*

**Plenary session:** Introductions by Presenting Associations

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*12:30 – 14:00*

Lunch

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*14:30 – 17:30*

Conference - Debates on Road Safety in Europe:

- ✓ Road safety for "young people": the major European trends, **delivered by Mr Repussard, DG TREN, European Commission**



- ✓ Acquisition of car driving skills in Europe, **delivered by Mr Bartl, Institut Gute Fahrt**
- ✓ Young Drivers: The Road to Safety, **delivered by Mr Stacey, OECD/ECMT**
- ✓ *Les prises de risque des jeunes*, **delivered by Mr Assailly, INRETS**
- ✓ *Sécurité routière: communication auprès des jeunes*, **delivered by Mr Kohler, Lowe Strateus media company**

17:45 – 18:30

Presentation of the YouthPass, **by Mr Baccala, INJEP**

18:45

Day I Conclusion, by Mr Badina, Vice-President of Voiture & co

## **26 January. French Parliament (Paris, France)**

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9:00

Participant Arrival

9:15

Workshop Opening, by Mr Repussard, European Commission, DG TREN, European Commission

9:30 – 13:30

Workshops

- ✓ Gaining the Skills to Drive an Automobile and Secure a Driving License. Report: Mr Schulte, German Road Safety Council
- ✓ Communication and Road Safety for 18 - 25 year olds. Report: Mr Oziol, Direction Départementale de l'Équipement 77
- ✓ Reckless Driving. Report: Mr Charlois, FFSU

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13:30 – 15:00

Lunch

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15:30 – 16:30

Plenary Session: Summary of Workshop Results

- ✓ Presentation of the three action proposals

17:00

Seminar Closing, by Mr Chiris, Project Officer, European Youth Programme



## 1.5/ Seminar Participants

- RoadPeace (UK), represented by Agnes Saudrais-Hough.
- Responsible Young Drivers (Belgium), represented by Johan Chiers, Jérôme Ramacker, Céline Danhier and Joni Lavaert.
- Responsible Young Drivers (Luxemburg), represented by Stephan Collard
- Responsible Young Drivers (Holland), represented by Axel Druant
- AESLEME (Spain), represented by Mar Cogollos and Jesus Alonso Trigueros
- CIECA (International), represented by Nick Senders
- European Transport Safety Council (Europe), represented by Graziella Jost
- Unge Trafikdraebte (Denmark), represented by Kirsten Kristensen
- K-learning (Denmark), represented by Borge Jensen
- NTF (Sweden), represented by Nina Jokihalme and Christine Johansson
- ZAS (Slovakia), represented by Andrej Buday and Andrej Buday Junior
- Gare (Portugal), by Magda Romero Jubilot and Pedro Sobral Camelo
- European Federation of Road Traffic Victims (UK), represented by Brigitta Chaudry
- Voiture & co (France), represented by Florence Gilbert, Céline Rancoule, Roxane Colin, Coralie de Laquintane, Anne Delhomme, Caroline Speirs and Jérôme Narcy



## 1.6/ Event Speakers and *Rapporteurs*

✓ **Jean-Paul REPUSSARD**, **Principal Administrator at the European Commission**, was trained as an engineer. A **member of the “Road Safety” Unit** for the past five years, he took part in drafting the European Action Plan adopted in 2003 and the mid-term report adopted in 2006. He is also in charge of several research projects and the institution of the European Road Safety Observatory. Prior to that, he was in charge of coordinating structural policy in the fisheries sector, and previously, in energy efficiency in the construction sector. Before joining the European Commission in 1983, he spent several years working for a major French road engineering firm.

✓ **Dr Gregor BARTL** has been a **psychologist and road safety researcher** since 1990. He has been **Managing director of Institut Gute Fahrt** (research and seminars) in Austria since 2003. His main publications include:

- EU-DAN Project (post-licensing measures in the EU)
- EU ANDREA Project (assessment of driver rehabilitation programmes)
- MERIT-Project (standards for driving instructors: see also website: [www.gutefahrt.at/merit](http://www.gutefahrt.at/merit) in English, French and German).

He provides coaching and training for driving instructors and leads a team of psychologists who moderate the group discussion session in Austria's multiphase driver training programme. He was one of the initiators of the multiphase driver system, which came into effect in Austria in 2003. Latest research: accident cause analysis and evaluation of the multiphase driver system and accompanied driving in Austria in 2006. Since 2007, he has been manager of the new EU-HERMES-project (coaching in driver training).

✓ **Colin STACEY** is an **Administrator in the Joint Transport Research Centre (JTRC) of the Organisation for Economic Co-operation and Development (OECD) and European Conference of Ministers of Transport (ECMT)**. He was the project manager for the JTRC project that resulted in the publication *Young Drivers: The Road to Safety*. This report is the product of over two years of effort by a group of international experts in the field, and focuses on the nature and causes of the problem of young driver risk, as well as international best practices where solutions are concerned.

Previously, Colin worked in a variety of positions in the Department of Transport of Canada.



✓ **Jean-Pascal ASSAILLY** psychologist and researcher at **INRETS (National Research Institute on Transport and Transport Safety)**

Following his development psychology thesis about how fears and anxiety evolve between childhood and the adolescent years, Jean-Pascal Assailly worked for 6 years for the Ministry of Social Affairs on the topic of transitions to adulthood in children placed in public foster care. The interest developed through this first experience in the long-term effects of childhood deficiencies and separations and the mechanisms of intergenerational behavioural transmission between parents and children has remained with him.

Since 1988, he has been part of INRETS, conducting a series of research projects to guide public and associative action in road safety, on the following topics: child pedestrians, the causes of their accidents and how to prevent them; child passenger and the causes of parental attitudes toward the use of restraint systems; teenage motorcycle riders; assessment of such factors as the impact of the Road Safety Certificate, or BSR; young drivers, the mechanisms behind their accidents, prevention and its effects; older drivers, the connections between their health problems and their difficulties with driving.

He has summarised and published his findings in two works, "*Les jeunes et le risque*", published by Vigot in 1992 and reissued in 1997 but currently out of print, and a book in the Que Sais-Je collection, "*La mortalité chez les jeunes*", printed by PUF in 2001. In it, he analyses how different types of violence (road, social) play out, by country, and the psychological causes for reckless behaviours: risk-taking and the psychological benefits that young people derive from putting themselves in danger, on the road and elsewhere; dysfunctional perception of hazards; the acceptance of risk (in particular for young car passenger, when they get into a car driven by someone under the influence of psychoactive substances)

He is currently working on the influences of the family environment on young people's attitudes and behaviours (the book "*La famille de tous les dangers*", to be published in 2007), the social acceptability of radars, and comparisons between European road safety measures and actions.



✓ **François KOHLER, Account Director, Lowe Stratéus**

A graduate of Institut des Etudes Politiques (Aix-en-Provence) and Institut Français de Presse, François began his career at the French National Institute for Statistics and Economic Studies (INSEE) where he held several positions.

Initially in charge of internal and external communication, he moved on to become press attaché and later Head of the Press Department. He joined Stratéus in 2000 as Director of Press Relations and Public Relations, after having been in charge of Corporate Communication at Vivendi Water. Since 2001, he handles the road safety budget including the coordination of the Agency's teams (above and below-the-line advertising).

✓ **Kay SCHULTE works for the German Road Safety Council**

*From 1988 to 1993 he was a self-employed traffic educator and driving instructor at Kay's Driving School. Since 1993, Kay SCHULTE has worked for the German Road Safety Council. He works in several fields of education:*

**1.** novice drivers and driver education

**2.** safe, environmentally-friendly and energy-saving driving training programs in real traffic situations.

Kay SCHULTE has also worked as manager on the second phase in Germany (manuals and training of the trainers) and on driver improvement courses ASF and ASP for drivers with non-alcohol violations (manuals and training of the trainers).

✓ **Gilles BACCALA, Youth and People's Education Counsellor at the National Institute for Youth and People's Education** of Marly-le-Roi (France), Training and Cooperation Project Officer in the National Agency for "Youth in Action" Programme.

Subject of the input: presenting YOUTHPASS, an experimental tool for recognising informal learning in the activities of the Youth in Action Programme, and offering seminar participants the opportunity to test this tool and receive an individual certificate.

✓ **Francis OZIOL, Director of Infrastructures for the Seine-et-Marne District**, Francis OZIOL is head engineer of bridges and roads.

He has held different responsibilities and positions at the Ministry of Infrastructures since 1972. In particular, he has been Deputy Director at the District Office for Infrastructure in Seine-et-Marne and District Director for Infrastructure in the Indre district. In 2002, he was appointed Under-



Director of Inter-Ministerial Action and Communication at the Road Safety and Traffic Department (DSCR), where he was responsible for all interministerial projects in progress, partnerships with associations and enterprises, follow-up and coordination for local initiatives and road safety communication (elaboration and implementation).

Since November 2005, he has been the Director of Infrastructure for the Seine-et-Marne District.

✓ **Thierry CHARLOIS, President and Founder of the association Techno Plus**, which works to lower the risks associated with drug use in party environments ([www.technoplus.org](http://www.technoplus.org)).

With a post-graduate degree (D.E.S.S) in Leading European Projects from the Université de Cergy, Thierry Charlois has been, since 2005, the coordinator of a prevention project for party environments jointly-steered by the City of Paris and Paris Prefecture of Police. Since 2003, he has also been coordinator of the European Forum on Drug policy, an informal exchange forum open to European network coordinators working in the field of drugs (<http://www.efdp.org>). From 2004 to 2007, Thierry Charlois worked as head of the "Democracy, Cities & Drugs" project, which was designed to promote local and integrated responses to the phenomenon of drugs. A project funded by the European Commission, championed by the European Forum for Urban Safety (300-city network) and representing an alliance of 9 European networks taking action in the field of drugs ([www.democitydrug.org](http://www.democitydrug.org)).

As a professional committed to risk reduction, Thierry Charlois has participated and steered a large number of projects on this theme:

- 2004: internationally coordinated the REZOLAT project, funded by the European Commission to develop risk reduction tied to the use of drugs in the Latin countries of Southern Europe.
- 2000-2003: coordinated the European network "Basics Network » (<http://www.basics-network.org>), which brings together European Community health associations from the "Tech" sector. Managed the Basics Network's "strategic" project, subsidised by the European Commission.
- 2003: Coordinated the "Conference for a European Drug Policy: Building up the Institutions/Civil Society Partnership", organised by European Parliament member Alima Boumediene (<http://cfedp.free.fr>).



## **II. Workshop Review**

**2.1/** Review of Workshop 1: Gaining skills for driving cars and securing a driving license

**The first workshop was coordinated by Voiture & co. The reporter of the workshop was Mr. Kay Schulte, from the German Road Safety Council.**

**The following organisations were represented in this workshop:**

- CIECA
- Institut Gute Fahrt
- Responsible Young Drivers
- Road Peace
- Voiture & co
- ZAS

Christian Machu, from the "*Education à la Conduite et à la sécurité routière*" office, at the French Road Safety Unit, participated in the workshop.

### **Review of the Workshop**

The workshop *rapporteur* was Gregor Schulte.

At the start of the workshop, Gregor Schulte introduced the working group members a series of films and activities developed by DVR in Germany.

Christian Machu, Head of the Education Office at the Department of Road Safety and Traffic – French Ministry of Infrastructure, Transport, Tourism and the Sea, then presented the French training system set out in the past few years: the educational continuum, which consists of information-providing, awareness-raising and education for young people during their school years, well before they are of age to test for their driving licence.

Then, each member of the workshop had an opportunity to present the actions developed by their structure with regard to theoretical and practical driver's education.

During the initial exchange, the following aspects were brought out:

- Disparities in the training systems offered across Europe.
- Disparities in the level of training programmes provided in Europe.
- Disparities in instructor training.
- Disparities in Europe as regards access to the driving licence.
- Disparities in Europe as regards the driving licence itself.



In line with the spirit of the seminar, which was intended to set out proposals not requiring new laws or directives, the workshop members did not dwell on the issue of harmonising, by directive, training in Europe.

### **Turning to New Technologies**

The debates focused on the possibility of investing civil society in educating (in or alongside the school system) young people, from pre-school to the university years and, to this end, the part that new technologies could play (driving simulators, e-learning, etc.) in this education.

### **Support for Young European Drivers**

Another angle was suggested by Road Peace: the possibility of tracking young drivers more closely during their first year of driving, for instance by developing a watch system, such as a black box that would monitor and record the speed of a vehicle during an accident. The technology is already in existence. Nonetheless, the members of the working group expressed reservations as to whether such a system could be made widespread without having to draft and ratify new laws.

### **Building Consensus**

The members of the workshop then focused on outlining what a common vision of driver's education and learning might be. They all agreed on the fact that learning to drive an automobile cannot be limited to controlling a vehicle alone. Consensus developed, then, within the workshop, based on the fact that automobile driving is also a matter of psychosocial attitudes. Nick Senders, from CIECA, and Gregor Bartl, representative of the Gute Fahrt Institute, consolidated this idea by presenting the GDE matrix. The matrix, born of European research carried out in the late-1990s, built up a conceptualisation of the main objectives in driver's education, by defining a prioritised analysis grid of the task of driving.

### **Teaching road safety to young Europeans from the earliest age.**

The workshop's members suggest mobilising civil society, education professionals, childhood professionals, and road and driver education professionals around the issue of education throughout childhood and the adolescent years, and psychosocial attitudes toward automobile driving.



The challenge is to foster the spread of the GDE matrix<sup>1</sup> throughout Europe to the said professionals so as to enable the emergence of an educational continuum. How? By using both political and media channels, as well as professional and associative ones.

### **Workshop Outcome: Action Proposal**

To promote skills of risk-awareness, attitudes, social values and self-assessment skills based on the "GDE-Matrix" to all people working in the road safety field

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<sup>1</sup> European Commission, *Driver training, testing and licensing, towards theory-based management of young drivers' injury risk in road traffic*, GADGET (Guarding Automobile Drivers through Guidance, Education and Technology), conclusions of working group 3, 1999.



## Goals for Driver Education: the GDE model

Hierarchical levels of behaviour (extent of generality)	Driver education curriculum		
	Knowledge and skills that the driver has to master	Risk-increasing factors that the driver must be aware of in order to avoid	Self-evaluation
Goals for life and skills for living	<p><b>Knowledge about / control over</b></p> <p>How general life goals and values, behavioural style, peer group norms etc. affect driving behaviour.</p>	<p><b>Knowledge about / control over</b></p> <p>Risks connected with life goals and values, behavioural style, social pressure, drug abuse, etc.</p>	<p><b>Awareness of personal tendencies</b></p> <p>Impulse control, motives, lifestyle, values, etc.</p>
Goals and context of driving (specific journey)	<p><b>Knowledge and skills regarding</b></p> <p>Factors relating to the journey (effects of journey goals, choice of environment, effects of social pressure, evaluation of restrictions, etc.).</p>	<p><b>Knowledge and skills regarding</b></p> <p>Risks connected with the journey goals, with the driving context, with social pressure, with the purpose of driving, etc.</p>	<p><b>Awareness of personal factors</b></p> <p>Personal planning skills, specific driving goals, motives for driving, etc.</p>
Mastering traffic situations (specific situation)	<p><b>General knowledge and skills regarding</b></p> <p>Rules, speed adjustment, safety margins, signalling, etc.</p>	<p><b>Knowledge and skills regarding</b></p> <p>Inappropriate speed, narrow safety margins, not obeying rules, difficult driving conditions, vulnerable road-users, etc.</p>	<p><b>Awareness of personal factors</b></p> <p>Skills, personal driving style, risk perception, etc. from the point of view of strengths and weaknesses.</p>
Vehicle manoeuvring (specific situation)	<p><b>Basic knowledge and skills regarding</b></p> <p>Manoeuvring, vehicle properties, vehicle grip.</p>	<p><b>Knowledge and skills regarding</b></p> <p>Manoeuvring, vehicle properties, vehicle grip.</p>	<p><b>Awareness of personal strengths and weaknesses</b></p> <p>Basic driving skills, controlling the vehicle in reckless situations, etc.</p>



European research towards the end of the 1990s assisted in the development of a set of principal objectives for driver education, by devising a hierarchical matrix, which analyses driving as an activity<sup>2</sup>:  
In view of this matrix of goals for driver education, it seems important to make note of the distinction between “training” and “driver education”. “Driver training involves effective transfer of skills with regard to controlling and manoeuvring the vehicle in order to obtain a driving licence. Driver education refers to a broader notion that encompasses driver training as well as theoretical knowledge with regard to traffic regulations, general concepts relating to road safety, aspects of attitude and behaviour, as well as general awareness, etc.

**More information about road training in Europe:** Download the “Road 25 Learning to drive in Europe resume”, written by Céline Mesquida, on our Website: [www.voitureandco.com](http://www.voitureandco.com)

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<sup>2</sup> “Table 2: goals of the driver education model” in *Young novice drivers, driver education and training, literature review*, University of Turku (Finland), ed. Swedish National Road and Transport Research Institute, 2003, pg 46.



## **Different European models for Licensing**

A classification system was established by Gregersen in 1999 in the framework of research on the GADGET<sup>3</sup> project, which allowed him to outline certain categories.

> The single-phase training system:

This system consists of a single phase of theoretical and practical training, which concludes with two exams and entitles the candidate to a full or probationary licence.

> The probationary licence system:

Candidates attend initial theoretical and hands-on training with a view to taking their driving tests. Once the candidate is issued a driving licence, a probationary period will follow. However long or short the period, its effect is that the licence is not permanent. The novice driver must prove his ability to drive safely on his own.

> The provisional licence system:

Candidates attend initial theoretical and practical training with a view to taking their driving tests. The driving licence, once issued, allows them to drive while accompanied over a given period. The provisional licence is traditionally a two-phase learning system, as the provisional period must necessarily include a second mandatory phase of practical and/or theoretical training. The full driving licence is issued subject to certain conditions at the end of the provisional period.

> The two-phase training system:

Following initial theoretical and practical training and once the candidate has passed his exams, he is issued a provisional or probationary licence. Following this probationary or provisional period, additional theoretical and/or practical training is required, although no further exams are necessary. The full licence is subsequently issued.

> The graduated driver licensing system:

This method is not applied in any of the EU countries, but it deserves mention since it is used in many of the US States, many Canadian Provinces, and in New Zealand and Australia. There are two phases of training with a probationary licence, but each phase of learning prior to being issued the full driving licence is subject to specific restrictions, which are gradually lifted. For example, it can involve a ban on driving during certain hours of the day, night or weekend or a ban on driving with passengers of a certain age, and so on. In fact, there can be any number of measures designed to respond to variables in the accident data for young drivers.



Single-phase training system		Two-phase training system		
Full licence	Probationary licence	Probationary licence	Provisional licence	Graduated licensing
Denmark	Germany Austria Belgium Spain France Greece Hungary Ireland Italy Latvia Lithuania The Netherlands Poland Portugal The Czech Republic The United Kingdom Slovakia Sweden	Finland	Luxembourg	



## 2.2/ Review of Workshop 2: Communication and Road Safety for 18 - 25 year olds.

The second workshop was coordinated by Voiture & co. The workshop rapporteur was Mr. Francis OZIOL, District Director for Infrastructure in Seine et Marne.

**The following organisations were represented in this workshop:**

- AESLEME
- ETSC
- GARE
- NTF
- Responsible Young Drivers
- Road Peace
- Voiture & co

### Review of the Workshop

At the start, participants went around the table so that the associations in attendance could present the initiatives they carry out in the field of communication. The Spanish association AESLEME, for instance, was able to present the large-scale communications system it deploys each year in Spain about preventing brain damage. AESLEME has also worked to put together a book about road safety, which was presented to the government, to positive response.

In Belgium, communication about young people is very much focused on BOB, a symbolic character that embodies a positive message about taking responsibility for one's alcohol intake and automobile driving. Its road safety campaigns have been carried forth to a very large extent by the media.

In Sweden, the association NTF develops peer-based educational programmes, in which young people address other young people. The campaign is supported by the government and a film, produced for the occasion, is broadcasted regularly. The film uses shock-communication. In Denmark, Unge Trafikdraebte works to organise discussion groups between young people and road safety players. The operations work well and the focus is now on the outcomes of the behaviours. Virtual communications tools are used for the debates.

In Portugal, the association GARE notes that communication to the mass media remains inadequate. The messages are focused, first and foremost, on seatbelt-wearing and the risks induced by alcohol intake. GARE institute peer-based operations and organises a "100% Cool"



Night once each year, designed to raise awareness in young people about the risks induced by product intake.

In England, communication takes place in a broader setting: a change in culture and road behaviour. A major press campaign takes place every year in August, in conjunction with the government, and press conferences are held in the schools.

In The Netherlands, the Responsible Young Drivers organise campaigns similar to those developed in Belgium, all the while taking into account the uniqueness of the culture there, very much structured around bicycle use. A variety of channels are used, including television, both national and local.

Communication via the Internet is used to a very large extent and has proven highly-effective, in terms of viewership.

### **Fostering “Responsibility-Imparting” Communication**

Once the participants introduce themselves, a brainstorming session is launched in order to identify, based on key words, as to the type of message it might be possible to convey at the European level.

Two key words stood out markedly in the debate: “shock communication” and “behavioural change”. A consensus emerged around fostering the spread of a message focused on the fact that everyone has a part to play in fighting road insecurity.

In addition to exercising control, through rules, and taking disciplinary action when violations occur, the road safety players emphasised the preponderant role that they must play in instituting prevention actions. Because accidents are not unavoidable and because the answer is in the users’ hands, communication must try to change behaviours, the main factor behind road accidents. How? By showing that driving rules are rooted in valid rationale and by calling upon individuals to take responsibility for their own actions. The associations present also highlight the fact that it is important to succeed in distinguishing themselves from institutional communication, so as to make their message easier to understand. This alternative communication could also showcase alternative means of transport, such as mass transit, which has the advantage of limiting the role of cars in young people’s mobility. Most important is to create a direct relationship with young people, and allow young people to address other young people. Other observations shared by the road safety players present: communication must continue to focus on the basics, and specifically on behaviours. In spite of the awareness-raising efforts already made, perceptions and mindsets are still lagging behind in this area.



### Getting the Messages Across

The associations wondered about how whether it would be possible to develop joint communications initiatives, for instance through SMS campaigns, specially-designed visuals, etc.

The creation of such initiatives raises the issue of national cultures and how messages are perceived. What works in Northern Europe will not necessarily work in the South, for certain cultural codes brought into play will be more difficult to perceive from country to country.

The participants in the working group contemplated the idea of sitting down to draft a charter including all of the initiatives and avenues for communication that can be developed everywhere across Europe, in that they take into account the specifics of local settings. Objective: to have the charter ratified by the European institutions. This idea raises a limitation: whether the initiative can be lasting. How can it be ascertained that the current dynamic will be carried forward?

The associations present agreed to organise regular meetings between associations. The meetings would make it possible to institute training about interpersonal communication (peer-based education) and plan the development of joint communications campaigns, year by year.

### **Workshop Outcome: Action Proposal**

To hold, each year, a European symposium dedicated to young people and road safety.



## 2.3/ Review of Workshop 3: Reckless Driving

The third workshop was coordinated by Voiture & co. The reporter of the workshop was Mr. Thierry Charlois, project manager "Democracy, Cities & Drugs" project, European Forum for Urban Safety.

The following organisations were represented in this workshop:

- ETSC
- GARE
- NTF
- Responsible Young Drivers
- Voiture & co

### Review of the Workshop

#### An Increase in Psychotropic Substance Intake

When the workshop starts, the group members present their experiences and expertise in the theme explored: risk behaviours in young people behind the wheel.

GARE, the Portuguese association specialised in implementing action in party and student environments, emphasised the trend in accident rates. Still very high during the first decade of the millennium, it has clearly decreased thanks to greater control on the part of the police forces and the institution of educational dialogue between young people and road safety players. The main focus of action, in road accidents, was: a lack of civic responsibility and the dramatic consequences they have on the road. Despite the progress achieved these past few years in terms of road safety, the association emphasises the difficulties that may arise in developing action toward young people's groups.

NTF, a Swedish NGO that also develops prevention initiatives in night-time settings, emphasises the fact that, in Sweden, young people are less-affected by deadly accidents due to reckless behaviours, at least when compared to the very telling reality of their European neighbours. The reason for this: the significant use of mass transit by young people, in full stead of personal vehicles. Mass transit runs in the city 24/7 and can thereby meet young people's night-time mobility needs. The efficient use of public transport as a means of night-time mobility does not, however, ensure full protection for those aged 18 to 25: NTF specifies that Sweden is experiencing an increase in drug intake in young drivers.



Likewise, the other participants in the workshop have noted a rise in psychotropic substance intake (alcohol, ecstasy, speed, etc.) combined with night-time sociability.

Europe is the continent posting the highest alcohol intake levels per person in the world.

32 000 young lives are lost every year, or one-fourth of the 127 000 deaths from trauma due to road accidents in the Region. Seventy-five per cent of the said young people are male. Moreover, some 2.5 million people end up in the hospital and 9 million go to the emergency room. This has devastating effects on the families and on productivity, and costs around 2% of gross national product. These statistics have been issued by the WHO's Regional Office for Europe in a new work, *Youth and Road Safety in Europe*, a WHO publication that was Europe's contribution to the Global Week on Road Safety.

Source: [www.euro.who.int](http://www.euro.who.int)

Once the introductions are completed, the workshop members wondered about the possibility of combining the prevention and information campaigns with field actions. For example, a one-week campaign could be instituted on drugs behind the wheel, to be combined with a trial test performed by the police forces.

### **Ties between Road Safety Policies and Public Health Policies**

The workshop members also regretted the absence of strong ties between road safety policy and public health policies. Characters such as "Bob" (Eurobob, at the European level) embody a change in behaviours where road-related risks are concerned, spreading a message focused solely on alcohol behind the wheel: "the driver is the one doesn't drink". What about other drugs? Reducing risk and damage in night-time settings, as currently implemented in several European countries, has generally consisted of offering an overall approach to risk behaviours, without focusing on only one product. This overall approach to risk in party environments (substance intake, multi-substance intake, fatigue, speed, etc.) does not yet seem to be fully-recognised by road safety players. The parties in the working group hope that road safety players and public health player will come closer together. This approach could be



carried further on the ground by character already very well-recognised by the general public, such as “Bob”. Taking this rationale farther, it could be beneficial to make education about psychotropic substances and risk-taking behind the wheel for driving school instructors the norm. Likewise, the associations in attendance recommended that initiatives such as “peer-based education” be developed, based on the observation that, when young people belong to the same social groups, it is easier to spread prevention messages between them. Lastly, the workshop participants emphasise the need for the behavioural aspects of road safety (two-thirds of deadly accidents are the result of driver behaviours) to be given greater consideration in the public health programmes run by the European Union and its member countries

### Group Proposal

The field associations present decide that their objective will be to incorporate control over reckless driving (in the field of road safety) into party cultures.

Toward this end, they feel that all stakeholders must be mobilised in order to reinforce the work of the associations and create partnerships between associations, institutions, cities, the police, the media and night clubs, bars, student parties, etc.

To enable such partnerships, it has been suggested that a European label be created, tailored to each Member State’s situation, and applied in the form of charters signed between local partners.

The label would consist of a series of recommendations and minimum rules, which would form a general framework that can be tailored to the local environments. The European label proposal is based on the following points:

- The partying culture is transnational
- Many young people cross borders in order to party
- A label would offer greater visibility
- The charter associated with the label would foster assessment and compliance with the label’s criteria.

This label will not be able to exist unless the night clubs and discothèques are convinced of its value for their own activities:

- Promoting their image
- Training and consulting for their staff
- Better relations with the police and institutions.

The content of the charter and the definition of the label will be the responsibility of the working group members and all of the associations wishing to involve themselves in this dynamic.



The other European networks currently working on reckless behaviours with young people and taking action in party settings (alcohol, drugs, sexuality) could be brought into the dynamic. The objective is to devise an overall approach to promoting health and road safety in party environments.

**Workshop Outcome: Action Proposal**

To create a label and European charter aimed at ensuring that road safety in party environments is better taken into account.



## **An alternative offered for night-time mobility: the Swedish example<sup>4</sup>**

In the 1990s, Sweden promoted a policy aimed at reducing the number of people applying for driving licences. The change in accident prevention methods effectively made people more willing to help young people access mobility so that they could travel more safely. Specific emphasis was therefore placed on making it easier for young people to access public transport. The change in choices of mobility caused a reduction in the numbers of applicants for the driving licence and, as a matter of fact, brought about a reduction of young drivers' involvement in road accidents.

However, it is useful to examine the detail of these data, since there are marked differences depending on the location. In Stockholm, less than 10% of those over 18 have their driving licence, compared to 60% of young people living in less densely populated areas, such as the North of Sweden<sup>5</sup>. The urban safety issue is just as important. According to data from the United Nations Economic Commission for Europe, 1.9 million accidents happened in the European region in 2001 (across 52 countries). Of these accidents, approximately 67% took place in built-up areas. This highlights the importance of road safety measures in these locations, where there is significant interaction between many different types of road users. It is worth noting that economic factors can prove relevant in bringing about change in the mobility patterns of young drivers. Drastic measures taken by the Mayor of London in 2003 aimed at introducing charges for entry to the city centre had immediate effect on mobility patterns, as they did on the level of safety among road users:

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<sup>4</sup> In Learning to drive in Europe, Céline Mesquida, Road 25, [www.voitureandco.com](http://www.voitureandco.com)

<sup>5</sup> Working document for workshop 1 of the European Commission project, MERIT (*Minimum European requirements for driving instructor training*), 2005, pg 5.



## 2.3/ Review of Workshops: Three Action Proposals

### **Workshop Outcomes: Three Action Proposals:**

At the seminar's close, the associations present put forth three action proposals:

1. Hold, each year, a seminar attended by the road safety associations addressing young people in order to foster expertise- and practice-sharing and to initiate targeted communications campaigns.
2. Produce a charger on road safety and young people, intended for owners and managers of party establishments.
3. Promote, throughout the school and university years, the GDE matrix developed by the European Commission, designed to build up the psychosocial aptitudes of future drivers, with all those involved in road safety and education in Europe.

**Mandated by the European Commission, Voiture & co took part in the first Road Safety Week held by the United Nations in Geneva (23-29 April 2007) and European Road Safety Day in Brussels, on 27 April 2007.**

**At those flagship events, Voiture & co has presented the three action proposals to the World Health Organisation and the European Commission.**



### **III. Conference Minutes**

#### **3.1/ Welcome by Mr Bu, President of Voiture & co association**

On behalf of Voiture & co at a whole, it is my pleasure to wish you all a warm welcome. We are delighted to host and see you today at the National Assembly.

I hope that your trip – which was very lengthy for some of you – went well and that you have enjoyed comfortable conditions. During breakfast, you had the opportunity to discuss coffee and the different meanings it can carry, from culture to culture. That – discussing cultural exchanges – is the very purpose for which we have come together today.

I think that, today, we will need to reframe certain terms and clarify others, in order to indeed be in agreement on the meanings we want to give them.

A whole-hearted welcome is extended to all:

AESLEME, from Spain; CIECA, which is international; the European Transport Safety Council, which is European; the European Federation of Road Victims, which is also European; GARE, from Portugal; K-Learning, from Denmark; NFT, from Sweden; Responsible Young Drivers, from Belgium, Luxembourg and Holland; Road Peace, from England; Unge Trafikdraebte, from Denmark and ZAS, from Slovakia.

Our thoughts are also with our Polish friends from "The Organisation for Rural Development", who were unfortunately not able to come.

Again, many thanks to all those who responded positively to our invitation.

This meeting means a great deal to us. For several years, as you know, we have been working to pool our knowledge and know-how between European players.

Since 2000, the number of deaths on the European roads has been on the decline. Unfortunately, the over-representation of young people aged 18 to 25 in those accidents remains a reality.

Whereas they account for an average of less than 15% of the European population, those aged 18 to 25 still continue, however, to be involved in nearly 25% of deadly accidents.



We refuse to accept this circumstance as inevitable. We are convinced that it is possible to limit the extent to which young people are involved in those accidents.

Yet, it must be recognised: it still remains difficult to reach young people. This remains intense and continuing effort in this field.

Yet, first, just who is this young European so painfully involved in road accident? Or rather, just who are they?

And why does it so often seem easier to sell jeans to those aged 18 to 25 rather than reversing the trend of their over-representation in deadly accidents?

Are more communications operators needed? More coordinated field operations between European players? Ever more investment in young people?

I do not have the answers, this morning, but this is precisely the reason we are here: to unite in order to find concrete, pragmatic answers, in order to attend to this emergency situation, proceeding directly from the European objectives and European Charter on Road Safety...

During the debates and during our brainstorming sessions, we will not be working from scratch. We have the benefit of the experience of recognised experts in this area, as well as your experience and knowledge. We will also have the honour of presenting you with action proposals from a preliminary work session held in October 2004 by Voiture & co, with French road safety players.

The 2004 proposals, which resulted from a panel of 19 NGOs and experts, were handed to you upon your arrival at the National Assembly, early in the session, and will be presented to you again tomorrow, during the workshops.

In order to find some answers, we will work together for these two days. As the purpose of this conference is precisely to set out three action proposals about young people and road safety in Europe.

To do so this morning, we are going to take the time to get to know one another, meet and discuss. This morning, dear participants, will be yours to fill, with comments, presentations of your activities, thoughts about road safety and your questions as regards young people on the road.



During the afternoon session, we will continue to hare. And learn. A number of experts have been kind enough to respond to our invitation and will share their expertise with you. Thanks, then, to:

- Mr Repussard, from the European Commission
- Mr Bartl, from the Gute Fahrt Institute
- Mr Stacey, associate researcher from the OECD and member of the European Conference of Ministers of Transport.
- Mr Assailly, from INRETS
- Mr Kolher, from communications agency Lowe-Strateus.

Tomorrow, the day will be dedicated to joint effort. We will work together to come up with three action proposals about young people and road safety in Europe.

So as to ensure that this joint effort will be carried forth, we suggest, once the seminar comes to an end, continuing our reflections by joining a think tank known as Route 25.

The think tank's purpose will be to ensure that the proposals can become reality. How? By all becoming ambassadors for the three proposals.

This means ensuring that:

- 1. the proposals are indeed heard by our respective governments – and we hope you will be proud to put these reflections before them.**
- 2. the three proposals are disseminated to the broadest possible audience of associations, road safety players, the media, young people, etc.**
- 3. prevention actions are developed together with young Europeans and that the initiatives developed in each of our countries are compiled in a list.**

Let us be humble. In two days, we are not going to find the answers to all of our questions. However, I am convinced that, thanks to our efforts and our respective talents, we will be able to move together in the right direction, suggest sensible, pragmatic action and, most importantly, action that can be accomplished quickly. For, in the field of road safety for young people, we are, I repeat, in an emergency situation.

And without you, nothing will be possible. In fact, without you, nothing would have been possible. We are very grateful to you for this.



Nor would anything have been possible without the many institutions and prominent figures who have been with us throughout our project and supported it.

Very warm thanks for go to the following, for their support and encouragement:

- > DG TREN, the European Commission, represented today by Mr Repussard, Principal Administrator,
- > The Office for Road Safety and Traffic, DSCR, which coordinates Road Safety under the French Ministry of Transport. Thank you very much to Madame Cécile Petit, Interministerial Delegate on Road Safety, for honouring us by opening our seminar today.

Thanks as well to the European Youth Programme and INJEP, without which our meeting would not have been able to become reality.

Many thanks to Mr Jean-Louis Debré, President of the National Assembly, for his trust and high patronage.

Lastly, many thanks to MP Hervé Mariton, who helped us organise this meeting here today, dedicated to young people and road safety.

I now give the floor to Ms Cécile Petit, Interministerial Delegate on Road Safety, who will do us the honour of opening these two days of discussion and consensus-seeking.



### 3.2/ Opening by Mrs Petit, Director of the French Road Safety Unit:

Thank you, Mr Chairman, for having given me the floor. First of all, I wanted to say that I am very pleased to be with you all here today and see some familiar and friendly faces, insofar as I took up my current position very recently and, I must say, during my first outings as Director of the French Road Safety Unit, I met some people from Voiture & co, who immediately offered me their assistance and, incidentally, joined forces during the holiday season for a number of undertakings, in particular sober weekend driving.

We must give thanks where thanks is due, so thank to all of our partners, the European Commission, and the French Agency for the European Youth Programme for the excellent work performed. I must say that it is not an accident that we have managed to bring together so many people mobilised for road safety, from almost every country in Europe. The "Route 25" group is going to have to become "Route 27", because I think it will be difficult to set objectives other wise, or we will have to refer to the 14-25 age group – in any case, there is a risk of confusion in communication.

That this conference is taking place is of particular value to us and me, in that it comes at a time when France has just announced that one of its priorities for Year 2007 is Young People. It has chosen young people because, over the last five years, we in France have seen an extremely positive trend in our accident rates, one that has sped up more recently. Unfortunately, however, this progress did not play out mechanically for the age groups just mentioned, meaning those 15 to 24, who account for 13% of our population and one-fourth of people killed on the road today. In other words, young people really are overexposed to road insecurity in France and, I believe, this will be confirmed over the next 24 hours, for every country across Europe. Clearly, the stakes are huge, for this is the leading cause of mortality in young people at the current time.

Today, we have come together – you have come together – to brainstorm and share your experiences. If I may, I would recommend that this process be structured around two objectives. First of all, looking at what falls within the scope of public action in each country and seeing how this can be coordinated; and secondly, coordinating with all of the partners in civil society, in particular the associations that you represent and which operate in close connection with young people. As far as associative action in favour of young people is concerned, what is particularly valuable is, of course, the day-to-day work carried out in the field, the services provided to young people leaving night clubs or on campuses, the educational work that is done in the student offices and schools, and then also the times, like those which we are going to



experience these next twenty-four hours, bearing in mind that, according to what I was told, this meeting has three objectives. Fostering greater familiarity with European issues, initiating a dynamic of exchange and know-how with, naturally, all of the players in European road safety and, lastly, as the Chairman mentioned, bringing out three action proposals for young people and road safety which will, I hope, be subsequently taken on by decision-makers.

You are carrying on a previous continuum, as you stated, in that you already held one conference, I believe, in which my predecessor, Mr Rémy Heitz, had taken part. It was held in 2004 and gave rise to six proposals. The proposals served as a foundation for the workshops in which you are going to participate for the next two days, focusing on: learning automobile driving in Europe; communication and road prevention; and lastly, preventing reckless driving. The interministerial delegation on road safety will, naturally, monitor these three themes very closely. This will provide additional fodder for our discussions and action, while also helping us draw up the plan we intend to implement this year.

I would like to very briefly recall some fact regarding road safety in France. As I said, it has improved greatly. Why is this? Because, starting in 2002, road safety was declared a top priority by the nation's President and, as such, received considerable resources so that the objectives set out could be attained.

Just what were those resources? Primarily a policy instituting a control and disciplinary action system, with radars deployed to check car speed. Today, there are around 1 300 radars present in France and we will have two thousand of them by the end of Year 2007. In addition to the said radar speed checks, the alcohol test system has been stepped up, with significant improvements and relatively good efficiency levels. Of course, we have also worked to improve our infrastructures and signage. One operation which I see as particularly valuable is the creation of advisory user committees on road signage, for in the end, the users are the best-qualified to say whether the signage is appropriate or not. We have advised the police prefects to institute advisory committees on an experimental basis; already, five have been set up and, over the course of 2007, they will become the norm. Then, of course, one of the decisive factors in any road safety policy is education and teaching. We have designed a field of action which we share with the national education system and, from now on in France, all those who entered school in 1998 or later will receive or have received road safety education. This begins from as early as primary school, and is stepped up in lower and upper secondary school, for young people are no longer allowed to drive a motorcycle without having at least one road safety certificate. I think that the "educational continuum" we have set up through this system, from the very earliest school



years up to the end of secondary schooling, is absolutely fundamental if our young people are to truly integrate what road safety means. Then, another powerful component of our policy is, of course, the communications campaigns, which are targeted at young people, on television, the radio and the Internet.

The policy, as I was saying, has been a success in that, this year, we have seen an 11.6% drop in road-related mortality, as compared to the previous year. This is the fifth straight year of improvement on our track record, such that, since 2002, 43% fewer people are killed on France's roads. This is considerable and, of course, we are very pleased about this, even though we know that such progress always remains extremely fragile.

As regards injuries, there too, there is progress. Though it is not quite as outstanding, it is still substantial, at 5.4% compared to the previous year, or 30% compared to year 2001. Over five years, more than ten thousand lives have been saved and over one hundred thousand injuries have been prevented.

Now then, what are our objectives, bearing in mind that, though the statistics are in our favour, we know that just one bad streak could make our results far less stellar. In any case, the objective announced very recently by the Ministry is that, by the end of year 2007, the number of people killed per year fall below four thousand two hundred people. The work announced is targeted at the most vulnerable users and, in particular, young people.

A few words now about young people's accident rate in France. Studies have shown that, for those aged 18 to 24, accidents occur mostly on weekends, starting on Friday nights, and primarily at night (60%). This is not the case with adults, whose accidents take place, for the most part, during the day.

In 2005, we had an epidemiological study carried out about narcotics and deadly accidents; its name is SAM, but it is totally unrelated to our "sober driver". The study, by the French Observatory on Drugs and Drug Addiction shows that the percentage of road accidents in which marijuana is involved is around 2.2%, as compared to 30% for alcohol. Because this figure appears relatively low, some may conclude that the use of narcotics is a far less important issue than alcohol abuse for young people; however, the reality is far more clouded, for the survey demonstrates that 40% of the drivers who test positive for marijuana also do for alcohol. The problem is, then, the combination of narcotics and alcohol, which is quite an explosive one, in that it multiplies the risk of accident by a factor of fifteen. Another concern, too, lies obviously in the motorcycles on the road; understandably, young people are the most frequent users of this type of vehicle and the accident rates are very high. We will therefore focus special attention on this aspect this year.



One last word, perhaps, about the comparative data from France with respect to the European data. We have improved: we were amongst the worst in class a few years ago and we are now above average. We rank eighth at the European level, with an eighty-eight people killed per million inhabitants, while the average is ninety people killed per million inhabitant. This is success is not enough, obviously. We are therefore working with a great deal of determination toward the objectives set out by the European Union, namely to save twenty million lives by 2010. I think that, at the European level, we are midway there, since the decrease has amounted to only 17.4% in four years. However, fortunately, France is at 37% and is thus one of the better "students".

Looking at the 18-24 age group and road-related deaths across Europe, they account for 10% of the total population, but 21% of those killed. This echoes more or less the percentages I listed for France. Our priority – the work we are doing with young people, will obviously be based on expert work, and on the proposals you will set forth over the next two days. We also held a "university" about young people in Autumn 2006, giving 120 young people across France the opportunity to reflect on the issues that affect them most. Lastly, we will launch a major communications campaign toward those aged 15 to 24 during the summer, around the concept of partying and the hazards tied to party environments. We will try to do this in a positive manner so as to not place any stigma on the young people. The campaign, based on television and radio, will run throughout the year.

The final measure I will discuss today, and I think it is one that you will address during the round tables, is the probationary or provisional license, instituted in France in 2004. Intended for those whose licenses have been revoked or for new drivers, respectively, it was modified at the last Interministerial Committee on Road Safety meeting, held on 8 November 2006. Everyone is initially allocated six points, with the six others granted after three years' probation, meaning two point for year, provided that there have been no violations. For those under the accompanied driving system, the twelve points are earned over a two-year period. The reform's rationale is that it is best to teach and raise awareness in young people about what is at stake when driving, and takes into account risk assessment based on accident analyses, which show that accident rates are higher during the very first years of driving.

I must say that I place a great deal of hope in one of the themes of our large-scale campaign: a "road safety generation". I am quite confident, for young people, the very young, and those who are in schools and will benefit from this educational continuum, will gradually learn the rules of driving in order to



share better. I also have every hope in the outcome of your work over the next two days. Thank you for your attention.



### 3.3/ Closing of the first day by Mr Badina, Vice-President of Voiture & co:

I am truly delighted to have responsibility for closing this first day of work. First of all, I am as proud as I am pleased to see how much energy was deployed today by:

- so many members of civil society,
- so many representative of national and European public institutions,
- and so many experts.

I am also pleased to see the synergy dedicated to reducing the staggering number of young people killed on our roads, each year.

Today has given us the opportunity to get to know each other better. But we still have so much to learn from one another and so much to do together.

Following the conferences held this afternoon, I also feel like I am now better-informed, and more abreast of the realities of young people and the road.

Thanks to the presentations delivered by Mr Repussard and Mr Stacey, I was able to learn, in detail, the realities of road accidents involving young people, so strongly impacted by "Saturday night fever".

Mr Bartl helped us better understand the breadth and the highly diverse – perhaps too much so? – situation in Europe and automobile driver education.

Mr Assailly enabled us to grasp the mechanisms of risk-taking on which, as we see it, some action is possible.

And Mr Kolher brilliantly answered the question that we raised this morning: why is it easier to trigger a purchase than to promote responsible behaviours?

I hope that you share my feeling that it is now easier to put a face on the "young risk-taking European", to whom Ludovic Bu, our chairman, referred this morning.

The experts also came to share their knowledge with us. It will be up to u, tomorrow, to put our heads to work and advance idea and responses to the issues at stake today.

However, before that, let us take the time rest and enjoy ourselves. We suggest a dinner together at the restaurant Le Tire-Bouchon, in the historical district of Montmartre, of course, if you are not too exhausted after this day of intensive work.

The whole team at Voiture & co is at your disposal to provide you with any information you may need to reach the restaurant. Naturally, we will also be there to accompany you.

We greatly look forward to seeing you again tomorrow for the workshops. Once again, many thanks to all.



### 3.3/ Opening of the Workshops by Mr Repussard, European Commission, DG TREN,

Hello everyone,

Yesterday, we looked at the issue of young people on the roads in a variety of lights. As we saw, it is a population exposed to very high risk, which accounts for a percentage of road victims twice as high as it does in the overall population. Moreover, it is characterised by a number of specific phenomena. At this seminar, particularly this morning, our aim is to come up with three concrete action proposals that can be easily implemented. By easily implemented, we mean proposals that do not require any change in the law. Once the event has come to a close, it will be up to you to spread the three proposals in your countries, share them during World Road Safety Week in Geneva and make them known during the European Road Safety Day, on 27 April. The objective is, of course, that the proposals reach the decision-makers and stakeholders. To define the proposals, three workshops have been planned. They will take place concurrently, until 1:30 PM. The three topics selected are:

- Communication, in Room B1
- Reckless Behaviours, Room B2
- Learning Driving Skills, Room B4.

Each workshop will have a moderator and *rapporteur*. Let me emphasise the role of the moderators, which is very important. Do not let your discussions lose their focus and decline into a chat. You will have to frame the debate. The *rapporteurs* will do their part to ensure that the discussions move toward a concrete proposal and, I repeat, one that is easy to enforce.

As regards the languages in use during the workshops:

The workshop on communication will be bilingual, namely English and French. The other two workshops will be solely in English.

Thanks to everyone and have a good session!



### 3.5/ Workshop Closing by Mr Bu, President of Voiture & co

I am taking the floor again to thank you for your participation.

I am proud and delighted with the work that we have completed together during these two days. I have had very good feedback from the various participants.

Personally, I am extremely interested in by the three proposals set forth during the workshops. I sincerely feel that our proposals will make it possible to move in the right direction and, thereby, contribute to lowering the number of young Europeans killed on the roads.

1. Proposal from the "Communication" working group: plan and hold an annual form of European associations.

2. Proposal from "Reckless Driving" workshop: create a European LABEL intended for all places offering alcohol (night clubs, bars, etc.), expressed at the local level by the signing of a charter.

The charter would make it possible, in particular for young people, who are travelling more and more, to be able to move outside their Member States, just as they know where they can spend a night thanks to the Youth Hostel label.

3. Proposal from "Learning Automobile Driving" working group: promote the teaching of social skills and well-being, based on the GDE matrix, with the road safety players who are in contact with young people. I am also delighted that the issue of means of travel and the reasons behind that travel was broached.

As I told you at the start of the meeting, we invite you all to join us as we continue the "Route 25" project. This involves, in particular, passing on to our respective governments the proposals that result from our joint work.

The Voiture & co team will contact you to determine your investment in the "Route 25" project.

We will also get back to you with the proceedings from this seminar, including our three recommendations. At the same time, you will be provided with a proposed charter for Route 25's operations as an association. The aim is that we work on this together.

Obviously, we will, without fail, send you the YouthPass documents and certificates which Mr Baccala presented to you yesterday.

I heard your discussions as to the name of our network. That is also one of the benefits of having a network! For this reason, one of the discussions that we will have to conduct together in the weeks and months to come, I would like to suggest, for the initial discussion, an adjustment to the name of our project: "Route 25". As the European Union opens its doors two new members, is it not time to give the network a new name: "Route 27"?



I will leave the topic open and we will discuss this in due time.

As you will have realised through my presentations, the Chairman's role is to thank others. So, heartfelt thanks to all of you, dear colleagues and association members.

Many thanks to all of the experts who contributed over these two days.

Lastly, thank you very much to the Directorate General of Transport and Energy at the European Commission; the European Youth Programme; the DSCR; and of course, many thanks to Parliament Member Hervé Mariton and President of the National Assembly, Jean-Louis Debré, who made it possible to hold this conference today, in such a prestigious setting.

I now give the floor to Mr Chiris, who will do us the honour of officially bringing these two days of work to a close. Thank you, Mr Chiris.



### 3.6/ Seminar Closing, by Mr Chiris, Project Officer, European Youth Program

Good evening,

The Chairman alluded to an “hors-d’oeuvre” in describing his presentation. Personally, I think that we will skip directly to dessert, because I think that you have more than devoured the main dish.

Above all, I want to tell you how much I enjoyed this time with you, fully realising that something momentous is coming to an end, but also something that is extending forth to foster better synergies in the field of prevention, for there have been many stages to this project:

- it all began in 2004, in these very walls, at the National Assembly, with discussions that have since led to a number of measures.
- a number of countries, also present since that time, have organised their own initiatives.
- and today, with three concrete measures defined.

First and foremost, I would to share some of the details of why the European Commission, through the European Youth Programme, chose to support this seminar. As you were told, I am the Project Officer for the French European Youth Programme, which is responsible for instituting the European Youth Programme at the national level – there are national agencies in each country involved. This seminar is a perfect fit for the European Youth Programme and the programme is designed to develop European citizenship with young people through the value we share – good citizenship, anti-discrimination, tolerance and solidarity – through a whole range of actions fostering the mobility of young people.

Much has been said about the cultural approach and cultural diversity. I am reminded of the short video sequences often shown to close conferences, offering a panorama of the different approaches adopted by the countries involved. For instance, when crossing a street with a crosswalk, the safety conditions and relationships with drivers are very different for pedestrians in Europe, depending on whether they are in Norway, France or Italy.

The video, while caricature-like, is very enlightening: some pedestrians walk on the crosswalk, some walk next to it, and some almost get run over by a car when they haven't even started crossing. The road safety cultures are very different from country to country, but I think that we have a shared



objective, namely: to strike down this terrible statistic – one out of every four people killed on the road is under age 25.

The European Youth Programme has instituted a wide variety of actions fostering mobility, through meetings with young people, the European volunteer services, young people's initiative, etc., along with what is known as support and assistance measures intended to favour greater contact and extend the networks. The work we are doing today is indeed a full-fledged network effort involving all European associations, under Action 5.11.

We provided special support to this project, for the European Commission and the European Youth Programme as a whole is very alert to these issues and, in particular, young people's health. I discussed the deaths, but did not mention young accident victims: a visit to any medical establishment with young motorcycle-accident victims, whose lives are forever changed, will speak worlds.

The Commission is very much intent on ensuring that young people with fewer opportunities also have access to this programme. Reading through your documents, I realised that the accident statistics sometimes match up with those of troubled youth: teenagers struggling with low self-esteem, major changes in their lives, hedonistic behaviours, etc. Also clear is the fact that many of the young people struggling against a variety of issues are also the leading victims, and I am not referring here only to addiction or the use of narcotics.

Lastly, with regard to the European Youth Programme, I think that the approach is what interested us the most. It is truly about active participation on the part of young people in building the policies that directly affect them. Here, at today's event, there is a joint effort with young people and experts – experts who work at a high level – national or European – and in many different fields.

Bringing together young people and experts made it possible to broach every aspect, from the regulatory to the sociological or psychotically. Having this overall approach made it possible to remain relevant and operational, even though, earlier, you were called upon – and rightfully so – to be more concrete and more specific about what you want and who you are targeting, and within what timeframe. Eleven countries have signed on to this lasting network approach. With regard to the workshops, I do not have any special comments from a technical standpoint, not being an expert about prevention.

I did, however, note that prevention is everyone's business, because the road is also a connector in society and, whenever it comes to connectors, the issue of good citizenship is never far behind. Good citizenship is having self-respect



and respecting others at the same time – I see this as fundamental. It also means having a hand in society's development. This implies, to some extent, coming up with ideas, and that is what you are doing. This applies to all of us: young drivers and young passengers, of course, but also all those who play a part with young people.

You emphasised the educational aspect a great deal: I see it as fundamental, wherever young people are out and active. Whether that be in school, in companies, during leisure time and, as we said earlier, in night clubs, it is important that there be a voice, a shared message that is constantly conveyed to them, through this prevention approach. The key words, as stated earlier, are "responsibility" and "dialogue". The label approach is an interesting avenue, built on the concept of incentive, in an educational, instructional manner; other more deterrent approaches are also necessary, but you wanted to add to them, using this preventive approach.

I would like to conclude by emphasising your importance, as associations. You are both vehicles for action, as you manage a number of initiatives – and Voiture & co is an example of this – but also vehicles for new ideas. Bringing young people into projects of this kind gives greater relevance to the proposals set forth. This means that the measures taken will probably be seen as more legitimate and will go over better. How we go about having them accepted and, thus, enforced, is important; you used the word "adapt" and I do think that our methods will need to be adapted, to suit the message and audiences targeted. When addressing young people, who are ambassadors and advocates of a cause, it goes over much better when their peers are doing the taking, for they come from the same background and expectations.

Lastly, a few words about the new programme entitled "Youth in Action", which will run from 2007 to 2013. The age group targeted is much larger (13 to 30), and a number of previous initiatives are being extended, but there are also new initiatives. I invite you to contact your national agencies to see which of the initiatives offered would be best suited to you. One example is the meetings to be organised with young people from at least two or three countries, for one to three weeks, on the topic of road prevention. There is a whole range of initiatives and opportunities that you can seize upon to take this work further. This applies at two levels: vertical, where the local, national and European authorities are concerned; and horizontal. Within your respective scopes, you will be able to introduce or use all of the initiatives offered in the European Youth Programme. One of your associations may well, in the very near future, have a European youth volunteer conveying your message on prevention and road safety across the continent.



With regard to the forums and networks mentioned, you will be able to address the European Commission directly, should you wish to put together a European association or take part in one of the many calls for project suggestions open.

I will not take any more of your time, so that you are not late and end up wanting to drive faster (!), all the while reminding you that mass transit is one of the ways we can lower the occurrence of accidents.

Thank you all for your creative enthusiasm.

Note: a helpful site with many links: [www.jeunesseenaction.fr](http://www.jeunesseenaction.fr)



## **IV. Appendix**

**4.1/** Speakers' PowerPoint presentations

**4.2/** PowerPoint listing of participants & contacts

**4.3/** What is Voiture & co ?

### **Who is Voiture & co ?**

Voiture & co is a non-profit association, founded in January 1998.

- Its initial aim was to develop a project for regular car-pooling. The idea was initiated by students of the University following the 1995 strikes. The Nanterre University (Ile de France, France) is not well-served by public transport on the North/South Road and car-pooling helped students without cars while bringing together young drivers sharing the same vehicle. Outcomes included more free parking spaces, less impact on the environment, more friendliness, etc.

Today, the car-pooling rate on the Nanterre site is one of the highest in France:

14% participation (study conducted in 2001 by the RATP - Paris Public Transport Authority). Building on the success of this initiative and convinced that it was beneficial to society, Voiture & co opened its "Maison des Transports" in Nanterre and Marseille (Ile-de-France and Provence-Alpes-Côte d'Azur, France). Objectives: to promote alternative, effective and more environmentally-friendly transport (car-pooling, cycling, public transport, information and advice on transport, etc...), and to expand the range of alternative transport offered to companies.

- With the success of the day-time car-sharing system, we decided, for the Université Paris X de Nanterre (France) Gala in April 2000, to launch a night-time car-sharing operation! Naturally, we approached professionals in road safety, alcohol and drug prevention sectors to form our team.

A simple system was born from this initiative: giving drivers incentive to stay sober and uniting these sober drivers with passengers from the party going back to the same area (or same direction) and wishing to leave at the same time. A simple way of increasing the responsibility of young people in matters of transport and risk management.



## Results

*2001:* Coverage of 20 of the largest Parisian student evening events: Gala Centrale, HEC, INT, ESIEE, Gala Télécom Paris, Point Gamma, Gala Polytechnique...

*2002:* 70 events (Opening of Voiture & co branches in Nice and Lille) 10 day-time operations (Fairs, Road Safety days, distribution of breath tests with the Inter-ministerial Delegate for Road Safety on December 24th in Lille...)

*2003:* 130 events (Coverage of the 15 largest student parties in Lille and Nice)

*2004 – 2006:* 150 events covered per year

*2005:* We are supported by the Ministry of Transport's Road Safety department.

News: we now cover major festivals in various locations throughout France: Solidays, Printemps de Bourges, Course Croisière EDHEC, Francolies, le Rock dans tous ses états (Evreux), we are present throughout the French tour of the Nuit des Publivores and we are also increasingly present in nightclubs.

*15/10/04* - Launch of the first preparatory day for the European symposium "Towards a road safety policy for young people in Europe"! The objective is to unite 25 national associations from member countries involved in Road Safety for young people in a "Route 25" collective.

*14/01/04* - first alcohol-free party in the Parisian suburbs: new concept of partying: 100% activities; a different way of having a good time, without alcohol! Presence of the French Minister of Transport

*16/12/04* - First alcohol-free party in Paris across 4 sites simultaneously linked by alternative methods of transport: bicycles, pedestrian paths, shuttle buses and car-sharing. The French Minister for Youth and Associative Life was in attendance.

Voiture & co is a member of the CNVA (Conseil National de la Vie Associative - French National Council for Associative Life), of the CNSR (Conseil National de la Sécurité Routière - French National Council for Road Safety) and since this year of the CNJ (Conseil National de la Jeunesse - French National Youth Council).



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