

# EYFRS TASKFORCE REPORT

**CYPRUS YOUTH ASSEMBLY**  
**Informal Conclusion Meeting**

**EU ROAD SAFETY DAY**  
**Nicosia, Cyprus**



**WORKSHOP: "HOW TO SURVIVE 2020?"**

**Thursday 26 July 2012 – University of Cyprus**  
**9.30 to 11.30 am**

## **PARTICIPANTS:**

<b>NAME</b>	<b>ORGANIZATION</b>	<b>COUNTRY</b>
Axel DRUART (Chairman)	Responsible Young Drivers	Europe
Marios STAVROU	REACTION	Cyprus
Floor LIESHOUT	YOURS	Global
Wale YUSUFF	Drivers Edge UK	United Kingdom
Stéphanie DEBUISSON	RYD asbl	Luxembourg
Thomas STEGELITZ	Mistel / SPI-Forschung	Germany
Michal KOPACKI	KRZYS	Poland
Marek KALITOWICZ	"Safe Driver" Foundation	Poland
Ruben STASSEN	Responsible Young Drivers	Belgium
Alessandro SCIPIONI	Responsible Young Drivers	Italy
Henry ARNHOLD	Tallinn University	Estonia
Enn POOLA	Tallinn University	Estonia
George MYLONAS	RSI Panos Mylonas	Greece
Vassiliki DANELLI-MYLONA	RSI Panos Mylonas	Greece
Dimitris FROSSINIS	Youth Safe Driving	Greece
Nicholas STANDAGE	PAU Education / ERSC	Spain
Ana Rita LAVADO	GARE	Portugal
Elena Antrea CHIMONIDOU	REACTION	Cyprus
Ioanna CONSTANTINO	REACTION	United Kingdom
Pieter FOLKERTSMA	RYD Nederland	The Netherlands
Hajer BAROUNI	ATPR	Tunisia

## SPECIAL GUESTS:

Szabolcs SCHMIDT	European Commission	Europe
Luc EMAER	European Commission	Europe
Maria-Teresa SANZ-VILLEGAS	European Commission	Europe
George MORFAKIS	Ministry of Transport	Cyprus

## EXECUTIVE SUMMARY:

Almost each year, the European Youth Forum for Road Safety takes place in Brussels, gathering 2 delegates coming from the 27 Member States. The Cyprus International Youth Assembly was therefore a huge opportunity to gather all youth delegates not only coming from the EU Member States who participated to the Forums in Brussels, but also youth delegates from beyond, opening the space to share experiences with our peer neighbors.

Because most of the EU Youth Network members were invited in Cyprus, we seized the chance to organize an informal meeting together (youth only) in order to discuss in a more informal (yet professional) session, and use this moment to debate about the progress made on the EU Youth Declaration for Road Safety (adopted last November 2011) and to discuss other important issues with our network (such as the growing European Youth Forum's network on Facebook: <http://www.facebook.com/EYFRS>).



An introduction speech by M. Axel Druart, M. Marios Stavrou and M. Floor Lieshout welcomed the 18 youth delegates, and managed practical workshops with predetermined expected outcomes highlighting the following points:

What happened since the last forum (declaration and tools implementation), and, what will happen next (5<sup>th</sup> edition, EYFRS on Facebook, how to keep on living until 2020, etc.). Axel Druart (RYD) also announced the launch of the new website of the Forum (held by the EC): <http://ec.europa.eu/transport/eyfrs> or [www.eyfrs.eu](http://www.eyfrs.eu), linked to the EYFRS Facebook Page, which success keeps on growing day by day (almost 1.000 "likes").

→ **The delegates are therefore requested to invite a minimum of 100 youngsters in their country to join the movement on the EYFRS Facebook Page ([www.facebook.com/eyfrs](http://www.facebook.com/eyfrs)) and to post at least one article before the end of October 2012.**

Marios Stavrou, from the Cypriot association REACTION, co-organizing the conference, started by presenting his NGO highlighting 2 of their projects held in Cyprus linked to the meeting topics: Pit Stop Action and Mobile Phone Campaign. Then he drew up some conclusions on the previous day, highlighting the extreme relevance and excellent participation of all delegates in the 3 workshops: Education & Training, Enforcement, and Risky Behaviors. All 3 were very well appreciated, with a surprising interest in the enforcement topic, allowing youngsters to recommend some more proximity, comprehension and protective feeling from the authorities all around Europe. However, the Police cannot be too nice either, fines are also important in the education process; which led everyone to agree that NGOs and the Police need to work closely together. Lifelong learning in road safety was also clearly agreed by all youngsters, demanding to raise awareness in schools and universities. Concerning the risky behaviors session, several points of importance regarding current causes of road crashes among youngsters, were asked to be set on top of priorities: e.g. Drinking and Drug Driving (no good alternatives and the lack or exaggerated prices of Public Transportations mainly during weekend's nights), Distracted Driving (texting and driving), Speeding (very few awareness campaigning on the topic and few radars in some countries), 2-Wheelers (nowadays contributing 15% of all traffic fatalities), the influence of women on men which enables to reduce risks when necessary (not to drive under the influence for instance).

A short introduction was also made on the Action Kit from YOURS, and on the latest updates on the “Mine” section of YOURS, detailing its purpose and best way to be used in order to connect youth initiatives across the world. This MINE section is indeed the unique worldwide tool allowing to overview what is done on road safety campaigning for youth thanks to a World map progressively gathering all initiatives on the globe.  
[http://www.youthforroadsafety.org/network/mine\\_section](http://www.youthforroadsafety.org/network/mine_section)

Finally, Nicholas Standage, from the Spanish association “PAU Education”, reminded the ambition and goals of the European Road Safety Charter - ERSC (very useful to connect road safety stakeholders from all European Member States). To spread the Charter furthermore, the ERSC launched a Summer Contest focusing on “Active Involvement of Youth in Road Safety”. This contest invites youngsters to post a blog on the ERSC portal that could motivate young people to become active stakeholders in Road Safety and pay more attention to the different issues that make them vulnerable road users. Contest deadline: 1<sup>st</sup> of October 2012. <http://www.erscharter.eu/news/23062>

**RELEVANT OUTCOME:** One of the main relevant outcomes of this Informal Conclusion Meeting organized by the EYFRS Taskforce was the brainstorming debate that took place during the workshop session. Indeed, this workshop aimed at defining a strategy to keep on raising awareness amongst youngsters until 2020 according to the European Policy Orientations for road Safety 2011-2020, as well as developing concrete initiatives for the forthcoming year (2012-2013). Indeed, to corroborate with the future launch (in September 2012) of a call for proposals to coordinate the 5<sup>th</sup> Edition of the European Youth Forum for Road Safety, as well with the 2<sup>nd</sup> Global UN Road Safety Week held in May 2013 underlining the theme of “Pedestrians”, the European Youth Delegates suggested a new Campaign initiative to be implemented in Europe and neighboring countries, but also worldwide, hence motivating NGOs or individuals across the world to spread this “pedestrian” road safety message.

Based on the Tunisian experience described by Mrs. Hajer Barouni, from the association ATPR in Tunis, the Youth Delegates of the Forum will draw a methodology to realize a road safety campaign in the form of a “Flash Mob” (very trendy amongst youngsters as very surprising and visual) on the theme of Pedestrians. A flash mob is a group of people who assemble suddenly in a place, perform an unusual and seemingly pointless act on music for a brief time, then disperse, often for the purposes of entertainment, satire, and artistic expression. These filmed Flash Mobs will then be spread on the Internet through YouTube and NGOs website. The multiplicator effect created by the EYFRS and YOURS network will be huge and directly targeting youngsters, using their way of communication, guaranteeing an effective impact.



The meeting ended with a word from M. Schmidt, head of the Road Safety Unit, at the DG MOVE (European Commission), who congratulated the delegates for their brilliant work and motivation. He announced the future launch of the call for proposal regarding the 5<sup>th</sup> edition of the EYFRS, analyzed some of the propositions made by the delegates and concluded by answering some questions left from the audience.

**The Taskforce agenda was foreseen to overview the following objectives:**

1. INTRODUCTION: EYFRS Follow up – New Website (Axel DRUART)  
Reminding: the EU Policy Orientations for Road Safety 2011-2020
2. CYPRUS YOUTH ASSEMBLY: Words from the hosts and conclusions of the previous day (Marios STAVROU)
3. YOURS: Define Network objectives, the MINE Section, Youth and Road Safety Action Kit (Floor LIESHOUT)
4. OPEN QUESTION TIME: Youth Delegates thoughts and discussions  
How can we spread our messages further? Social media: Facebook, etc.?  
Where are we with the Youth Declaration? Lessons learnt and what can we do more?
5. WORKSHOP DISCUSSION: How can we make the EU Youth Network Sustainable? How to survive 2020?
6. EUROPEAN ROAD SAFETY CHARTER: Summer road safety contest (Nicholas STANDAGE)
7. BRAINSTORMING: Formulate new EU common activities
8. COMMENTS & CONCLUSIONS by M. Schmidt (DG MOVE, head of the Road Safety Unit)

## WORKSHOP & BRAINSTORMING:

The Workshop session was organized in a kind of speed-dating activity, i.e. switching from one group of questions to another with a limited timing, enabling the audience to answer with spontaneity and honesty regarding the proposed topics and often giving birth to brainstorming as functioning on the same methodology (no judgment, neither good nor bad answer).

### **1. EYFRS FACEBOOK PAGE:** [www.facebook.com/EYFRS](http://www.facebook.com/EYFRS)

The brainstorming around this topic rapidly brought the audience to conclude that inviting 100 youngsters from each Member States would be quite easy regarding each delegates' network. Considering that 2 delegates represent 1 country, it will be easier to manage inviting 50 persons. Therefore, if every delegate diffuses the Facebook Page to all their friends, each conveying 50 to 100 youngsters, we will reach some 2.700 "likes" very quickly.

In order to improve the Facebook Page, several ideas were launched, such as highlighting the multicultural aspect that the European Union offers, inciting youngsters to more interactivity by commenting articles and give their opinion, creating a "Twitter" account linked to the EYFRS, also insert visuals of road safety, showing new tools and new kind of trainings, enhancing a topic of the week/month, requiring an active involvement from the delegates by giving them more responsibilities, regularly adding videos or instant pictures of the delegates in their daily activities.

The idea to create debates has also been underlined. However, it is important to note that a debate is not easy to entertain on such a page, asking a simple question or creating a poll is not very useful to launch a debate. Therefore inviting key representatives to post an article or to answer comments of the page members would enhance the debate and draw people's attention, as well as playing on fresh and recent news.

Some topics example that will be post by the delegates: The next European Night Without Accident, Speed Cameras in the EU, ERSC Contest, Distracted Driving campaign, illegal car racing, "Media People" & road safety, national/local projects, the workshops sessions during the Cyprus Conference, etc...

### **2. EYFRS NEW INTERNET WEBSITE:** [www.ec.europa.eu/transport/eyfrs](http://www.ec.europa.eu/transport/eyfrs) or [www.eyfrs.eu](http://www.eyfrs.eu)

A major comment that came out of this questions-session was the fact that youngsters use much more Facebook and social media than the Internet website. We indeed noticed that amongst the audience, when they surf on the web, they directly check their social networks, rarely focusing on websites, above all if their timing is restricted.

The EYFRS website should be the "main hub" but all information must appear on Facebook, Twitter, LinkedIn, etc. The ideal should be to "create traffic" and create quality content which leads to easy searchable by example Google. The website and Facebook should be complementary, however as close as possible and updated at the same time. If the website remains inactive for too long, youngsters won't even check it anymore...

The new url address has been also discussed as too difficult to remember. As the old address also leads to the new website ([www.eyfrs.eu](http://www.eyfrs.eu)), communication towards youngsters should be using this shorter url.

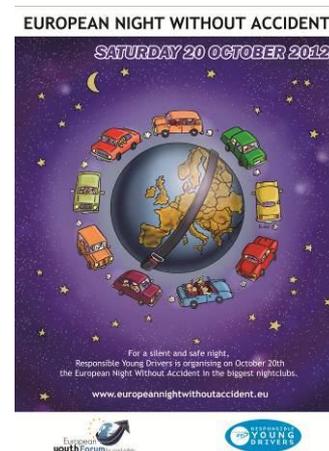
However, for diplomatic or official communications, the ec.europa.eu address should be used. As hosted by the European Commission, it gives more credibility to the EYFRS network.

Creating competitions with small awards can surely increase the audience of the website; as well as editing longer articles, more complete information, and keep all videos and links from Facebook on the website.

### **3. EYFRS CAMPAIGNS IMPLEMENTATION:**

The entire audience agreed that the next common implementation in the name of the EYFRS network should be the "FLASH MOB" campaign on the Pedestrian theme, in accordance with the 2<sup>nd</sup> Global UN Road Safety Week (May 2013) and the 5<sup>th</sup> edition of the European Youth Forum for Road Safety.

Apart of that, the European Night Without Accident (ENWA) is nowadays clearly welcome by all Member States. Even in Tunisia, in Russia and in Africa, this action takes place in several nightclubs thanks to the motivation of the local NGOs. However, depending on the country, it is not always easy to find sponsors providing the necessary tools to implement it. Indeed, the costs of breathalyzers, drug-tests and other visuals are quite high and remain not affordable for all. This is why it is important to keep on looking for support and call upon stakeholders to keep on maintaining the ENWA until 2020.



It is also obvious, that the use of the received tools (AlcoVision & DrugVision Goggles, Alcotests, the Distract-A-Match Game, the Egg's Helmet, the stickers and the posters 2010 & 2011) remain one of the easiest ways to reach youngsters all year long. Many of the delegates have been using them on filed activities, as it is very easy to insert them into regular activities or to organize a special action. Therefore these actions keep on going until next year. An evaluation of all implemented activities using the tools in the Member States and neighborhood should be realized during the 5<sup>th</sup> Edition of the EYFRS.

**A COMMON IMPLEMENTATION... ALL OVER EUROPE AND BEYOND...**

**THE EU ROAD SAFETY RALLY RESULTS**

TOTAL NUMBER OF PARTICIPANTS: **98.186**

BELGIUM:	9.300
BULGARIA:	37.150
CYPRUS:	550
GERMANY:	56
GREECE:	5.000
HUNGARY:	1.000
LUXEMBOURG:	8.850
ESTONIA:	2.000
PORTUGAL:	200
POLAND:	4.000
NETHERLANDS:	2.180
SLOVENIA:	17.900

**TOP TOOLS (mostly used)**

1. AlcoVision Goggles
2. Posters
3. Distract-A-Match
4. Alcotests
5. Stickers

**4. EUROPEAN INVOLVEMENT:**

All year long, all delegates are involved in European projects. Here is a list of some of them: the European Night Without Accident, the European Day of Courtesy on the Road, the 2<sup>nd</sup> UN Global Road Safety Week, the Arab Youth Forum, AVENUE, CITY-ZEN, Scouting for Global Road Safety, Peer Drive Clean!, a Distracted Driving Campaign in US (NHTSA), the 5<sup>th</sup> Edition of the EYFRS... And the new FLASH MOB...

**QUESTION TIME:**

After the Workshop, an open question time took place. The Youth Delegates benefited from the wise experience from the European Commission, who honored us with their presence in order to answer specific questions linked to the EYFRS and other road safety issues in the EU Member States.

During the European Road Safety Day Conference, held in Nicosia, the topic of PTW-Safety (Powered Two Wheelers) was often broached by the audience and speakers, however, this topic is not often highlighted by stakeholders when campaigning for road safety... PTW Topic always remains in minority... Would it be possible to know if it is therefore a minority in road fatalities, or not?

Safety, or rather the lack of safety of PTW's, is first of all expressed in numbers of accidents and casualties. Since the number of accidents/casualties will depend on the amount of use or exposure of PTW's, these numbers should be corrected with some measure of exposure. One such measure is the number of PTW's, which is of limited use because the amount of actual riding is likely to vary between groups of PTW's and groups of PTW riders. A better measure would be the number of kilometres on the road. It is unfortunate that many countries have no reliable and detailed data on kilometres.

Overall, PTW rider fatalities contribute 15% of all traffic fatalities

The number of moped fatalities follows the same trend as motorcycle use. Many countries have a large proportion of moped fatalities 25 years and older, other countries show a majority under 25. Most countries have a large proportion of motorcycle fatalities aged 25 years and older. This is different from the situation in 1980 when the proportion under 25 years was much higher.

Fatality rate per inhabitant reflects both the number of vehicles per inhabitant and the fatality rate per vehicle. All southern European countries have high moped fatality rates per inhabitant, but rate per vehicle is highest in Denmark and Austria. Similarly, the motorcycle fatality rate per inhabitant is extremely high in Greece, but mainly due to the high rate of motorcycles per inhabitant.

[http://ec.europa.eu/transport/wcm/road\\_safety/erso/knowledge/Content/45\\_poweredtwowheelers/safety\\_of\\_ptw\\_s.htm](http://ec.europa.eu/transport/wcm/road_safety/erso/knowledge/Content/45_poweredtwowheelers/safety_of_ptw_s.htm)

**Considering the active and permanent participation of some European neighbours (like Tunisia!), can we think about a formula to inject this presence on the title of the forum (unless on the Facebook page) Some proposals on that: EYFRS and Neighbours / EYFRS and Friends / Euro-Mediterranean Youth Forum for RS...?**

The idea is very nice indeed, and is actually used as much as possible. This is also a way to underline the European multicultural asset. It is true that the neighbouring countries and friends are always very active and supportive, and spread the awareness message across their country as well. In several communications, the EYFRS already refers to be open to neighbouring countries and friends. However we must be very careful with the name in order to be clear and avoid confusion with other initiatives. For instance, the Euro-Mediterranean Forum for Road Safety already exists. The EYFRS Taskforce takes good note of the argument and will surely discuss about it furthermore. ;-)

**Could we change the law of the alcohol limit for driver's influence to zero tolerance around all European Member States?**

This question is often coming back in youngsters' mind, above all the ones involved in road safety awareness and NGOs. It is indeed a nice way of communicating towards youngsters. The Zero Tolerance philosophy is the best way to avoid accident anyhow. Now it is more complicated than that. Every government from the Member States manage to reduce the limits progressively according to the cultures and backgrounds, which has to be respected. Several changes have already been noticed in all Member States. We have to be patient. The Zero Tolerance while driving seems to be the most logical way to avoid traffic crashes related to it. Even if one's says that 1 beer doesn't really influence your driving skills, it always remains safer as alcohol has a different effect on everybody and its effects vary because of many variables. Indeed, 1 beer doesn't even have the same effect if the person is tired and hasn't eat anything, or fully rested with a breakfast of vitamins in the stomach.

**When will be launched the Call for Proposal regarding the coordination of the 5<sup>th</sup> edition of the European Youth Forum and where can we find it?**

The Call will be published on the European Commission website of the DG MOVE.  
Its redaction is in process and it will be launched in autumn 2012.  
It will also be announced on the EYFRS Website ([www.eyfrs.eu](http://www.eyfrs.eu)),  
and on the EYFRS Facebook Page ([www.facebook.com/eyfrs](http://www.facebook.com/eyfrs)).

**Would it be possible to organize Youth Forum for road safety in national level under the "umbrella" of European Commission and European Youth Forum for Road Safety?**

It goes without saying that the European Commission would be very happy to see that. However, it is up to each government to take up this initiative. The EC is of course very supportive regarding to it; this is also one of the reasons why the European Youth Declaration was created during the 4<sup>th</sup> edition of the EYFRS. The Commission's task is to manage cohesion between countries but cannot intervene at a unique national level. It can surely not force all countries to organize such an event at a national level. The lobby of the declaration enables NGOs to show that we are in good hands, and why not to find support from your governments or potential sponsors to organize it.

**What could we do during the 2<sup>nd</sup> Global UN Road Safety Week, which will be held next May 2013?**

**Theme: Pedestrians**

Info: [www.who-int/roadsafety](http://www.who-int/roadsafety)

This final question is opened to everyone...

Your ideas will be very welcome on the EYFRS Facebook Page: [www.facebook.com/eyfrs](http://www.facebook.com/eyfrs)



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