



**ANNUAL REPORT
2012**





2012 WAS THE YEAR OF CHANGE

Go for Zero – together, we want to actively work towards a permanent reduction in the number of road traffic deaths in Belgium. 2012 started with a gloomy balance sheet for road safety. Figures from the BRSI (2011) indicate that the number of people injured in road accidents has risen by 4.1% and the number of road deaths has followed the same trend. Hard-hitting numbers on road safety, that made the need for a clear and up-to-date perspective even more compelling.

The BRSI wants to be a knowledge and service centre for road safety. That's why we as an organisation work with the utmost versatility, and over the past year, have continued to push for innovation and change. We continually update our expertise in the fields of accident analysis, behaviour and communication, technology and the environment, and driving skills. The BRSI shares this expertise through study, research, communication, advice and training.

In 2012 we continued to work towards improving the provision of our services and the implementation of quality systems. The aim is continual improvement. but at the BRSI, we approach this in a step-by-step manner. In the various services, we are running projects to document and simplify our processes, and

subsequently to implement quality systems. We are applying these principles to core activities, as well as to secondary processes and in this way, we can evolve towards an organisation that functions according to the principles of 'total quality management'.

Partner in the field. The BRSI works with a unique network of road safety partners and is the link between all stakeholders: this is what we stand for and what we have worked for every day of 2012.

'Road safety' talent. Researchers, psychologists, doctors, adaptation advisers, communications experts.... The BRSI's skilled and well-motivated employees are the engine of a sustainable, knowledge-based organisation. In times of change for the organisation, every employee continues to be 100% committed to the social value of our mission and towards achieving it.

Karin Genoe
Managing Director

Melchior Wathelet
State Secretary for Mobility



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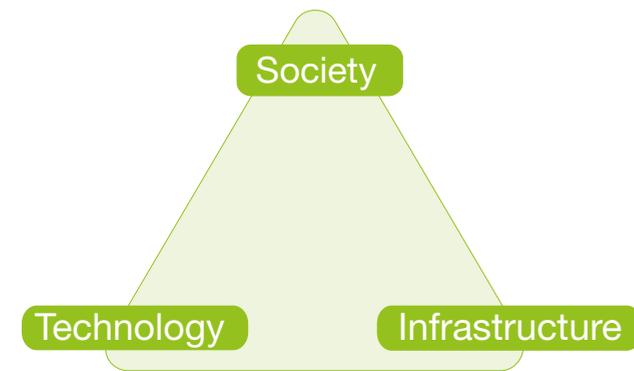


MISSION

The Belgian Road Safety Institute wants to actively contribute towards a sustainable reduction in the number of road traffic casualties and an improvement in the road traffic environment. In 2011, following the third edition of the Round-table Discussions on Road Safety, a new target was set, namely, to reduce the number of road deaths in Belgium by 50% by 2020, compared to the number in 2010 (840 fatalities).

VISION

As a knowledge and service centre for road safety, the BRSI wants to make a difference to the number of road casualties by playing a relevant role in society and becoming a reference point for road safety, using a multi-causal approach where people, technology and infrastructure are central.



CORE VALUES

At the BRSI, we use our core values as a touchstone for our daily work. These values – respect, excellence, innovation, flexibility, responsibility and integrity – partly determine our actions and management decisions. Moreover, every employee and volunteer at the BRSI is an ambassador for road safety. We expect them to comply with these expectations at all times, whether on professional or private trips. We always apply the BRSI values consistently in our work with both stakeholders and colleagues:

RESPECT

We are respectful towards everyone (colleagues, customers, partners and other stakeholders) and show respect for everyone's opinions and work.

As a group, we respect agreements made and procedures.

EXCELLENCE

In an ever-changing environment, we constantly strive for perfection, we help each other to achieve this, we learn from our mistakes, and continuously improve our methods and standards of quality.

We continuously apply this flexibility to ensure that each team is the reference point for their field.

INNOVATION

We anticipate the constantly evolving environment and take a pro-active attitude towards our customers and partners.

We are able to break with the habits of the past.

FLEXIBILITY

We pledge to adapt to any new missions of the BRSI and thus ensure long-term sustainability.

We contribute – in work and behaviour – to the improvement of road safety.

RESPONSIBILITY

We are reliable employees of the BRSI who respect decisions and achieve goals.

Everyone strives to be a strong link in the chain.

Success is shared.

INTEGRITY

Honesty and integrity are the driving force of our relationships with our colleagues, customers, and partners.

We are objective.

Our results are the fruit of good work at all levels.

STRATEGIC HANDBOOK

The foundations of the “Strategic Handbook” were laid in 2012. The handbook will serve as a framework for decision-making during the period 2013–2015, based on clear objectives. This handbook will also include the indicators that will be used to measure the results of the BRSI’s four centres. Below is an overview of the strategic objectives of the BRSI:

EXPERTISE IS OF CENTRAL IMPORTANCE

We want to further develop in-house expertise. Because of our unique knowledge and skills, we are able to give out good advice, provide services, and facilitate policy.

WE ARE A TRUE PARTNER

We want to be a reliable partner for all target groups in our network and take a central position.

WE ARE A FLEXIBLE ORGANISATION

We anticipate future regional structures.
We want to supply relevant products: the BRSI is both a responsive and an innovative and self-reliant organisation.
We pursue operational excellence and quality.

WE FOCUS ON TALENT

We engage in sustainable talent management with the right profiles for the future.
The BRSI wishes to use its multi-causal approach to encourage a multidisciplinary outlook among its employees.

HIGHLIGHTS IN 2012

In 2012, the following achievements were in line with the “Strategic Handbook”.

Road Safety Knowledge Centre	Centre for Fitness to Drive	Centre for Testing, Training and Advice	Centre for Communication and Awareness-Raising	General services	BRSI
<ul style="list-style-type: none"> Preparation to reorganise the documentation centre Setting up national road safety survey Creation of road safety research platform Boosting cooperation with the Transportation Research Institute (IMOB) Setting up recognised road safety training for police officers 	<ul style="list-style-type: none"> Restructuring of CARA Restructuring of Re-integration exams Recognition as a framework agency for alcohol ignition interlock device Setting up a new Driver Improvement module: “young drivers” 	<ul style="list-style-type: none"> Partner in Belgian consortium of European pilot project “eCall” Setting up e-learning modules for Road-Safety@Work Setting up GIS (Geographic Information Systems) project Qfor label for Road-Safety@Work New feature of “RoadSafety@Work”: risk diagnosis Restructuring labs 	<ul style="list-style-type: none"> Setting up structural consultation meetings with partners and regions Creation of communications plan 2013 in accordance with Road Safety Knowledge Centre briefings 	<ul style="list-style-type: none"> Restructuring of IT services Reorganisation of vehicle fleet Reorganisation of financial reporting Implementation of competency levels for managers Significant increase in the number of training courses and the number of training hours First recruitment trainee Setting up an HR cycle 	<ul style="list-style-type: none"> Boosting knowledge sharing between the various departments Cooperation between partners Presentation of first Go for Zero Award Creation of Strategic Handbook

KEY FIGURES FOR 2012

10 national research projects were published



523



There were 532 members of the Traffic Coordinator's Network



3 Road Safety Afternoons were organised

17 new employees were recruited



The short films in the context of the seatbelt campaign "1 out of 2 children is NOT PROPERLY restrained. How about yours?" was viewed more than 120.000 times

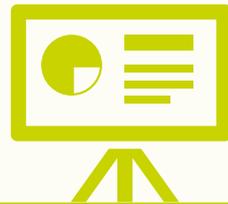


The photo kiosk in the context of weekend accidents among young people was set up at 63 clubs and 13 festivals



The campaign "Everything under control? Then everything is OK!" was based on 5 key elements: the brakes, the tyres, the shock absorbers, the windscreen wipers, and the lights

21



presentations were given at external conferences by BRSI employees

91



active volunteers

1056



psychological recommendations provided by the CARA

Presentation of 1st Go for Zero Award



Key figures 20 12

5476



cases were handled by the 5 labs



The BRSI participated in 14 external scientific publications

3 extra kisses for Bob



The first edition of the Road Safety Research Platform was organised



Waiting times for fitness to drive tests at the CARA were reduced to a maximum of 3 weeks



72,5% of Driver Improvement candidates passed the course



28 The average age of Driver Improvement candidates was 28



The number of centres offering fitness to drive tests was reduced to 12, leading to a better service for the candidates:

- waiting times brought down to 14 days
- faster processing of cases



The BRSI carried out 5,114 fitness to drive tests after appointment by the Public Prosecution Service



The delivery time of audit reports for registered installers of tachographs was reduced from 15 to 2 days in the MEC lab



THE BRSI AND THE SIXTH CONSTITUTIONAL REFORM

The third chapter of the institutional agreement for the sixth constitutional reform (11 October 2011) states:

“...Transfer of the competences of the BRSI to the Districts. Through a cooperation agreement between the Districts which the federal government is involved with, national awareness campaigns for the general public will take place on motorways.”

Over the course of 2012, the BRSI informed all stakeholders about the various activities of the BRSI and the different scenarios for the future of the organisation. In addition, from a management perspective, the best way of organising activities after the sixth constitutional reform was suggested. Efficient use of the available or necessary resources and maximum contribution to road safety were crucial as principles.

The vision of the BRSI in relation to the sixth constitutional reform can be summarised as follows:

- Within the framework of road safety, there remains a need for an institution that can focus entirely on research, knowledge and advice-giving.
- However, the BRSI wants to be an open platform, where the regions as well as the partners can play an important role in determining the agenda.
- The BRSI sees the regions more as permanent partners and believes strongly in a future whose most important objective is “together towards 0 traffic fatalities”. If a permanent partnership is not chosen, then we can work in a client-supplier relationship.
- Moreover, the BRSI will continue to carry out the tasks specified in the various regulations, if they are not included in the regionalisation.





ACTIVITIES

- 18 ROAD SAFETY KNOWLEDGE CENTRE
- 18 Road safety observatory
- 26 Study and research
- 31 Policy advice
- 31 Documentation centre
- 33 Traffic network
- 36 CENTRE FOR FITNESS TO DRIVE
- 36 CARA
- 40 Driver improvement
- 45 Reintegration exams
- 48 CENTRE FOR TESTING, TRAINING AND ADVICE
- 48 Mobility and infrastructure
- 51 Technical department
- 55 Roadsafety@work
- 62 CENTRE FOR COMMUNICATION AND AWARENESS-RAISING
- 64 24+ campaigns
- 80 Young people
- 82 Studio
- 85 The BRSI in the press

The Road Safety Knowledge Centre collects and analyses quantitative and qualitative data. This is reflected in particular in the publication of traffic accident statistics, by participation in national and international research, and in measuring the behaviour and attitudes of road-users and carrying out thematic, in-depth research.

ROAD SAFETY OBSERVATORY

The Observatory is responsible for the collection of accident statistics and analysis of policy data on road safety and related policy areas.

ANALYSIS OF ACCIDENT STATISTICS

The 2010 accident statistics were published by the Belgian FPS Economy (AD-SEI) in March 2012. The statistics report of 2010 is a special edition in the series of annual statistics reports, because it provides long-term analysis of the past decade, in addition to the usual short-term analysis (compared to a year earlier). This dual purpose of the report clearly fits into the evaluation of the objectives of the Round-table Discussions on Road Safety, to halve the number of road deaths between the reference average 1998-1999-2000 and the year 2010. In addition, regional analyses were also carried out. The analyses by region were published in January 2013.

Nuyttens, N., Focant F., Casteels Y. (2012) Analyse statistique des accidents de la route 2010. Bruxelles, Belgique: Institut Belge pour la Sécurité Routière – Centre de Connaissance pour la Sécurité routière.

840 the number of road deaths reached 841 in the year 2010, which represents a fall of 44% when compared to the reference average 1998-1999-2000..

-48% The number of serious injuries decreased by 48% since the reference average. The number of minor injuries decreased by 19% in the same period. These significant decreases in the number of serious and minor injuries over the course of the past decade, however, hide a disturbing finding. They appear – to an even greater extent than the decrease in the number of fatalities - to have mostly happened in the first half of the last decade.

Until the year 2005, the right pace was maintained to result in a maximum of 750 road deaths. However, after the year 2005, years with a decline were succeeded by years with stagnation in the number of road casualties.



Report analysis of accident statistics



Report young drivers: risks and causes of accidents

YOUNG DRIVERS: RISKS AND CAUSES OF ACCIDENTS

The analysis of traffic accidents involving young drivers provides a lot of information about the risk factors for youths and the severity of the accidents. The risk of a serious accident per kilometre travelled was calculated based on age and gender for the first time in Belgium, allowing attention to be drawn to the increased accident risk for young drivers (compared to the risk level for older drivers). Moreover, accidents involving younger drivers are more serious (they cause more deaths per 1,000 accidents) than those involving older drivers.

Casteels, Y., Focant, N., et Nuyttens, N., (2012) Risques pour les jeunes conducteurs dans la circulation: analyse statistique des accidents corporels impliquant de jeunes conducteurs de 18 à 31 ans. Bruxelles, Belgique: Institut Belge pour la Sécurité Routière – Centre de Connaissance pour la Sécurité routière.

Traffic accidents are the main cause of death in men aged 20 to 24 and are also a leading cause of death for women of this age.

The risk of injury in an accident, i.e. the number of accidents causing injuries per kilometre, **six times higher for 19-year-old men than for 32- to 64-year-old men.** This means that 19-year-old male drivers are six times more likely to injure themselves than 32- to 64-year-old male drivers when taking the same route. In women, the generational difference is smaller, yet the accident risk rate for 19-year-old female motorists is three times higher than the risk rate for 32- to 64-year-old women.

Finally, a comparison between 19-year-old men and women shows that the accident risk rate for 19-year-old men is half as high again as the risk rate for 19-year-old women.

Contrary to popular belief, random testing on the roads shows that the prevalence of driving under the influence is lower among 18- to 24-year-olds than for 32- to 64-year-olds (1.4% compared to 2.9%). Moreover, 25- to 31-year-olds (also 2.9%) are not found to drive under the influence any more than 32- to 64-year-olds.



How does the international literature explain the extremely high accident risk for young drivers? The report summarises the results of the research on this question. From this, it seems that there are many different reasons behind the increased accident risk for young drivers.

Compared to drivers in other age categories, young drivers travel more often:

- in the evening and at night;
- for leisure;
- with passengers.

Young drivers more often exhibit:

- unsafe attitudes towards speed;
- and attitudes characterised by an increased tendency towards aggression in traffic compared to older drivers.

Dupont, E., (2012) Risques pour les jeunes conducteurs dans la circulation: revue de la littérature. Bruxelles, Belgique: Institut Belge pour la Sécurité Routière – Centre de Connaissance pour la Sécurité routière.

ROAD SAFETY BAROMETER

The road safety barometer is a report on the number of injury-causing accidents and casualties on Belgian roads. This barometer is based on the records of the local police and the federal traffic police. It looks at the monthly reporting of the so-called “quick indicators” on road safety, which only allow for the measurement of current trends in the evolution of road safety. The data do not tell us anything about the reasons and/or explanations of the trends. The barometer was created in response to the inertia of the FPS Economy (ADSEI) on the delivery of the final accident frequency rates.

The federal traffic police have switched to a different registration method, which has led to a delay in the publication of the road safety barometer for 2012.

BEHAVIOURAL AND ATTITUDE MEASUREMENTS

Following the first Round-table Discussions on Road Safety in 2002, a large body of road safety indicators was defined, providing a basis for developments in road safety to be monitored. These indicators can be divided into three categories:

- indicators at the level of the number of accidents
- indicators at the level of the objectively measurable behaviour of motorists
- indicators relating to the attitudes of Belgian drivers towards road safety

The BRSI has measured the behaviour of road users every year since 2003. So far, four types of behaviour have been looked at: driving under the influence of alcohol, wearing seat belts, speed and the use of baby seats.

NATIONAL BEHAVIOURAL MEASUREMENT: “SPEED ON MOTORWAYS”

Out of all European countries where statistics are available, Belgium is the country where the risk of death, the number of deaths per million inhabitants and the number of deaths per thousand kilometres of motorway is highest (Nuyttens & Casteels, 2010). In order to be able to understand the causes of this poor performance, it is important to know what speeds people are driving at.

The BRSI conducted annual speed measurements between 2003 and 2010, in 30, 50, 70, and 90 km/h road zones. In 2011, the BRSI conducted speed measurements on the motorways. This report was published in 2012.

Riguelle, F. (2012). Mesure nationale de comportement “Vitesse sur autoroute” – 2011. Bruxelles, Belgique: Institut Belge pour la Sécurité Routière – Centre de Connaissance pour la Sécurité routière.

The average vehicle speed on Belgian motorways outside rush hour is 117.9 km/h and is therefore just below the legal speed limit. This speed is the same for two- and three-lane highways. Motorways and 90 km/h roads are the only types of roads where the average speed is lower than the maximum.

The **V85**, the speed that is not exceeded by 85% of drivers, is 131 km/h and thus differs from the average by 13 km/h. This difference is no greater than on other roads outside urban areas, indicating that the speeds on motorways are not that different.

40% of motorists drive faster than the speed limit. In absolute terms, this is not a good result, but with the exception of 90 km/h roads, this percentage is lower than on other types of road.



NATIONAL BEHAVIOURAL MEASUREMENT: “USE OF CHILD RESTRAINT SYSTEMS”

This measurement involves observations under real conditions on how children are restrained in the car and, based on this, the percentage, the types and the main reasons for the incorrect use of baby seats can be measured.

The main conclusion to remember is that at least 1 in 2 children is incorrectly restrained, while 1 in 10 children are not restrained in the car at all. The ISOFIX child restraint system significantly reduces the incorrect use of baby seats. Several factors influence the safety of children in the car. The main factors include: the wearing of seat belts by the driver, the estimation by the driver of the risks on the road, getting advice when buying a baby seat, the length and frequency of the route.

Roynard, M. (2012). *Mesure nationale de comportement: “Utilisation des dispositifs de retenue pour enfants” 2011*. Bruxelles, Belgique: Institut Belge pour la Sécurité Routière - Centre de connaissance pour la sécurité routière.

At least 1 in 2 children is not properly restrained when being transported in the car. Worse still: **1 in 10 children are not restrained at all.**

Seat belt use appears to be a decisive factor in the safe transportation of children in cars. With drivers who themselves were not wearing their seat belts, a significantly higher proportion of children were not restrained, namely 31%, while the rate for drivers who did have their seat belts on was 7%.

The main forms of incorrect use are:

- √ the incorrect installation of the system in the vehicle
- √ an inappropriate position in the vehicle (e.g. a rearward-facing baby seat installed in a forward facing manner)
- √ a rearward-facing baby seat that is installed on the front passenger seat without the airbag being disabled
- √ the child is incorrectly strapped in (e.g. slack in the straps or seat belts, the belt under the arm or behind the back).

NATIONAL BEHAVIOURAL MEASUREMENT: “DRIVING UNDER THE INFLUENCE OF ACOHOL”

2012 was also the year when general behavioural measurements were carried out on drivers. In particular, the belt counts, “Driving under the influence of alcohol” and the “Speed” behavioural measurements were carried out. The attitude measurement fieldwork, where 1.500 drivers were interviewed, also took place in 2012. These measurements allow the development of behaviour in traffic to be measured in an objective and scientific way. The reports on these measurements were to follow in 2013. Four reports on the previous measurements were published in 2012.

With the help of the behavioural measurements from 2009, we were able to conclude that 2.5% of motorists drove under the influence of alcohol (i.e., above the legal limit for the concentration of alcohol in exhaled alveolar air of 0.22 mg/l). We observed a slight increase compared to the measurements from 2007 and 2005.

The prevalence of driving under the influence (DUI) is significantly higher during the night than during the day, both on weekdays and weekends. Weekend nights (Friday, Saturday and Sunday from 10pm to 6am) are seemingly the most dangerous.

13%
of road users under the influence of alcohol in 2009

Riguelle, F., & Dupont, E. (2012). Mesure nationale de comportement “Conduite sous influence d’alcool”. 2009. Bruxelles, Belgique: Institut Belge pour la Sécurité Routière – Centre de Connaissance pour la Sécurité routière.

NATIONAL BEHAVIOURAL MEASUREMENT: “SPEED”

Since 2003, at the request of the Federal Road Safety Commission, the Belgian Road Safety Institute has been measuring driving speeds. The aim of this has been to ensure driving speeds are being monitored using specific indicators, in order to be able to assess the progress and effectiveness of current policies. This report covers the results of those measurements up to 2010.

61% of drivers drove faster than allowed on 50 km/h roads, 22% of whom drove more than 10 km/h too fast.

Half of motorists driving on 70 km/h roads drove faster than the speed limit, and 15% drove faster than 82 km/h.

29% of motorists drove faster than the speed limit on 90 km/h roads and 15% faster than 120 km/h.

The 30 km/h zones in school environments without traffic calming measures are a special case. Here, the infrastructure has not yet been adapted to the set speed limit. 93% of drivers drove too fast here, 7 out of 10 of whom drove faster than 40 km/h.

Riguelle, F. (2012). Mesure nationale de comportement “Vitesse” 2010. Bruxelles, Belgique: Institut Belge pour la Sécurité Routière – Centre de Connaissance pour la Sécurité routière.



STUDY AND RESEARCH

NATIONAL RESEARCH PROJECTS

BLAC

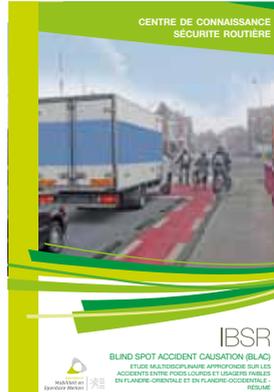
The BRSI carried out the “Blind Spot Accident Causation” (BLAC) project at the request of the Flemish Minister of Mobility and Public Works. This involved an in-depth study of accidents between trucks and vulnerable road users in East and West Flanders. The results of the BLAC project provide a better understanding of the processes and causes of a number of typical accident-types and offer concrete suggestions for preventive measures. However, the sample is too small to allow for statistically generalised conclusions.

Slootmans, F., Populer, M., Silverans P. & Cloetens, J. (2012). Blind Spot Accident Causation (BLAC). Étude multidisciplinaire approfondie sur les accidents entre poids lourds et usagers faibles en Flandre-Orientale et en Flandre-Occidentale. Bruxelles, Belgique: Institut Belge pour la Sécurité Routière - Centre de Connaissance pour la Sécurité routière.

Blind spot accidents were more serious than non-blind spot accidents.

For truck drivers, we found that in half of all accidents, “inadequate viewing behaviour at crossroads” played a role. We saw that drivers either didn’t look at the right times or didn’t involve the cycle path in their viewing behaviour.

Two important factors that were especially noted in such accidents were, “dangerous position on the road or near the vehicle” and “illusion of visibility” By the first factor, which was established in 19% of accidents, we mean that bicycles and/or motorcycles (inadvertently) locate themselves in a dangerous place beside the vehicle, i.e., in its blind spot. Apparently, they do not realise that the truck driver cannot see them there. “Illusion of visibility” (13% of the accidents) means that vulnerable road users think that the truck driver has seen them and so will give them right of way..



MOTAC

MOTAC stands for “Motorcycle Accident Causation” and was launched with the support of the FPS Mobility and Transport in June 2011. In the context of this in-depth study, around 200 serious accidents involving motorcyclists were examined on the basis of official records and court reports. The study was completed in December 2012. The results were expected to be published in the spring of 2013.

Analysis of fatal accidents on motorways

In 2012, the BRSI continued its analysis of fatal accidents on motorways. A first study involved accidents that occurred in 2008. The results were expected in 2013.

Analysis of fatal accidents in the Brussels Region

The fatal accidents that took place in 2009 in the Brussels Region were categorised in cooperation with the Executive Committee of the Federal Police in the Brussels Region and were analysed further in order to formulate concrete recommendations to prevent such accidents in the future.

Influence of passengers on driver behaviour

An analysis of national road accident data suggests that the presence of passengers decreases the risk of an accident. It is therefore important to understand the processes that might explain this risk reduction. 2.382 drivers between the ages of 18 and 79 participated via an online survey. The first results of this survey were presented at the end of November in Lyon at a conference on young drivers. The full analysis of the results will be carried out over the course of 2013.





INTERNATIONAL RESEARCH PROJECTS

DaCoTA



The BRSI is the coordinator of the “Policy-making and safety management processes” work package, within Data Collection and Transfer Analysis (DaCoTA). This is a research project funded by the European Commission and relates to the continuity of the SafetyNet project, whose main objective is the establishment of the “European Road Safety Observatory” (ERSO). In addition, the BRSI takes part in activities relating to in-depth investigation of traffic accidents. The closing conference, attended by all researchers of the DaCoTa consortium and policy-makers at European and national level, took place in Athens at the end of November 2012.

Presentations: www.dacota-project.eu

SARTRE 4



In the context of the fourth edition of the SARTRE (Social Attitudes to Road Traffic Risk in Europe) project, a large-scale survey was conducted on the attitudes towards road safety by different types of road users. The project was supported by the European Commission. In the context of SARTRE 4, a representative sample of motorcyclists and road users who primarily travel via other modes of transport (bicycle, public transport or on foot) was interviewed for the first time. As with the previous editions, the Road Safety Knowledge Centre coordinated the fieldwork in Belgium. The report was published at the beginning of November 2012.

Report and summary: www.ibsr.be

#dare to ask questions



Madame Hilde Crevits, Flemish Minister of Mobility and Public Works

@BIVV_IBSR How exactly did the BRSI and the Flemish Government Department for Mobility and Public Works collaborate in 2012?

@crevits The BRSI is an expert partner for a thorough analysis of accident data, adding value to #roadsafetypolicy.

@BIVV_IBSR How, in your view, can cooperation be strengthened in the future?

@crevits There is a need for more differentiated analysis by region, because the dynamics and characteristics of road safety are different.

@BIVV_IBSR How can the BRSI further contribute to the 2020 target*?

@crevits By more thematic, in-depth analysis of accident data and special target groups that are overrepresented in accidents.

* For 2020, Belgium aims to halve the number of road casualties compared to 2010.

POLICY ADVICE

The Policy Advice Unit follows trends in road safety policies at home and abroad and uses these for policy support and advice. In 2012, the relevant government departments were consulted, along with Centrex (the expertise centre of the integrated police). There is very close cooperation between police traffic coordinators, who have been part of a unified network since 2005 and have their own website at the BRSI. Moreover, this unit is also responsible for answering parliamentary questions.

DOCUMENTATION CENTRE

Since its inception, the BRSI has acquired a lot of information and knowledge.

The documentation centre is therefore an important basis for the activities of the BRSI. Besides the daily press reviews and the following of political events through questions and answers at the policy committees of the federal and regional parliaments, new publications and documents are monitored daily. The result is a comprehensive database of documentation relating to road safety in a national and international context. The documentation service is available to the public free of charge.

STRIVING FOR OPTIMAL SERVICE

In 2012, preparations began to make the documentation centre more easily accessible by third parties, as well as for a thorough integration into the Road Safety Knowledge Centre, the effects of which will be visible in 2013. In practice, this means that the documentation service will be transformed into a modern service provider. A thorough review mapped out the following action points:

- accessing the knowledge in an integrated manner and giving it a definitive structure.
- obtaining sufficient consistency in the level of knowledge across the BRSI's different departments.



#dare to ask questions



Monsieur Patric Derweduwen, President of the Walloon High Council for Road Safety

@BIVV_IBSR How exactly did the BRSI and the Roads and The Council collaborate in 2012?

@Patric The BRSI has been part of various working groups within the CSWSR (Conseil Supérieur Wallon de la Sécurité Routière – Walloon High Council for Road Safety) and has thus contributed to the creation of 76 of the CSWSR’s recommendations, which were transferred to the Walloon Government and were presented during the Round-table Discussions on Road Safety in Wallonia on 15 June 2012.

@BIVV_IBSR How, in your view, can cooperation be strengthened in the future?

@Patric A Walloon road safety agency will soon be established. This agency will take responsibility for the presidency and the secretariat of the CSWSR. It will be essential to ensure good cooperation between this Agency and the BRSI.

@BIVV_IBSR How can the BRSI further contribute to the 2020 target*?

@Patric Ensure an optimal transfer of powers to the regional entities for the domains involved, and maintain close cooperation with these regional entities regarding activities which the BRSI remains in charge of.

* For 2020, Belgium aims to halve the number of road casualties compared to 2010.

TRAFFIC NETWORK

This network was established as a partnership between the BRSI, the VCLP (Vaste Commissie van de Lokale Politie – Local Police Standing Committee) and the Policy Information Department of the Federal Police (CGOP/B) to improve communication between traffic coordinators and streamline policy. This network allows the BRSI to gauge the views and good practice of the police.

One meeting of the Traffic Network was held per language group in 2012. The topic of the meeting was the seat belt (including child restraint systems).

Three information appeals were organised through the network, each time at the request of a police officer:

1. information on enforcement policy in parking zones
2. information on authorised supervisors
3. information on aggression in speed checks

The BRSI keeps the various police forces and the judicial authorities aware of the concepts behind, and the content of, the campaigns through mailshots. In addition, the Traffic Network makes campaign materials and images available to the police through the website www.reseaucirculation.be at the start of the campaigns. Good examples and material from the meetings is also shared via the network.

The number of registrations on the Traffic Network website has increased to 532 members. During the last six months of 2012 there were 65 new members.

ROAD SAFETY TRAINING FOR POLICE OFFICERS

The BRSI started organising and coordinating road safety training for police officers in 2012. The courses were recognised by the Federal Police School, which linked them to police pay scales.

In the context of an introduction to the field of road safety, 3 groups of 25 prospective police officers from the Police Academy of Eastern Flanders visited the BRSI.

GO FOR ZERO AWARD

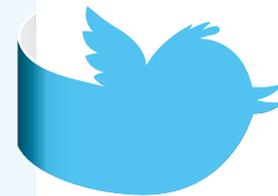
On 18 October, the Go for Zero Award was presented to the police region that committed itself to road safety in a commendable manner. This award aims to encourage and reward BRSI road safety initiatives. The jury decided unanimously to grant the Go for Zero Award to the “Gordel” (seat belt) project in the Tielt police region. The project combines prevention with a crackdown, and targets one of the three “killers”. The impact on behaviour was not only significant, but also lasting. Comparing the counts before and after showed a spectacular increase in the use of child restraint systems (from 52% to 82%) and an increase in seat belt use by motorists.



@KarinGenoe

today the BRSI presented the Go for Zero award for the first time: inspiring projects by motivated police regions
#bivv#goforzero

#dare to ask questions



Madame Catherine De Bolle, General Commissioner of the Federal Police

@BIVV_IBSR How exactly did the BRSI and the Federal Police collaborate in 2012?

@pers_fedpol Bringing road safety to a higher level through extensive cooperation. Collaborating by bringing together education and enforcement and strengthening each other's core business.

@BIVV_IBSR How, in your view, can cooperation be strengthened in the future?

@pers_fedpol Fully utilising everyone's strengths in education and enforcement and consolidating the partnership. Continue the long-standing cooperation and continue to work with the education-enforcement combo.

@BIVV_IBSR How can the BRSI further contribute to the 2020 target*?

@pers_fedpol Provide continued support to the other partners who strive for greater road safety. Organising target groups and thematic campaigns that can be boosted by enforcement.

* For 2020, Belgium aims to halve the number of road casualties compared to 2010.



ROAD SAFETY RESEARCH PLATFORM

The Road Safety Knowledge Centre organised the first meeting of the Road Safety Research Platform on December 19, 2012. We ask Peter Silverans, who is responsible for studies and research projects, to say a few extra words.

HOW SHOULD WE UNDERSTAND THE RESEARCH PLATFORM?

"This platform aims to strengthen the contact with and between academics working in the field of road safety and create a permanent exchange of scientific knowledge."

WHAT IS THE AIM OF THE RESEARCH PLATFORM?

"The BRSI wants to build a network of a diverse group of researchers working on road safety. With this network, we aim to promote the integration of existing and acquired knowledge and so optimise its translation into policy."

AND WHAT DOES THE FUTURE HOLD?

"The BRSI wants to identify where there are still gaps in the research and work out how an answer can be provided to meet the needs of policy-makers. The Knowledge Forum is planning several activities in 2013, including themed sessions and discussion forums on current problems in road safety."



"The research platform provides an excellent opportunity to bring researchers from totally different disciplines, but with a common interest in road safety, into contact with each other. I'm already looking forward to the next edition!"
(Kathleen Beullens, PhD, Postdoctoral researcher FWO, Leuven School for Mass Communication Research, KULeuven)



@sofie_vandamme
Researchers request better access to available databases to allow them to carry out policy-relevant research. #knowledgeforum #goforzero.

@sofie_vandamme
A researcher: "Congratulations on this initiative. Researchers like us still spend too much of our time in our own little world" #knowledgeforum #goforzero.

CARA

The fitness to drive assessment is a delicate balancing act between the privilege and desire for individual mobility on the one hand, and general road safety, which relies on statutory medical criteria, on the other.

CARA is not responsible for the award of licences, nor their revocation, but grants fitness to drive certificates, which allow the relevant authorities to adjust the licence.

In connection with the decision on a person's fitness to drive, a multidisciplinary team of doctors, psychologists and adaptation advisers decides on the conditions, limitations and any adjustments to the vehicle. It also advises on the ergonomic aspects of vehicle adaptation, the transportation of passengers and the driver where the original car seat has been replaced (for example, by a wheelchair), alterations, wheelchair storage, seat belt use, etc.

STRIVING FOR OPTIMAL SERVICE

At the request of the Board of Directors, an external audit was carried out at CARA. Service could be improved in multiple areas and the number of complaints reduced by analysing the entire process in terms of both content and form.

The objective of the audit was two-fold:

1. To manage waiting times

Specifically: to ensure that prospective drivers did not have to wait longer than 3 weeks for a "fitness to drive" assessment.

2. Optimising the overall process

The audit showed that the employees needed to be given greater responsibilities to allow them to focus on the core tasks better and more efficiently.

Specifically:

- recruiting a new clerical assistant
- making the secretariat more accessible
- restructuring the website to make it easier to use and more transparent
- reorganising the internal workflow
- carrying out the practical "fitness to drive" tests in accordance with established guidelines and procedures
- preventing duplicate and unnecessary registrations
- basing evaluation protocols on new written procedures and guidelines with the aim of drawing up uniform conclusions and recommendations
- uniform reporting and archiving

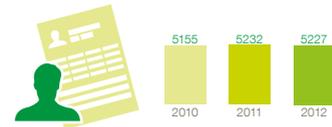
Thanks to the efforts of all staff, the audit's objectives were achieved in 2012:

- an improved internal processing of candidates
- agendas planned proactively
- a clear delineation of the different responsibilities of CARA staff
- a constant focus on the core activities.

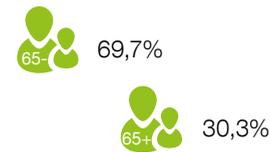


2012 RESULTS

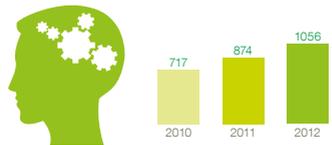
NUMBER OF CASES



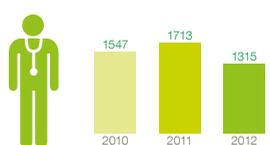
AGE OF THE CANDIDATES



PSYCHOLOGICAL RECOMMENDATIONS



NUMBER OF DOCTOR VISITS



PRACTICAL DRIVING TESTS



QUOTES FROM CARA CANDIDATES

"No questions, but well done on the smooth processing on June 13th: a user-friendly website, a helpful receptionist, a driving test with an expert occupational therapist and rapid feedback. The day after my visit to CARA, I already received the letter in the post with the information. I therefore have nothing but praise for CARA!"

"On October 5th, I was invited by the BRSI to attend a "fitness to drive" assessment and to receive advice on any adjustments to my car. I was pleasantly surprised by the friendly and warm welcome. The entire process was handled quickly and I was treated with respect."

"My sincerest thanks for the friendly welcome and attention to my problem. Your opinion has given me peace of mind."

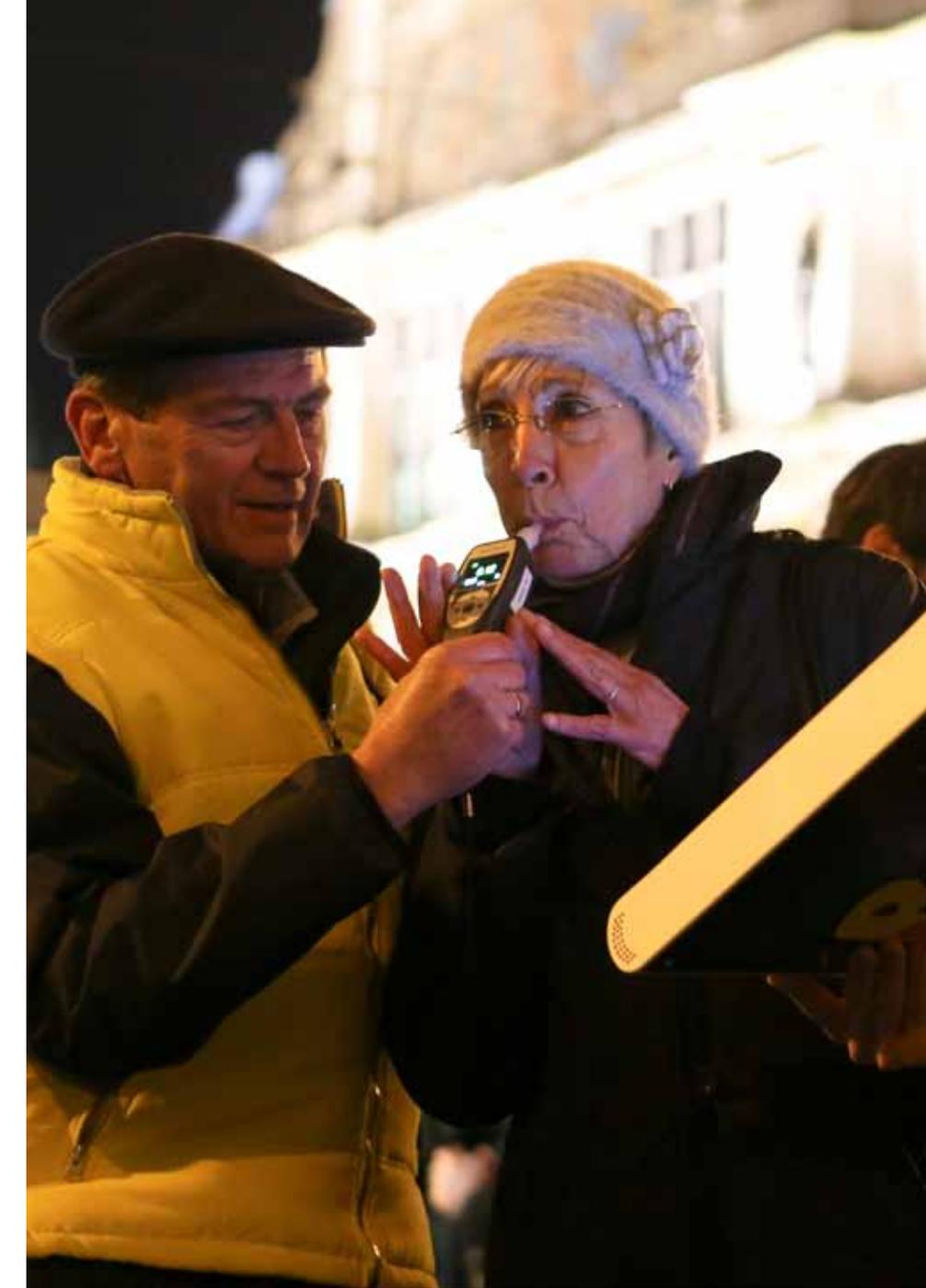
"On July 3rd, our daughter was invited by CARA to have a "fitness to drive" assessment. She will always remember this day because she was allowed to really drive a car. Thanks. You guys are doing a REALLY good job!"



ESTIMONY OF LUCIEN GILLAIN, BRSI VOLUNTEER

"For me, raising awareness of road safety among road users is an act of public responsibility, which gives me the satisfaction that I might have helped to save lives," says Lucien Gillain, 63 years old and a volunteer at the BRSI for 3 years. "When I decided to stop working, I still wanted to remain active. I've always wanted to help others. In my youth, I was a civil protection volunteer."

And that Lucien Gillain, who lives in Orp-Jauché, chose the BRSI was no accident. "Before I ended my career in the social sector, I was a manager at a car leasing company for 25 years." Since attending basic training and various advanced courses on a variety of themes – including seat belts, speeding and alcohol – Lucien Gillain has taken part in promotional events. "Several times a month, I'm at an awareness-raising stand out in the field, along with other volunteers. For example, on open days at schools or the fire brigade, at fairs, and during popular events like our National Day... We also organise events at companies where the employees are often on the road and we work together with the police on preventive checks." And the Bob campaign at clubs? "I've never participated in one of those because young people who've drunk too much are more likely to listen to a volunteer of their own age than to an older person like me! At a show there was once this young man who had forgotten to wear his seat belt. He had got into our crash simulator. When he got out, he told me: "I got the message." That was a great result of my efforts. I was really satisfied!"



DRIVER IMPROVEMENT

“Driver Improvement” consists of a wide range of psycho-educational learning projects for traffic offenders.

“Driver Improvement” comprises various different projects.

EDUCATION PROJECT: “ALTERNATIVE MEASURES”

This national project, recognised by the FPS Justice (Law of 10 February 1994), was established in the context of “alternative measures”. The FPS Justice awards the project its resources annually. Both the Public Prosecutor’s Office (via mediation and criminal proceedings), as well as the Court (via probation) can order a traffic offender to attend an education project, leading to part of his fine being suspended, or even leading to the waiving of further prosecution.

There are different modules within the “alternative measures” framework:

- A **generic** module (miscellaneous offences): maximum of 12 participants on 1 course (20 hours, spread over 4 days)
- A **“Driving under the influence of alcohol”** module: up to 9 participants on 1 course (20 hours, spread over 4 days). Only in the judicial district of Bergen there is a specific module on driving under the influence of illegal drugs.
- A **“Traffic aggression”** module: up to 8 participants on 1 course (30 hours, spread over 6 days). Participants are offenders who have been involved in

acts of traffic aggression: threats, intentional vandalism, intentional assault or injuries or manslaughter.

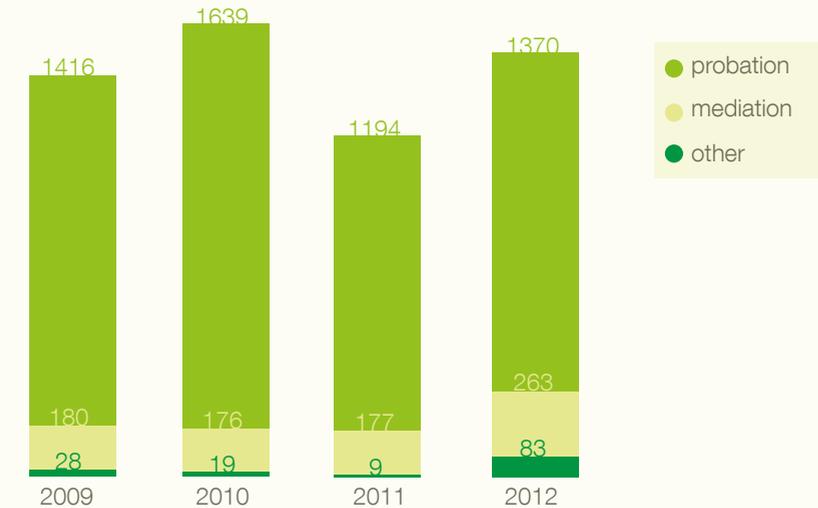
- A module for **young drivers with souped-up mopeds** (condition: not involved in an accident, no relapse): maximum of 12 participants on one course (8 hours, spread over 2 days). This module was created in 2008 at the request of the Public Prosecutor’s Office of Dendermonde. Since 2012, this course has also been offered in the judicial district of Mechelen. The selection criteria for the cases that qualify differ in some respects from the judicial district of Dendermonde. Although mopeds are mainly used by 16–18-year-olds, the Public Prosecutor’s Office of Mechelen chose to apply an age limit of 21, at the time of the incidents.



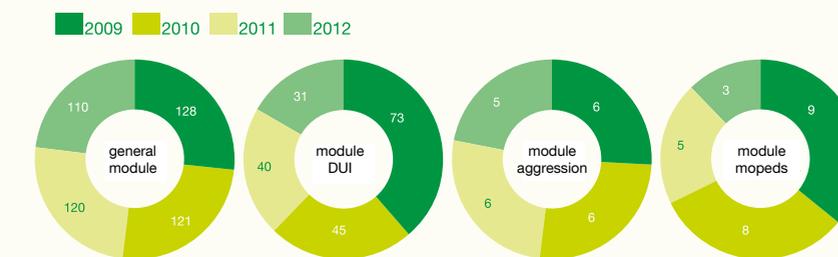
@goforzero

Driver Improvement, also brought to you by the BRSI! Read #DM24/01 page 12–13, very interesting!

DEVELOPMENT FROM 2009 TO 2012 OF NEW CASES ADDED TO THE BRSI IN THAT YEAR



EVOLUTION OF NUMBER OF COURSES



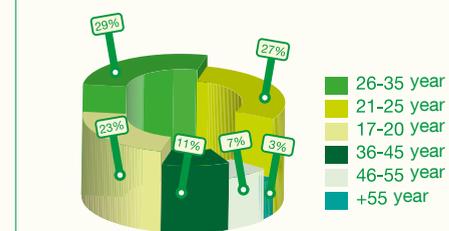
NUMBER OF COURSES ORGANISED IN 2012 PER JUDICIAL AREA*

Judicial Area	Number of courses	Invitees	Percentage of students who completed the course positively
Antwerp	29	274	72%
Brussels (NL)	12	129	77,5%
Brussels (FR)	26	262	71%
Ghent	35	364	77,4%
Liege	71	847	66,6%
Bergen	20	225	70,6%
Total	193	2101	72,5%

*The judicial area (or jurisdiction) is the official term for the grouping of the judicial districts. In Belgium there are 5 judicial areas, which comprise 27 judicial districts:
 Antwerp judicial area = districts Antwerp, Hasselt, Mechelen, Tongeren and Turnhout
 Brussels judicial area = districts Brussels (FR and NL), Nivelles and Leuven
 Bergen judicial area = districts Charleroi, Bergen, Doornik
 Ghent judicial area = districts Bruges, Dendermonde, Ghent, Ieper, Kortrijk, Oudenaarde, Veurne
 Liège judicial area = districts Arlon, Dinant, Eupen, Huy, Liège, Marche-en-Famenne, Namur, Neufchâteau, Verviers

BREAKDOWN BY AGE (NEW CASES IN 2012)

The average age is 28.



BREAKDOWN BY GENDER (NEW CASES IN 2012)



There are several reasons why a certain percentage of students might not have completed the course positively. Often students might not show up, resulting in their probation or mediation procedure being stopped by the judicial authorities. Very occasionally, a student will only follow part of the course and will refuse to resume and complete it.

In exceptional cases, we might not admit the student any longer because he cannot function in the group, for example, as a result of inappropriate behaviour or alcoholism.

PILOT PROJECT: "TAKE A MOMENT TO CHECK YOUR SPEED"

At the request of the Public Prosecutor's Office of Mechelen, the BRSI developed the course: "Take a moment to check your speed" in 2004, offering a theoretical part and a practical part on public roads and tracks. The course must be paid for by the students themselves. This project is currently running in the judicial districts of Mechelen, Doornik, Leuven and Bergen.

PILOT PROJECT: "YOUNG DRIVERS"

In 2012, at the request of the Public Prosecutor's Office of Bergen, a specific module was developed for young drivers with a range of serious offences (except driving under the influence and speeding). All preparations were finished and the first training course was planned for February 2013. This module too must be paid for by the participants themselves and includes three half-days of group training and a package of individual exercises.

Male participant (31 years of age)

"The course is an opportunity to change your attitude. The choice is up to you."

Male participant (26 years of age)

"It makes you realise how dangerous it is, while a fine only makes you think of your bank account instead of your own safety and that of others."

Male participant (28 years of age)

"What initially seemed to be only part of a sentence, turned out to be a course that has managed to make me really question my ideas about myself and my driving style."



In 2012, 38 training courses were organised for 439 participants.



#dare to ask questions



Monsieur Bruno De Lille, State Secretary for Mobility in the Brussels-Capital Region

@BIVV_IBSR How exactly did the BRSI and the Brussels Government Department for Mobility collaborate in 2012?

@BrunoDeLille We welcome BRSI expertise and the impact it has on our actions on road safety #2012 #turnrightonred #crossingtramtracks #positivestory

@BIVV_IBSR How, in your view, can cooperation be strengthened in the future?

@BrunoDeLille BRSI role is evolving (#sttshrvmng). BRSI's future lies in enhanced role as independent expert with #tailoredservices #roadsafety

@BIVV_IBSR How can the BRSI further contribute to the 2020 target*?

@BrunoDeLille Delivering objective info, hard-hitting campaigns and expertise tailored to #region, communities, businesses. #objective #value

* For 2020, Belgium aims to halve the number of road casualties compared to 2010.

REINTEGRATION EXAMS

If the judge of a police or correctional court orders the forfeiture of someone's right to drive, the judge may determine that the offender must pass a medical and/or psychological examination as a condition of getting his or her licence back. The BRSI carries out "reintegration exams". The doctor and the psychologist together give one opinion. They then notify the candidate, the court registry and the public prosecutor's office of the results as soon as possible.

STRIVING FOR OPTIMAL SERVICE

The "reintegration exams" department underwent a transformation in 2012. This is producing good results today: a young team that works well together and is preparing itself to obtain ISO 9001 certification in mid-2013.

In 2012, a project was launched to identify all the processes of the "reintegration exams". The following actions were achieved, based on a thorough analysis of these processes:

- a reorganisation of the workforce
- an optimisation of the cost structure
- the computerisation of the accounting department
- an improvement in the service: in 2012, 12 branches were scrapped. This enabled the BRSI to ensure that examinations were organised regularly at a centre and that candidates got an appointment more quickly.

"The "reintegration exams" helped me to realise that I had an alcohol problem. I worked hard and became a better person in many ways: my marriage is now going better, my family and professional life have improved."

FRAMEWORK PROGRAMME: ALCOHOL IGNITION INTERLOCK DEVICE

In 2012, the BRSI was the only organisation to be recognised (Royal Decree of 26 November 2010) as an alcolock framework agency of the FPS Mobility and Transport.

An alcolock is a device that tests the amount of alcohol in the breath and only allows the engine to start if the amount is below 0.2 percent. The framework programme consists of individual counselling sessions, training and education on the use of the device, the risks and consequences of driving under the influence, build-up and breakdown of alcohol breath, experiences relating to the use of the equipment. The aim is to find a strategy to keep drinking and driving as separate activities after the removal of the device, and applies to drivers who have been sentenced to use an alcolock.

KNOWLEDGE DISSEMINATION

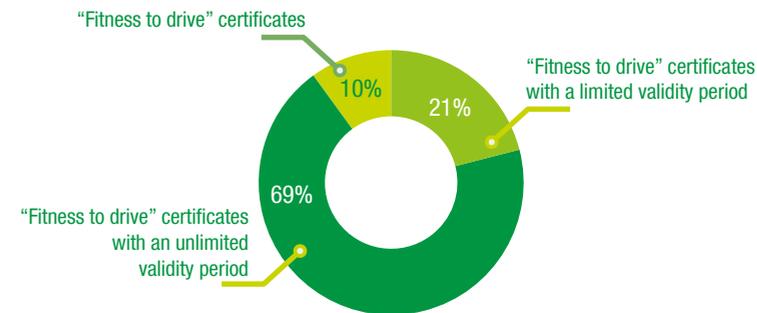
In 2012, preparations were made by the National Institute of Criminalistics and Criminology (NICC), in cooperation with the BRSI, for the start of the research project entitled "Research into alternatives to the CDT test in the context of determining chronic alcoholism". The goal of this project is to evaluate various parameters that measure the consumption of alcohol.

KEY FIGURES FOR 2012

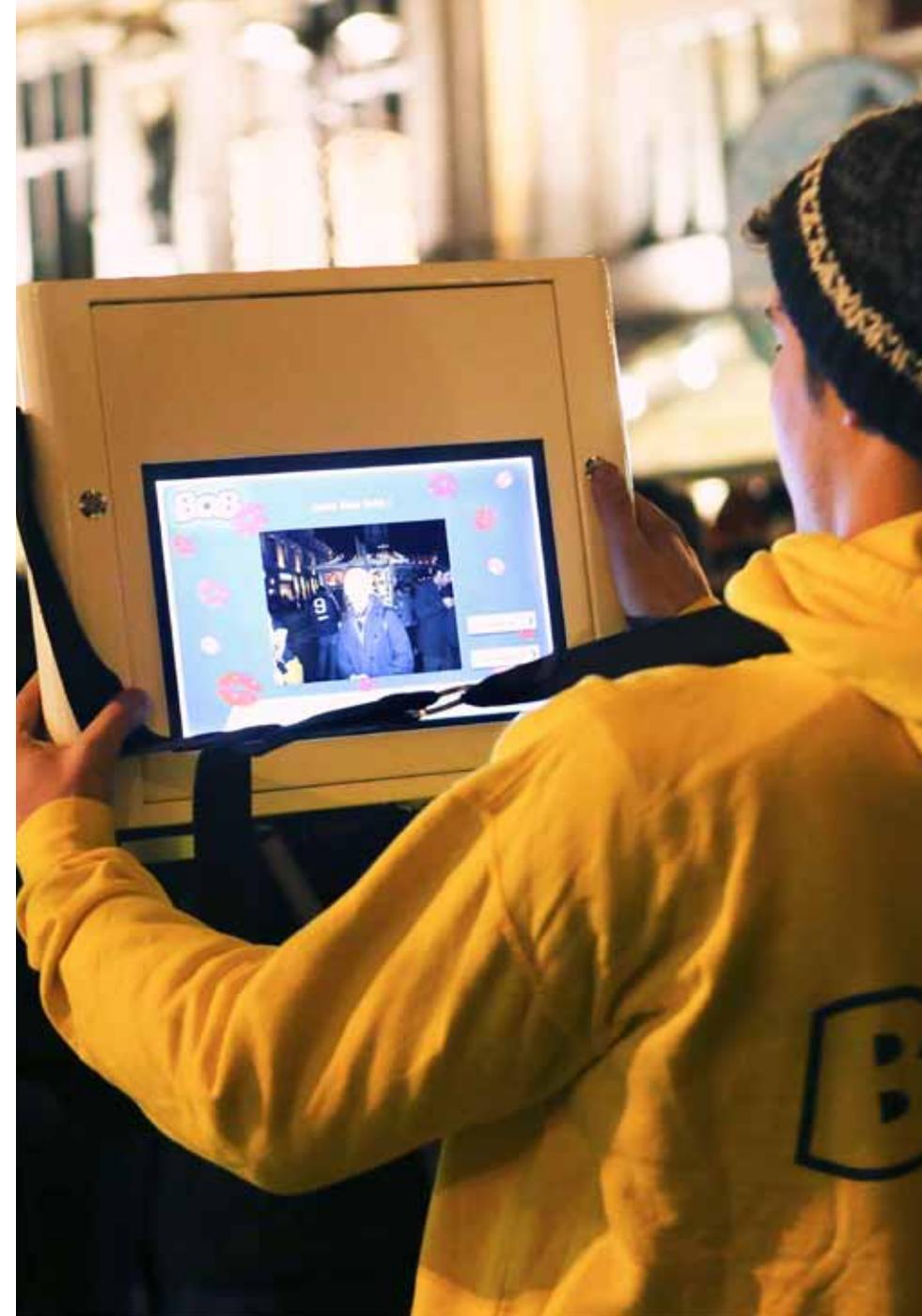
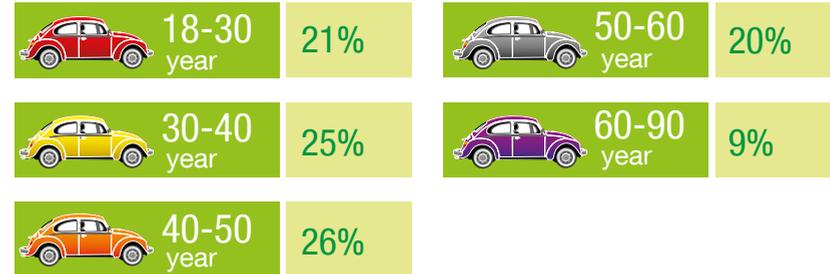
REINTEGRATION EXAMS



"FITNESS TO DRIVE" CERTIFICATES



AGE GROUP



TESTIMONY OF ANN LEYSSENS, BRSI VOLUNTEER

"I've been a volunteer at the BRSI since late 2007. My reasons are two-fold: I consider road safety to be an important part of society, and in 2002 I was faced with the death of my eldest brother Dirk (who was 34) who died in a traffic accident. This accident had a huge impact on our family. In order to protect other families from such suffering, I wanted to do my bit and warn as many people as possible about the dangers on the road. When I was a child, our father always insisted on us wearing our seat belts and respecting the traffic rules. People are also often very surprised when I show them the force their children would be catapulted at if they weren't wearing their seat belts. In this way, we have already managed to convince many people of the need to wear seat belts, even at low speeds. Sometimes, I tell people that amusement park rides are not allowed to start unless everyone is safely strapped in, making them see that they had also better do so in their car... Also, this doesn't only apply to the people themselves, but also to any other passengers.

I think it's cool that as volunteers we receive regular training to keep us abreast of any changes in traffic regulations.

Cold or wet weather has never prevented me from participating in night-time awareness-raising campaigns, for example, in the parking lot of the Carré or elsewhere. We often get encouraging responses from people at clubs, which really makes you forget the bad weather.

Even at work, I try to make my colleagues more aware by occasionally leaving flyers in our canteen or putting up posters from the Bob campaign.

The majority of my colleagues are women with children and some of them have already taken to asking me questions about baby seats.

I am happy to be part of the network of BRSI volunteers. The BRSI's work makes it clear why safety is so important. I also think that in recent years, more people have become convinced that speed limits and alcohol testing measures are not there merely to annoy them, but that safe driving really save lives! Go for zero!"

MOBILITY AND INFRASTRUCTURE

Public and private clients

The BRSI entered into several agreements with the Walloon Region and the Brussels-Capital Region in 2012.

In the framework of the agreement with the Walloon Region, the unit is part of the expert working group “Infrastructure” of the Walloon Commission “Vélo” to create three manuals with recommendations.

Several studies were conducted by the unit in 2012, in particular:

- A study on roads with narrow central lanes, commissioned by the Walloon Region. This type of arrangement was tested in several Walloon municipalities. The recommendation resulting from this study was the placement of a new road sign.
- The Brussels-Capital Region commissioned an observational study for the new B22 and B23 road signs. The study analysed the impact of the road signs on the safety of all road user types. These signs allow cyclists to go through a red light under certain circumstances.
- An evaluation of bicycle lanes was started and road safety inspections were organised at the pedestrian crossings on tram tracks.

The Mobility and Infrastructure Unit carried out safety inspections on the premises of companies like GSK (Waver and Rixensart) and the quarry of Lhoist (Marche-en-Famenne) in 2012.

Numerous courses were also organised. In 2012, the unit developed special expertise in Geographic Information Systems (GIS) that will be used in future in the context of several BRSI studies.



#dare to ask questions



Monsieur Dirk Desmet, General Director, Public Service of Wallonia (SPW) - Operational Directorate-General Roads and Buildings

@BIVV_IBSR How exactly did the BRSI and the SPW collaborate in 2012?

@Dirk_SPW The BRSI worked with the DGO 1 (the Operational Directorate-General Roads and Buildings) in the context of a number of studies and has also contributed constructively to the activities of the CSWSR (the Walloon High Council for Road Safety).

@BIVV_IBSR How, in your view, can cooperation be strengthened in the future?

@Dirk_SPW It will be possible to establish methods of cooperation once the activities of the BRSI have been further specified, which must be devolved in the context of the 6th state reform.

@BIVV_IBSR How can the BRSI further contribute to the 2020 target*?

@Dirk_SPW It is very important that the BRSI is open to the changes that will result from the future division of responsibilities between the federal and regional entities.

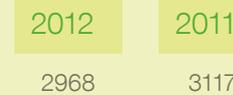
* For 2020, Belgium aims to halve the number of road casualties compared to 2010.

TECHNICAL DEPARTMENT



CAV LAB

verification of the control devices at inspection stations

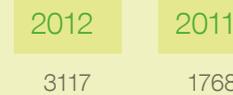


-5%



MEC LAB

- the approval, calibration and periodic verification of the measuring instruments used by the tachograph installers
- inspection of workshops of registered tachograph installers
- inspection of workshops of registered speed limiter installers



-4%



ALC LAB

preliminary tests for approval of breath analysis equipment and tests for first calibration, periodic calibration and technical inspection of the breath analysis equipment

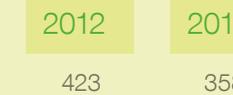


+8%



ATP LAB

inspection of refrigerated trucks in the context of the ATP agreement

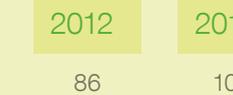


+15,4%



CAS LAB

approval tests and tests for conformity in the production of motorcycle helmets and guards



-17%

EVOLUTION NUMBER OF FILES 2012 VERSUS 2011

STRIVING FOR OPTIMAL SERVICE

In 2011, the ISO 17025 quality marks were renewed for the MEC lab and the ALC lab. In addition, three new mounted test benches were brought into service by the CAV lab.

Our labs worked on improved service and innovation in 2012 as well:

CAV lab

- Administrative procedures were optimised. The test reports and summary lists for the checks are now electronically approved and transmitted.
- Work was extended in the context of the "Inspection On The Move" (KOV) project. For the pilot project, the lab handles the verification of devices in connection with the commissioning of the inspection lines, performs an interim verification of these devices after about six months, and provides input to the FPS Mobility and Transport for the evaluation of this pilot project.

MEC lab

Administrative procedures were improved, reducing the delivery period of audit reports for registered installers of tachographs from 15 to 2 days.

ALC lab

In 2012, preparations were made to obtain the quality mark for the chemical breath analysis equipment in accordance with the French NF X 20-702 standard.

ATP lab

On March 1, 2012, the BRSI started a trial period of six months for ATP inspections at regional level. The workplaces of Thermo King and Carrier were selected in the initial phase of the project. This pilot project was evaluated in late 2012 and it was decided, on the basis of this evaluation, to continue and expand the regional checks. This project complements and does not replace the possibility of carrying out the inspections at the company's premises.

Customer satisfaction is very important to the BRSI. In this context, and at the request of the BRSI, the FPS Mobility and Transport decided to no longer take an increase in the K-value into account (due to the ageing of the insulation) for cargo spaces of less than 12 years old.

CAS lab

In 2012, preparations were made to obtain the ISO 17025 quality mark for approval tests for conformity in the production for bicycle helmets for adults and children.



#dare to ask questions



Monsieur Claude Van Rooten, Director General of the Road Building Knowledge Centre (BRRC)

@BIVV_IBSR How exactly did the BRSI and the Roads and the BRRC collaborate in 2012?

@ClaudeCRR Frequent contact between the specialists of our two institutions to improve knowledge on the safety of road infrastructure (technical committee of the BRRC), and preparation of the Belgian Traffic Congress, Cycling Safety Working Group of ITF-OECD.

@BIVV_IBSR How, in your view, can cooperation be strengthened in the future?

@ClaudeCRR By maintaining existing exchanges, in particular with a view to creating new opportunities for joint projects, allowing us to develop our mutual and often complementary expertise.

@BIVV_IBSR How can the BRSI further contribute to the 2020 target*?

@ClaudeCRR Continue the interesting and recently launched initiative that the new Belgian Road Safety Research Platform undeniably is; the platform is an important networking tool for Belgian researchers in this domain.

* For 2020, Belgium aims to halve the number of road casualties compared to 2010.

ROADSAFETY@WORK

RoadSafety@Work consists of five pillars:

- risk diagnosis
- workshops and “à la carte” programmes
- practical awareness-raising campaigns in the context of corporate events
- the provision of a range of communication tools
- road safety audits and inspections of infrastructure on and around the premises

In this way, RoadSafety@Work is a response to the growing demands of the business world to fulfil their goals with regard to corporate social responsibility.

In 2012, a new pillar was added to the offerings of RoadSafety@Work: risk diagnosis.

Recommendations are formulated based on the risk diagnosis, that then need to be converted into priority actions so as to reduce the traffic risks of the company in terms of road safety.

In 2012, communication was carefully expanded with the support of our partner, FedEx.



THE CLIENT PORTFOLIO OF ROADSAFETY@WORK WAS SUBSTANTIALLY EXPANDED IN 2012

"People sometimes take risks in traffic, with the thought, 'nothing has happened to me yet'. They are not aware of the possible consequences. Therefore, they must occasionally be reminded of the potential dangers. The BRSI workshops are the perfect tool for that!"

Paul Mellaerts, Senior Project Manager Safety, bpost

"The BRSI is an ideal partner in the prevention of commuting and occupational accidents in traffic due to its knowledge and experience. The interactivity during the training was of particular interest to our staff."

Dany Ilbroux, Safety Officer, Marketing and Sales, Electrabel GDF Suez

"AXA Harten Troef, the company volunteer programme of AXA, has been organising Christmas markets for the staff for years. For the last market, we called on the help of the Bob stands of the BRSI. As a responsible company, we want to inform our employees about their alcohol use. We clearly noticed the positive impact of this event from the results of the breath test, since the vast majority of people were below the legal minimum."

Luc Vandemoortele, National Coordinator AXA Harten Troef, AXA

"Falls from heights, electrocution and traffic accidents are the three main risks that workers at SPIE Belgium are exposed to. I think 'Go for Zero' is such a powerful slogan that I use it in all my presentations. This is one of the ways I want to raise awareness among our employees of safe working."

Johan Dekempe, Managing Director, SPIE Belgium

"People are made aware in a very practical and interactive way during the 'Speed' workshop. This training fits perfectly into the security philosophy of FedEx."

Patrick Stienlet, MD Operations Benelux, FedEx Express

"We were shown in a vivid and playful way that drinking and driving do not mix! All participants in this session came to this 'sobering' conclusion."

Luc Thysens, Department Director, Wegebo

STRIVING FOR OPTIMAL SERVICE

RoadSafety@Work received recognition for its quality and professionalism in 2012, in the form of the Qfor label. A customer satisfaction survey was organised through an external audit. The quality of RoadSafety@Work is appreciated by all our customers: customised training, outstanding knowledge on road safety and flexible staff.



#dare to ask questions



Monsieur Tom Roelants, General Administrator of the Roads and Traffic Agency

@BIVV_IBSR How exactly did the BRSI and the Roads and Traffic Agency collaborate in 2012?

@Wegenenverkeer BRSI takes part in consultations and generates research results that help us in determining policy on road safety.

@BIVV_IBSR How, in your view, can cooperation be strengthened in the future?

@Wegenenverkeer Cooperation is going very well with the BRSI. They participate actively through the various consultative bodies where they are represented.

@BIVV_IBSR How can the BRSI further contribute to the 2020 target*?

@Wegenenverkeer We want to work on the 2020 target together with the BRSI. We make use of their expertise to make our infrastructure as safe as possible.

* For 2020, Belgium aims to halve the number of road casualties compared to 2010.



INTERVIEW WITH GEORGES DE SMET, COMMANDER OF FIRE STATION AT DENDERMONDE - EAST ZONE

Georges De Smet started as a volunteer with the fire brigade in 1976. He rose through the firefighter ranks, from corporal and sub-lieutenant, to lieutenant. In 2009 he became commander of the fire brigade at Dendermonde.

“There is a huge difference between then and now. Since 2007, when the new law on civil security came in, a structural approach was introduced with the principle of “Fastest appropriate assistance”. In an accident, it used to be a matter of getting the victim out of the wreckage as quickly as possible, often with devastating consequences for the victim, but also for the rescuer. Now, there is a systematic approach, where communication between police, fire brigade and medical team is of paramount importance. It is a multidisciplinary team, where the volunteer firefighter – 99% of our brigade are volunteers – acts as a professional emergency assistance provider. Seven key stages must be gone through in order to rescue the victim as safely as possible. Now, we have hydraulic equipment and priority is given to providing the victim with appropriate trauma care during the rescue from the wreckage. It is also important that our firefighters try to communicate with the victim during the rescue. In the final phase, the entire procedure of a particular accident is evaluated. These days, attention is also given to the processing of traumatic stress in our firefighters. People often think that our world consists of tough guys, but nothing is further from the truth. Tough guys with hearts of gold. A FiST team was set up (Fire Stress Team) where the members consist of volunteer firefighters with additional training in trauma treatment. If certain problems are detected (the “antennae”) with a firefighter, following a serious accident or traffic incident, the team might be requested to make contact with the individual. The firefighter can also spontaneously request an interview to discuss certain traumatic experiences they may have had. I myself am of the older generation, so I still experienced the time when there was no aftercare. In the past, we would have a beer together in the canteen after an accident. We had the support of each other’s conversation, but for some this was definitely not enough. I once saw a firefighter who quit because the emotional impact was too heavy. The last drop in the bucket... The FiST team is an absolute necessity in a fire brigade, fortunately something that is officially recognised more and more. You might think that only a few people would make use of it, but the project is a huge success.”



E-CALL

Interview with Jean-François Gaillet, Director of the Centre for Testing, Training and Advice

WHAT IS ECALL?

“eCall is automatically or manually activated in the car in the event of an accident. This existing system immediately calls the emergency number 112 and sends all sorts of useful data to the alarm centre, such as the location of the vehicle.”

WHAT IS THE CURRENT STATUS OF THIS PROJECT AT EUROPEAN LEVEL?

“The European Commission gave a new impetus to the introduction of eCall with the setting up of the Harmonised eCall European Pilot project, abbreviated to HeERO. Since January 2011, the HeERO consortium has consisted of nine European member states where pilot projects are running to prepare for the introduction of eCall in all new vehicle models in the European Union from 2015. A second phase of HeERO – HeERO 2 – started on January 1st, 2013, and will last for two years. Six new member states, including Belgium, will be joining soon. The project will serve as a basis for the infrastructure that will go live in 2015. Belgium wants to set up and test the necessary infrastructure to support the pan-European eCall system. Moreover, the Belgian consortium also wants to test eCall for trucks and motorcycles.”

WHAT IS THE ROLE OF THE BRSI IN THE ECALL PROJECT?

“The BRSI has different roles within the Belgian consortium:

- technical support
- organising an awareness-raising campaign around the eCall solution
- obtaining certification, and technical inspection of eCall

The other members of the Belgian consortium are the Federal Police, the FPS Interior, the FPS Public Health, the FPS Mobility and Transport, the Astrid agency and a number of private partners. The consortium is coordinated by the ITS.be association.”

HOW DOES ECALL WORK?

“The eCall system can be activated manually or automatically. One of the airbags must open while the engine is running. The system activates the SIM card and sends a message to the emergency centre via the 112 emergency number. The emergency centre receives at least some basic data directly from the system, namely the location of the accident (thanks to the GPS signal) and the vehicle (using the vehicle identification number). Depending on these data, the emergency centre will implement appropriate resources to cope with the situation in the most appropriate way.”

WHAT DOES IT COST?

“According to the European Commission, the annual cost of implementing the system is estimated at 4.5 billion euros for the whole of the European Union. This is for the installation of the unit in the vehicle, the modernisation of the emergency centres and the renovation of the mobile telephony networks. But the European Commission estimates also show a favourable cost/benefit ratio: a saving of more than 26 billion euros per year on the cost of accidents and traffic jams. An important point is the additional cost to the authorities concerned, not only in terms of infrastructure adjustments, but also the need for a centre that can filter out fake or unnecessary calls. It is estimated that there will be about 150,000 per year from Belgium.”

THE IMPACT ON ROAD SAFETY?

“According to the European Commission, eCall could save up to 2.500 lives per year in the European Union and significantly decrease the severity of injuries in 15% of accidents. After all, emergency services would arrive on the scene of the accident much faster.”

INTRODUCTION

Our mission “Go for Zero” can only be achieved through a change in the behaviour of all road users. Our ultimate goal in communications, therefore, is to work on behavioural change.

The campaigns of the BRSI:

- must be modelled on those actions that have a **direct link** with traffic accidents and the target groups that are over-represented in serious accidents
- must not lose sight of the need to create a **social** basis to allow the direct causes of serious accidents to be tackled in an integrated way
- since participation in traffic is an eminently “social” matter, it is also important for the BRSI, in addition to its campaigns, to pay attention to **knowledge** of the rules and the importance of compliance with them, as well as **respect** for other road users and **current behavioural trends** in traffic.



24+ CAMPAIGNS

JANUARY

End of year Bob campaign



It is estimated that alcohol plays a role in 25% of all fatal traffic accidents in Europe. Applied to Belgium, this means that in 2012, more than 200 people were lost because of alcohol-related accidents. The focus of the campaign is on the benefits of being the “Bob”, hence the slogan: “Another reason to be the Bob.” The campaign was reinforced by police breath tests and was made possible with the support of Assuralia and the Belgian Brewers.

Recognisable situations are made fun of in humorous TV commercials. For example, there is the motorist who takes a swampy country road in order to avoid a breath test, but with dire consequences. In another situation, you see the clumsy attempt of a man and a woman to switch car seats because of a nearby breath test.

The Bob mailshot informs companies about ways of avoiding traffic risks during end-of-year receptions or business get-togethers. To raise awareness among employees during these events, the BRSI provides fun Bob items: Bob breath tests, Bob USB sticks, Bob ice scrapers and the Bob keychain.

Volunteers attend Christmas markets with a booth where visitors can interactively tackle the issue of “driving under the influence of alcohol”.

FEBRUARY

Go for Zero campaign

At the beginning of 2011, the BRSI launched the “Go for Zero” objective. In 2012, the campaign consisted of two parts. The first part started with posters along the road. There were 4 different versions, each one addressing one of the major issues of road safety: speed, driving under the influence of alcohol, the seat belt and phoning while driving. The objective of the campaign was repeated at the bottom of every poster: “Go for Zero”, striving together for zero traffic deaths. The second part started in March with a drawing contest.



APRIL

speed campaign



If we want to reach the objective set by the European Commission – a 50% reduction in the number of road fatalities by 2020 – it is absolutely essential that we reduce the average speed on the roads. That's why there was a poster campaign in April 2012 about speed.

In the spring, the BRSI launched the motorcycle campaign “Look out for each other”, in cooperation with the Motorcycle Council. To illustrate the most frequent and dangerous traffic situations, six videos were posted online, with the rider narrowly escaping an accident in each case. More specifically, all types of road

users are urged to pay greater attention towards motorcyclists. At the same time, the campaign aims to increase awareness among motorcyclists that they cannot always be seen by other road users. The videos were viewed more than 60.000 times (status: 31/12/2012).

Our volunteers carried out awareness-raising campaigns at a number of motorcycle gatherings and in Total service stations.

This campaign received extra attention in the Brussels-Capital Region with the support of Brussels Mobility.

JUNE

Bob summer campaign



BBQs, garden parties, outdoor cafés, festivals...all the right ingredients to have a real party where the drinks flow freely. Reason enough to also choose to be the Bob in the summer or to choose one. Accident statistics show that Bob is also desperately needed when the weather is hot.

The Bob campaign was visible through posters on motorways, but also at many festivals where people came by car (Woosha, Benenwerk Brugge, Maanrock, Suikerrock, etc.).

In some locations, the unique “Bob display” was switched on. This tool calculates how long the average person needs to wait after alcohol consumption before being able to drive legally and safely.



[@vrtderedactie](#)

The Bob campaign starts off the summer as “VIP at the BBQ”: The BRSI asks people to make sure there is a Bob behind the wheel this summer too...

[@sofie_vandamme](#)

Tonight in Cijfers Liegen Niet (“Figures Don’t Lie”) with @Francesca_VT: Driving under the influence of alcohol – The Bob campaign at 10:30pm

[@BenoitGodart](#)

The #BRSI launches summer Bob campaign. This summer’s cocktail mixes awareness + more checks, from 4/6 to 1/9 #bob

[@BenoitGodart](#)

#Bob has made it into the #Larousse 2013 dictionary! Along with Bobette (who seems to have the most work:-))



JULY-AUGUST

cross border

The bilateral agreement on the exchange of the personal data of vehicle registration certificate holders, signed by France and Belgium, came into force on June 30th, 2012. This means that a fine for a traffic infringement committed in France by a driver of a vehicle registered in Belgium, will be claimed directly from the offender by the French government. Similarly, a fine for an offence committed in Belgium by a driver of a vehicle registered in France will be claimed directly from the offender by the Belgian Government. The BRSI was responsible for the campaign that announced this new measure during the summer months

AUGUST-SEPTEMBER

speed campaign



We organised a speed date in cooperation with Flair. The ladies who had signed up went for a drive with the man of their choice, who was actually an actor. The idea was to observe the reactions of these women while their dates took (calculated) risks behind the wheel. Quite a few of the women vigorously denounced the behaviour of their drivers in front of the camera. We will be putting the videos online on our YouTube channel.

The quotes on the posters are real reactions of the speed date candidates.

 [@goforzero](#)
Does speeding really make you nice, cool or sexy? Go for Zero, put it to the test. Discover speed dating!

[@xanderycke](#)
Ellen (31): "Driving too fast isn't cool." Xander (24): "I was an hour late for our first date and she was really angry!"

The quotes from Flair readers were also played on the radio. Three entertaining radio spots, but also with a firm message: speeding is not sexy, pleasant or tough. It is extremely dangerous.

This campaign was conducted because BRSI research shows that there is too little social disapproval of excessive or inappropriate speed, particularly among young male drivers.

OCTOBER

seat belt campaign



A BRSI study from early 2012 showed that 1 in 2 children was not properly restrained in the car. Worse still, 1 in 10 children were not restrained at all. On the basis of these alarming findings, the BRSI organised a campaign focused on raising awareness amongst parents on the correct way of using child restraint systems. The aim was to reduce the incorrect usage of child restraints in Belgium. The emphasis was on the importance of properly restraining children in the car through concrete instructions. The campaign was supported, for example, through posters with the slogan: “1 in 2 children is NOT PROPERLY restrained. How about yours?” The idea was to make people question whether they had restrained their children correctly in the car.

The BRSI put three videos with clear instructions for the proper handling of each type of child restraint on www.goforzero.be, and it was viewed more than 120.000 times (status: 31/12/2012). The most common mistakes were also illustrated and there was a FAQ section. The BRSI brochure “Children safely restrained in the car” with helpful instructions and tips was free to download.

An infomercial appeared in “De Bond” (Gezinsbond) and Libelle. The editors of Libelle took the test themselves: are their children properly restrained in their baby seats? They were assisted in this by an expert from the BRSI.

And finally, Quick restaurants got involved by distributing an informative card to families with young children. This card was also available in around fifteen indoor playgrounds.

NOVEMBER

Bob end of year campaign 2012-2013



More and more people are having parties at home with family and friends. Bob is a well-established principle among young people out at night, but we want to introduce the concept to people staying at home, which means focusing on middle-aged people. In this age group, people systematically underestimate their alcohol consumption and overestimate their driving skills. To mark the “Bob end of year” campaign, a press conference was organised and our volunteers were active at Christmas markets.



@belgiumbe

3 extra kisses for Bob http://www.belgium.be/nl/nieuws/jaarlyks/news_bob_winter.jsp ... Retweeted by Elio Di Rupo

@pieterfra

Did a New Year's reception on 1 cava, 2 Cokes and 10 sparkling waters! #goforzero and #goforamathon

@Tomkey78

Tomorrow in Knack a documentary about the Bob campaign, because still four fatalities a week caused by alcohol. #goforzero <http://via.me/-74bi8jy>

@hautekiet

“We don't think it's strange if someone has one too many beers and still drives. But someone going 30 km/h is crazy.” @miguelvertriest

@krisrackham

Yes, there was a Bob keychain attached to the key of the handcuffs in the final scene of #TheSpiral. #goforzero

@JDeMeulemeester

Whenever I am in my car and have a drink I hear @sofie_vandamme ask “Is there a Bob or is it Coca Cola tonight?” and that works. #bivv

@SvenOrnelis

Yeah, do yourself a favour, and the rest of us drivers – have a Bob, spend the night or get a taxi tonight #dontdrinkanddrive RT mag:-)

@sofie_vandamme

Interesting article in the Flair this week: “This is how dangerous drink driving is.”



NOVEMBER

condition of the vehicle

Tout est sous contrôle?
Alors ça roule!



Pour votre sécurité, vérifiez la check-list complète sur
www.alorscaroule.be



@sofie_vandamme

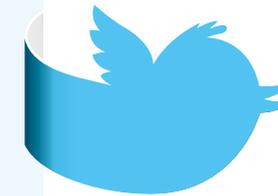
gets up with Steven & Roos at
7:30 #stubru #goforzero #every-
thingrunningsmoothly

With winter approaching and with the support of GOCA, the BRSI and FEDER-AUTO launched a campaign to focus motorists' attention on the importance of the components of their vehicle that form the basis of a safe vehicle.

The campaign: "Everything under control? Then everything is OK!" is based on 5 key elements:

- the brakes
- the tyres
- the shock absorbers
- the windscreen wipers
- the lights

#dare to ask questions



Monsieur Eric Prémat, Road Safety Adviser of the Walloon Minister for Public Works, Carlo Di Antonio

@BIVV_IBSR How exactly did the BRSI and the department collaborate in 2012?

@ericpreat What matters most is that we coordinate our awareness-raising campaigns and exchange experiences.

@BIVV_IBSR How, in your view, can cooperation be strengthened in the future?

@ericpreat The BRSI could invest both logistics and human resources into the awareness-raising campaigns that will be organised in Wallonia in 2013.

@BIVV_IBSR How can the BRSI further contribute to the 2020 target*?

@ericpreat Turn the media into true allies so that they start reporting in a more pedagogically sound and empowering way about how people should behave on the road.

* For 2020, Belgium aims to halve the number of road casualties compared to 2010.

LAUNCH OF GO FOR ZERO DRAWING CONTEST



In the spring, the BRSI organised a major drawing competition in cooperation with bpost. The launch took place to coincide with the first anniversary of the new BRSI campaign slogan: "Go for Zero", to boost its positive momentum in 2012. Participants were asked to draw a picture of the ideal safe road. More than 1.000 participants of all ages expressed their artistic talent.



The kick-off of the drawing competition was organised by the State Secretary for Mobility, Melchior Wathelet, and cartoonists Kroll and Marec. The essence of the competition: to pause and reflect on the importance of road safety.



An online drawing tool was made available so that drawings could be submitted via our website. Of course it was also possible to use crayons, markers or paint brushes. The paper creations were deposited in boxes at DreamLand stores. Our volunteers were also on site at DreamLand stores.

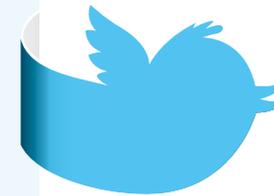


The winners of the drawing contest were announced this autumn. A jury selected five drawings to feature on a limited edition of stamps in 2013 with glow in the dark ink.



In late November, a tram from the Brussels public transport company STIB was covered in stickers of the winning drawings in a very original and colourful way.

#dare to ask questions



Monsieur Jean-Claude Moureau, Director General of Brussels Mobility

@BIVV_IBSR How exactly did the BRSI and Brussels Mobility collaborate in 2012?

@BXLmobilité The first thing that springs to mind is the communication campaign "Make way for cyclists", but also the analysis of the accident statistics and the recommendations for our road designs.

@BIVV_IBSR How, in your view, can cooperation be strengthened in the future?

@BXLmobilité For example by adding another inspection and advisory assignment to our partnership regarding pedestrian crossings across tram lines, a very important matter in Brussels.

@BIVV_IBSR How can the BRSI further contribute to the 2020 target*?

@BXLmobilité Improve the quality and availability of accident statistics, which actually form the basis for political decisions and road design projects.

* For 2020, Belgium aims to halve the number of road casualties compared to 2010.



CHILDREN IN TRAFFIC

Transporting children in the car

In 2012, we started a partnership with Carrefour. The staff received training so that they would be able to provide correct instructions on the use of baby seats during sales talks. The BRSI was also present with an information stand on the importance of seat belts during the Babyboom fair in Brussels for future and young parents.

The BRSI is one of the partners in the "Reuzenhuis" ("Giant's house") project of De Gezinsbond. The "Reuzenhuis" travels around to different locations in Flanders. De Gezinsbond built a house in which all objects are three times as big as usual. The BRSI was present with an information stand and there was a giant car seat with a giant booster cushion in front of the house.

We took along our crash simulator and our "body mass collision speed scales" (used to calculate your body mass in a head-on collision at a particular speed), to Pennenzakkenrock where we showed children between the ages of 8 and 14 the importance of wearing seat belts in the car.



@LibelleBelgie

Did you know that one in ten children does not wear their seat belt in the car <http://ow.ly/e917Z> ? What about you?

@BenoitGodart

Publicity material from #Carrefour: The #BSR gives advice to parents who are buying a car seat (p. 2 and 3)

Children on foot

In collaboration with "Les Scouts", the BRSI has developed two leaflets tailored to young people, explaining how to travel on foot in a group: one leaflet for the children and young people themselves, and another leaflet for the supervisors of the youth groups.

"Book Bag Campaign": The BRSI has developed 15 road safety games for primary school children at the request of the Brussels-Capital Region.

"Pedestrian's Certificate": The BRSI has made preparations for the launch of a pilot project for primary school children in 2013, at the request of the Brussels-Capital Region.

Overview

The BRSI is responsible for drafting road safety articles in the magazines: Zonnekind, Zonneland, Zonnestraal (Published by Averbode).

The youth news on VRT, Karrewiet, broadcasts a fortnightly traffic quiz. This enables us to also raise awareness about road safety among young children, aged 8 to 12, outside school.

In 2012, an introduction for the "Education and Prevention" department of provincial units of the Federal Police was organised. The BRSI put together the contents of a pedagogical learning package for these units.

Our employees are available daily to provide personalised answers to requests for information or assistance related to car transport, road safety education, and road safety on the way to school.

#dare to ask questions



Monsieur Eddy Klynen, coordinator, Flemish Foundation for Traffic Knowledge (FFT)

@BIVV_IBSR How exactly did the BRSI and the FFT collaborate in 2012?

@Eddy_VSV Cooperation in the Flemish Congress on Traffic Safety, the Flemish Forum for Road Safety and the Federal Commission for Road Safety.

@BIVV_IBSR How, in your view, can cooperation be strengthened in the future?

@Eddy_VSV Make constructive arrangements in connection with regionalisation so that no gaps occur.

@BIVV_IBSR How can the BRSI further contribute to the 2020 target*?

@Eddy_VSV Create complete, current and reliable accident statistics to allow developments to be closely monitored.

* For 2020, Belgium aims to halve the number of road casualties compared to 2010.



Children on bicycles

Seat Belts for Schools: The BRSI was one of the supporting partners. We took care of the content of the learning package and 6.000 bicycle inspection cards were distributed. "Gordel voor Scholen" (Seat Belts for Schools) is an organisation of Bloso, the Stichting Vlaamse Schoolsport (Flemish School Sport Foundation) and the Provinciale Sportdienst Vlaams-Brabant (Provincial Sports Department of Flemish Brabant).

Master the bicycle: In this project, a Flemish school can invite in a cycling teacher, who will teach the students about bikes in the presence of the teacher. The purpose is mainly to improve the children's cycling skills. Every year, the cycling teachers visit around 400 schools, which means that nearly 40.000 pupils learn to become better cyclists with a cycling teacher. This project is a collaboration between the BRSI, the Stichting Vlaamse Schoolsport and Mobiel 21 not-for-profit association. In 2012, the project was expanded from 5 to 8 cycling teachers.

Cycling Certificate: The cooperation with Pro Velo on the "Brevet du Cycliste" (Cycling Certificate) has been running in Wallonia since 2001. The aim is to teach children about the safest way to travel by bike. In 2012, approximately 7.600 children in the 5th and 6th year of primary school were involved in this project. The BRSI has helped develop the project and is responsible for the creation of educational materials on the topic of bicycles.

YOUNG PEOPLE

“I never thought anything like this would happen to me,” is something we often hear young road casualties say. When the media take stock of the weekend accidents on Monday, it is often true that most of the victims are young people.

The BRSI organised a competition in connection with the summer festival season. This competition aimed to raise awareness about weekend accidents among young drivers and their passengers.



DRIVE JOSHUA

In Wallonia, the BRSI launched the “Drive Joshua” competition on the radio station “Pure FM”. The competition was announced on “Pure FM” and via posters in colleges, universities and youth centres. A call was put out to post video clips to the “Drive Joshua” Facebook page. In the videos, young drivers need to convince the public that they are the safest driver and therefore deserve to transport their idol Joshua (a famous ensemble in Wallonia) to three festivals (Couleur Café, Les Ardentes and Francofolies). The videos with the highest number of audience votes were selected. There was also a practical test and a grand finale live on “Pure FM”, when the ideal driver was selected.

FESTIVALHERO

In collaboration with Studio Brussels, the BRSI launched a new youth campaign in response to the summer festival season. From June 11th, every week for six weeks, we went looking for a Festival Hero. This was a person who had committed himself to driving his friends safely to and from a festival by signing the “Go for Zero” charter on the registration page of the competition website. As a reward for this commitment, he or she would receive festival tickets, a reserved parking space, food and drink vouchers, a T-shirt and a full tank of petrol. Festival Heroes were sought for the following festivals: Rock Zottegem, WOOSHA!, Boomtown, Suikerrock, Lokerse Feesten and Extrema. The actual campaign started on Monday, July 2 and ended on August 10. Each Monday after the festival in question, a video was uploaded with the experiences of the Festival Hero and his or her friends.



PHOTO KIOSK

The photo kiosk was at 63 clubs and 13 festivals in 2012, all across Belgium. It is estimated that more than 17.000 young people were reached in 2012.

The photo kiosk revolves around four topics:

- driving under the influence of alcohol
- driving under the influence of drugs
- fatigue
- excessive or inappropriate speed

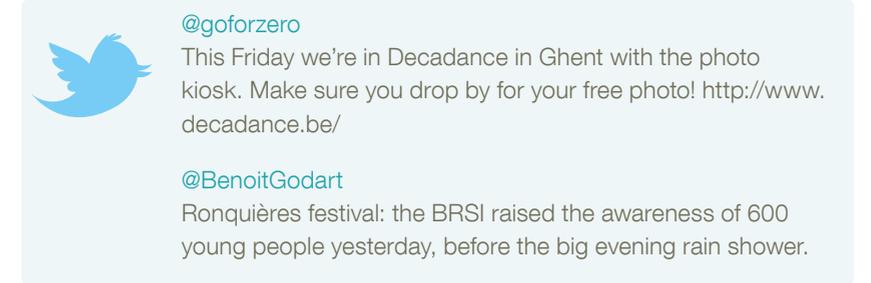
LABEL QUALITY NIGHTS

Since 2012, the BRSI has been a supporting partner of this quality mark for party venues, developed by Modus Vivendi not-for-profit association in Wallonia and VAD not-for-profit association (Association for Alcohol and other Drug problems) in Flanders.

There are three mandatory elements of the road safety pillar for the Quality Nights Label:

- communication about alternatives for transport home
- offering (disposable) alcohol tests
- awareness-raising in and around the establishment

The road safety pillar is a mandatory criterion in Flanders and an optional criterion for the Quality Nights Label in Wallonia and Brussels.



OFF TRACK CD

During the month of November, 15.000 copies of a CD with an awareness-raising message were distributed in Belgium in the parking lots of nightclubs and party halls.

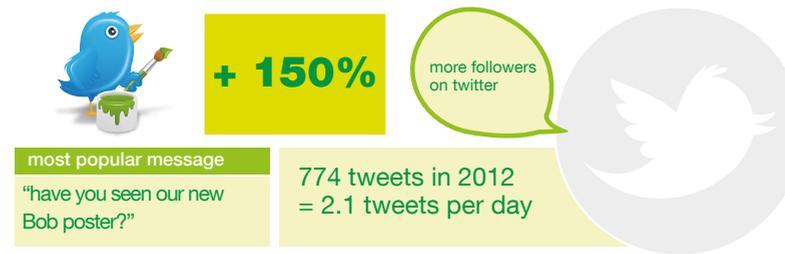
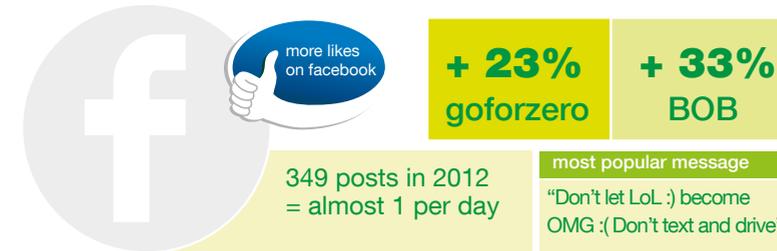
The first track of the CD “Off Track” is interrupted after 20 seconds by a message, addressed to the driver and occupants of the car. In addition, the CD has a personal message from the Belgian DJs Alex Torn and Dave Lambert, which can be heard at the end of the song. Many big clubs in Flanders, Wallonia and Brussels took part in this campaign. According to the BRSI, music is an effective way of reaching young people: the right message without coming across as preaching. With this action, the BRSI wants to make young people aware of the major killers in traffic, at a time when they might be liable to take risks as a driver or passenger. This project was carried out with the support of the National Lottery and SABAM.

STUDIO

The new webshop (webshop.bivv.be) was introduced in the spring. On this site, you can place online orders to purchase or request materials or publications. People can also download a large selection of publications for free. The new company website (bivv.be) was launched during the summer. The site has a consistent style and structure, which aims for optimal ease of use for the different target groups of the BRSI. We regard it as an absolute necessity to make our site accessible to everyone.

In addition to this, the world of online conversations is also seen as extremely important. After all, the BRSI is a "conversation company" at heart. Facebook, Twitter, LinkedIn... What started as hype, has become a fixture in our organisation. In this way, we strive for a 360° approach in our communications. The publication of a press release, the announcement of a new campaign, interesting topics... In short, everything within the BRSI is shared through our social media channels. This furthermore creates fertile ground for new ideas, visions and inspiration.

In addition, the Studio provided the layout for new and updated brochures, publications, the annual report, etc.



10.194
SIGNATURES
GO FOR ZERO CHARTER

THANK YOU!



THE BRSI IN THE PRESS

Road safety is a topic that is of great interest to society and is therefore often picked up by the media. The press officers of the BRSI are contacted by journalists from the regional, national and international written and spoken media on a daily basis, for information and specific views. In addition to national campaigns, the BRSI has also generated publicity with its own studies and research. The spokespeople also use the Twitter channel to spread news and interact with journalists and the general public.

“Kijk Uit!” (“Look out!”), a co-production of the BRSI and the Federal Police, is one of the oldest programmes on VRT and is broadcast every Saturday. 40 unique episodes were broadcast in 2012. The BRSI is responsible for two French-language TV broadcasts: “Contacts” on RTBF in cooperation with the Federal Police and “Go for Zero” on RTL/TVI. In 2012, there were 40 new episodes of Contacts. Go for Zero was new, was aired from May and was made up of 23 unique episodes.

A selection of the media highlights of 2012:

“DE ZEVENDE DAG” (“THE SEVENTH DAY”) DEBATE ON EÉN

The managing director of the BRSI and Chair of the Federal Commission for Road Safety, Karin Genoe, went into debate on “De Zevende Dag” on November 18th with the Flemish Minister of Mobility and Public Works Hilde Crevits, Senator Freya Piryns and member of the Flemish Parliament Peter Reekmans. The debate took place because of the increase in the number of road accident victims over the past 12 years. November 18th also happened to be the World Day of Remembrance for Road Traffic Victims.



@KarinGenoe

On this World Day of Remembrance for Road Traffic Victims, traffic accidents will soon be covered in #7dag #goforzero #bivv

“TERZAKE” INTERVIEW ON CANVAS

You hear it more often lately: cyclists or pedestrians who were involved in an accident because they were listening to music on headphones or earphones. What should be done about this? A Terzake editor hits the streets, while the Dutch-speaking spokeswoman of the BRSI, Sofie Van Damme, answers questions on this phenomenon in the studio.



@terzaketv

China chooses! Or maybe the People's Congress. A report from our man in China for #terzaketv and also @sofie_vandamme about the dangers of earphones.



- Het was toch niet echt zoals ik het me had voorgesteld.
Ik wou altijd al eens besprongen worden door 20 rugbyspelers...

©LECTRR

CAMPAIGN “1 IN 2 CHILDREN IS NOT PROPERLY RESTRAINED. HOW ABOUT YOURS?”

An observational study by the BRSI, published in 2012, revealed that one in two children is not correctly restrained and that one in ten children are not restrained at all. Our Dutch-speaking spokeswoman, Sofie Van Damme, provided a range of coverage in the written and spoken media, where she took the bull by the horns. Sofie can in fact be seen in a television commercial in the series “Hoera Reclame” (“Hurrah Advertising”) on VIER where she was able to communicate the most important message of this campaign for free, in exchange for a few bumps and bruises... Her fall for road safety was even noticed by the in-house cartoonist of the newspaper “De Standaard”. In the programme “Volt”, on Eén, Tatyana Beloy went to observe seat belt behaviour in the vicinity of a day-care centre. The results of the BRSI study were subsequently explained by Sofie Van Damme. In the popular radio programme “De Madammen” (“The Madams”) there was also an extensive interview about seat belt use by children in the car.

 [@goforzero](#)
You go gir!! RT [@sofie_vandamme](#) Made a TV commercial. It cost me blood, sweat and tears! From September 17th on Antenne #bivv

 [@sofie_vandamme](#)
The cartoonist of [@destandaard](#) has apparently been monitoring my tweets #hurrahadvertising @opVIER

 [@sofie_vandamme](#)
Tatyana Beloy set out with the #bivv and observes children transported in a baby seat. Tonight in #volttv.

[@sofie_vandamme](#)
Listen to the interview about baby seats on “De Madammen” on #radio 2: <http://bit.ly/SST5pC> #goforzero

“VOLT” DEBATE ON EÉN

Volt went undercover and found numerous motorists who were on the phone without a hands-free kit while driving. Sofie Van Damme and Werner Van Cant (Federal Police) went into debate and answered questions on the awareness-raising campaigns, the dangers of this phenomenon and enforcement.

 [@sofie_vandamme](#)
Calling while driving is dangerous: tonight in #volttv #bivv <http://j.mp/99P1FU>

[@_catherine](#)
Are you all tweeting while in traffic? What about #goforzero ? Be careful sweeties!

[@aaiBoek](#)
Just now behind the wheel but wisely didn't tweet: “Ah, [@sofie_vandamme](#) on the radio” #delayedtweet

INTERVIEW FOR “DE OCHTEND” (“THE MORNING”) ON RADIO 1

On August 13th, Karin Genoe was the summer visitor on the Radio 1 programme “De Ochtend”. During this interview, she had the opportunity to explain her mission as managing director of the BRSI and the achievements she has accomplished. She also answered questions on the communications campaigns and the impending regionalisation. It was a lively discussion!

 [@sofie_vandamme](#)
“A change in behaviour is needed to reduce the number of road deaths.” [@KarinGenoe](#) #radio1 #summerguest #goforzero

MISCELLANEOUS

 [@sofie_vandamme](#)
Tweeting on Sunday = being quoted in the newspaper on Monday #gva #goforzero

[@SophiePendevill](#)
A little click is better than a mighty clout!

[@sofie_vandamme](#)
“Biggest traffic killers: alcohol, speeding, not wearing a seat belt”

[@BenoitGodart](#)
Interview for Twizz on the mandatory #ethylotest breathalyser kit in France. Yes, Belgians going there will need one. Fine: €11



NATIONAL ROAD NON-SAFETY SURVEY 2012

This exciting project was announced on January 7th, 2013 and requires some explanation by Kris Verbeeck, Senior Strategic Consultant – Director of Marketing and Communication.

IS THE SURVEY IN ANY WAY CONNECTED WITH “GO FOR ZERO”?

“The BRSI started the “Go for Zero” project in 2011, as a way of inspiring people to change their behaviour to achieve safer traffic. In 2012, the campaigns and communications of the BRSI were still focused on that behavioural change. However, we can only change behaviour if we also manage to create a strong commitment among citizens. We want to create this commitment through the national road NON-safety survey, which will allow us to think together about traffic safety and work on sustainable behavioural change.”

WHY WILL THE SURVEY BE ORGANISED ANNUALLY?

“The BRSI wants to get closer to the individual citizen. We want to know how they feel when in daily traffic. We want to examine whether the involvement of citizens is changing, and whether or not we are noticing a change in the sense of security or insecurity by Belgian road users. We will take this into account when we develop communications and awareness-raising campaigns in order to achieve a sustainable behavioural change among road users.”

CAN YOU SAY SOMETHING ABOUT THE ORGANISATION AND PURPOSE OF THE NATIONAL ROAD NON-SAFETY SURVEY?

“In October 2012, telephone surveys were carried out as a representative spot check. The Road Safety Knowledge Centre of the BRSI formulated a number of questions for this purpose. It was the first time that the national road NON-safety survey was conducted, and it will be repeated each year until the year 2020.”

DOES THE NATIONAL ROAD NON-SAFETY SURVEY PLAY ANY OTHER ROLE FOR THE BRSI?

“This project comprises several of our organisation’s objectives:

- strengthening the position of the BRSI as a Knowledge Centre for Road Safety into the future;
- strengthening the cooperation between the various departments of the BRSI;
- strengthening our position in relation to partners, shareholders and stakeholders;
- creating a vision which results in the content and objectives of the campaigns;
- reminding the Belgian population of the fact that Belgium is committed to halving the number of road deaths by 2020 compared to 2010”.



TOMORROW IS ANOTHER DAY

© Ilse Van Droogenbroeck

On August 2nd 1989, my life took a drastic turn. I was a young man of 18, riding a motorcycle. At one point during the ride I lost control of the bike and we ended up in a ditch. The result: a complete knee dislocation, in itself not really such a dramatic injury. But because of two serious medical errors, I ended up with compartment syndrome. The veins of my lower leg became constricted, cutting off the blood supply to my muscles and causing the tissue to die.

About a month after the accident, the situation became unbearable. I was rushed to University Hospital Ghent with the ultimate goal of saving my leg. It marked the start of an ordeal consisting of up to fifteen operations. The result was absurdly poor. I was left with only a destroyed leg, which I could hardly walk on. Immediately after that, I had a chronic bone infection. This ordeal was accompanied by the use of huge amounts of antibiotics. Therefore, after such long-drawn-out agony, and at the same time as finishing my studies, I made the decision to let them amputate my lower leg in 1995.

Looking back at the period before the accident, I had been a carefree boy. From that particular day of the accident, I was suddenly catapulted into the world of an adult, with hard decisions to make. The bone infection after the accident meant

that I was unable to play any sports for six years. That was a black period in my life. After the amputation, I was determined to get on with my life, on both a professional and a sporting level. I started power training, but I was still looking for a competitive sport which wouldn’t overload my leg. In 2000, I saw a handcycle race in Waregem, and the rest is history. I started handbiking in 2001. In 2010, I won two bronze medals at the World Championships in Canada in the time trial and road race. A silver medal followed at the road race in the 2011 World Championships in Denmark. In 2011, I was rewarded with the title of Paralympian of the Year, and in 2012, I received the National Trophy for Sports. The highlight was winning the bronze medal at the Paralympic Games in London in 2012.

My story is one of many examples of how a person’s life can take a spectacular turn due to a traffic accident and its consequences. But you should never let it discourage you. “Tomorrow is another day” was written in a frame that I was given during my first days in hospital. This has always been my motto and I hope to be able to pass it on to many others. However hard things get, stay positive and don’t forget that something good is in store for those who really want it.

Wim Declair

ORGANISATION

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THE BRSI AS AN EMPLOYER

A BALANCED POLICY

Sofie Questier was recruited as a new HR Manager in early 2012 with the task of designing a professional personnel policy for the BRSI. Attracting and developing talent is key. Here, below, are a number of initiatives in the context of the 2012 HR policy:

- implementing an HR cycle, with a planning, performance and evaluation interview;
- transforming the competency-related bonus into a performance-related bonus;
- drafting job descriptions;
- developing competency levels for managers;
- doubling the number of training hours followed;
- optimising the recruitment policy, which resulted in the recruitment of 17 new employees in 2012;
- developing vehicle regulations.

THE EVALUATION PROCESS AND THE EVALUATION BONUS

Before 2012, a competency-related bonus was paid annually. All employees were given the same amount, irrespective of their work schedule.

An evaluation process was set up in 2012, with the following steps:

- a planning meeting in the spring, where objectives are agreed;
- a performance interview mid-2012: are expectations still on course? Are there any issues?

- an evaluation interview in the autumn, including an assessment of:
 - values: does the employee display behaviour that is in line with our values?
 - objectives: have the objectives been achieved?
 - general performance: how can overall performance be evaluated?

A score of 1 to 5 is awarded each time, resulting in a final score. The final score determines the payment of a bonus. People who performed well got 100% of the bonus. Employees who performed above expectations, received a 125% bonus. Some employees did not perform as expected and received 60% of the bonus.

TALENT IS KEY

All employees followed a half-day training course in the context of implementing the evaluation process. The training familiarised them with the procedure and gave practical tips on dealing with feedback. Managers followed 1.5 days of training, with a focus on conversation techniques and giving feedback.

The staff at the Centre for Testing, Training and Advice followed an MBTI workshop, where they gained insight into their own personality profile and the profiles of their colleagues. This promoted communication and cooperation in the team.

The BRSI has a lot of in-house talent and employees are often called upon to boost the competencies of their colleagues. Thus the Driver Improvement team developed a “train the trainer” event, where 22 employees attended two half-day courses and learnt the basic skills of training.

LES COLLABORATEURS SONT

TOUS DES VIP À L' **IBSR**

...CAR CHACUN EST IMPORTANT



RESTRUCTURING THE VEHICLE FLEET

The BRSI did not have a standardised vehicle management system, resulting in various differences between the departments.

Following an external audit, an action plan was formulated which comprised the following objectives:

- working out a detailed analysis of the current fleet, the underlying processes and the cost structure;
- implementing a uniform approach, sound management and achieving a substantial reduction in costs;
- drafting future processes, vehicle regulations and monitoring of these processes.

STRIVING FOR AN OPTIMAL WORKING ENVIRONMENT

Building renovation

In 2012, a Facilities Manager was appointed with the task of coordinating the re-development work. Preparations were therefore made for adaptation work in the main building. The purpose of the work was to accommodate the staff from the annexe and rejuvenate and reenergise the image of the institute. This included the renovation of the offices, leisure and meeting rooms, a change to the way the clients and patients were received, and even to our way of working. What is relevant here is the need for better cooperation between the departments on the one hand, and a reorganisation of certain activities on the other.

Works council elections

After the works council elections in May, a new works council and a new health and safety committee in the workplace were formed. Good cooperation within these platforms led, among other things, to the optimisation of the employees' working conditions.

Internal communication

To improve internal communication, a "Newsflash" was set up, as well as "Breakfast sessions" - a platform for exchanging information. The Newsflash is a flexible instrument that aims to inform staff about various events within the organisation via short emails. The look and feel of the intranet was thoroughly refreshed and updated with the support of our IT department.

Staff activities

Fries Party

We also made time for relaxation. On 22 June, the team were surprised with a real chippy, offering all-you-can-eat fries and ice cream. Our studio designed a new poster especially for this event.

Mobility Week

From September 16th to 22nd, Europe was under the spell of sustainable mobility. The BRSI took part as well, with a focus on sustainable and safe traffic for our employees. For example, we organised a bike ride in Brussels and employees were also given the opportunity to have their bikes security marked and maintained for free. A quiz was organised to test people's knowledge of blind spots and the labs were open for information visits.



Name: Philip Temmerman
Position: Trainee
Employed by the BRSI since: 1/10/2012
Age: 28 ans
Studies: Traffic Engineering at Hasselt University

"I first came into contact with the BRSI thanks to my girlfriend. She has been volunteering for this organisation since 2009. This summer, I myself came one step closer to voluntary work. I stood with them at numerous festivals as a working student to promote the Bob summer campaign.

As a recent graduate, I also applied to the BRSI, because my training as a traffic engineer fits perfectly with their mission: the optimisation of a safe and viable traffic environment. A few interviews later, I was hired as a trainee. In practice, this means that I work in different departments of the BRSI. The traineeship takes 1 to 3 years, after which I will be given a permanent post within a specific department. Since I have been there, I have been able to offer new ideas. I am the first person who was recruited by the BRSI as a trainee. I am extremely satisfied with this traineeship, which has allowed me to develop many skills in various fields. I also get the opportunity to discover the company and get to know all its employees, which has been a unique experience!"

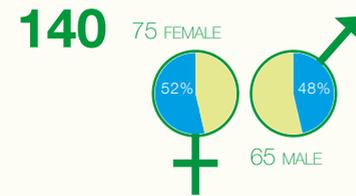
FINANCIAL REPORT

KEY STAFF STATISTICS 2012

AGE GROUP



MALE AND FEMALE WORKERS



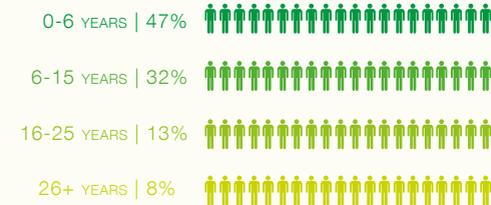
BREAKDOWN OF EMPLOYEES BY DEPARTMENT



EVOLUTION OF NUMBER



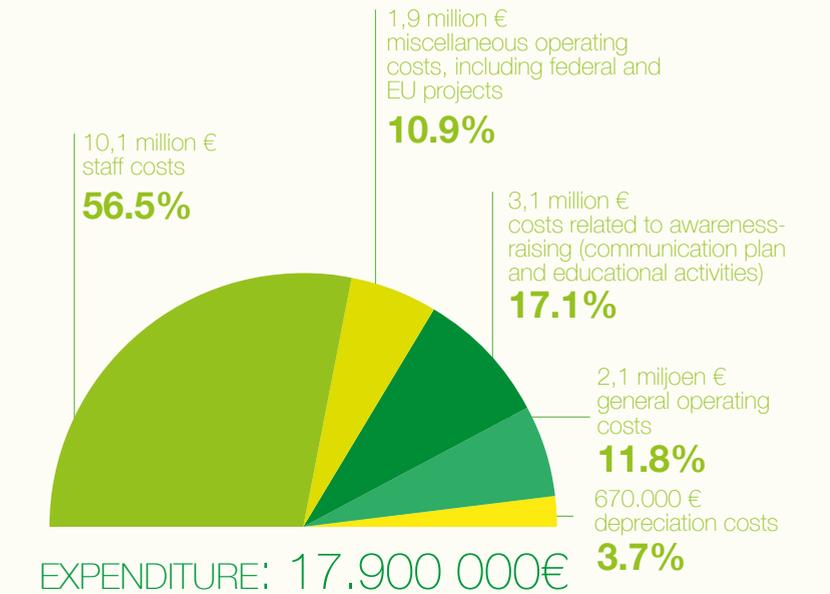
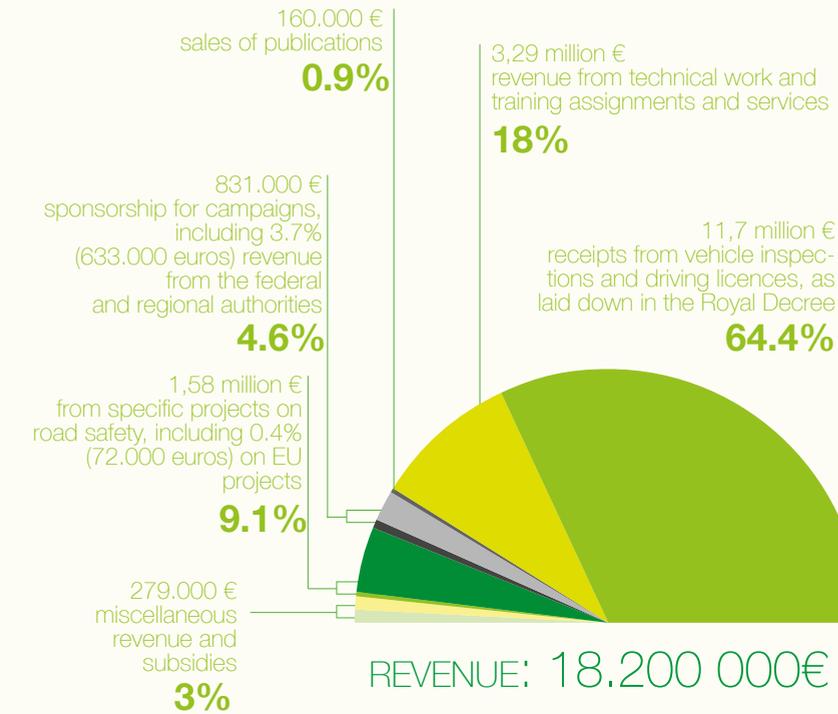
SENIORITY OF EMPLOYEES



NUMBER OF HOURS OF TRAINING



The year 2012 ended with a good financial result. Although the BRSI is a Belgian not-for-profit association ("vzw"), a positive result is important for investment in innovative projects and quality improvement projects. The BRSI monitors costs and expenses on a monthly basis.



DISSEMINATING AND SHARING EXPERTISE

AWARDS

Caples Awards

Bronze medal for the newspaper application, an awareness-raising tool in the fight against weekend accidents among young people

Conga Award

First place for the “Go for Zero” campaign.

CCB Awards

Bronze medal for the photo kiosk in the “Outdoor / Ambient / Special builds” category.

CCB Awards

Bronze medal for the “Go for Zero” cinema spot in the “Design and Craft / AV Design / Visual film direction” category.

Cannes Lions

On the shortlist with the newspaper application in the “Best Use of Social Media Marketing” category.

JURY MEMBER

Supervisor and jury member for the thesis: “The effects of fatigue on the driving behaviour of motorists”. Department of Traffic Engineering at the Provincial Centre for Adult Education in Hasselt.

Mark Tant, Head of CARA, Centre for Fitness to Drive.

Jury member for the selection of local road safety projects aimed at children of the Dominique de Graeve Fund (King Baudouin Foundation).

Bénédicte Vereecke, Youth Project Manager, Centre for Communication and Awareness-Raising.

Jury member for the selection of eight “10/10” road safety projects from primary schools in the province of Antwerp, which work on road safety throughout the entire school.

Liesje Pauwels, Youth Project Manager, Centre for Communication and Awareness-Raising.

Jury member for the selection of pedestrian projects “En rang, c’est le pied” in the Brussels-Capital Region.

Anne-Valérie De Barba, Youth Project Manager, Centre for Communication and Awareness-Raising.

Jury member for the selection of 10 classes that took part in the “Graines d’écrivains” project in all the Walloon provinces and the Brussels-Capital Region.

Benedicte Vereecke and Anne-Valérie De Barba, Youth Project Managers, Centre for Communication and Awareness-Raising.



GUEST SPEAKERS AT EXTERNAL CONFERENCES

“Accidents involving young drivers” presentation, during round-table in Seraing, organised by the provincial authorities of Liege.

Anne-Valérie De Barba, Youth Project Manager, Centre for Communication and Awareness-Raising, September 13th.

Guest lecture, University of Antwerp: Presentation on awareness-raising campaigns, with a special focus on online elements.

Jan Van Daele, Youth Manager, Centre for Communication and Awareness-Raising, November 20th.

Guest lecture, Leuven University College: Presentation on awareness-raising campaigns, with a special focus on copywriting elements.

Jan Van Daele, Youth Manager, Centre for Communication and Awareness-Raising, November 20th.

Talk on how the CARA works and the medical fitness to drive test, during “Journée d’info au CTR: amputation” (Information day at the Trauma and Rehabilitation Centre: amputation) in Brussels.

Luc De Schryver, Fitness to drive and adaptation expert, Centre for Fitness to Drive, June 16th.

Talk on how the CARA works and the medical fitness to drive test at BeDeCo (Belgian Dementia Council).

Mark Tant, Head of CARA, Centre for Fitness to Drive, October 3rd.

Talk on how the CARA works and the medical fitness to drive test, during ‘Overleg Vlaamse Vereniging Autisme’ (Talk by the Flemish Autism Association) in Ghent.

Mark Tant, Head of CARA, Centre for Fitness to Drive, July 13th.

Presentation of the campaigns on driving under the influence of alcohol and the strategic evolution of the Bob campaign for students of the ISFSC (Institut Supérieur de Formation et de Social Communication – Institute for Advanced Political and Social Studies).

Anne Salmon, Campaigns Manager, January 24th.

Presentation of the campaign on driving under the influence of alcohol for students of the UCL Mons/HELHa (Haute Ecole Louvain en Hainaut – Leuven and Hainaut High School).

Anne Salmon, Campaigns Manager, October 17th.

Presentation of the awareness-raising campaigns during the ‘STARS’ seminar of the ETSC.

Anne Salmon, Campaigns Manager, February 1st.

Presentation of regional accident statistics during the Round-table Discussions on Road Safety at Namur in Wallonia.

Yvan Casteels, Head of Statistics Department, Road Safety Knowledge Centre, June 15th.

Presentation of “Work Package 5” – results from the DRUID study, during the EU TAIEX workshop of the European Commission in Moldova.

Uta Meesmann, Researcher, Road Safety Knowledge Centre, May 7th to 10th.

Presentation of “National roadside survey of child restraint system use in Belgium” during the 25th ICTCT Workshop in Hasselt.

Mathieu Roynard, Researcher, Road Safety Knowledge Centre, November 8th to 9th.

Presentation of “Comparison of ISOFIX and non-ISOFIX child restraint system use, a Belgian roadside survey”, during the 10th “International Conference on the Protection of Children in Cars” at TÜV Süd in Munich, Germany.

Mathieu Roynard, Researcher, Road Safety Knowledge Centre, December 6th to 7th.

Presentation of “Implementation challenges in Belgium” during the 13th edition of the “Alcohol interlock symposium” in Helsinki, Finland.

Peter Silverans, Head of Study and Research, Road Safety Knowledge Centre.

Presentation of “Driving style, risk perception and motives for driving a motorcycle”, during the “Sartre 4 Conference” in Versailles, France.

Peter Silverans, Head of Study and Research, Road Safety Knowledge Centre.

Presentation of “Cycling other road users” during the “Sartre 4 Conference” in Versailles, France.

Peter Silverans, Head of Study and Research, Road Safety Knowledge Centre.

Presentation in connection with DaCoTa: “Development of the European Road Safety Observatory - Work Package 4: Decision Support” during the 3rd Transport Research Arena Europe in Athens, Greece.

Emmanuele Dupont, Researcher, Road Safety Knowledge Centre.

Presentation in connection with DaCoTa: “Patterns of road safety developments in European countries”, during the “DaCoTa Final Conference” in Athens, Greece.

Emmanuele Dupont and Heike Martensen, Researchers, Road Safety Knowledge Centre.

Presentation of accident statistics and road safety issues among young people during the “Jacques Cartier Colloquium” in Lyon.

Yvan Casteels, Head of Statistics Department, Road Safety Knowledge Centre, November 20th and 21st.

Presentation on the “Influence of passengers on driver behaviour”, during the 25th edition of the “Jacques Cartier Colloquium” in Lyon, France.

Yvan Casteels, Head of the Observatory, Road Safety Knowledge Centre, November 21st to 22nd.

Presentation on “The three killers in traffic”, at a workshop on “crime in the criminal justice system: stories behind the figures”, at the not-for-profit Flemish Centre for Police Studies in Schaarbeek.

Miran Scheers, Director of the Knowledge Centre, November 8th.

“The problems of young drivers was the main theme during the conference. Research, real-life examples and policy plans from France, Quebec and Belgium were exchanged during the conference. The Belgian State Secretary for Mobility was also present at this conference and signed an agreement representing Belgian cooperation in the future in the exchange of knowledge and best practice on road safety between France, Belgium and Quebec.”

TRAINING PROVIDED FOR EXTERNAL PARTNERS

10 “Safe on the bike” courses for teachers in primary and secondary education (IFC – Wallonia-Brussels Federation) in collaboration with Pro Velo. (IFC= ‘Institut de la Formation en Cours de Carrière’ - Professional Development Institute) Youth Project Managers, Centre for Communication and Awareness-Raising.

1 “Children in traffic” course for teachers in primary education in the Brussels-Capital Region. Youth Project Managers, Centre for Communication and Awareness-Raising.

Training in “Transporting children safely in the car” for the staff of Carrefour. Youth Project Managers, Centre for Communication and Awareness-Raising.

Training in “Correct use of car seats” for police traffic coordinators. Youth Project Managers, Centre for Communication and Awareness-Raising.

Training in “Safety of children as pedestrians and solutions for infrastructure” for the firm Pyblic (architectural firm in Brussels) Project Managers of Mobility and Infrastructure, Centre for Testing, Training and Advice, in cooperation with the Youth Project Managers of the Centre for Communication and Awareness-Raising.

Training in “Road safety” for the coordinators of “Graines d’écrivains”. Youth Project Managers, Centre for Communication and Awareness-Raising.

Lokale Overleg Kring (Local Discussion Circle): refresher courses for doctors: talk on how the CARA works and medical fitness to drive tests (throughout the year). Mark Tant, Head of CARA, Centre for Fitness to Drive.

“Decreased awareness and fitness to drive” in the context of post-graduate programme Occupational Medicine, KU Leuven. Mark Tant, Head of CARA, Centre for Fitness to Drive.

CONTRIBUTIONS TO PUBLICATIONS

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ORGANISATION OF WORKSHOPS

“Down to 30 km/h in conurbations: a European... and Belgian trend? Why, how and with what consequences?”

Mobility and Infrastructure, Centre for Testing, Training and Advice, May 15th.

The idea of having a general speed limit of 30 km/h in built-up areas is something people are increasingly interested in. Can we introduce this measure all over Belgium? Should the 30 km/h zones be redesigned whatever the cost? That’s why the BRSI organised this seminar where these and other questions are answered.

“Quality of traffic accident statistics: route with obstacles and avenues for the future.”

Road Safety Observatory, Road Safety Knowledge Centre, April 26th.

Along with all partners who have been involved in the federal working group ‘Statistics’ since 2000, we drew up a list on that day of the issues that arise when it comes to data collection and analysis. At the same time, possible avenues for improvement and innovation were proposed. With this workshop, the BRSI wanted to pave the way towards achieving the recommendations of the Round-table Discussions on Road Safety on accident registration.

ROAD SAFETY AFTERNOONS

The purpose of the Road Safety Afternoons is for the BRSI to provide information on recent scientific research. Policy-makers and experts are given an opportunity to discuss measures that could improve road safety. In this way, we want to contribute towards keeping the momentum on road safety alive, in the hope of reaching the goal of a maximum of 420 deaths in 2020.

- March 27th: driving under the influence (of alcohol, drugs or medicine): Belgium badly ranked? Results and recommendations of the European DRUID project.
- June 14th: deadly blind spots: how do accidents occur between trucks and bicycles and/or motorcycles?
- November 13th: accident statistics and road safety indicators: available data / missing data. Balance sheet of a decade.



PARTICIPATION IN EXPERT WORKING GROUPS

INTERNATIONAL

IRTAD

International traffic safety data and analysis group.

The BRSI represents Belgium at the biannual meetings of the IRTAD group of experts, where countries worldwide can exchange expertise and information on the development of road safety in their country. The BRSI is also responsible for the Belgian data on the IRTAD website.

European Commission – CARE and RSPI

The BRSI was designated as the official Belgian representative of the CARE (European Road Accident Database) and RSPI (Road Safety Performance Indicators) working groups organised by the European Commission's DG MOVE.

European Union – High Level Group of Road Safety

The BRSI is part of the European working group “Improving emergency and post-injury services” in the context of the European Road Safety Action Plan.

ETSC PIN panel

European Transport Safety Council

The BRSI is a member of the ETSC and actively participates in the organisation's initiatives. The goal is to identify and promote best practice in Europe and encourage actions to promote road safety for Europeans.

ICADTS

International Council on Alcohol, Drugs and Traffic Safety

The BRSI is represented in the “Ignition interlocks” working group.

ONISR

Observatoire National Interministériel de la Sécurité Routière (France)

The BRSI is part of an international committee of experts that was set up by France's National Inter-Departmental Observatory on Road Safety (ONISR). The task of this committee is to determine the work of the Observatory. It goes without saying that the exchange of information within this committee is also very useful for the work of the Belgian Road Safety Observatory.

FERSI

Forum of European Road Safety Research Institutes

The BRSI represents Belgium in this forum that was established in 1991, with the main goal of promoting cooperation between European research institutes.

ICTCT

International Co-operation on Theories and Concepts in Traffic Safety

The BRSI joined ICTCT in 2012 and participated in the conference which took place in 2012 in Hasselt.

The European Driving Licence Committee

Represented in the European multidisciplinary expert groups “Cardiology” and “EU Driver's Licence Codes”.

European Federation of Psychological Associations

Represented in the European multidisciplinary expert group ‘Standing Committee on Traffic Psychology’.

Car-Adaptation Protocol Initiative (CAPI)

Expert in the European multidisciplinary working group.

Dutch Ophthalmic Society

Expert in the European multidisciplinary working group “Ergofoalmologie”, The Netherlands.

UNECE

United Nations Economic Commission for Europe

Represents Belgium in the working group “Work package 11” on the regulation of ATP.

World Road Association – PIARC

The BRSI is an expert member of the World Road Association, whose main objective is to promote international cooperation in the field of road construction and road transport. The World Road Association primarily wants to establish, develop and encourage strategies and practices that contribute to safer and more efficient road usage in the context of an integrated sustainable transport system.

OCDE

Organisation for Economic Co-operation and Development

Represents Belgium in working groups on the safety of cyclists.



NATIONAL

FCVV – Federal Road Safety Commission

The BRSI is the president of the Federal Road Safety Commission and participates in the interministerial committee for road safety (Royal Decree of June 26th, 2002).

The task of the commission is:

- to determine which statistical indicators are useful for road safety
- to determine the statistical objectives to be achieved during a given period
- to introduce measures to be implemented to achieve the proposed statistical objectives
- to determine the necessary resources to develop these measures and achieve the objectives.

The committee consists of 27 members and brings together various authorities and organisations that play a role in the road safety landscape.

“Statistics” working group

The BRSI has chaired the working group for the past 12 years, with the local and federal police, FPS Justice, FPS Economy, FPS Mobility, the three regions, and the IMOB all being represented. There are two sub-working groups: ‘under-registration’ and ‘localisation of accidents’. Given that accident statistics are the basis for appropriate measures to improve road safety, it is important that they are reliable. This is in line with the recommendations of the Round-table Discussions on Road Safety. They must be complete (including all accidents causing injuries) readily accessible, and of high quality (comprising material of good quality).

“Rules of the Road Authority” working group

The BRSI sits in this working group as an expert member and makes recommendations to the Belgian State Secretary for Mobility. FPS Mobility and Transport is the chair of this working group. The recommendations are made on the basis of developments in traffic regulations, which then need to be incorporated into the rules of the road authority.

“Nomenclature CGOP/B” (Federal Police) working group

The BRSI sits in this working group as an expert member. Its purpose is to establish the nomenclature (list of traffic infringements and traffic offences). The working group is chaired by the Federal Police, and the nomenclature is defined, allowing the police to draw up statistics on traffic infringements.

“Cross Border Enforcement” working group

This working group is responsible for preparing the transposition and implementation of the European directive. The role of the BRSI is to communicate with and inform road users. FPS Mobility and Transport is the chair of this working group. The bilateral agreement between France and Belgium governing the exchange of identity data of traffic offenders came into operation on June 30, 2012. If a French person commits an offence on Belgian roads, our police will be able to locate the data of the licence-holder much faster, although this is of course also true in reverse. This Directive will come into force in all EU member states (except Denmark, the United Kingdom and Ireland) in the autumn of 2013.

The Belgian Road Association (ABR-BWV)

The Association aims to provide a forum where stakeholders can meet and talk in order to develop and promote a future vision for the road sector which relies on sustainable development.

Belgian Road Research Centre (BRRC)

The Centre aims to be an independent knowledge centre, which is at the forefront of road technology. The BRSI participates in two working groups.

REGIONAL

Flanders

Flemish Platform for Traffic Safety

Flemish Foundation for Traffic Knowledge

Policy Research Centre, Road Safety Tracks

Flemish Education Steering Committee

Advisory Group on Road Safety for the Flemish Region's Roads (AVVG)

Provincial Committees for Road Safety (PCV)

Strategic Consultation on Road Safety (SOV) – Flemish Brabant

Brussels

Steering Committee on School Transport Plans

“Pedestrian Certificate” working group of Brussels Mobility

Member of the Bike Committee of the City of Brussels

Brussels Regional Transport Commission

“Tram” working group

Wallonia

Walloon High Council for Road Safety (“Le Conseil supérieur Wallon de la Sécurité Routière”, CSWSR)

The BRSI is also part of the “Weekend Accidents” sub-working group

“Cycling Certificate” working group “Fietzersbrevet”

CPSR Wallonia – Provincial Commissions on Road Safety

Provincial consultations

The BRSI organises meetings with representatives of the provincial governors, of the local and federal police and the Board of Prosecutors General. This consultation serves as a sounding board and provides the partners with information on the initiatives of the BRSI. In addition, the BRSI sits as an expert member in a number of provincial consultation meetings and safety committees.



On Tuesday, March 13th, a bus full of children and supervisors from the 't Stekske primary school in Lommel and the Sint-Lambertus primary school in Heverlee had an accident in Sierre, Switzerland, on their way back from a skiing holiday.



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