

5th European Road Safety Day

Pedestrian safety in cities: Risks, Causes and Accident Effect







Jacob Bangsgaard, Director General, FIA Region I

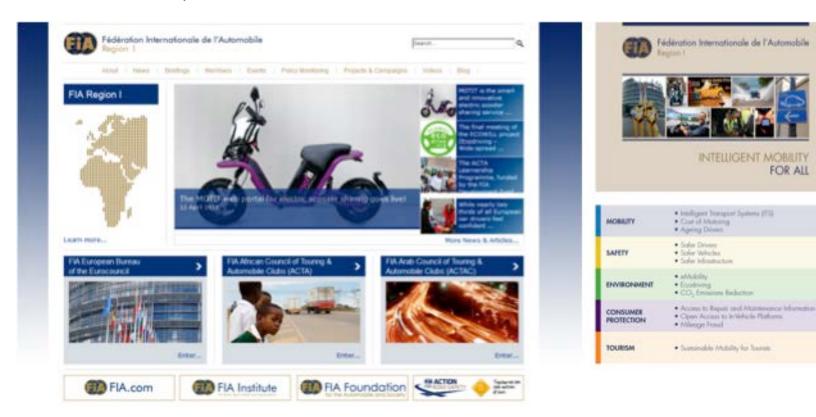






The mission of FIA Region I

"To secure a mobility sector that is safe, accessible, sustainable and efficient"



Area Europe, Middle East, Africa **Members** 106 Clubs - 37 Million members

FOR ALL



The safe system approach



"Safer drivers, in safer cars, on safer roads"



Addressing key target areas

- ✓ Traffic education
- ✓ Pedestrian safety
- ✓ Motorcycles
- ✓ Infrastructure safety
- ✓ Bicycle safety
- ✓ Driver distraction
- ✓ Novice drivers
- ✓ Senior drivers
- ✓ Post crash















Cooperation with Motorsport





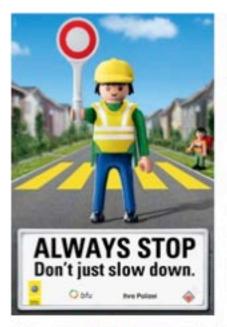




Campaigning – Awareness - Events



Pedestrian Safety



















www.longshortwalk.org

Safe walking is a right for all

All children should have a safe route to school

Include road safety in the Sustainable Development Goals





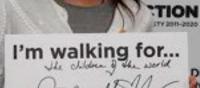


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Together we can save millions of lives.

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Together we can save millions of lives.

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Thank you.....



