

Final Report on VOICE Campaign

The aim of the VOICE campaign conducted in 2005-2007 was to raise awareness of the needs of vulnerable road users among EU and national policy makers and to make them more readily accept responsibility for the implementation of the measures necessary for the protection of pedestrians and cyclists.

The VOICE Campaign was led by the European Transport Safety Council in cooperation with key European NGOs, sharing ETSC's concern for the safety of vulnerable road users. This NGO-network provides the basis for generating and disseminating expertise in representing and protecting vulnerable road users.

In the framework of the VOICE campaign, ETSC:

- **on VOICE network** – maintained a good working relationship with its VOICE partners, continued to hold periodical meetings and e-mail discussions to discuss and develop joint positions and responses to ongoing EU legislation in areas such as pedestrian protection;
- **on VOICE awards** – commissioned cartoons, designed and published 18 VOICE awards in the Brussels-based European Voice newspaper;
- **on VOICE facts** – researched, edited, designed and published 12 on-line country reports on the national situation with VRU road safety
- **VOICE sites** – commissioned and published 12 on-line reports on identification and treatment of high-risk road safety sites in 12 EU countries.

The VOICE Network

<http://www.etsc.be/Voice.php>

Status: Since being established in 2005, the network has represented a good cross section comprising those who campaign for vulnerable road users and organisations of vulnerable road users.

The coalition includes:

AGE - the European Older People's Platform

<http://www.age-platform.org/>

ANEC - the European consumer voice in standardisation

<http://www.anec.org/>

Health and Environment Alliance

<http://www.env-health.org/>

European Child Safety Alliance

<http://www.eurosafe.eu.com/csi/eurosafe2006.nsf/www/VwContent/l2europeanc hildsafetyalliance.htm>

European Disability Forum

<http://www.edf-feph.org/>

European Public Health Alliance

<http://www.epha.org/>

European Transport Safety Council

<http://www.etsc.be/home.php>

European Federation for Transport and Environment

<http://www.transportenvironment.org>

Voetgangersbeweging – Belgian Pedestrian Association

<http://www.voetgangersbeweging.be/>

BEUC - The European Consumers Organisation

<http://www.beuc.org/Content/Default.asp>

The membership includes both organisations that advocate policies to protect vulnerable road users and organisations of vulnerable road users themselves. The dossiers relating to vulnerable road users which these various groups have previously followed have been extremely varied. Sharing information on these dossiers in the VOICE network has allowed the inputs on many of these dossiers to be strengthened by harnessing the variety of capacities of the network members. As a result, ETSC has worked with its VOICE partners on issues ranging from alcohol and health to child safety and disability. The network has also been able to prepare position papers and briefings for parliamentarians on legislative dossiers ahead of the adoption of related Commission proposals.

Indicator

Comment: "The VOICE Network"

Achieving EU Transport Policy Objectives	The VOICE network has contributed to several Common Transport Policy objectives (improving road safety, promoting modal shift) by raising the profile of vulnerable road users and their needs among EU policy makers.
Generating new knowledge in road safety	By bringing together both ETSC members with expertise in improving the safety of vulnerable road users and European NGOs representing different types of vulnerable road users, the network has created synergies amongst the individual activities of VOICE members and has allowed for a knowledge transfer from research to policy making.

Contributing to legislative action at EU level	The VOICE network has continued to monitor and comment on ongoing EU legislation on bull bars and safer car fronts. The positions and press releases were widely disseminated reaching policy makers at EU and national level.
Supporting dissemination of good practice	The network has provided for a clearing house at what is seen as best practice in protecting vulnerable road users among the different VOICE members. It has helped to create political leadership to affect real improvements for vulnerable road users.

The VOICE Awards

<http://www.etsc.be/Voice%20Personality.php>

The VOICE Award has been well developed as a concept and has proven an effective instrument to both highlight the protection of vulnerable road users and the need for different actors to accept responsibility for road safety. Following the award system developed by the Network in 2005, ETSC has commissioned original pieces of artwork suitable for publication in the Brussels-based European Voice newspaper. The awards were widely publicised and disseminated via different channels: the European Voice Newspaper, ETSC members and contacts, as well as the Network partners and their respective members and contacts thus reaching road safety stakeholders at EU and national level.

Altogether 18 VOICE awards have been published by the end of 2007. The following awards have been presented:

VOICE Personality Award - to the Commissioner Jacques Barrot for his commitment to make road safety one of his top priorities.

http://www.etsc.be/Voice_Personality_2005_barrot.php

VOICE Industry Awards - to car manufacturers SEAT (positive) and Audi (negative) for pedestrian friendly and aggressive car fronts on their models.

<http://www.etsc.be/Voice%20industry%20awards.php>

VOICE Enforcement Awards - to the state administrations of Finland (positive) and Poland (negative) for their performance in enforcing traffic laws.

http://www.etsc.be/VOICE_Administration.php

VOICE Public-Private Partnership Award - to Southend-on-Sea Chief Executive Rob Tinlin for his ability to attract financial support from local business for investment on road safety measures on disabled road users.

http://www.etsc.be/VOICE_TINLIN.php

First VOICE Mobility Award - to Mr Neil Betteridge, chair of the UK's Disabled Persons Transport Advisory Committee (DPTAC), for ensuring that the often forgotten voice of disabled road users are heard and their requirements are taken into account.

http://www.etsc.be/VOICE_Mobility_award.php

Second VOICE Mobility Award - to the partners of the Austrian Mobility Management for the campaign aimed at reducing car traffic levels and encouraging more children to walk or cycle to school by improving road safety around residential and school areas.

http://www.etsc.be/Voice_Mobility2.php

VOICE Speed Awards – to the car lease company LeasePlan Nederland N.V. (positive award) for offering in-car assistance to keep safe speeds and distances as part of the Belonitor project, and to the car rental company Sixt in Germany (negative award) for glamorising speed through one of its advertising posters.

http://www.etsc.be/VOICE_Speed.php

VOICE VRUs Safety Awards - to Luxembourg (positive) for the lowest accident levels of pedestrians, cyclists and other VRUs, and to Poland (negative) for the highest VRUs accident levels.

<http://www.etsc.be/VOICE%20VRUs%20Safety%20Awards.php>

VOICE City Safety and Mobility Awards – to the cities of Nantes (France) and Hradec Králové (Czech Republic) for developing public transport, freeing road congestion, creating new pedestrian areas, promoting walking bus concept, realising important road space reallocation projects, separating motorised and non-motorised traffic and generally enhancing safety and improving mobility of Vulnerable Road Users.

<http://www.etsc.be/VOICE%20City%20Safety%20and%20Mobility%20Awards.php>

VOICE Elderly Road Safety Awards - to Malta (positive) for the EU's lowest rate of elderly road deaths, and to Portugal (negative) for EU's highest rate.

<http://www.etsc.be/VOICE%20Elderly%20Road%20Safety%20Award.php>

VOICE Child Road Safety Awards - to Denmark and Germany (positive) for the highest score achieved by their child road safety policies amongst the 18 countries assessed, and to Greece and Italy (negative) for the lowest score.

<http://www.etsc.be/VOICE%20Child%20Road%20Safety%20Awards.php>

<i>Indicator</i>	<i>Comment: "The VOICE Award"</i>
Achieving EU Transport Policy Objectives	The objective "sharing of responsibility for road safety", enshrined in the third Road Safety Action Programme, is served by highlighting those actors accepting responsibility and those who need to redouble their efforts.
Generating new knowledge in road safety	The selection process identifying recipients for the VOICE award has generated new information, in particular, identification of the best and worst car makes for pedestrian protection in 2005 and the latest ranking of countries according to their road safety performance with regard to different types of users (elderly, children.)
Contributing to legislative action at EU level	The topic the awards have focused upon have been relevant to the legislative work programme of the European Commission with an emphasis on highlighting important safety priorities for vulnerable road users.
Supporting dissemination of good practice	The widespread communication of the award, including the advertisements in the European Voice newspaper, ensured that a wide cross-section of European policy makers were reached.

VOICE Facts

http://www.etsc.be/Voice_Facts.php

Within the framework of the VOICE campaign, a series of country sheets focusing on 12 different European countries have been produced. These country sheets outline a tool kit of measures that are yet to be implemented or could be improved in each of the selected countries in order to improve the protection of vulnerable road users. They are distributed to campaign groups within the country that are members of the European organisations cooperating in the VOICE network and provide an information base upon which national campaigning can be founded. This activity also facilitates an analogous cooperation between NGOs at a national level to those at the European level.

The country sheets have highlighted several important issues relevant to the discussion of vulnerable road users safety such as better infrastructure particularly in urban areas, sustainable mobility, road users' behaviour, national road safety plans, speeding, alcohol, national road safety campaigns.

Fact Sheet VOICE UK EN

http://www.etsc.be/documents/Fact_Sheet_VOICE_UK.pdf

Fact Sheet VOICE Belgium EN

http://www.etsc.be/documents/Fact_Sheet_VOICE_Belgium.pdf

Fact Sheet VOICE Belgium FR

http://www.etsc.be/documents/Fact_Sheet_VOICE_Belgium_FR.pdf

Fact Sheet VOICE Belgium NL

http://www.etsc.be/documents/Fact_Sheet_VOICE_Belgium_NL.pdf

Fact Sheet VOICE Spain EN

http://www.etsc.be/documents/Fact_Sheet_VOICE_Spain.pdf

Fact Sheet VOICE Spain ES

http://www.etsc.be/documents/Fact_Sheet_VOICE_Spain_spanish.pdf

Fact Sheet VOICE Poland EN

http://www.etsc.be/documents/Fact_Sheet_VOICE_Poland_EN.pdf

Fact Sheet VOICE Poland PL

http://www.etsc.be/documents/Fact_Sheet_VOICE_Poland_PL.pdf

Fact Sheet VOICE Czech Republic EN

http://www.etsc.be/documents/Fact_Sheet_VOICE_CZ_EN.pdf

Fact Sheet VOICE Czech Republic CZ

http://www.etsc.be/documents/Fact_Sheet_VOICE_CZ.pdf

Fact Sheet VOICE Italy EN

http://www.etsc.be/documents/Fact_Sheet_VOICE_IT_EN.pdf

Fact Sheet VOICE Italy IT

http://www.etsc.be/documents/Fact_Sheet_VOICE_IT_IT.pdf

Fact Sheet VOICE Ireland EN

http://www.etsc.be/documents/Fact_Sheet_VOICE_IR.pdf

Fact Sheet VOICE Portugal EN

http://www.etsc.be/documents/Fact_Sheet_VOICE_PT%20-%20en.pdf

Fact Sheet VOICE Portugal PT

http://www.etsc.be/documents/Fact_Sheet_VOICE_PT%20-%20pt.pdf

Fact Sheet VOICE Austria EN

http://www.etsc.be/documents/copy_of_Fact_Sheet_VOICE_AU%20-%20en.pdf

Fact Sheet VOICE Austria D

http://www.etsc.be/documents/Fact_Sheet_VOICE_AU%20-%20ger.pdf

Fact Sheet VOICE Greece EN

http://www.etsc.be/documents/Fact_Sheet_VOICE_GR%20-%20en.pdf

Fact Sheet VOICE Greece GR

http://www.etsc.be/documents/Fact_Sheet_VOICE_GR%20-%20gr.pdf

Fact Sheet VOICE Lithuania EN

http://www.etsc.be/documents/Fact_Sheet_VOICE_LT%20-%20en.pdf

Fact Sheet VOICE Lithuania LT

http://www.etsc.be/documents/Fact_Sheet_VOICE_LT%20-%20lt.pdf

Fact Sheet VOICE Hungary EN

http://www.etsc.be/documents/Fact_Sheet_VOICE_HU%20-%20en.pdf

Fact Sheet VOICE Hungary HU

http://www.etsc.be/documents/Fact_Sheet_VOICE_HU%20-%20hu.pdf

Indicator

Comment: "VOICE Facts"

Achieving EU Transport Policy Objectives	In light of the European Road Safety Action Programme, which stressed the need for better protection of vulnerable road users, the VOICE country sheets highlighted key issues that affect the safety of pedestrians and cyclists in Europe.
Generating new knowledge in road safety	To national campaigning groups the information regarding their country disseminated in the country sheets ought to be well-known; however the second part containing best practice examples from other countries, often represented new knowledge. Furthermore, to the wider audience, many of the issues highlighted in the fact sheets were often unknown.
Contributing to legislative action at EU level	The VOICE country sheets outlined a tool kit of measures that were yet to be implemented or that could be more effectively implemented in order to better inform policy makers not only at national but also at EU level.

Supporting dissemination of good practice	As a collection of “what works well” the country sheets provided an excellent basis for the dissemination of best practice. Moreover, the country sheets were not only disseminated amongst the VOICE network members but also posted on ETSC’s website so that road safety stakeholders from across Europe were able to quickly get an overview of the most important arguments for the implementation of a specific measure.
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VOICE Sites

http://www.etsc.be/Voice_sites.php

In the course of the VOICE project 12 case studies of road safety high risk sites from 12 countries were commissioned from national contributors. The aim of the exercise was to improve the safety of vulnerable road users through accessing and promoting best practices existing in different countries and finding common solutions to similar problems across Europe.

The following VOICE site case studies have been completed and put on-line:

Belgium

http://www.etsc.be/VOICE_site_Brussels.php

UK

http://www.etsc.be/VOICE_site_London.php

Poland

<http://www.etsc.be/documents/0-VOICE%20site%20Poland.pdf>

Lithuania

<http://www.etsc.be/documents/1-VOICE%20site%20Lithuania.pdf>

Italy

<http://www.etsc.be/documents/2-VOICE%20site%20Italy.pdf>

Greece

<http://www.etsc.be/documents/3-VOICE%20site%20Greece.pdf>

Portugal

<http://www.etsc.be/documents/4-VOICE%20site%20Portugal.pdf>

Austria

<http://www.etsc.be/documents/5-VOICE%20site%20Austria.pdf>

Spain

<http://www.etsc.be/documents/6-VOICE%20site%20Spain.pdf>

Ireland

<http://www.etsc.be/documents/7-VOICE%20site%20Ireland.pdf>

Czech Republic

<http://www.etsc.be/documents/8-VOICE%20site%20Czech%20Republic.pdf>

Hungary

<http://www.etsc.be/documents/9-VOICE%20site%20Hungary.pdf>

<i>Indicator</i>	<i>Comment: "VOICE Sites"</i>
Achieving EU Transport Policy Objectives	Local projects from various European countries provided for active local participation and contribution to the EU transport debate and objectives. The projects were in fact location studies that proposed concrete improvements. They therefore contributed to the improvement of safety of vulnerable road users.
Generating new knowledge in road safety	The proposals were selected for their capacity to propose bold and innovative solutions to often common problems shared by cities across the EU.
Contributing to legislative action at EU level	The proposals highlighted how a type of problem addressed in a specific location could be addressed across the EU and therefore have the potential to fuel processes at EU level focusing on promoting local road safety plans, for example, by means of an EU Communication or Recommendation.
Supporting dissemination of good practice	As the proposals have been posted on ETSC's website, road safety stakeholders from across Europe are now able to quickly get an overview of the most important arguments for the implementation of a specific measure.