



PARTNERSTWO  
DLA  
BEZPIECZEŃSTWA  
DROGOWEGO



Annual report 2008  
GRSP Poland



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### 1. Goals

The GRSP Poland (the Partnership) is an independent initiative, the action of which aim at improving road safety and decreasing the number of road accidents victims in Poland. The Partnership gathers representatives of business, government and non-governmental organisations, being a co-operation platform for the three sectors of the civil society. The Partnership is a member of the Global Road Safety Partnership (GRSP) in Geneva, an international organisation aiming at permanently limiting the number of road accidents in the countries being subject to the transformation process. In Poland the Partnership operates under the patronage of the National Road Safety Council and the World Bank.

### 2. Development of the Partnership

The Partnership was established in 2000 at the initiative of GRSP. In the years 2000-2005 it was operating under the auspices of the National Road Safety Council in the Ministry of Transport, as a local committee of GRSP. In the following period, i.e. in the years 2005-2007 the Partnership was operating at the Responsible Business Forum and the Safe Driver Foundation. In 2006 a decision was made regarding appointment of an Association and continuing activities of the Partnership as an independent organization. In May 2007 the Partnership was registered in the National Court Register (KRS) as an Association, which put an end on its informal character. Currently, one person is employed at the full time position in the Partnership office.

#### 2.1 New Members



Currently the Association has 28 regular members and 25 supporting members. In 2008 7 regular members and 5 supporting members joined the Association. They are:

Regular Members	Supporting Members
1) Andrzej Zaremba (Orlen Transport)	1) Test and Training
2) Jan Kluk (MRC Consulting)	2) Statoil
3) Wojciech Sobina (Michelin)	3) Automobilklub Polski
4) Jerzy Kucharko (Test and Training)	4) PAP Net
5) Romuald Chałas (Automobilklub Polski)	5) Automobilklub Polski
6) Andrzej Magryś (Statoil)	
7) Michał Soćko (Carlsberg)	

## 2.2 Meetings of the Partners

During the whole 2008 3 general meetings of the Partners took place. The meetings focused on planning new projects and discussing status of the current ones, as well as on manners of the Association development and work organisation. Apart from the general meetings of the Partners, there were also numerous meetings of working groups that are realizing the planned projects. Individual regular members participated in the meetings. On September 30, 2008 an annual meeting of Presidents and Directors of Companies and organisations being the Partnership members took place.

## 3. Projects

### 3.1 Road Transport Safety Round Table

On February 27, 2008 a Road Transport Safety Round Table took place in the seat of the World Bank in Warsaw. The keynote of the discussion was „How to ensure safety without limiting competitiveness?”. The Round Table was the first debate of this kind, in which representatives of all institutions and circles, having influence on the country transport policy, participated, discussing safety in the transport trade. Participants of the Round Table included: representatives of the Ministry of Infrastructure, General Inspectorate of the Road Transport, General Directorate for National Roads and Motorways, politicians and Road Safety experts. Representatives of the transport trade, associated in ZMPD and PBD, as well as trade press journalists and editors also participated in the discussion.



Participants of the meeting, Pictures by World Bank

The common discussion aimed at working out common recommendations for specific activities. The following matters were touched on during the meeting:



- How to make road transport a priority of the governmental policy?
- How to meet increased transport needs of the national economy, without increasing risk for all traffic participants?
- What conclusions regarding road transport can be drawn from ITD control?
- Can timely deliveries be reconciled with safety?
- Adjustment of the Polish law with EU requirements regarding vehicle equipment (among others reflective contour marking) and drivers work (meeting Directive 2003/59)
- Are Polish roads prepared for the growing volume of transport?

Motions collected during the debate have been widely propagated among politicians and all the people, whose decisions have influence on the road safety status.

The round table was prepared by Ms. Ewa Łabno-Fałęcka (Mercedes Benz), Mr. Jarosław Giemza (Partnership) and Mr. Bartłomiej Morzycki (3M), who held the function of the project leader.

### 3.2 II Road Safety Forum

On June 5, 2008 the Partnership organised the II Road Safety Forum in Warsaw. The subject of the forum was improvement of drivers training quality improvement. Participants of the forum included representatives of government and local administration, police, and representatives of driving technique training schools and motor sports associations. Speakers discussed among others the following issues:

- should a central program of driving training be developed?
- how should driving instructors be recruited?
- do we have sufficient number of experts for examining boards?
- how to provide conditions for proper training of professional drivers?
- what autodrom guarantees high quality of driving training?

The discussion based on the ordinance of the Minister of Infrastructure of April 10, 2008 on requirements regarding running a driving school, examining candidates for driving instructors, handling documentation connected with running driving schools and templates of currently used documents Journal of Laws no 77 item 458. The ordinance constitutes an attempt to implement assumptions of the directive no 2003/59/WE, introducing, among others, an obligation of additional driving training to improve drivers technique.

*Participants of the II Road Safety Forum, Pictures by G. Telecki*





As a result of the discussion some controversial provisions of the ordinance were presented in order to find new possible solutions for the future novelization of the regulation. To this aim, an actual condition of additional training system was assessed, and numerous examples of proper functioning of obligatory systems of additional training for drivers in other countries were referred to. Swedish and Austrian solutions were presented in detail.

The Forum resulted in appointment of an expert team, under the leadership of Mr. Mariusz Stuszewski from the Polish Motor Association, postulating introduction of urgent changes not only to the ordinance, but also to other legal regulations, connected with functioning of the current system. The Team has prepared some proposals of solutions that have been submitted to the Ministry of Infrastructure. Media sponsorship: "Z Dwójką Bezpiecznie" TVP 2 and „Rzeczpospolita”. Both media Publisher extensive reports. The Forum was prepared by Ms. Agata Szczech (Renault), Mr. Paweł Wideł (GM), Mr. Zbigniew Wesely (Renault Driving School), Mr. Romuald Chałas (Automobilklub Polski), Mr. Jarosław Giemza (Partnership) and Mr. Mariusz Stuszewski (PSM), who held the function of the project leader.

### 3.3 Lobbying for road safety improvement

The Partnership makes efforts aiming at increasing road safety problems significance among politicians, inviting them to meetings organised by the Partnership and offering its assistance as to the merits of proper solutions in the frames of the road safety system. Thanks to the Partnership efforts, on October 15, 2008 a Parliamentary Team for Road Safety was appointed. Its goal will be to talk with social organisations and public administration in order to initiate and support all activities having effect on improvement of the road safety in Poland.

### 3.4 Workshop for journalists “Speed limits save lives”

The Partnership, together with the National Road Safety Board, and the General Headquarters of Police organized a workshop entitled “Speed limits save lives”. Participants of the workshop included journalists representing press, radio and television, public officials, including, among others, undersecretary of state in the Ministry of Infrastructure, Mr. Zbigniew Rapciak, eurodeputee, Mr. Krzysztof Hołowczyc, and representatives of the cultural circles: Mrs. Magda Motek, Ms. Agnieszka Włodarczyk and Mr. Piotr Zelt.



*Pictures by S. Mikołajczak*



The one-day workshop had the form of practical classes, using slipping plate, speed registering equipment – photocell, assault course and specially equipped vehicles. The aim of the workshop was to build relationships with media, having influence on the public opinion, by interactive presentation of possible effects of exceeding speed limits. The workshop was prepared by representatives of the Automobilklub Polski, Renault Driving School, and Opel Driving Academy, GM, Mercedes-Benz, PSM and KRBRD.

### 3.5 Pilot project „You’ve been drinking? Don’t drive!”



*Campaign Creation. Material of KRBRD*

Pilot project „You’ve been drinking? Don’t drive!”, set in Olsztyn, is a part of an international campaign, lead by the Global Road Safety Partnership. The Road Safety Partnership, being a part of GRSP, has Got involved in realisation of the project, giving Access to the knowledge and international experiences of GRSP.

The project has been realised since February 2008, in co-operation with local and national partners, such as: Road Traffic Department of the General Headquarters of Police, National Road Safety Board, City Hall in Olsztyn, Province Headquarters of Police in Olsztyn, WORD Olsztyn, University of Warmia and Mazury, Michelin, Safe Driver Foundation. Its goal is to reduce the number of drivers, driving after drinking alcohol, and the number of accidents caused by drunk drivers on the roads of the Olsztyn town and district. The Project is also aiming at working out and testing a multipronged and locally co-ordinated pilot programme (better execution of law, prevention and education), that can be continued in the future and applied in other regions of Poland.

The whole project has been divided into three interconnected stages. The first stage took place in the period from March through August 2008. it consisted in assessment of actual status of the problem of drunk drivers in Olsztyn (scale of the problem, risk group, etc.).

*Random Police controls and a poll survey among drivers. Pictures by K. Piskorz*





On the turn of March and April 2008 the Police in Olsztyn carried out random sobriety controls in Olsztyn and in the district, accompanied by a poll survey carried out during controls and on the gas stations of the partner Companies (Shell, BP, Orlen).

Results of the 1st stage got recapitulated in an initial report, assessing results of the control and poll activities. Conclusions included in the report have been presented during a two-day workshop in which all the organisations that had been involved in preparation and realisation of the project took part.

During the workshop guidelines for the second stage of the project were developed. The second stage consisted of a one-month social and informative campaign, social programmes, and intensified sobriety controls performed by the Police in Olsztyn. The campaign slogan and creation have been made available by the National Road Safety Board.



*A frame from the campaign spot. Material of KRBRD, a taxi participating in the campaign, Picture by K. Piskorz*

A ceremonial start of the campaign took place on October 13, 2008 in Olsztyn. During the campaign numerous informative actions were carried out in the local press, radio and television. The Safe Driver Foundation carried out awareness actions in bars and discos. People selling and offering alcohol participated in training sessions on responsible sale of alcohol. During the second stage, educational actions were started in schools. They will be continued in the future.

Responsibility for co-ordination of media activities was born by Michelin. The Company prepared also an internal educational message for its employees. During the campaign outdoor advertising media were used (numerous posters and banners were put out), a dozen or so buses, several dozen taxis and driving schools' cars were pasted up with special stickers, connected with the campaign creation. Shell and Statoil gas stations also got involved in the campaign. The campaign posters were put out and the leaflets were distributed on the stations.



*Mrs. Anna Wasilewska, speaking in Paris, Picture by J. Giemza*

„You’ve been drinking? Don’t drive!” project has been recognised by the European Committee. Mrs. Anna Wasilewska – Vice President of the City of Olsztyn presented its guidelines during a conference, entitled “Road safety in our cities”, organized on October 13, 2008 in Paris, on the occasion of the European Road Safety Day.

The third stage of the project, summarising all the previous activities, is planned for the beginning of 2009. Further sobriety controls and drivers’ opinion survey are planned in the spring 2009.

Their result will be confronted with data acquired during the previous stages of the project, which will result in obtaining an answer to the question, regarding influence of the undertaken action on a possible change of negative behaviours of traffic participants in Olsztyn. At the end of the project a final report will be drawn up, recapitulating its course and results, and formulating recommendations regarding effective preventive actions referring to the above-mentioned entities (local enterprises, offices, and non-governmental organizations).

On the Partnership side the following persons participated in the project: Mr. Paweł Wideł (GM) – project leader, Ms. Barbara Król (KRBRD), Mr. Wojciech Sobina and Ms. Marzena Donarska-Strzelec (Michelin), Mr. Waldemar Ziarek (“Safe Driver” Foundation), Ms. Olga Woszczalska (Shell), Ms. Krystyna Antoniewicz-Sas and Ms. Jolanta Grabowska (Statoil), Ms. Justyna Prośniewska (Orlen), Ms. Olga Woszczalska (Shell) and Mr. Jarosław Giemza (the Partnership).

### 3.6 Social Campaign „Speed limits save lives”



*The campaign logotype.*

The Social Campaign „Speed limits save lives” is a common action of the Partnership, the National Road Safety Board, and the General Headquarters of Police. An intensive campaign, lasting from October 13 till November 13, 2008, covered the whole territory of Poland and was propagated in cinemas, television, on the Internet and radio, and on the outdoor media and POS.

The campaign message is connected with one of the biggest problems of the Polish Road – excessive speed. Its main elements are three 15” spots, realized based on the scenario that has won in the “Film-makers – radar-operators” (Filmowcy-radarowcy) competition, announced in 2007, on the occasion of the World Road Safety Week, organized by the Partnership, under the auspices of UN. The scenario has been properly adjusted to the needs of the target group, and a consistent creation of the whole campaign has been prepared by the Social Communication Factory.





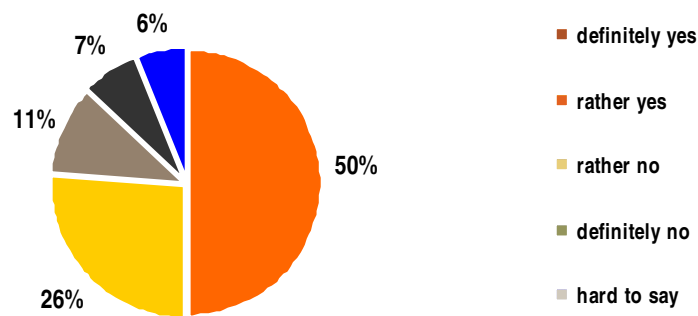
The prepared materials (TV and radio spots, and billboards) have been broadcasted by Radio Żółte Przeboje, Radio ZET, Roxy FM, TOK FM, (radio spots and competitions), on the Internet (banners with the spot, spots put on You Tube), on TV, on billboards and rear Windows of buses in 4 cities (Warsaw, Krakow, Wrocław and Łódź), in cinemas (24 Cinema City multiplex cinemas on the whole territory of Poland, 69 independent cinemas in Poland), on large format Videoboard screens in Warsaw, Poznań, Krakow, and in Piotr and Paweł supermarket chain (screens in the cashier zones), in Warsaw underground on 24 screens for the whole month, and on Shell and Statoil gas stations.

The campaign was prepared by Ms. Ewa Łabno-Fałęcka (Mercedes-Benz Polska), Ms. Barbara Król (KRBRD), and Mr. Jarosław Giemza (the Partnership).

### 3.7 Public opinion survey regarding driving with road lights on

In response to the legislative projects of the members of parliament, aiming at abolishing the obligation to drive with road lights on for the whole year, the Partnership has ordered GfK Polonia Survey Institute to carry out a survey of the way the regulation is perceived by the group of 1000 Poles, aged 15 and more. During the survey 10 questions were asked, based on which respondents were to Express their opinion. The answers showed that most of the respondents supported the obligation to drive with the road lights on and thought that it contributes to increase of safety on the Polish roads. Results of the survey constitute a precious information for the governmental administration and politics, and are a starting point for a public debate in this respect. After making the results publicly known by the Partnership, numerous media tried to engage in polemics regarding legitimacy of using road lights 24h/day (better visibility of vehicles, and thus smaller number of accidents and lethal victims in the head-on collisions) and related costs (replacement of used light bulbs, minimum fuel consumption).

#### Does driving a car with road lights on 24 h a day contributes to better visibility of vehicles on the road



Questions were prepared by Mr. Bartłomiej Morzycki (3M), Mr. Paweł Wideł (GM), Mr. Jarosław Giemza (the Partnership).

### 3.8 Continuation of the Safe Fleet programme

In 2008 the Partnership continued one of its programmes, entitled „Safe Fleet”. The programme, started in 2006, is dedicated to improvement of safety management standards and claims rate of company cars and consists of two elements. The first one refers to identification of safety status of fleets owned by the Partnership members, while the second one consists in sharing knowledge with external companies, during another edition of trainings prepared by the Association. The working group, consisting of a dozen or so people is currently lead by Ms. Elżbieta Leszko (Total Polska),



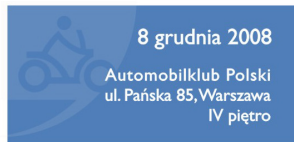
### 3.8.1 Poll survey in Partner Companies

In August 2008 Safe Drive company, at the order of the Partnership, carried out a poll survey in 11 companies, being members of the Partnership. The survey identified and assessed safety status of the surveyed fleets. Its results were separate reports for individual companies, including, among others, conclusions from the analysis and propositions of repair activities. It is assumed that another audit should be carried out after two years, aiming at evaluating level of changes in the safety level of the surveyed companies.

### 3.8.2 Beginning of the 2<sup>nd</sup> edition of trainings entitled “Safe Fleet. Complex approach”.



After two-year break, the Partnership is preparing another training, entitled „Safe Fleet. Complex approach”, to be carried out on December 8, 2008, and being continuation of training organized in 2006.



The training is designer for Fleet and Safety Managers and it covers presentation of a model of fleet safety management worked out by the

Partnership. The model is based on the best practices in this respect. The training is based on presentations made by the Partnership members and representatives of external companies. It was prepared by Ms. Elżbieta Leszko (Total), Mr. Sylwester Pawłowski (Save Driver Foundation), Mr. Ireneusz Tymiński (KBC Autolease), and Mr. Jarosław Giemza (the Partnership).

### 3.9 Participation in social consultations regarding Road Safety

In 2008 the Partnership was asked for consultation regarding correctness of drafts of the new and amended legal regulations, connected mainly with improvement of the road safety. It referred to novelization of regulations regarding conditional turn (green arrow), “Act on photo-radars”, novelization of regulations on principles of traffic management, and novelization of regulations on railway crossings lights.

### 3.10 Speeches and public presentations of the Partnership

In 2008 the Partnership took the floor on important matters influencing improvement of road safety , mainly in the form of public presentations or preparing articles Publisher in different media. in the whole 2008 nearly 100 articles in this respect were published. Media monitoring for the needs of the Partnership is carried out by Renault.

Representative of the Partnership participated in a dozen or so conferences, seminars and workshops connected with road safety problems.



Example of a publication.

### 3.10.1 Swedish and Polish Seminar on road transport safety

A Swedish Road Authorities (Vägverket), together with the Association of International Road Transport Companies in Poland, National Road Safety Board and UN Programme for Development, the Partnership organized a seminar entitled “How to run successful business in transport trade, taking care of the environment and road safety?”. The seminar took place on 6.02.2008 in Warsaw.



The main subject of the seminar was road safety and ecological aspects, connected with road transport in trade relationships between Poland and Sweden. During the seminar, the invited Polish and Swedish experts (Carlsberg, Statoil, IKEA, TetraPak, Stowarzyszenie Droga i Bezpieczeństwo, Scania and Volvo Truck Center), representing governmental administration, non-governmental organisations, and business representatives pointed at different manners of limiting harmful influence of road transport on road safety and environment, being in accordance with balanced development principles. Discussions have been prepared and moderated by President of the Partnership for the Road Safety, Ms. Ewa Łabno-Fałęcka.

The Seminar met with a huge interest of the companies supplying transport services in Poland and on international markets, with particular attention paid to the Swedish market.



### 3.10.2 Corporate Social Responsibility Congress in Poland: the latest trends and future challenges.



Picture by Newslime.pl

On April 17-18, 2008, the „Corporate Social Responsibility” Congress in Poland: the latest trends and future challenges” took place. Participants of the congress included, among others, representatives of: Microsoft, BP Polska, PricewaterhouseCoopers, Kompania Piwowarska, Procter & Gamble, Provident and the Partnership for Road Safety.

During the congress the Partnership was represented by Mr. Jarosław Giemza, who presented the problem of high rate of lethal accidents on the Polish Road, during the panel „CSR in practice – temporary fashion or business necessity. Cost and advantages balance for companies”. Mr. Giemza spoke also about co-operation of companies, government and non-governmental organisations in this respect.

### 3.10.3 Participation in GDDKiA conference

On September 10-12, 2008, in Józefów near Warsaw, an VIII Conference of Road Safety „National Roads – Road of trust” took place. In the conference participated employees of the road administration, representatives of self-governments, employees of design Office, research institutes and universities, and Road Safety equipment producers. During the conference, a panel discussion took place, regarding co-operation of different entities dealing with road safety problems. The Partnership was represented by Mr. Bartek Morzycki (3M) and Mr. Jarosław Giemza (the Partnership), who made presentation about the Association activities, with particular attention paid to co-operation with the public sector.

### 3.10.4 Participation in Safe&Sober debate

At the invitation of the European Transport Safety Council (ETSC) and Mr. Ryszard Fonżychowski from the „Road and Safety” Association (supporting member), the Partnership participated in the Safe and Sober debate that took place on October 14, 2008 in Poznań.

Together with the invited guests (General Headquarters of Police, KRBRD, ITS), representatives of the Partnership: Ms. Agata Szczech (Renault) and Mr. Jarosław Giemza (the Partnership), were wondering how one could effectively prevent driving vehicles after drinking alcohol. Guidelines and partial results of the pilot project „You’ve been drinking? Don’t drive!”, carried out in Olsztyn were presented. The project is a combination of effective execution of the law and informative campaign and social programmes.