



# Building Traffic Culture

20.1.2017. Prishtina, Republic of Kosovo

Emily Coenegrachts – Commercial Director





## BRSI: Mission & vision



## Our mission

The Belgian Road Safety Institute develops, shares and applies knowledge on road safety concerning people, technology and society.





Our vision: GO FOR ZERO - Together towards 0 road victims

# BRSI organisation

Knowledge  
Centre

Research  
Government  
Mission

Public Affairs,  
Regulatory  
and Innovation

Technology  
Laboratories  
Legislation

Consulting  
Agency

RS @ work  
Fitness to drive

## Stakeholders



Politicians, policy  
makers, officials



Press &  
journalists



Police, justice,  
ministries, federations...



Companies



Representatives of road  
users, target groups...



National and international  
researchers and experts



Interested citizens

# Your international partner



- ▶ BRSI has a strong international network
  - ▶ Europe
  - ▶ USA
  - ▶ Canada
  - ▶ New-Zealand
  - ▶ African countries
- ▶ Both as a **knowledge center** and as a **service provider**

Knowledge Centre

Research reports

---



# Research reports

## ➤ **Analyse road accidents – data on accidents and/or casualties**

- Analysis of road safety/accidents, based on police data or in-dept on the spot
- Benchmarking – trend analysis
- Relate trends to the causes, the big killers

## ➤ **Different research lines**

- Impact of crashes on people and society
- Behaviour of road users
- Achieving behavioural change
- Design of safe roads



# Public Affairs, Regulatory and Innovation

---



# Public Affairs, Regulatory and Innovation

- Monitor and analyse social tendencies and trends
- Coordination of traffic coordinators at the police
- Develop and test InCar technology and intelligent transport systems
- Innovation and road safety infrastructure
- Laboratory for helmets and alcohol detecting systems



# Examples of infrastructure projects

- ▶ Street lighting
  - ▶ Support of communes
  - ▶ Road side inspection
- ▶ Road safety inspections
  - ▶ Black spots analysis
  - ▶ Applied to private sites (Esso, Total, ...)
- ▶ International projects
  - ▶ Twining project with Algeria (safe infrastructure)
  - ▶ Cameroun: Training on safe roads



# Examples of other technology projects

- ▶ Detection of drowsiness
  - ▶ Testing of portable devices
- ▶ New mobility solutions



- ▶ Evaluation of drones for accident surveys
- ▶ Use for behavior and infrastructure surveys
  - ▶ Black box
  - ▶ Car sensors



Consulting Agency

---

Road Safety Journey



# 1. Road Safety Assessment

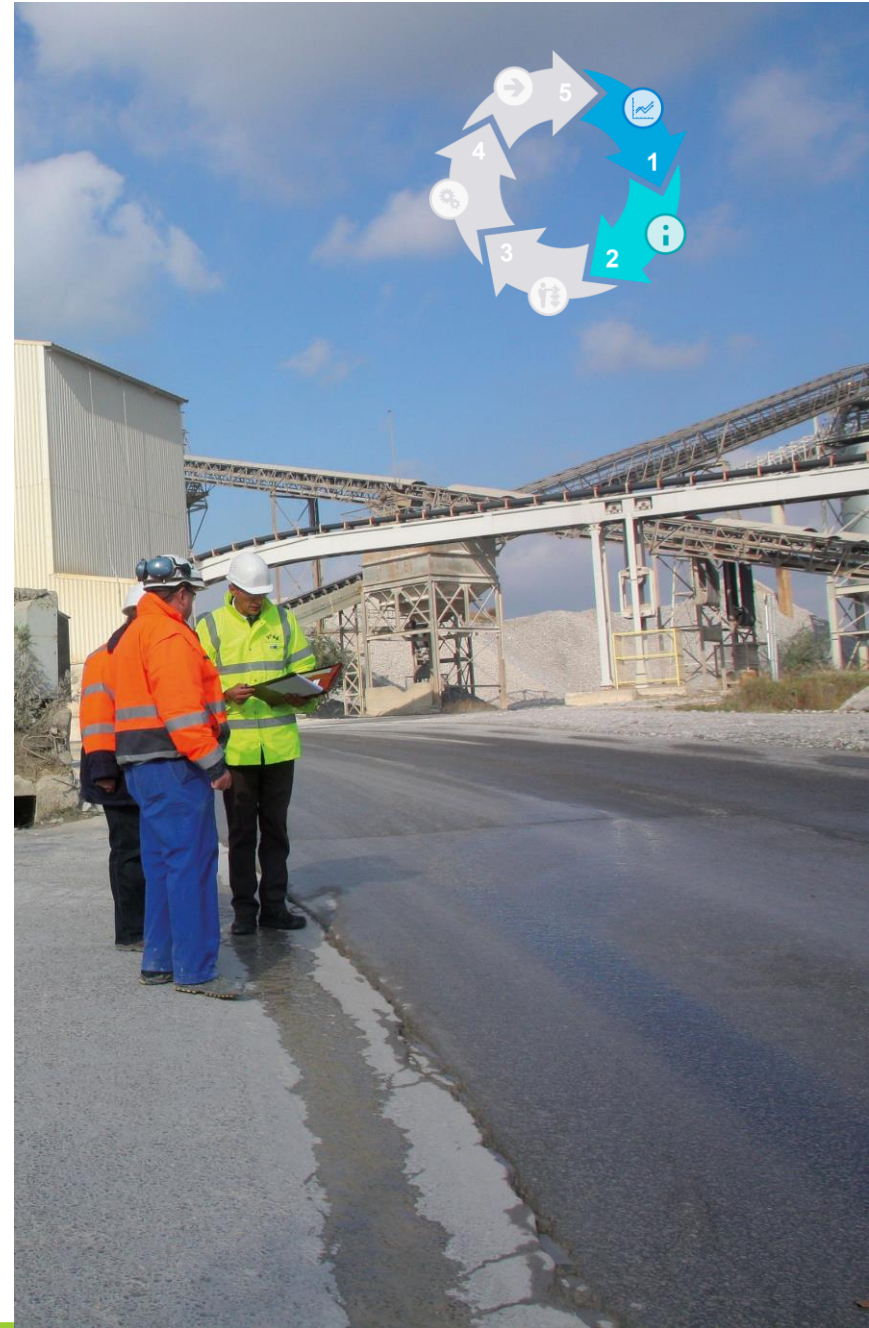
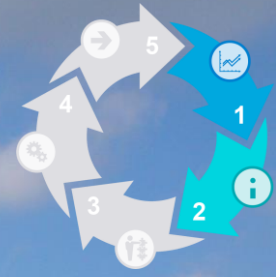
- Analyse road safety
- Cost analysis related to road safety

## 2. Recommendations

- Recommendations with regards to road safety

### Advantages

- Show that actions have been taken in order to react upon possible causes of accidents
- Prevent future accidents
- Reduce costs



### 3. Solutions



- ISO certification
- Audits
- Workshops and trainings
- E-learning (online quiz)
- Animations (simulators, tumble car, BOB blaas machine, ..)
- Campaigns



# 3. Solutions



## Campaigns

4 killers on the road



**Seatbelt**



**Alcohol**



**Speed**



**Distraction**



## 4. Execution



- Implement recommendations in practical terms
- Keep the system running based on new insights and resources

## 5. Follow up

- Annual review of the number of accidents and costs
- Examine the knowledge and attitude of the target group and adjust if needed



---

# **Good practices: campaigns**



# Nul op! Bedankt **BOB**

Vrij, Kunt, Geroep, B.V. is ingeschreven bij de Kamer van Koophandel, TSO Brussel



# VAN GENK TOT DE HAAN RAAK IK FACEBOOK NIET AAN

De kans op een ongeval is 23 keer  
groter als je chat achter het stuur.

IKRIJSMARTPHONEVRIJ.BE



# VAN HIER TOT IN 'T STAD RIJ IK ZONDER SNAPCHAT

De kans op een ongeval is 23 keer groter  
als je belt, mailt of chat op de fiets.

IKRIJSMARTPHONEVRIJ.BE





# Smartdrivers platform & App



## 1. What?

A unique and accessible **eco-system** embedding all aspects in the process of becoming a **safe young driver**

## 2. For who?

For **youngsters** and their **parents**

## 3. Why should they use it?

Both youngsters and parents will use it as a **convenient and accessible guidance system** in the learning **process hosted by recognised players**

## 4. What's in it for them?

- Youngsters to **fulfil their main interests**: guidance, experience, achievements, fun and safety
- Parents mainly for **peace of mind**

## 5. How?

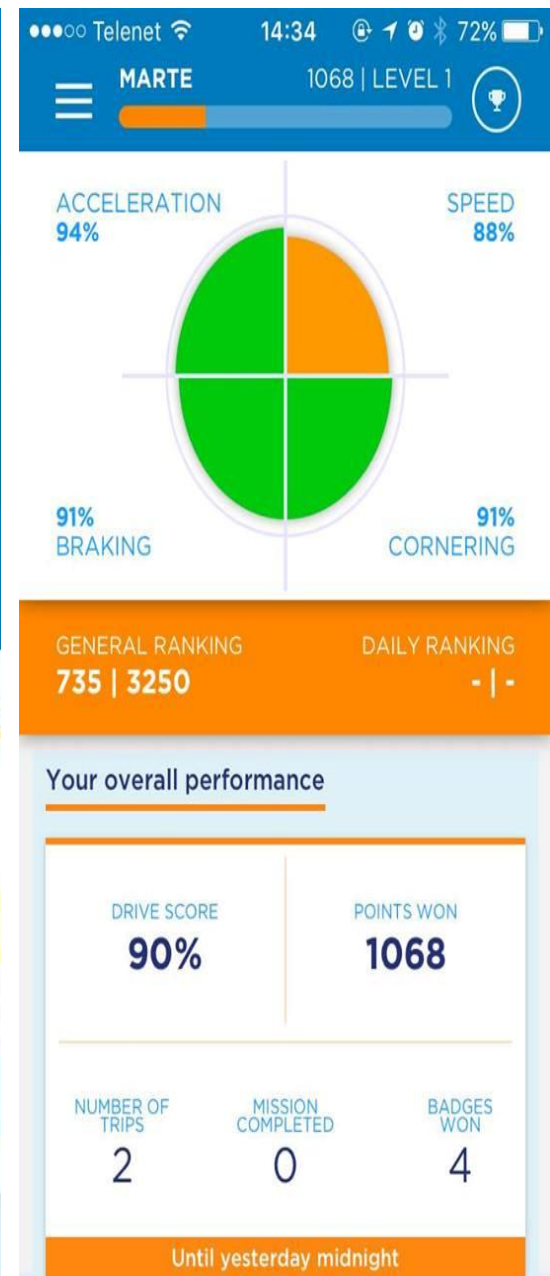
**With a comprehensive approach**, where an online platform serves as main dashboard for tracking incentives and progress

# Application

Mobile service  
Drivescores  
Rewards and badges  
Feedback and tips  
Test drives

Gamification:

- Badges
- Rewards
- Missions





**Emily Coenegrachts**

**Commercial Director**

Belgian Road Safety Institute

## 4. Contact details

 Haachtsesteenweg 1405 | 1130 BRUSSELS

 +32 2 244 14 31

+32 476 47 70 74

 [www.bivv.be](http://www.bivv.be)

 [Emily.coenegrachts@bivv.be](mailto:Emily.coenegrachts@bivv.be)