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**Hellenic Research and Educational Institute for the Road Safety  
and the Prevention & Reduction of Traffic Accidents "Panos Mylonas"**

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***16 YEARS CHANGING TRAFFIC SAFETY  
CULTURE IN GREECE***

**Vassiliki Danelli-Mylona,  
President of BoD RSI PANOS MYLONAS**

*ASECAP Webinar:*

*Building a wide road safety culture to reach Vision Zero goal*

*22.06.2021*

# Introduction: Who we are



**Hellenic Research and Educational Institute "Panos Mylonas" for the Road Safety and the Prevention and Reduction of Traffic Accidents.**

**Established on May 12th 2005 after the tragic loss of Panos Mylonas, a 22 year old University student of Mechanical and Aeronautical Engineering and WRC accredited journalist.**

RSI is a non-for-profit Organization founded by University institutions, private entities, an audit company and a large number of agencies and volunteers.



*2005-2020*

*15 Years of Action!*

## *Our Vision*

**"a world without road crashes"**

## *Our Mission*

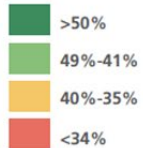
To increase Society's awareness for traffic safety culture and safe behavior of road users

To support the Government and stakeholders to act for the prevention of traffic crashes

# Greece and Traffic Safety Culture



MAP 1:  
Relative change in road deaths  
between 2010 and 2020 and  
recipient countries of the PIN  
Award over the period 2010-2020



**GREECE**  
WINNER OF THE  
2021 ROAD SAFETY  
PIN AWARD

## GREECE 2010-2020

**54%** reduction in road deaths

**72%** reduction in serious injuries

*The only EU Member State exceeded the EU target to cut road deaths by 50% over the decade to 2020*

*"Greek drivers changed their behaviour significantly. This was initially triggered by the economic crisis, but has been maintained well after the crisis, as a result of the constantly improving road safety culture of a more mature society" (ETSC PIN 15 Report)*

## What was the role of RSI "Panos Mylonas" on this Cultural Change?

# Traffic Safety Culture: A definition

## Traffic Safety Culture

The **values** and **beliefs shared** among groups of road users and stakeholders that **influence** their **decisions to behave** in ways that **improve traffic safety**.

*(Otto et al., 2016).*

## What is important?

- Quality Education
- Awareness Raising
- Stakeholder engagement  
*Involving Authorities and the civil society*
- Appropriate communication

# Quality Education: RSI Traffic Safety Education Programmes



«**In Traffic  
with Safety**»  
primary school  
education



«**Be a knight  
of road safety**»  
primary school  
education



«**Cycling  
in Safety**»  
primary school  
education



«**Do it right**»  
secondary school  
education

«**AVENUE for  
Traffic Safety**»  
occupational  
health & safety

«**Ermis**»  
young traffic  
offenders and their  
families



## Persons Trained 2009-2020

**115,555** Pupils of Primary Education

**104,622** Pupils of Secondary Education

**5,395** School Teachers

**1,005** Young delinquents of the  
Traffic Law and their families

**20,000** Scouts

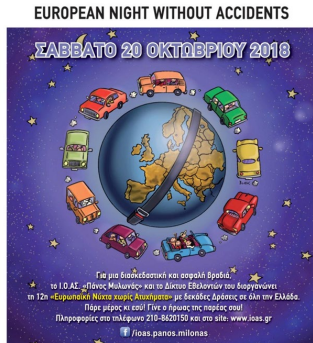
**15,750** Executives of private companies

**46,548** Military Forces

# Awareness Raising: selected campaigns (out of 150)

## EUROPEAN NIGHT WITHOUT ACCIDENTS

(2006-today) [Video](#)



**2,500** People involved  
**1,776** Alco tests  
**34** cities **40** Night clubs  
**1,000,000** message recipients  
Each year...

### Drink Driving

*"Everyone is having fun,  
one is not drinking...  
the designated driver"*

RYD Belgium, Traffic Police

## 1st Flash Mob on Road Safety

(2014) [Video](#)



**100** Volunteers  
**60** professional dancers  
**Uploaded & promoted at the EC Portal**

### Road Crashes

*"STOP Road Crashes"*

DG MOVE, European Youth Forum for Road Safety (EYFRS)

## #SLOW DOWN Campaign

(2017) [Video](#)



**Over 200K** people reached on social media channels  
**3M** people on TV broadcast  
**At the occasion of the 4th UN Global Road Safety Week**  
**Speeding**

*"Slow Down – Save Lives"*

Representation of EC in Greece, Cyprus Automobile Association (CAA) & FIA

## #35000LIVES Campaign in Greece & Cyprus

(2018) [Video](#)



**Over 200K** people reached on social media channels  
**3M** people on TV broadcast

### Speeding, Helmet & Distraction

*FIA #3500LIVES*

Cyprus Automobile Association (CAA) & FIA

## Rear Seatbelt Video Campaign

(2019) [Video](#)



**Over 500K** People Reached on Social Media channels  
**3M** people on TV broadcast

### Seat belt Use

*"ALWAYS Buckle up, in the front and in the back. Don't let your body become a lethal weapon"*

ETSC, SRF, Ministry of Infrastructure

[www.ioas.gr](http://www.ioas.gr)



# Engaging Stakeholders: Involving & engaging Authorities



## Interventions in the Parliament

Special Permanent Committee for Road Safety of the Greek Parliament (EDWARD DAY 2019)

## Encouraging Traffic Police Enforcement

Annual Traffic Policeman Award  
Breathalyzer & Speed radars' donations



## Working closely with Municipalities

6th UN Global Road Safety Week in Larisa  
(#Love30 open event with local authorities)

## Collaboration with Ministries

Nationwide student contest in collaboration with the  
Ministry of Education & the Educational TV  
MoU with Ministries of Civil Protection & Justice

**THIS IS MY STREET**

Τέταρτος!  
ΠΑΝΕΛΛΗΝΙΟΣ ΜΑΘΗΤΙΚΟΣ  
ΔΙΑΓΩΝΙΣΜΟΣ ΨΗΦΙΑΚΗΣ ΔΗΜΙΟΥΡΓΙΑΣ

**"ΟΔΙΚΗ ΑΣΦΑΛΕΙΑ:  
ΚΟΙΝΗ ΕΥΘΥΝΗ"**  
Για μαθητές & μαθήτριες Δ/θμιας Εκπαίδευσης

**"ΟΔΙΚΗ ΑΣΦΑΛΕΙΑ  
ΠΑΝΤΟΥ ΚΑΙ ΠΑΝΤΑ!"**  
Για μαθητές & μαθήτριες Π/θμιας Εκπαίδευσης

Δημιουργήστε βίντεο και ψηφιακές εφαρμογές σχετικά με ασφαλείς και υγιείς διαδρομές για τα παιδιά, τους νέους και το κλίμα!

Περισσότερες πληροφορίες:  
[www.ioas.gr](http://www.ioas.gr)  
[www.i-create.gr](http://www.i-create.gr)

ΔΗΛΩΣΕΙΣ ΣΥΜΜΕΤΟΧΗΣ  
ΜΕΧΡΙ 10 ΜΑΪΟΥ 2021

IOAS, Ministry of Education, Ministry of Civil Protection, Ministry of Justice, ROAD SAFETY GRIPPI PROGRAMME



# Engaging Stakeholders: Corporate Business – CSR & OHS&A Programmes



## “Roads to the Future”

Alliance for safety and courtesy on the road

*Initiated and coordinated by  
Road Safety Institute (RSI) "Panos Mylonas"*

**CHILDREN & ROAD SAFETY** - ΑΤΤΙΚΗ ΟΔΟΣ S.A.

**DRINK DRIVING** - DIAGEO Hellas

**MOBILE PHONE USE** - COSMOTE

**WELLNESS & SAFE DRIVING** - GENESIS Pharma

**ECO-DRIVING** - GEFYRA S.A.

**YOUTH & ROAD SAFETY** – AXA Insurance

**TIRES & ROAD SAFETY** – GOODYEAR





# Engaging Stakeholders: Activating Civil Society



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# International Collaboration Example: "Scouting for Global Road Safety" 1/2

The initiative launched in **2010** by **RSI "Panos Mylonas"** in collaboration with:

- the **World Organization of the Scout Movement (WOSM)**
- **Scouts of Greece** (Soma Hellinon Proskopon)
- **Scouting Ireland**
- **Road Safety Authority of Ireland (RSA)**



## Objectives

- ✓ To utilize the resources and methods of Scouting.
- ✓ To improve Road Safety for adolescents and young people.
- ✓ To build a global alliance for Road Safety through Scouting.

Held under the auspices of the **United Nations Economic Commission for Europe (UNECE)** within the framework of the **UN Decade of Action for Road Safety (2011 - 2020)**.



## *Why Scouts?*

*The Scout Method offers an approach to learning that could be highly effective in promoting a positive attitude to Road Safety*

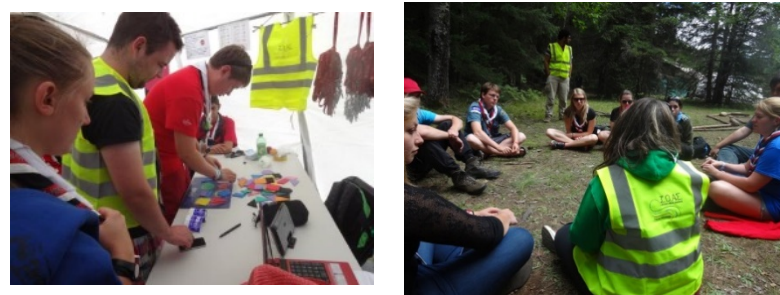


# International Collaboration Example: "Scouting for Global Road Safety" 2/2

22nd World Scout Jamboree,  
Sweden, 2011



14th World Scout Moot  
Canada 2013



15th World Scout Moot  
Iceland 2017



*Training Scouts from all over the world since 2010!*

2nd UN Global Road Safety Week  
Geneva, 2013



23rd World Scout Jamboree,  
Japan 2015



24th World Scout Jamboree, North  
America 2019 – FIA supported



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# Thank you !



## 16 YEARS CHANGING TRAFFIC SAFETY CULTURE IN GREECE



[/ioas.panos.milonas](https://www.facebook.com/ioas.panos.milonas)



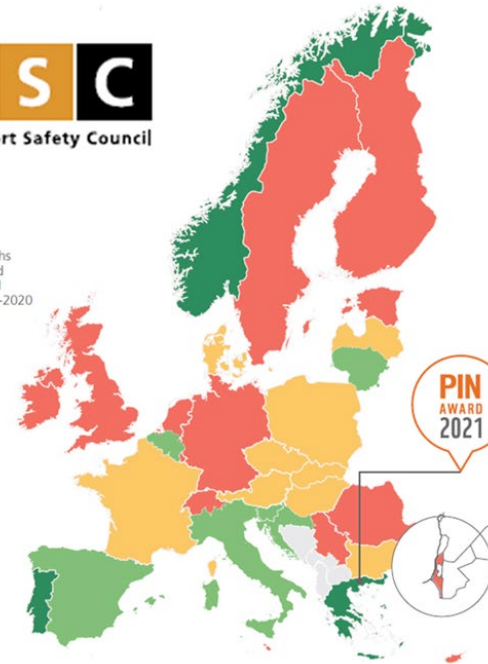
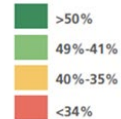
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