Road Safety Campaigns in Greece

Bill M. Halkias, PE, F.ASCE, F.ITE
President, Hellenic Institute of Transport Engineers

Chief Executive Officer, Attica Tollway Operations Authority
(Attikes Diadromes S.A.)
Road safety records in Europe back in year 2001

• 54,000 fatalities*
• Very important social and financial consequences

*Note: For EU-27 (year 2001)

Target: Reduce fatalities by 50% until year 2010
Fatalities Reduction in EU (2001-2009)

Average: -36% (EU27)

Source: European Transport Safety Council
Road Fatalities in Greece (2000-2010)

- Estimation for year 2010
Exposure risk in EU Countries

Average Fatality rate (per 100 million Vehicle –km)

For the period 2007-2009

Note: Graph presents only 19 countries, no data available for the others

Source: European Transport Safety Council
Strategic Plan for the improvement of road safety in Greece, 2011-2020

Developed by the Department of Transportation Planning and Engineering of NTUA for the Ministry of Infrastructure, Transport and Networks.

- Adoption of the new EU target for reducing the number of road deaths by 50% by 2020 comparing to those in 2010.
- Intermediate and other specific targets will also be set.
- Scientific Responsible: Professor G. Kanellaidis
Causes of Low Road Safety Level in Greece

A combination of three parameters:

- High percentage of unsafe road network
- Driving Behavior (e.g. speeding and aggressive driving)
- Lack of establishment of an effective legal framework
Are motorways safe?

Safety Indicators in Attica Tollway

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Fatalities</td>
<td>10</td>
<td>14</td>
<td>15</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>Fatalities per 100 million VKM</td>
<td>0.7</td>
<td>0.9</td>
<td>0.9</td>
<td>0.3</td>
<td>0.7</td>
</tr>
<tr>
<td>Number of Motorcycle Fatalities</td>
<td>3</td>
<td>9</td>
<td>11</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>% of Motorcycle Fatalities</td>
<td>30%</td>
<td>64%</td>
<td>73%</td>
<td>60%</td>
<td>64%</td>
</tr>
<tr>
<td>% of Motorcycle Traffic</td>
<td>2.6%</td>
<td>2.7%</td>
<td>2.9%</td>
<td>2.9%</td>
<td>3.2%</td>
</tr>
</tbody>
</table>
The future of Motorways in Greece:
2500 km of New or Upgraded sections in the pipeline

- Korinthos-Kalamata-Sparti
- Elefsina-Patras-Tsakona
- Ionia Odos
- E65
- Maliakos-Klidi
- Attica Tollway
- Egnatia Odos
- Thessaloniki Evzoni
Review of the Road Safety Measures in Greece

- The effectiveness was limited
- Disaggregated Responsibilities
- Little political engagement (e.g. enforcement)
- Absence of assessment of the road safety plans
- Lack of coordination
- No one is accountable
New Legal Framework for Road Safety in Greece

• Establishment of National Road Safety Council (NRSC) A body that incorporates all the organizations involved in Road Safety, with the active participation of HITE.

• Establishment of General Directorate in the Ministry of Infrastructure, Transport and Networks All the road safety related services are appointed to this Directorate.

• Reinstatement of the Inter- Ministerial Committee for Road Safety and respective Secretariat.
The role of Hellenic Institute of Transport Engineers (HITE)

• HITE is a scientific association and its members are among others actively involved in Road Safety.

• HITE’s scope is to participate actively to the dialogue for road safety and to offer relevant public consultations with its scientific and technological knowledge.
Actions of HITE (1/2)

- Participation to the NRSC and submission of proposals.
- Establishment of Road Safety Scientific Committee within HITE.
- Organization of Road Safety Conferences.
- Co-organization with other entities of various Road Safety activities and campaigns.
Actions of HITE (2/2)

• Co-organization with the city of Athens RSI of «Informative Campaigns for Road Safety».
• Co-organization with RSI “Panos Mylonas” of the «Partnership for the Safety and Culture on the Road».
• Cooperation with various entities including NTUA, CERTH, Traffic Police etc
• Partnerships for awareness campaigns with other institutes and corporate entities.
Safety campaigns on motorways in Greece

Campaigns by Attica Tollway on annual basis
Safety campaigns on motorways in Greece

Attica Tollway in cooperation with RSI “Panos Mylonas” organized “Nights without Alcohol”
Safety campaigns on motorways in Greece

Attica Tollway organized campaigns tailored for Teenagers
Safety campaigns on motorways in Greece

Educative campaigns for Children by Attica Tollway
Safety campaigns on motorways in Greece

Educational Book

Guidelines for motorcyclists by Attica Tollway in cooperation with California Superbike School

Educational DVD distributed by Attica Tollway in cooperation with HITE and Road Safety Committee
Safety campaigns on motorways in Greece

Leaflets for Professional Drivers
Safety campaigns on motorways in Greece

Massive Distribution of Road Safety Gadgets
Safety campaigns on motorways in Greece

Educative Leaflets by Moreas Motorway
Conclusions

- Road Safety campaigns carried out in Greece have limited efficiency due to limited action on the strategic target plan and the non-existence of a coordinating “umbrella” agency.
- The strategic plan developed by NTUA shall be the main target.
- Coordination of continuous implementation, monitoring and evaluation of the road safety actions according to the Strategic Plan are vital to reinforce the plan’s effectiveness.
- Accountability of all involved parties in order to obtain engagement.
Thank you!

Bill M. Halkias, PE, F.ASCE, F.ITE
President, Hellenic Institute of Transport Engineers
Chief Executive Officer, Attica Tollway Operations Authority (Attikes Diadromes S.A.)