

a comprehensive road safety strategy for central europe

SOL - SAVE OUR LIVES Jaroslav Heinrich, HBH Projekt spol. s r.o.

Cross disciplinary partnership in sustainable
development of road safety in Central Europe

CONVERGE UK, Prague, 23rd May 2013



Where ??



WHY ???

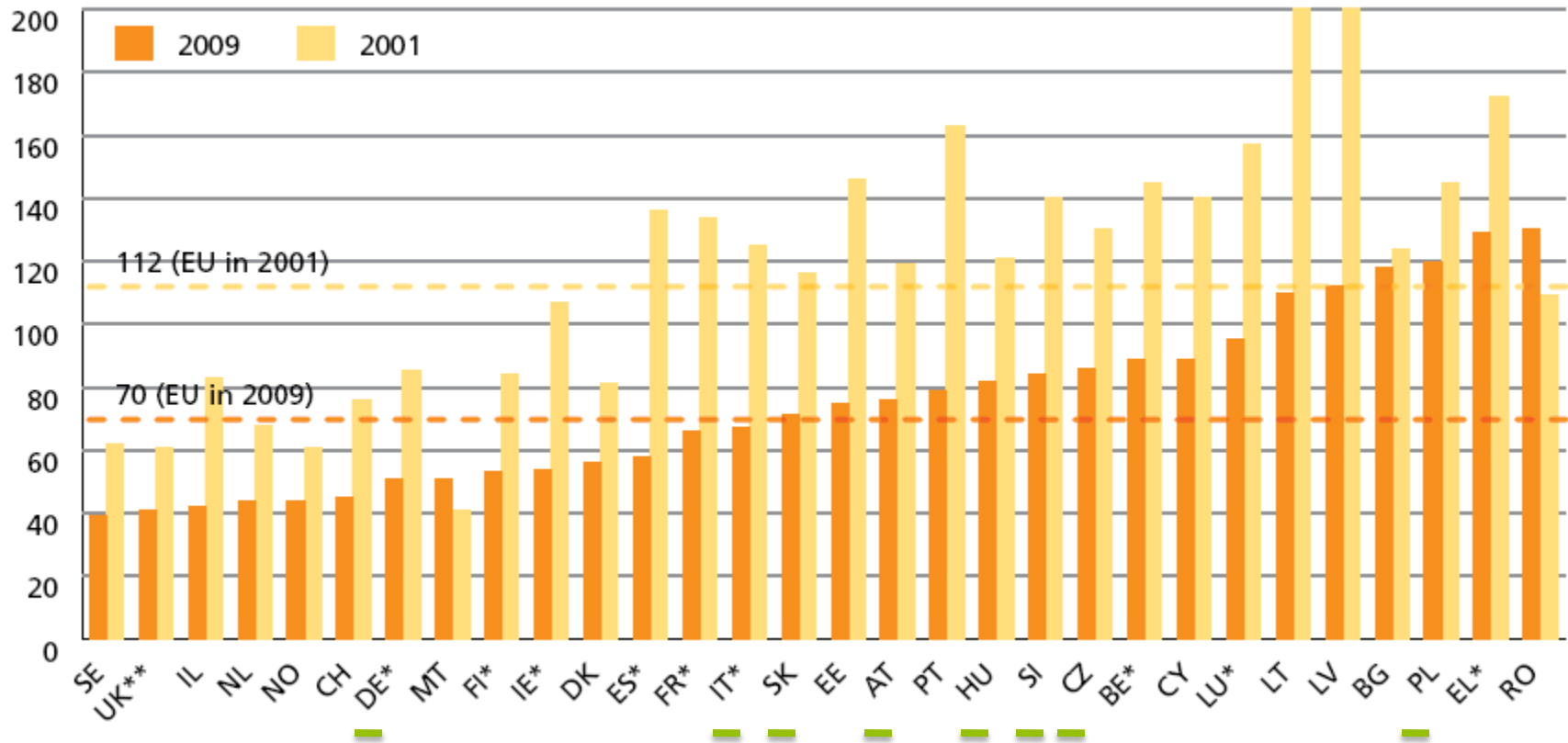


Fig.1: Road deaths per 1 mil. inhabitants 2009

Overview

- Project period: April 2010 - June 2013
- 12 Project Partners from 8 countries (PL, CZ, SK, SL, HU, IT, AT, DE)
- 10 pilot areas:
 - PL, CZ, SK, AU, HU: 1
 - IT: 2
 - SL: 3
- EU Project (Interreg IVB): co-financed by the European Regional Development Fund (ERDF)
- Budget: approx. 3,5 Million Euro



„Transsector“ cooperation

- 12 Project Partners
- 2 transport research institutes (PL, H)
- 2 universities (D, SK)
- 2 NGO´s (PL, H)
- 1 public body (regional government A)
- Auto club (SI)
- Association of driving schools (SK)
- 3 business partners (ALOT, FGM – AMOR, HBH Projekt) with different expert knowledge



„Transdisciplinary“ cooperation

- Transport research institutes
- 2 universities (traffic engineering, geography)
- 2 NGO´s (PL – regional RS, H - part of GRSP)
- Regional government, Auto club, Association of driving schools
- ALOT (Public transport, transport logistics)
- FGM – AMOR (Sustainable mobility, communication)
- HBH Projekt – (Infrastructure safety, road safety education)



Czech part of the SOL projekt

Czech part of the SOL project was led by HBH Projekt spol. s r.o., which as an European first ever Design and Consultancy Office for Highway Construction, undersigned the European Road Safety Charter.



Transdisciplinary Research, Prague
23rd May 2013

Czech part of the SOL project

- Pilot region Liberec
- Associated partners Praha, Kromeriz



Liberec (CZ)

Pilot activities focused on safety of vulnerable road users especially children

1. Short road safety inspection of school surroundings (based on the situational assessment enlarged to all places with higher occurrence of pedestrians and/or cyclists.
2. Safe journey to school full implementation
3. Governor cup „Step by step in traffic without injury “followed by public road safety campaign

Outcomes

- Stronger road safety planning and management in the pilot communities
- Stronger link between national road safety and transport policies and local implementation activities
- **Coordinated, multisector and multidisciplinary cooperation** on road safety and sustainable mobility in the communities
- Implementation of projects that are evidence based and results focused
- **Development of a transnational network on road safety with a shared vision for road safety**
- Production of a road safety toolkit for the region

SOL - SAVE OUR LIVES

a comprehensive road safety strategy for central europe

Jaroslav Heinrich HBH Projekt spol. s.r.o.

www.sol-project.eu



Transdisciplinary Research, Prague
23rd May 2013



Future needs

- **Involvement of even broader field of knowledge, especially social science (psychology, sociology)**
- **Road safety and sustainability as a part of more general approach to responsible behaviour**
- **Coordinated, multisector and multidisciplinary cooperation on responsible behaviour in the communities, regions and countries**

SOL - SAVE OUR LIVES

a comprehensive road safety strategy for central europe

Jaroslav Heinrich HBH Projekt spol. s.r.o.

www.sol-project.eu

Thank you for your attention!

j.heinrich@hbh.cz

www.sol-project.eu

The screenshot shows the SOL website homepage. At the top, there is a navigation menu with links for Home, Road, Farmers, Pilot Areas, Events, News, Best Practices, Links, and Downloads. The main content area features a large banner image of a road stretching into the distance with the text "A Comprehensive Road Safety Strategy for Central Europe". Below the banner, there are several sections: "About the Project", "The Pilot Actions", "Central Europe", and "News". Each section contains a brief description and a "Read more" link. The website also includes a search bar and a language selection dropdown.

The screenshot shows a page from the SOL eMAGAZINE. The page features a large image of a road with a car and a truck. The main headline is "THE SOL eMAGAZINE". Below the image, there are several articles with sub-headings: "THE REDUCTION OF ROAD CRASHES IS THE COMMON OBJECTIVE OF THE EUROPEAN UNION", "STRATEGIES TO PREVENT ROAD CRASHES, DEATHS AND INJURIES IN THE CENTRAL EUROPE SPACE", and "THE SOL WEBSITE IS ONLINE". Each article contains a short paragraph of text and a "Read more" link. The page also includes a sidebar with additional content and a footer with the SOL logo and contact information.

Transdisciplinary Research, Prague
23rd May 2013



RYAE DRG FIACZ