



Region I

5th European Road Safety Day

Pedestrian safety in cities: Risks, Causes and Accident Effect



Jacob Bangsgaard,
Director General, FIA Region I



TIME FOR ACTION
DECADE OF ACTION FOR ROAD SAFETY 2011-2020

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

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



Region I

**THE LONG
SHORT
WALK**



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





Region I

Thank you.....

