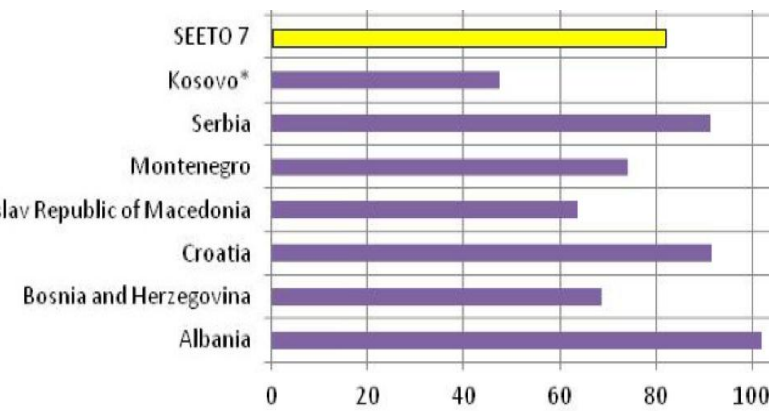
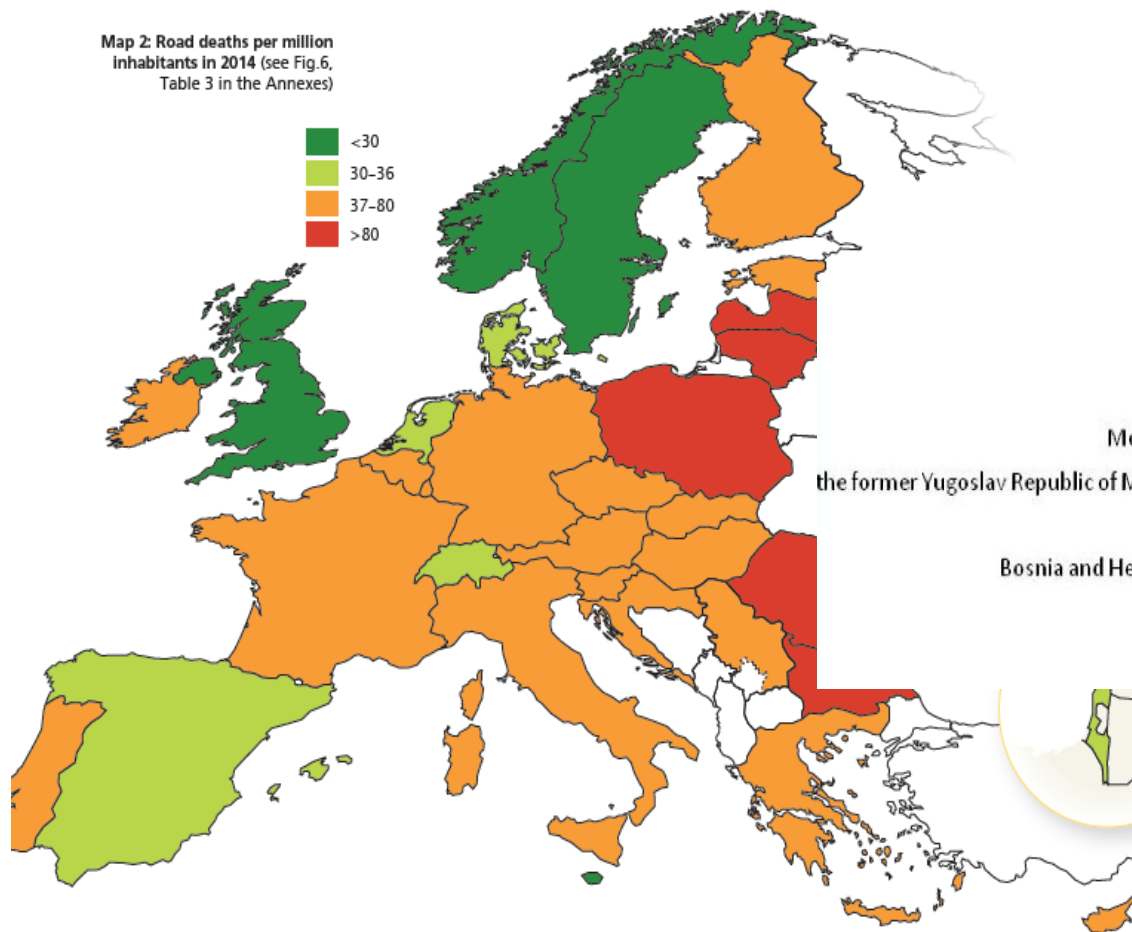


Traffic Safety Culture - a significant driver affecting road safety?

3rd International Conference
"Transport research and knowledge transfer in road safety"
Prishtina, Republic of Kosovo
22 January 2016, Robert Bauer, KFV

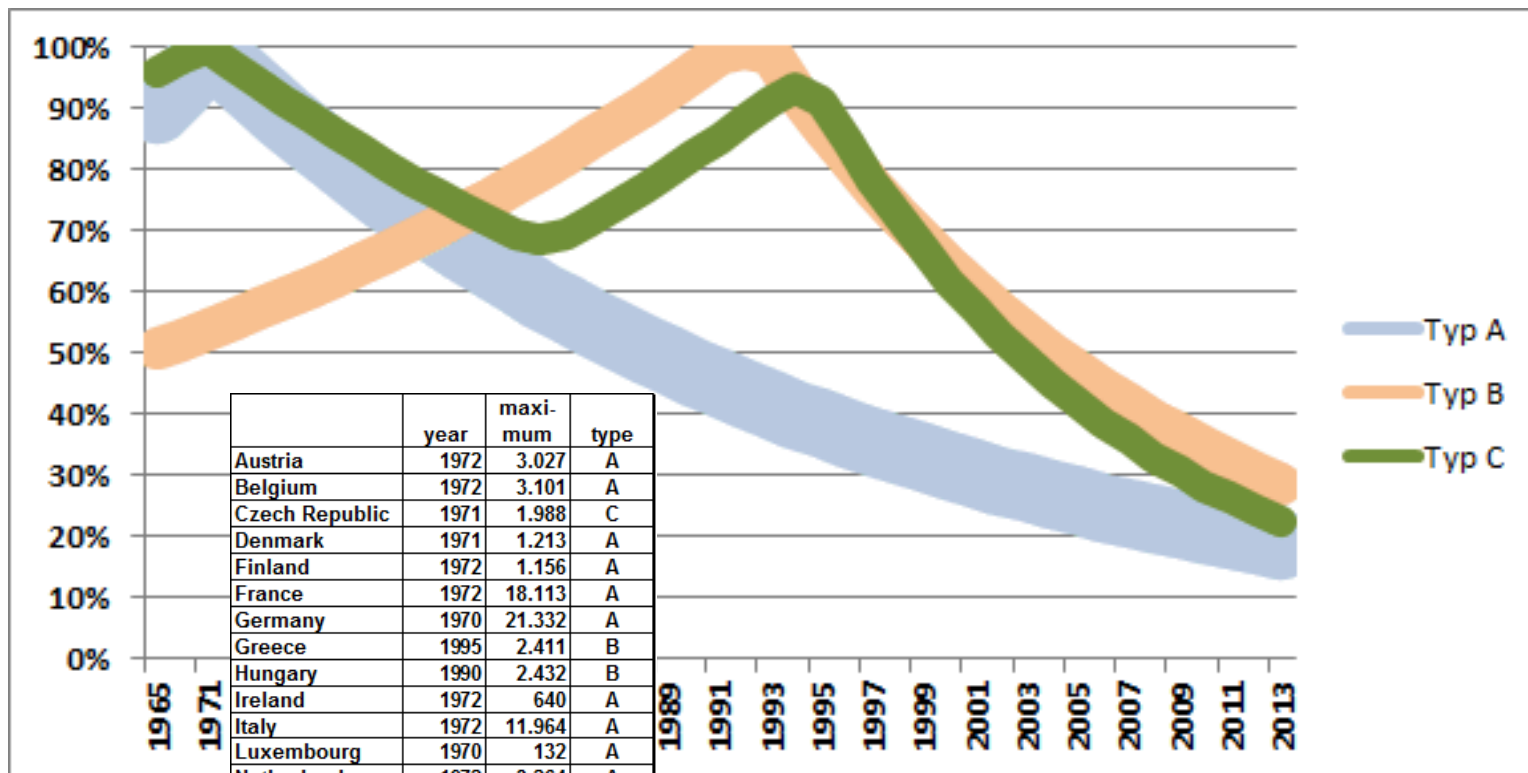
Road fatalities across the EU+

Map 2: Road deaths per million inhabitants in 2014 (see Fig. 6, Table 3 in the Annexes)



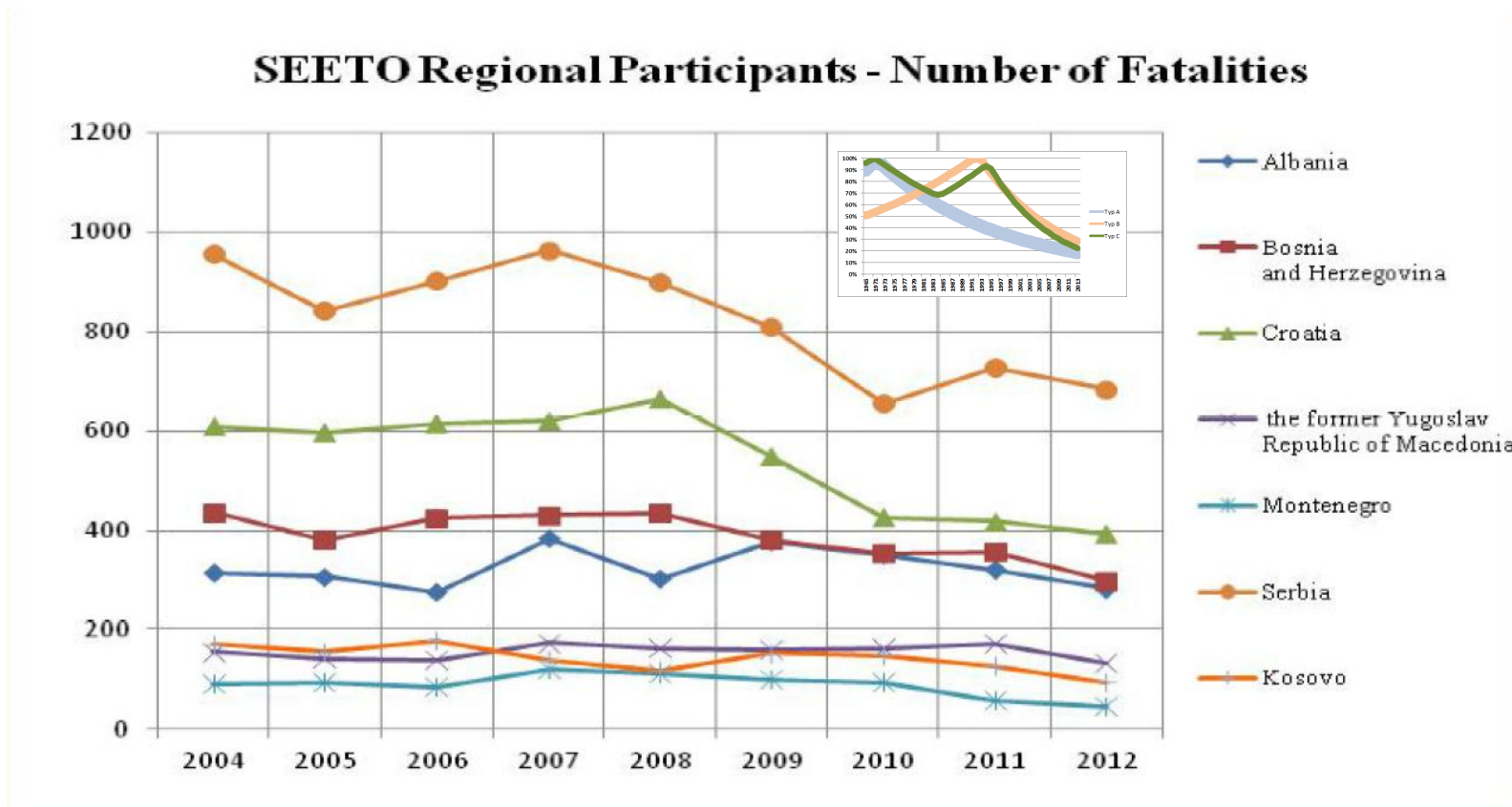
Source: ETSC, SEETO

„Evolution“ of road fatalities in the EU



Source: ADAC

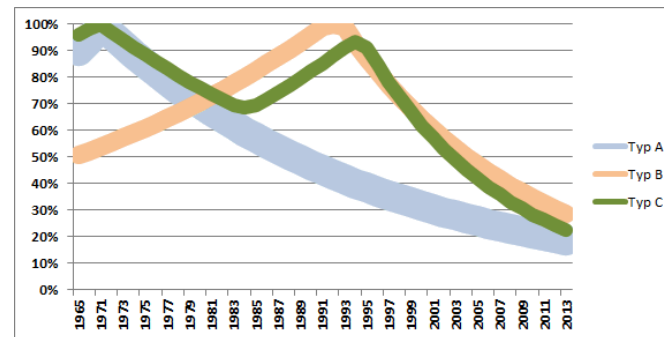
„Evolution“ of road fatalities in the Balkans



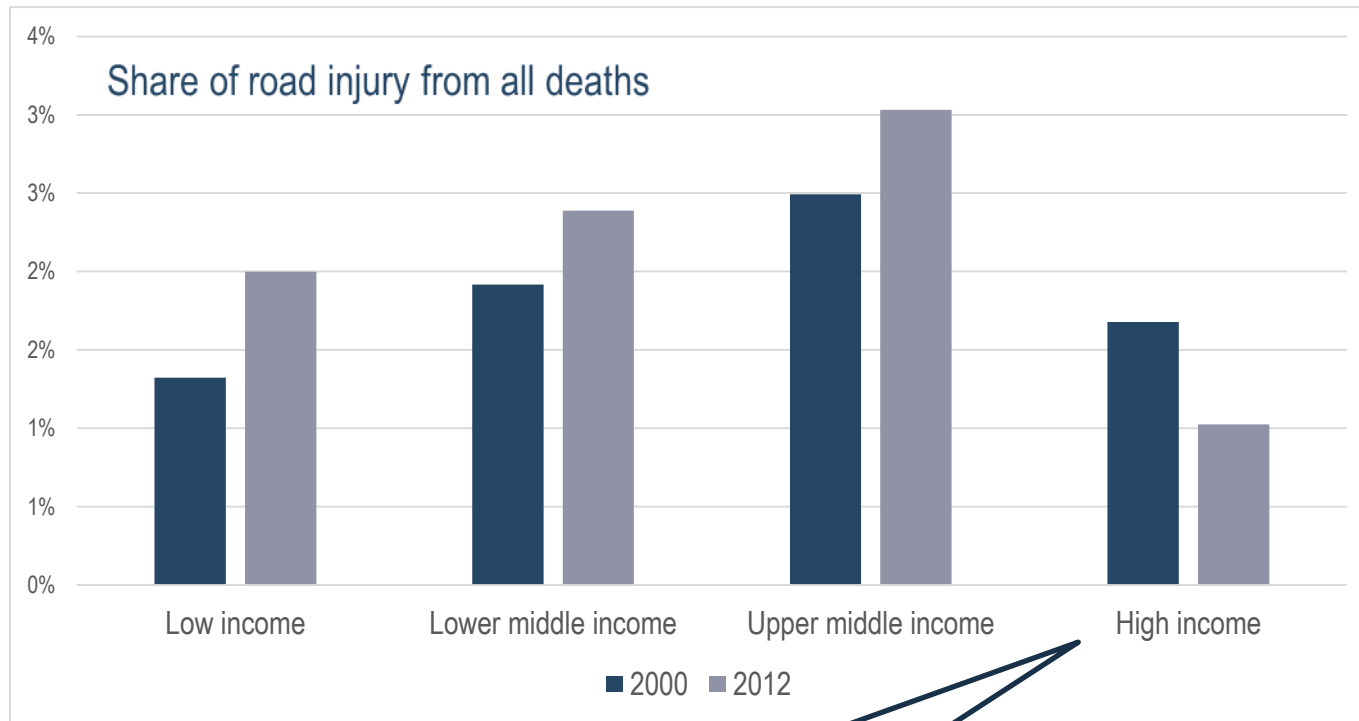
Source: SEETO

What drives the evolution of road fatalities in a country (at the macro level)?

- The overall economy?
- The (road) safety climate?
- The (road) safety culture?
- ... something else?



The overall economy?



Yes, but ... differences remain also within high income countries!

Source: WHO

The (road) safety climate or culture?



Safety Climate vs. Safety Culture?

Organizational CLIMATE

- Origins in psychology
- Popularized in 70's
- Focus on how workers perceive their work environments
- Measured quantitatively via organizational surveys
- Climate refers to SHARED perceptions
- Shift from molar to specific climates: "many climates" not one

Organizational CULTURE

- Roots in anthropology & sociology
- Popularized in 80's 'corporate culture'
- Organizations have distinct "personalities"
- Measurement is complex: quantitative and qualitative
- Shift from molar to specific cultures, from "one size fits all" to other outcomes that matter
- Integration of climate and culture – culture as a framework of values and norms that influence the development of climates

"The shared values, actions, and behaviors that demonstrate a commitment to safety over competing goals and demands."

Top Ten Critical Elements of Safety Culture

1. Leadership Clearly Committed to Safety
2. Open and Effective Communication Across the Organization
3. Employees Feel Personally Responsible for Safety
4. The Organization Practices Continuous Learning
5. There is a Safety Conscious Work Environment
6. Reporting Systems are Clearly Defined and Non-Punitive
7. Decisions Demonstrate Prioritization of Safety
8. Mutual Trust between Employees and the Organization
9. Fair and Consistent in Responding to Safety Concerns
10. Training and Resources are Available to Support Safety



How to apply
„Safety culture“
to road safety?

RESULTS

PUBLIC SURVEYS

SAFETY ISSUES

MEDIA CENTER

TRAVELER

111 person - months of secondments


The Trasacu-Project
by KFV!

Search.


safety is a new research perspective which has emerged recently,

SHARE


Source: <http://www.trasacu.eu/>



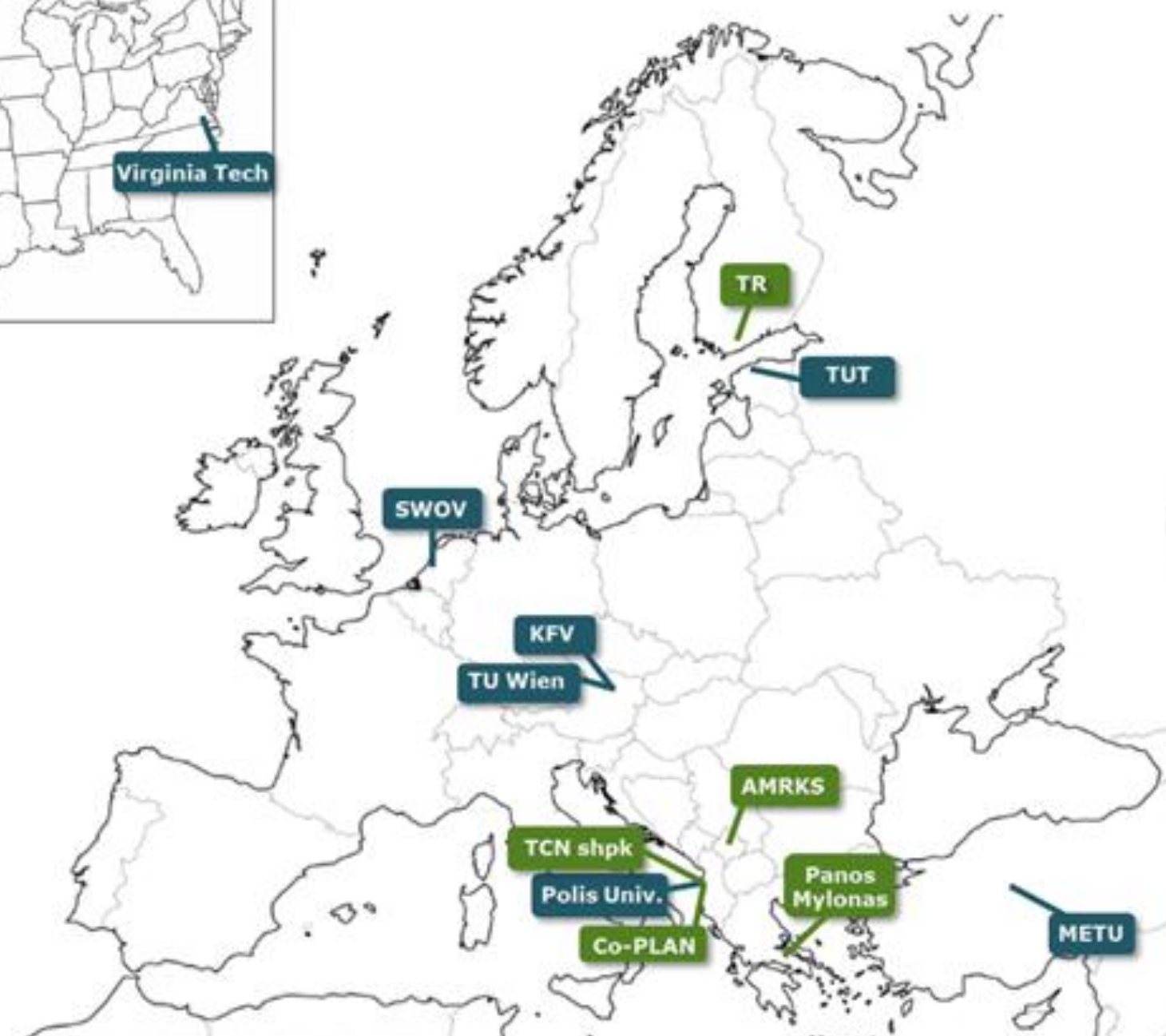
9 Countries from Europe, Middle East, America



13 Organisations



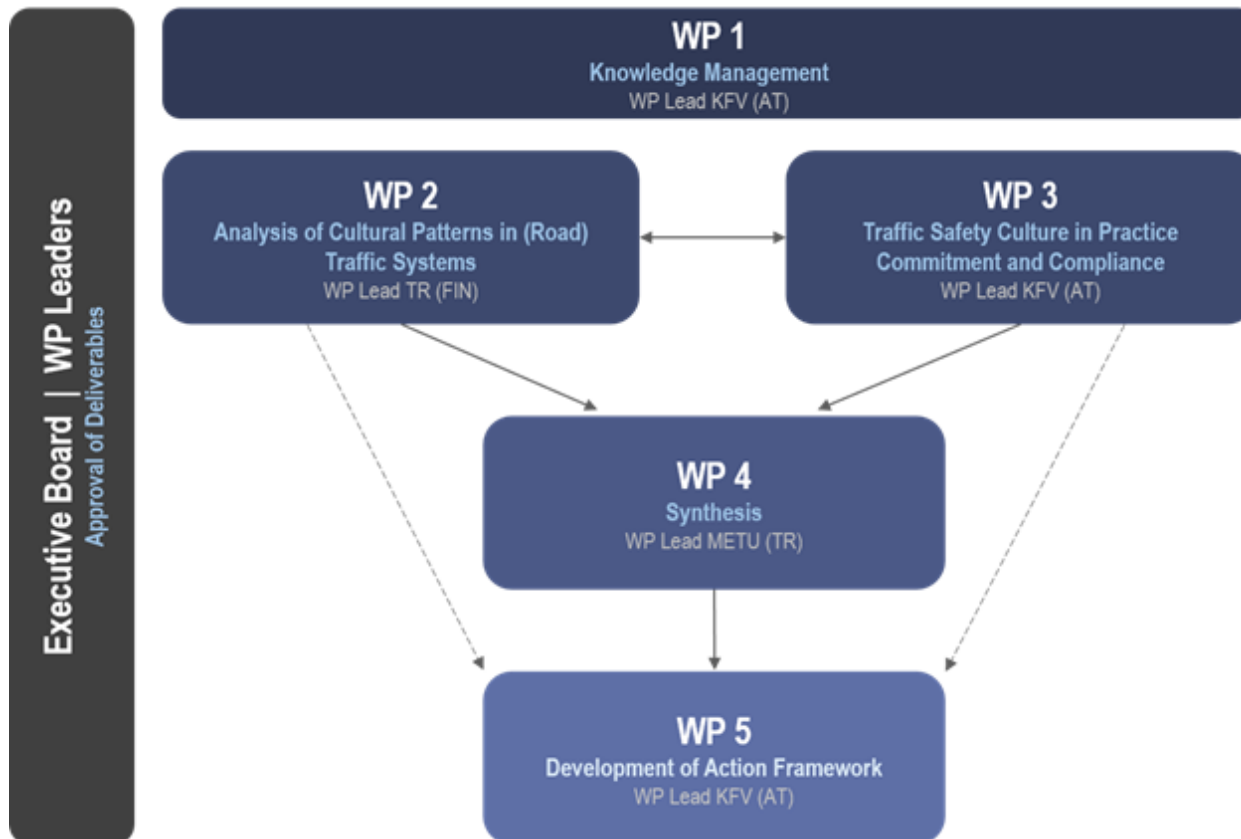
111 person - months of secondments to partner organisations



academic
non-academic

Work Packages

<http://www.trasacu.eu/home/>



Objectives - **project** & institutional

promoting ... a cultural approach in road traffic safety research and accident prevention

developing an empirically grounded and theoretically adequate concept

conducting a number of case studies of different traffic safety cultures across Europe

enlarging networks & contacts for future cooperations

internationalisation of staff and image

exchanging research experience, academic and non-academic

Case Study Albania - Shqipërisë



SAFER ROADS 2013 EUROPEAN ALBANIA

Launching Event

Albanian Road Safety Council

Austrian Albanian Days 2013 - Celebrating 101 Years of Friendship
17 October 2013, 9:00 to 13:00, Polis University, Tirana - Albania

SPONSORS



Agenda for Conference on October 17, 2013

Venue: Polis University

Fact Finding

at Co-PLAN, Institute for Habitat Development

POLIS University Tirana



September, October 2015

Albania „... it's the economy, stupid!“



Elona Karafili
POLIS University - International School of
Architecture and Urban Development Policies
Cluster Policies in CEE countries - The case of Albania

- Albania faces issues such as **high mistrust** among businesses and stakeholders
- low absorbing and adopting capacity for innovation and **little genuine R&D**
- Albania is a developing country with a **young capitalism ...** in stage 2 (efficiency) and should move to stage 3 (innovation)
- Albanian people have consistently shown a **strong entrepreneurship** drive, but the trading balance is still in deficit
- ... goal to improve production / services and having **a better access to neighboring countries and the EU**

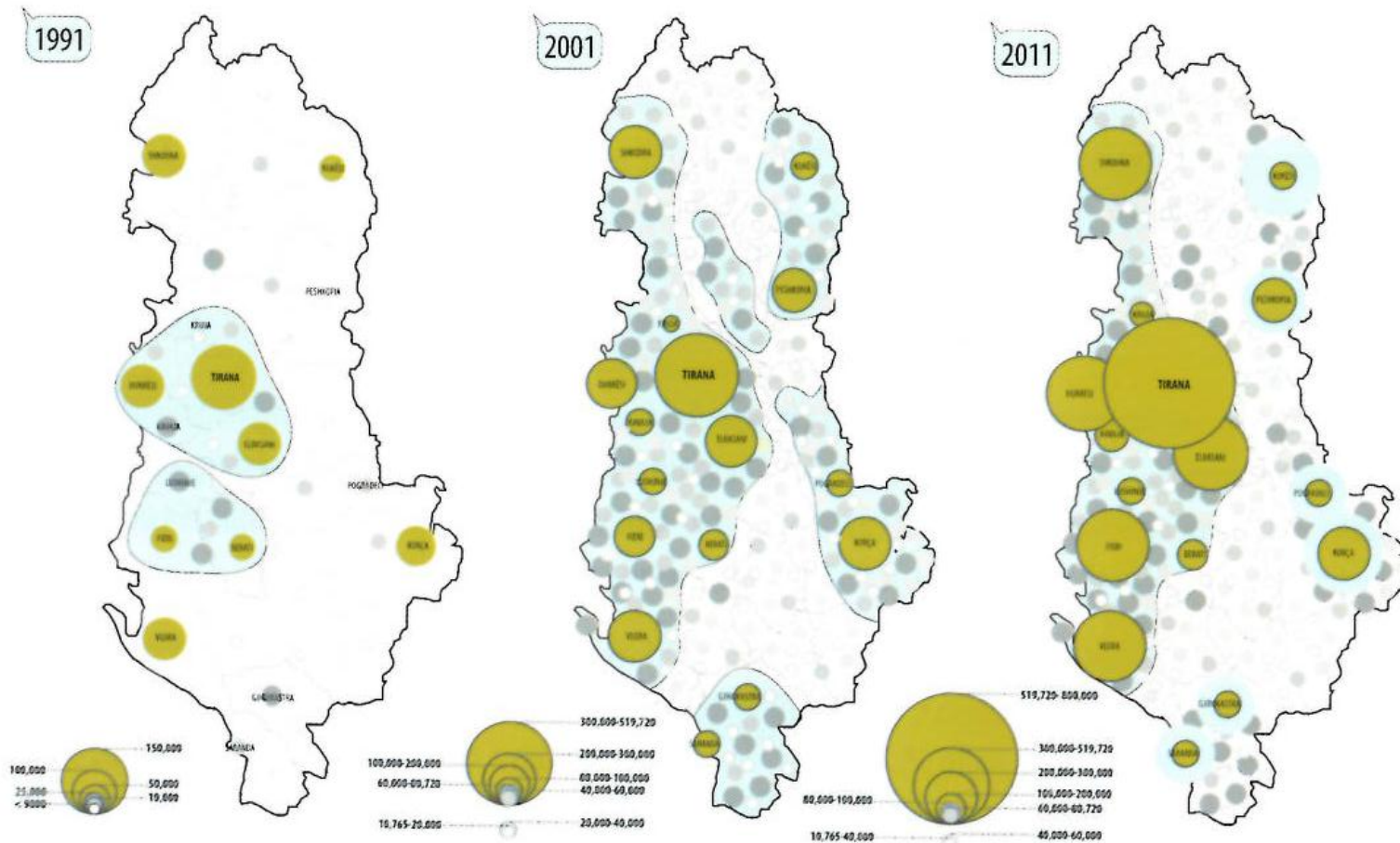


Albania since 1990

RURALIZATION & URBAN DISTRIBUTION

URBANIZATION & CONCENTRATION

METROPOLITAN CONCENTRATION

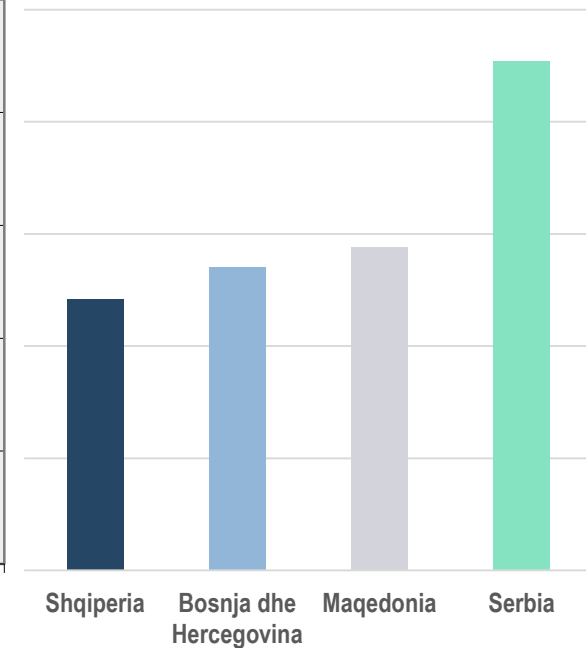
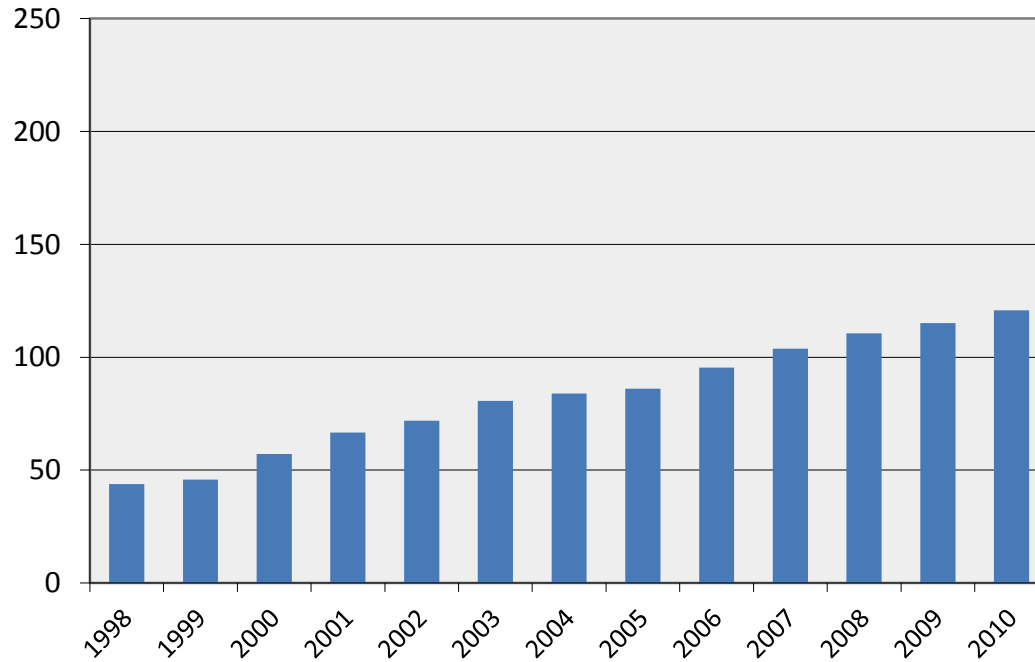


Albania since 1990



Albanian Road - Motorization

Numri i Automjeteve per 1000 Banore ne Shqiperi



Albanian Road - Road User Behaviour



Albanian Road - Road User Behaviour

Golden Rules



**FIA GOLDEN RULES
I WANT TO BE SAFE
I PROMISE TO:**

BELT UP

all passengers are my responsibility

RESPECT THE HIGHWAY CODE

rules are there to protect us all

OBEY THE SPEED LIMIT

my car is made of metal, pedestrians and children are not

CHECK MY TYRES

both for wear and for correct inflation, including the spare

DRIVE SOBER

when I am drunk or on drugs, I am a danger on the road

PROTECT MY CHILDREN

keep them safe in car seats

PAY ATTENTION

calling and texting make me dangerous

STOP WHEN I'M TIRED

getting there late is better than not at all

WEAR A HELMET

motorbikes and bicycles don't protect my head

BE COURTEOUS AND CONSIDERATE

respect other drivers

The FIA supports the UN Decade of Action for Road Safety



facebook.com/fiaactionforroadsafety

www.fia.com/campaigns



我希望安全
我承诺：

系好安全带

所有乘客的安全都是我的责任

遵守交通法规

法规的目的是保护我们每一个人

遵守限速

我的汽车是铁做的，但行人和儿童不是

清醒驾驶

当我醉酒或服药时，我将成为公路的危险因素

保护我的孩子

确保他们安全地坐在汽车安全椅上

集中注意力

打电话和发文字短信将我置于危险中

当我疲劳时停止驾驶

迟到好过永远到不了

佩戴头盔

摩托车和自行车无法保护我的头部

保持礼貌和体谅

尊重其他驾驶员

照顾我的车辆

我不希望杀死任何人

DO TË PËRDOR RRIPIN E SIGURIMIT

të gjithë pasagjerët janë përgjegjësia ime

DO TË RESPEKTOJ KODIN RRUGOR

rregullat janë bërë të na mbrojtur

DO TI BINDEM LIMITIT TE SHPEJTËSISË

makina ime është prej metali, këmbësorët dhe fëmijët jo

DO UDHËTOJ I KTHJELLËT

kur jam i dehur ose nën efektin e drogave, jam rrezik në rrugë

DO TË MBROJ FËMIJËT E MI

I mbaj ata të sigurt në ndenjësjet e posaçme për fëmijë

DO TË JEM I VËMENDSHËM

të blisedoj apo dërgoj mesazhe në celular më bën të rezikshëm

DO TË NDALOJ KUR TË JEM I LODHUR

të mbërrij me vonesë është më mirë se të mos mbërrij fare

DO TË MBAJ MBROJTESEN E KOKES

motorët dhe biçikletat nuk e mbrojnë kokën time

DO TË JEM I SJELLSHËM DHE KUJDESSHËM

respektoj drejtuesit e tjerë

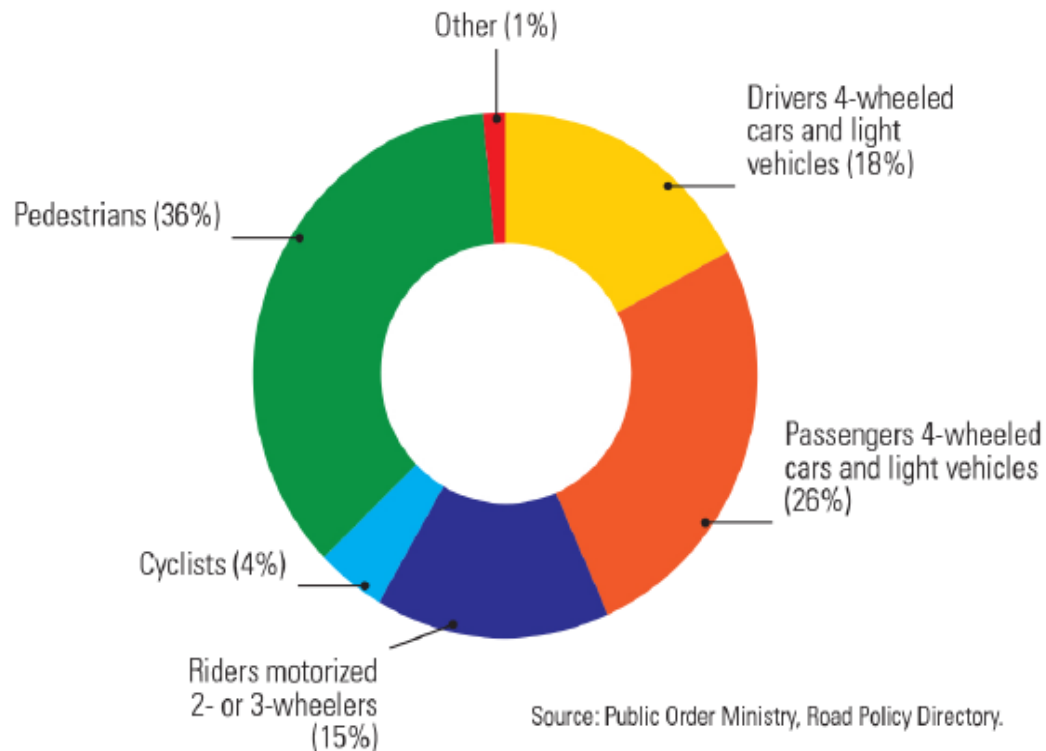
DO KUJDESEM PËR MJETIN TIM

unë nuk dua të vras askënd

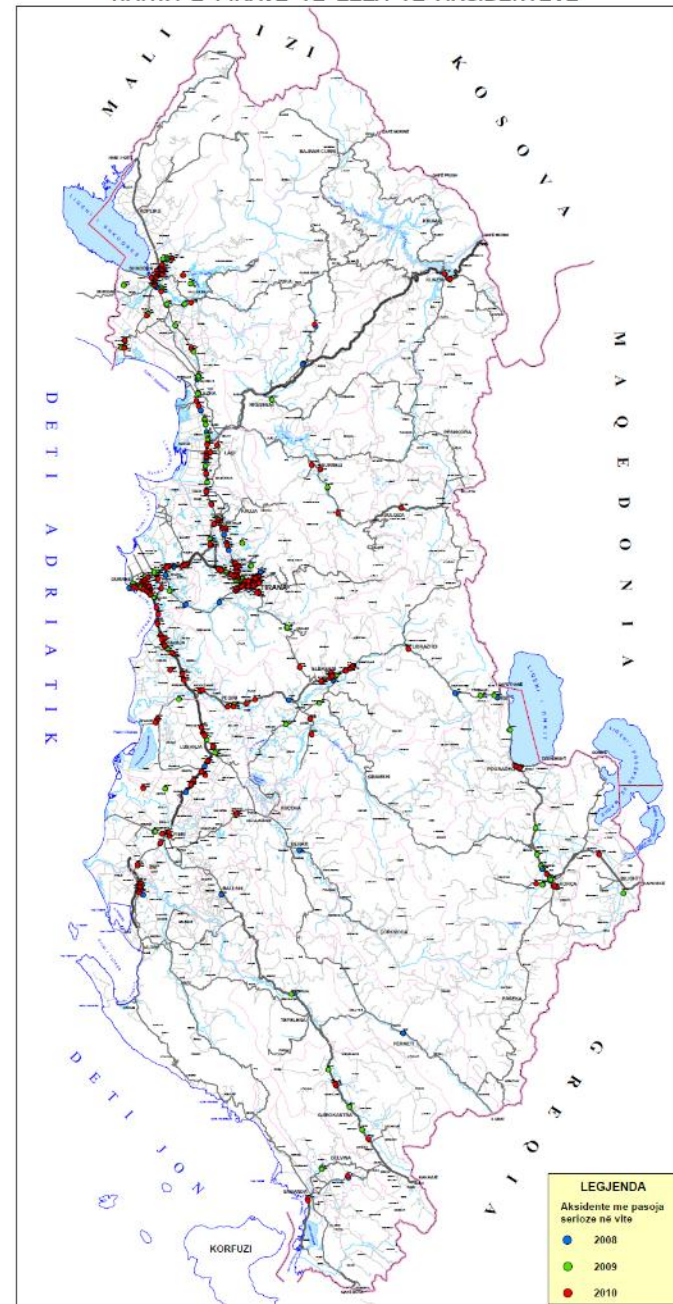
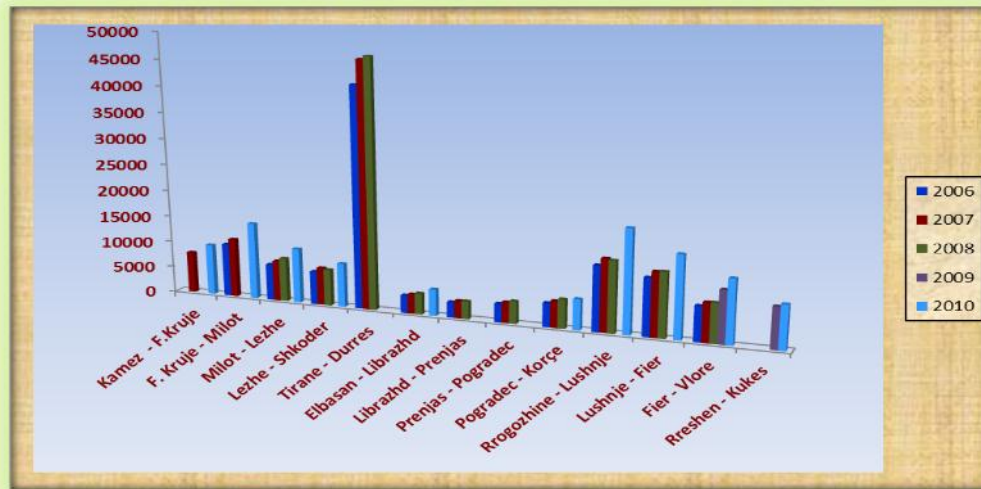
Albanian Road - Accidents

Road Users

DEATHS BY ROAD USER CATEGORY



Albanian Road - Accidents Regions



Albanian Road - Accidents

Austria –Albania

	Austria	Albania
Inhabitants	8 million	3 million
Traffic deaths	400	400
... Pedestrians	18 %	36 %

Albanian Road - Road User Behaviour

Safety Performance Indicators (SPI)

Road Side Observations

1. Seat belt use
2. Child seat use
3. Indicator use
4. Powered two-wheeler (PTW) helmet use
5. Bicycle helmet use
6. Pedestrian “giving way” violation
7. Red light violation – car driver
8. Red light violation - pedestrians
9. Phone use



Viktor Gjoni, Erazma Gjokopulli, Argita Perpunja and Sadmira Malaj are discussing the locations for the road side observations with Gerti Delli (left) and Kejt Dhrami (right) from Co-PLAN.

As part of this internship, the students will be acquainted with empirical research methods like designing (& carrying out) population surveys and road side observations. The results will be considered in the TraSaCu-synthesis-report by another “researcher in residence”, Susanne Kaiser, KFV, who will again come to Co-PLAN for three months in spring 2016.

Under the coordination of Aida Ciro, Gerti Delli and Kejt Dhrami are the TraSaCu-experts at Co-PLAN, with Gerti having already been on a study visit in Ankara and Kejt going to Vienna in January next year.

Albanian Road - Road User Behaviour

Expert Interviews



Name / organization	Field of expertise
Eno Zeneli / Albanian Automobile Club	Automobile Club,
Nikolin Berxhiku / Ministry of Transport	Traffic accident expert (statistics)
Dritan Shutina / Co-PLAN	Urban Planning
Besnik Aliaj / Rector of POLIS University	Urban Planning / Politics
Xherahir Ngjeqarri / POLIS	Politics of Transportation
Erion Kristo / "Activist"	Traffic safety expert – VRU
Fatmir Hoshja / Crash Investigator	Technical Accident Analysis
Mitat Tola / Director of Traffic Police	Enforcement
Entela Shkreli / Go2	VRU (healthy mobility)
Adrian Shehu / CEO TCN	Technology

Albanian Road - Road User Behaviour

Expert Interviews

Erion Kristo

Erion Kristo is a well-known road security advocate in Albania, and founder of the portal Accidents' Digital Map*. He talked to the TraSaCu-Team of Co-PLAN (Gerti, Kejt) and KFV (Robert) at his office in Marin Barlet University, Tirana, on 13th October 2015.

How did your engagement "for life" start? I gave the book to virtually all stakeholders, minister, minister of interior, director of the police, a number of foreign ambassadors, as they were supposed to have a different perception of the situation. But they did not do anything. I decided to be proactive myself, and not to wait for others to react, and I created a real gallery where people from all over Albania could post pictures of traffic accidents via social media, again with the aim of showing the absurdity of people dying or being injured when they just wanted to go from A to B.

I try to open the eyes of the people in Albania to the "everyday dying for nothing" because of mostly preventable, stupid accidents.

How is situation of traffic safety in Albania today? Now, in 2015, actually lot of things are being done in the area of traffic safety, especially by the police, but the results are poor. Fines are collected, but not for the sake of safety. There is a strategic plan, but it is not consistently and forcefully being implemented. For example, the police has to improve its main function – to be a role model for safe and correct behaviour; only then it can enforce this behaviour on the road users with credibility and trust. And the police has to be given the technical means, like cameras, and adequate training. This is an Albanian problem, just compare the situation [of enforcement] in Albania with the one in Kosovo: all car drivers in Pristina would stop for pedestrians, I have not experienced this once in Tirana.



Erion Kristo is a well-known road security advocate in Albania, founder of the "digital accident map" and author of "The book of death."

To prevent further accidents from happening we have also to improve our systems of data collection – we need good quality data – and have this information analysed by experts.

Resume – project & institutional



Networks of local experts

Follow up of TraSaCu results through KFV in regional conferences (e.g. SEETO)

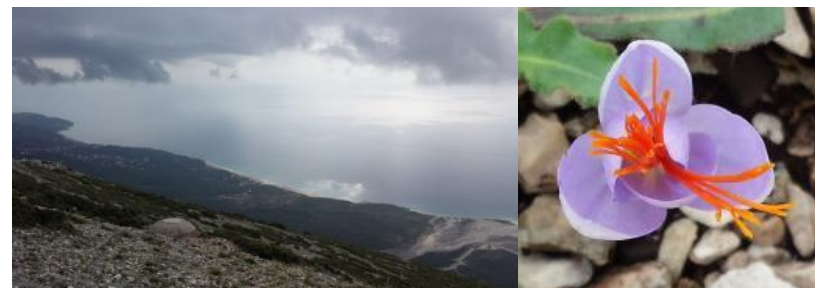
Cooperation with POLIS-University in Transport Safety

Road Side Observations

Expert Interviews

Country Report Albania

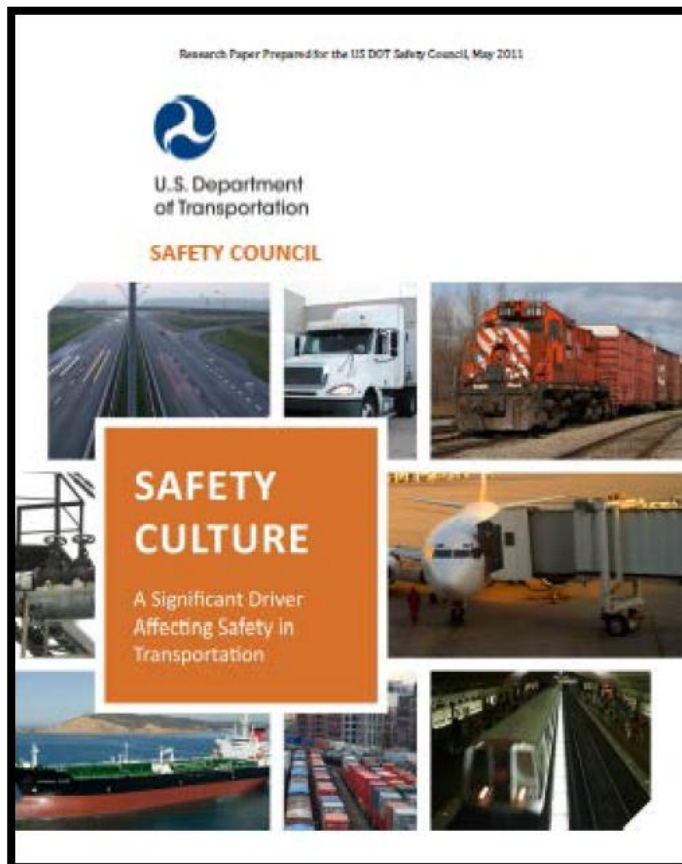
Mutual insight into scope of work



<http://rfbauerblogger.tumblr.com/>

Traffic Safety Culture

- a significant driver affecting road safety!



*Just like in
other areas
of transportation!*



Faleminderit!

Contact

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