
**Hellenic Research and Educational Institute
for the Road Safety and the Prevention
& Reduction of Traffic Accidents "Panos Mylonas"**



**Initiatives and Actions
on the fight against drink driving**

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Communication & CSR Consultant

SMART - Athens, 21.06.2018

R.S.I. "Panos Mylonas"

The beginning...



...the end



R.S.I. "Panos Mylonas"

OUR VISION

RSI to act as reference Organization and force of power and inspiration for **"a world without road crashes."**

MISSION

- To increase Society's awareness for traffic safety culture and safe behavior of road users
- To support the Government and stakeholders to act for the prevention of traffic crashes

Credentials – Unique Features

- ✓ UN ECOSOC Consultative Status for Road Safety issues
- ✓ Awarded with the Europeans Citizen's award by the European Parliament
- ✓ Honored by the Swedish Government for the initiation of the idea of ISO 39001:2012 for Road Traffic Safety Management
- ✓ National contact point for the European Road Safety Charter (ERSC) and management partner for a cluster of 7 European Countries
- ✓ Member of the European Transport Safety Council (ETSC)
- ✓ Member of Commission Expert Group on Motor Vehicles
- ✓ Member of the National Road Safety Council (ΕΣΟΑ)



Quality and Transparency

RSI

- Applies a quality Management System as per standards:
 - ISO 9001:2008 for Quality on Events, Programs, Research and Actions
 - ISO 14001:2004 for Environmental Management ISO 39001:2012 for Road Traffic Safety Management
 - ISO 29990:2010 for Educational Programs

- Audited by SOL Certified Public Accountants S.A.

TÜV

AUSTRIA
HELLAS
EN ISO 9001:2008

No.: 010131025

EN ISO 39001:2012
No.: 03613001

EN ISO 14001:2004
No.: 04013085

TÜV

AUSTRIA
EN ISO 29990:2010

No.: 20 285 131349335

ΣΟΛ α.ε.
ΟΡΚΩΤΟΙ ΕΛΕΓΚΤΕΣ ΛΟΓΙΣΤΕΣ

Strategic Pillars & Areas of Activity

1

General Policy on Road Safety

2

Road User's behavior

Education & Information to improve driver compliance with laws, better protection of vulnerable road users, campaigning nationwide

3

Infrastructure

Implementation of international best practices and treatment of high risk sites

Key Areas of Concern

Integrated Road Safety Strategy

Requiring strong political will and active Civil Society Organizations

Adoption of Safe system approach

No road death is acceptable

Legislation & Road Safety enforcement

Ultimate responsibility of those designing & operating the
road transport system

Forgiving road environment

Developing a Road Safety Culture

related to values, attitudes and the behavior of all road users,
the community, decision makers & Government

Educational programs for all age groups



OHSA & HR trainings
«AVENUE for Traffic Safety»

Primary school education
«In Traffic with Safety»
«Be a knight of road safety »
«Cycling in Safety »

Secondary School education
«Do it right»



Universities-Students
"Workshops on drink driving"
"Post-traumatic rehabilitation"

Young Traffic offenders
«Hermes»

International Youth Organizations
"Scouting for global road safety"



www.ioas.gr

Educational Programs 2009-2017



89,963 pupils of Primary School



65.411 students of High School



593 Juvenile offenders of traffic regulations and their families



10,128 adult drivers for occupational health and safety



23,494 Soldiers, Officers and Executive members of Military Units



AVENUE for traffic safety

(Actions for **V**ulnerable, **E**lderly, **N**ovice drivers and road **U**sers in Europe)

National NEST



Local NEST



Mobile NEST



**European project
for Traffic Safety
coordinated by RSI
2010 - 2013**



Ranking 1st in the
evaluation by the Experts
Committee
of the European
Commission

AVENUE for Traffic Safety

Networks and Education for Safety in Traffic



Driving Simulator



Alcohol goggles



Reflective materials



Distracted driving game



Roll Over car



Belt Sledge



Collision weight



React

AVENUE Mobile NEST in Greece

AVENUE for Traffic Safety Mobile NEST 2012-2015

Experiential
training for
> 200.000
citizens,
in open events
in 84 cities



Message received from more than 3.500.000 citizens

AVENUE Mobile NEST in the World

AVENUE for Traffic Safety

Mobile NEST 2012-2015

- ✓ Albania
- ✓ Bulgaria
- ✓ Canada
- ✓ Hong Kong
- ✓ India
- ✓ Japan
- ✓ Sweden
- ✓ Switzerland



www.ioas.gr

RSI Initiatives on drink driving prevention

1. Workshops on drink driving for specific target groups
2. Awareness campaigns on DUI
3. European Night Without Accidents
4. Research on drink driving



www.ioas.gr

Workshops on Drink Driving

- For the Hellenic Armed Forces More than 7.000 participants in 3 years
- OHS&A & HR trainings 5.245 employees from 39 companies
- For University students from the departments of "Oenology and Beverage Technology" and "Tourism Management"

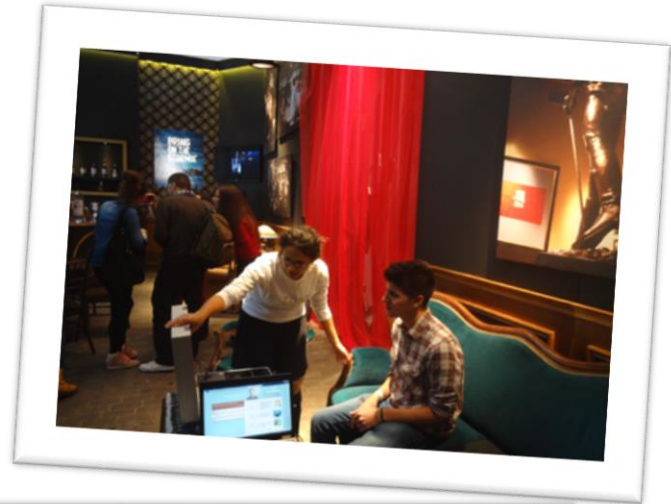


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Workshops on Drink Driving for Barmen

- Bar College
- Bar Show

More than 1000 bartenders



Workshops for young traffic offenders

Agreement between RSI "Panos Mylonas" and the Ministry of Justice, Transparency and Human Rights for the prevention and treatment of juvenile delinquency in road safety.

The agreement aims to

- educate young people
- prevent further development of dangerous behaviour of young drivers and powered two-wheeler riders.

In cooperation with the Supreme Court and the Probation Office Court of Athens.

More than 590 participants with their families



European Night without Accidents

2017

27 Greek Cities

29 Night Clubs

More than **480** Volunteers

Over **2.500** young people participated



www.ioas.gr

Annual Award of the Best Traffic Policeman

Establishment of an:
**Annual Award Of the country's
best Traffic Policeman**

1st prize award: April 24, 2007

2nd prize award: 16 December 2008

3rd prize award: 4 February 2010

4th prize award: March 22, 2011

5th prize award: 20 March 2012

6th prize award: 19 March 2013

7th prize award: March 19, 2014

8th prize award: 17 December 2015



Awareness Campaigns

CHILDREN AND ROAD SAFETY



MAIN CAUSES OF TRAFFIC INCIDENTS



SEASONAL CAMPAIGNS
(WINTER, EASTER, SUMMER ETC)



AGGRESSIVE DRIVING & DISTRACTION OF ATTENTION



www.ioas.gr

Awareness Campaigns on drink driving

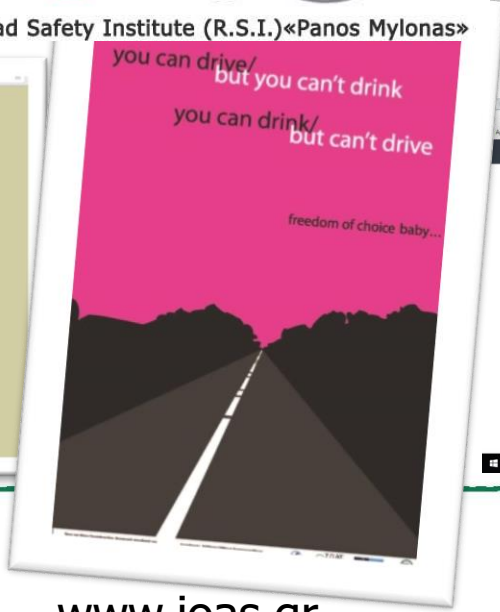
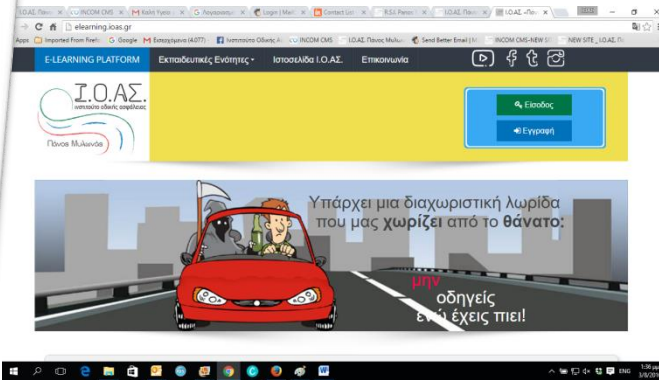
Especially for Drink Driving

- More than 100.000 leaflets
- Online campaigns
- E-learning platform

More than 9.000 recipients and 47.000 unique site visitors

Road Safety Inbox

Road Safety Institute (R.S.I.) «Panos Mylonas»



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ΣΗΜΕΡΑ, 3.500 ΑΝΘΡΩΠΟΙ ΘΑ
ΧΑΣΟΥΝ ΤΗ ΖΩΗ ΤΟΥΣ ΣΤΟ ΔΡΟΜΟ...

ΠΟΤΕ ΜΗΝ ΠΙΝΕΙΣ ΟΤΑΝ ΟΔΗΓΕΙΣ!

NICO ROSBERG

ΠΑΓΚΟΣΜΙΟΣ ΠΡΩΤΑΘΛΗΤΗΣ FIA FORMULA 1 ΤΟ 2016

ΥΠΟΣΤΗΡΙΞΕ ΚΙ ΕΣΥ ΤΟ ΜΑΝΙΦΕΣΤΟ
ΤΗΣ FIA ΓΙΑ ΤΗΝ ΠΑΓΚΟΣΜΙΑ ΟΔΙΚΗ
ΑΣΦΑΛΕΙΑ ΣΤΟ FIA.COM

#3500LIVES

ΜΕ ΤΗΝ ΥΠΟΣΤΗΡΙΞΗ ΤΗΣ
 **FOUNDATION**



ΣΗΜΕΡΑ, 3.500 ΑΝΘΡΩΠΟΙ ΘΑ
ΧΑΣΟΥΝ ΤΗ ΖΩΗ ΤΟΥΣ ΣΤΟ ΔΡΟΜΟ...

ΜΗΝ ΑΦΗΝΕΙΣ ΤΟΥΣ ΦΙΛΟΥΣ ΣΟΥ ΝΑ ΟΔΗΓΟΥΝ ΟΤΑΝ ΕΧΟΥΝ ΠΙΕΙ!

WAYDE VAN NIEKERK

ΧΡΥΣΟΣ ΟΛΥΜΠΙΟΝΙΚΗΣ ΣΤΑ 400 Μ.
ΚΑΙ ΠΑΓΚΟΣΜΙΟΣ ΠΡΩΤΑΘΛΗΤΗΣ



ΥΠΟΣΤΗΡΙΞΕ ΚΙ ΕΣΥ ΤΟ ΜΑΝΙΦΕΣΤΟ
ΤΗΣ FIA ΓΙΑ ΤΗΝ ΠΑΓΚΟΣΜΙΑ ΟΔΙΚΗ
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 **FOUNDATION**



Research on Drink Driving

23rd World Scout Jamboree, Japan



Scouting is an Educational Youth Movement and the largest youth organisation on the planet
with
36 Million members in 161 countries

www.ioas.gr



“Responsibility Alliance” for responsible sale of alcohol



A voluntary initiative created by the

- Hellenic Association of Drinks Distributors (ENEAP),
- Greek Federation of Spirits Producers (SEAOP),
- Companies and trade associations in the retail sector and the on-trade (hotels, bars, restaurants).
- Organisations specialised in the field of prevention with R.S.I. “Panos Mylonas” as the consultative organization on Drink Driving and coordination issues.

“Responsibility Alliance” for responsible sale of alcohol

Aims of the alliance

- 1) Reduce underage drinking
- 2) Strengthen and expand marketing codes of practice
- 3) Provide consumer information and responsible product innovation
- 4) Reduce drink driving

R.S.I. “Panos Mylonas”
engagement

Road Safety - A Common Goal

"Let the tragic loss of a young man with values, respect for people and love for life, be the beginning of the active participation for NO MORE deaths on the roads."

Let's work together to make our roads safer

Road Safety is a matter of Education, Culture and Development

Thank you !



RSI – EU Representation in Greece, Drink Driving Video campaign
<https://www.youtube.com/watch?v=Pd7OSZYSGYI>

RSI, Drink Driving Video spot
<https://www.youtube.com/watch?v=Nv9DyTTdvmw>

RSI, Social message on Drink Driving for Patra's Carnival, 2015
https://www.youtube.com/watch?v=U_H5ZRY-MkU

IOAS Flash Mob @Syntagma Square, Greece - Official video
<https://www.youtube.com/watch?v=w9InMqN6Vq8>