

A good road is a safe road

Following the global recognition of this true world "epidemic" caused by road accidents and the creation, in 2004, of the UN Road Safety Collaboration, governments have responded by conducting road safety campaigns targeted mainly at improving user behaviour. Progress in vehicle safety has contributed significantly to reducing road deaths and injuries and will continue to do so as requirements become more stringent. But in order to be effective, any comprehensive road safety programme needs to include an infrastructure component. The importance of road safety is underlined by the undeniable fact that road transport will continue to be the dominant mode of transport within an integrated transport system (i.e. intermodal transport of goods) in the years to come and therefore its safety must be significantly improved.

In this session industry leaders will present some of the techniques they use in the road infrastructure sector aimed at effectively reducing the number of road fatalities, thus making our roads safer.

PROGRAMME

Welcome

The IRF and its road safety activities

Maria Novikov
International Road Federation

Safe Road Infrastructure: black spot solutions

Rik R. Nuyttens
3M Europe Traffic Safety Systems

Driving simulator: an effective tool for driver awareness

Jean Lalo
SOMARO

Questions/debate



3 April 2008

1pm - 2pm