

**Geneva, 13 May 2011****For Immediate Release**

IRF launches UN Decade of Action for Road Safety in Romania

During recent high-level meetings in Bucharest, Romania, the International Road Federation (IRF) organised a highly successful public launch of the United Nations Decade of Action for Road Safety.

Officially proclaimed by the UN to run from 2011-2020, the guiding principles of the Global Plan for the Decade of Action are based on a 'Safe Systems' approach, aimed at developing a road transport system that is better equipped to accommodate human error and take into account the needs of vulnerable road users.

Organised in collaboration with key local entities and civil society representatives, including the country office of Global Road Safety Partnership (GRSP), the World Health Organization (WHO), the Romanian Police Force, the Romanian Automobile Club, the Romanian Motorcycle & Bicycle Federation, the Romanian Association of Road Traffic Victims (AVAC), the Romanian Auto Safety Association (Siguranta Auto) and the National Road Authority (Ministry of Transport), this landmark event featured:

- Large screen public presentations, promoting the key messages and logos of the Decade of Action, backed up by Police road safety videos as well as keynote messages from celebrities, prominent figures from the worlds of sport and the arts, and youth.
- Personal appearances by leading officials, organisations and personalities expressing their commitment and support for activities furthering the Decade of Action.
- An extensive exhibition area displaying thematic photos, artwork etc.
- Comprehensive road safety workshops, publicising first aid techniques, the importance of wearing seat belts and the dangers of using mobile phones while driving etc.
- The official screening of '*Remember*', a commemorative video on behalf of all road victims, including many prominent celebrity casualties.
- The release of 2020 helium balloons to mark the event and bring the message home nationwide.

The event was endorsed by the Romanian Ministry of Education, which enabled the mobilisation and active presence at the launch of a large number of children and youth, who were further able to benefit from participation in various specially organised workshops and rallies.

Finally, the launch was attended by prominent international delegates present in Romania for a high-level IRF Symposium, around the theme '*Providing Infrastructure that improves Road Safety*', which was organised in conjunction with the event.

All in all, the launch of the Decade of Action proved a resounding success, attracting very encouraging levels of public and press attention despite the rather inclement weather conditions on the day.



IRF Symposium on 'Providing Infrastructure that improves Road Safety' develops action plan for UN Decade of Action for Road Safety, 2011-2020.

The International Road Federation (IRF) hosted a major international Symposium around the theme '*Providing Infrastructure that improves Road Safety*' from 10-11 May 2011, in Bucharest, Romania. Organised to coincide with the public launch of the United Nations Decade of Action for Road Safety, the Symposium was attended by delegates from some 40 countries, who gathered to share experiences and best practices aimed at developing a comprehensive series of recommendations to promote a world free of high-risk roads.

Speakers at the IRF Symposium stressed the vital importance of the gathering in terms of identifying common strategies and methods for securing safer infrastructure for all, in line with a universal 'safe systems approach'.

Delegates called for a comprehensive set of measures aimed at ensuring a fully integrated approach to addressing the diverse needs of road users and vehicles as well as issues of appropriate infrastructure and networks and the related economic, social and environmental dimensions. They notably expressed their commitment to:

1. Work collectively on the development of a 'safe systems approach' promoting a 'forgiving' road infrastructure.
2. Improve road safety across-the-board through appropriate master planning, design, construction, operations and maintenance.
3. Eliminate high-risk road sites, accident blackspots and hazardous road locations.
4. Actively promote road safety audits and assessments.
5. Integrate the latest technologies and materials designed to enhance road safety.
6. Promote partnerships between all stakeholders to ensure safe infrastructure.
7. Advocate capacity building and dynamic knowledge exchange as well as application of best practices and harmonised standards.
8. Take into account the needs of all transport modes and road users.
9. Encourage sustainable road infrastructure through adequate budgets addressing the mobility and safety requirements of the full range of road users.

At the conclusion of the Symposium, delegates were unanimous in agreeing that the gathering had been a resounding success in terms of triggering decisive progress on the development of effective actions and measures to support the 'safe systems approach' as one of the key guiding principles of the UN Decade of Action for Road Safety.

There was confidence that the resulting **Action Plan** will enable IRF members, governments, institutions, agencies and non-governmental organisations to make a pivotal contribution to worldwide efforts to ensure the success of the UN Decade of Action for Road Safety.



More information can be found on www.irfnet.ch and obtained with info@irfnet.org.



© Copyright International Road Federation 2011. All rights reserved.