



PARTNERSTWO
DLA
BEZPIECZEŃSTWA
DROGOWEGO



Annual report 2009
GRSP Poland



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I. GRSP Poland [PBD] - Organization & Members

1. New members

In 2009 a circle of Partners of the Association increased in new ordinary and supporting members. Currently Road Safety Partnership has 40 ordinary and 32 supporting members (15 business partners included)

The following companies and organizations have joined the Partnership:

ARVAL



Automobile Technique Association

[STOWARZYSZENIE TECHNIKI MOTORYZACYJNEJ]



FLEET MEETINGS



KERALLA RESEARCH



And the persons mentioned below:

Lucjan Grzymała, Michał Lorkowski, Małgorzata Mikołajczyk, Tomasz Siwiński, Janusz Kowalik, Danuta Gut – Badocha, Robin Wendel - Zabiłowicz

2. General Assembly

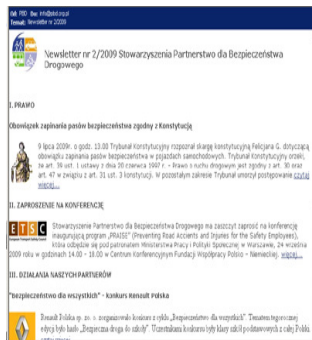
General Assembly of members was held on 24th March 2009 in the seat of Poland Automobile Club at ul. Pańska 85, Warsaw. During the assembly the Management Board was decided and is the following:

1. Ewa Łabno-Falecka (Chairwoman)
2. Paweł Wideł (Vice Chairman)
3. Bartłomiej Morzycki
4. Agata Szczech
5. Sylwester Pawłowski (resignation as of 1.12.2009)



General Assembly also adopted an act on increasing the annual members' contribution for all Business Partners from 15.000 to 18.000 PLN.

3. Materials: the leaflet, newsletter



In 2009 the Partnership has begun the issuance of its Newsletter. In monthly intervals our Partners and net surfers subscribed on our web side are receiving the Newsletter. It is divided into the following subject areas:

- I. Current news
- II. Events
- III. Partners' activities
- IV. Statistics

Each section mentioned above includes the latest information about the events concerning the promotion of the road safety and fleet safety.

PARTNERSTWO DLA BEZPIECZEŃSTWA DROGOWEGO



Also this year, the Partnership can boast about the new leaflet. In the introductory part, it includes the information on the road safety in Poland and it's focus is on major causes of road accidents in Poland such as speed, alcohol, aggressive drive in a car and the unprotected road users. The leaflet includes a supplement in the form of the so called "pull-out" with the description of the "Fleet Safety" Project and the information about all our ordinary and supporting Partners.

4. Awards: Road Safety Partner



Annually, commencing from the year 2009, the Association of Partnership for Road Safety grants the awards of "Safety Road Partner." The award was established in order to honor all the individuals and institutions who have contributed to the development and promotion of the road safety as well as to express gratitude for taking actions and supporting the campaigns that promote safe behavior of the traffic participants.



The awards are granted in four categories:

- a) the person of the year
- b) the organization of the year
- c) the enterprise of the year
- d) the media of the year

The Statues are to be granted every year during a gala event which date and place is annually fixed by the Chairman of the Association. A candidate for the award can be a natural or legal person and it can not be either a member of the Management Board as well as any ordinary or supporting member of the Association. Candidates' applications for the award are issued by ordinary and supporting Members of the Association through voting for their candidate in all four categories: one candidate - one category.

5. Legislative Group

During one of the meetings with our Partners a legislative group in our Association has been founded under the leadership of Mr Maciej Wronski. The group's objective is to devise changes in the binding law regulations with the special attention to regulations regarding drivers' trainings and programs aiming at the improvement of the road safety.

6. Signing the Letter of Intent



On December 10th 2009 in Olsztyn, the Letter of Intent was signed between Warminko –Mazurska Road Safety Council and the GRSP Poland . The letter concerns the cooperation in realizing the 3rd Operational Program of Warminko –Mazurska Road Safety Council for the years 2010 – 2012. The representatives of the voivodship's authorities: **Jacek Protas** , Warminko – Mazurskie Marshal Voivodship; **Andrzej Szostek** , the secretary of Voivodship.

Road Safety Council and the director of Voivodship Road Traffic Centre as well as the representatives of Road Safety Partnership Management Board such as **Pawel Wiedel** ,Vice Chairman and **Bartłomiej Morzycki** took part in the ceremony. The Letter was signed in the presence of **Beata Bublewicz** , Member of Parliament and the chairwoman of Parliamentary Group for Road Safety and **Kathleen Elsig** , the regional coordinator for **Global Road Safety Partnership** from Geneva where the Association of Road Safety Partnership is affiliated. The Letter of Intent emphasizes the fact that the consequences of road accidents lead to “gigantic material and social losses.” That is why Voivodship Road Safety Council and the Partnership are going to cooperate with the aim to limit the amount of incidents in the voivodship. In 2008, Warminko – Mazurskie Voivodship noted 2241 road accidents with 224 fatalities and nearly 300 injured. The main strategic objective of Warminko – Mazurski Road Safety Program is a decrease in the number of casualties by 50% by the year 2013.



II. Main activity areas

1. Alcohol

a. Round table: “Alcohol being a road threat”



On February 24th 2009 in the room of the World Bank office, Warsaw, the Round Table for Road Safety entitled “Alcohol being a road threat” was held. It was the successive meeting organized by the Partnership during which the representatives of the governmental organizations such as Ministry of Infrastructure, Ministry of Justice, Ministry of Health, Ministry of National Education and other national organizations like the National Safety Council [KR

BRD], the State Agency for Prevention of Alcohol Related Problems [PARPA], Motor Transport Institute [ITS], the invited experts as well as the representatives of strong liquors producers could share their conclusions on the actual situation in the scope of prevention of road accidents with the participation of road users under the influence of alcohol. State Under-Secretary of Ministry of Infrastructure, Mr Zbigniew Rapciak; State Under-Secretary of Ministry of Health, Mr Adam Fronczak and Members of Parliament: Janusz Piechociński and Michał Szczrba took part in the meeting.

The following issues have been discussed:

- the effectiveness of re-educational activities targeted at the drunk road users, especially re-offenders.
- the process of getting rid of the social consent for driving under the influence of alcohol
- the functioning of the law executing system and the coordination of the national institutions' activity (Ministry of Infrastructure, Ministry of Justice, Ministry of Health, Ministry of National Education, the National Road Safety Council [KRBRD], the State Agency for Prevention of Alcohol Related Problems [PARPA], Motor Transport Institute [ITS], non-governmental organizations and other entities (e.g. alcohol producers) in terms of taking preventive measures.
- effective solutions to the issue mentioned above - pilot program presentation, in Olsztyn, entitled “Drunk? Don't drive!” ready to implemet in other cities

b. „Drunk? Don't drive!” – the Norauto Foundation Award



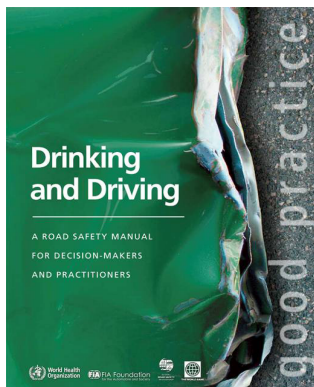
During the 8th edition of the French *Norauto Foundation* contest entitled “European Safety Awards”, the National Road Safety Council [KRBRD] won the 3rd prize for the pilot project: “**Drunk? Don't drive!**” realized in 2007-2009 in Olsztyn. Awards presentation took place on 15th November in “Gustaw Eiffel Salon” on the Eiffel Tower in Paris.



GRSP Poland was honored for “the innovative project with the participation of numerous partners from the public sector, business industry, government as well as local authorities such as the National Road Safety Council [KRBRD], Polish National Police, the Regional Police Headquarters in Olsztyn, Traffic Voivodship Centre [WORD], Polish Liquor Industry [PPS], the Union of the Brewing Industry Employers in Poland (*Browary Polskie*), Fuel Concern, Michalin and voluntary workers. The result of the project has been a decrease in the accidents caused by drunk drivers by 22% in comparison with the preceding year.” The Statue, a diploma and 6.000 Euro for the Partnership’s activity were received from the hands of Ms Izabelle Kardacz, Safety Director in the Commission for the European Union Transport and accepted by the chairman of Road Safety Partnership and by its vice chairman and the main coordinator of the project, Pawel Widel.

In the 8th edition of “European Safety Awards” organized by the Norauto Foundation, the chapter members had analyzed 75 montions from 16 countries and granted 6 awards. Poland is represented by Ms Justyna Wackowska – Slezak, Motor Transport Institute [ITS] and prof. Ryszard Krystek, Gdansk University of Technology who sit in the jury.

c. United Nations Road Safety Collaboration Manual (UNRSC) “Drinking and Driving”



The road safety manual, produced under the leadership of the Global Road Safety Partnership as part of the United Nations Road Safety Collaboration and in partnership with WHO, the Foundation for the Automobile and Society and the World Bank (<http://www.who.int/roadsafety/projects/manuals/alcohol/en/>), was translated into Polish through GRSP with grant funding from the World Bank’s Global Road Safety Facility and printed from the National Road Safety. GRSP produced and owns the copyright on both manuals – “Drinking and Driving” and “Speed Management”. Council’ [KRBRD] funds with the support of the GRSP Poland.

Manual entitled “Driving a vehicle under the influence of alcohol” is a textbook for practitioners and decision-makers. The reader is given the background information on the worldwide problem of car accidents caused by drinking as well as the justification for the interventions aimed at decreasing the number of accidents. The book will be presented at a special conference organized by the Partnership.

2. Speed

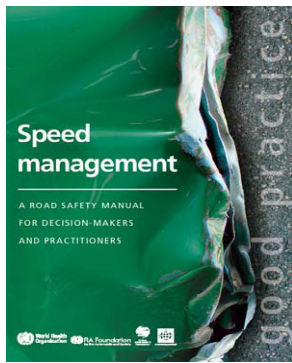
a. Support for the new law of Automatic Speed Control System

Members of the Partnership are actively participating in consultations on act drafts, the photo radar act included. In 2010 the Partnership is planning to carry the self-awareness campaign in order to make the society aware of the benefits of the photo radar act and to organize safety



forum with the participation of Police. The forum will be devoted to the issue of excessive speed as a main cause of road accidents, not only in Poland but worldwide.

b. United Nations Road Safety Collaboration (UNRSC) Manual „Speed management”



This manual was translated by GRSP Geneva thanks to a grant from the World Bank’s Global Road Safety Facility with the participation of the National Road Safety Council [KRBRD] and Global Road Safety Partnership Poland [PBD]. It contains several modules “how to do it” and presents hard evidence why speed management is important and leads the reader through the subsequent steps that are crucial to assess the situation in a given country. Then it explains tasks necessary to draft, plan and implement the program by taking into account the ways of securing funds, establishing working group, devising action plan and, if necessary, introduce legal solutions. The book mentions not only the potential role of actions regarding engineering solutions but also the role of education in behavioural changes when it comes to speed. The conclusion of the book offers its reader the manner of monitoring and evaluating the program so that its results could be introduced as a feedback used for the program structure.

III. “Fleet Safety– Comprehensive Approach” Project

a. 3rd Safety Forum



The safety of company car users and their impact on the overall level of the road safety were the underlying themes of the 3rd Road Safety Forum. It was organized on 27th April 2010 in Warsaw by the **Global Road**

Safety Partnership Poland [PBD] with the support of the **Foundation for Polish-German Cooperation [FWPN]**.

As usual the event gathered a large group of representatives from public, private and non governmental sectors. In the debate, among others, participated **Pawel Poncyliusz**, former undersecretary and Member of Parliament; **Andrzej Grzegorzcyk**, the chairman of the National Road Safety Council [KRBRD]; **Marian Osuch**, vice-chairman of Confederation of Private Employers; **dr Krystyna Zuzewicz**, the representative of Central Institute for Labor Protection; as well as representatives of the companies being the owners of company car fleets and journalists.



Main themes of the forum:

1. Research by SMG/KRC Polish Human Resources: fleets safety in 2005 and 2008
2. PIP data on the accidents of “fleet” and professional drivers at workplace
3. Program assumptions “Fleet Safety” (proactive management of fleet safety)
4. Great Britain experience – state’s promotion of the Road Safety [BRD] in terms of fleets.
5. Law regulations in the scope of drivers’ work safety.

b. Survey

The survey conducted among our Partners as well as external companies was the integral part of the project. The audits were continued in 2009 with the help of Safe Drive Poland company. The survey description conducted by the Partnership (the course of the survey, recommendations made, the project implementation) has been repeatedly referred to by the project leaders like Auto Business Fleet and Promotor.

c. Training

Road Safety Partnership, for the 3rd time, had prepared the training for fleet and safety managers entitled “**Fleet Safety. Comprehensive Approach.**” It took place on 31th March 2009 and had purely practical nature, presenting to its participants the ways of effective management of company cars fleet. Safety and fleet managers from the following companies: Grupa Pracuj.pl, MSD Poland, Michelin Poland, Total, SPEC S.A, Ratiopharm Poland, Jeronimo Martins, Mercedes – Benz Poland took part in the training.



The Partnership, being the training organizer, represented the comprehensive approach to fleet safety management. There were four thematic blocks. The model of company car fleet safety management, presented by Andrzej Jarbus from Safe Drive company, had been elaborated by the Partners belonging to the Association (e.g. Total, BP, Shell, Renault, ABB). In the following block – Ms Elżbieta Leszko, pointed to the issues regarding work risk evaluation of the employees using company cars. Methods concerning threats evaluation of driving as well as preventive measures were presented by referring to specific examples.

The organizers also prepared practical classes. One of the two workshops, prepared by Safe Drive, presented the economic and safe driving implementation technique in a given fleet. Another workshop element of the training were classes, conducted by *Personal Strategies* training company, devoted to the usage of persuasive language in the communication with the staff and co-workers. The media patronage was given by the **Flota Auto Biznes Fleet Auto Business** and **Promotor** publishing houses.



d. Fleet Safety. New Design



Sylwester Pawlowski resigned from the function of the Management Board member as of 1.12.2009 and became the coordinator of the "Fleet Safety" project. The Association will soon have a new web site devoted to the project. Sylwester Pawlowski will prepare a comprehensive offer for the outer companies, will conduct renewed research of the partners' car fleets safety and will prepare the schedule of the workshops 3rd edition.

e. Fleet Meetings

The objective of the new informative educational Fleet Meetings project is collection and dissemination of information of the best methods of car fleet management and the support for fleet decision-makers in making number one decisions. Fleet Meetings company is a form of an interactive platform enabling the fleet dialogue. Fleet Magazine is a new, professional and exclusive monthly directed towards all people connected with the fleet market. The fleet dialogue is held mainly through trade meetings: Fleet Café, Fleet Meetings, Fleet Market, Fleet Test, internet platform www.fleet.com.pl as well as Fleet Magazine. On 17th November 2009, Fleet Magazine organized fairs in Ozarów Mazowiecki entitled "Financial security of car fleets." The Partnership was one of the substantial partner of the fairs and one of the exhibitors.



IV. Remaining activity areas

a. "PRAISE" Conference (Preventing Road Accidents and Injuries for the Safety of Employees)



The opening seminary of ETSC project in the scope of accidents and employees' (PRAISE) work-related injuries prevention was held on 24th September in the seat of the Foundation for Polish-German Cooperation in Warsaw. ETSC, the Association of Road Safety Partnership and Motor Transport Institute [ITS] were the co-organizers while honorable patronage was assumed by Ministry of Labor and Social Policy and by Ministry of Infrastructure.



PRAISE project is co-sponsored by the European Commission, German Council for the Road Safety and Swiss Council for Accidents Prevention.

The guests present: **Maria Cristina Marolda**, the European Commission; **Maciej Jankowski**, under-secretary of Infrastructure; **Beata Bublewicz**, Member of Parliament and chairwoman of Parliamentary Group for Road Safety; **Ellen Townsend**, ETSC; **Dominika Staniewicz**, BCC; **Henryk Michałowicz**, representative of Employers Union [KPP]; **Andrzej Grzegorzczuk**, the National Road Safety Council [KRBRD]; **Jerzy Wróblewski** and **Mathew Johnson**, Nestle Poland; **Rafał Jaskólski**, ABB Poland; **Adrian Klivington**, M&G Vehicle Hire.

The seminary gathered over 60 participants both from Poland and abroad.

a. Campaigns:

“Behind the wheel? Put the phone away!”



The Foundation for Social Marketing is the organizer of the “Behind the wheel? Put the phone away!” campaign. Its objective is to make Polish drivers aware of the threats coming out of using mobile phones while driving. The principal goal was to encourage drivers to use headphones and handsfree kit. However, after analysing scientific data, which proves that headphones sets do not increase drivers’ safety and cause the intensification of sending and

receiving text messages [SMS] while driving, the organizers have been persuaded to promote the total disuse of mobile phones behind the wheel.

The employers of drivers will become an indirect addressee of the campaign as they also might influence their employees so that they stop talking by phone in company cars. GRSP Poland is one of the partners of the action.

Campaign: “Leave an empty envelope for Christmas Eve”



In December 2009 started the second part of the 6th national Parking Campaign edition – “Would you really like to be in our shoes?” It was organized by the Association of Friends for Integration. The objective of this year’s campaign is to pay attention to the problem of unlawful parking in the supermarkets and shopping centers around Christmas time in the places reserved for the disabled. In the above mentioned parking places, parking on *envelopes* is still treated with impunity.



In the 2009 Parking Campaign, carried before Christmas, the participants of over 100 partners from across Poland including city offices, fire department units, social assistance centers, non-governmental organizations took part. Shops, supermarkets, shopping centers are also an important partner. In 2009, over 1 500 of them were involved in the action by means of commercial spots broadcasting, posters exposition and flyers distribution. GRSP Poland assumed the honored patronage.

d. Global Fleet Safety Workshops, Geneva



On the 3rd and 4th March, in Geneva, the international workshop meeting was held and was devoted to the work over “Car Fleets Safety Textbook.” The workshops objectives regarded working out the final, pilot version of the textbook; deciding on successive stages of the tool presentation in given countries and organizations; defining communication channels and the potential distribution as well as the availability options (web side, presentations, workshops).

Among participants of the workshops there were the representatives of the Management Boards of big, international corporations. They evaluated the Handbook in terms of practical use. There were also representatives of European organizations that deal with the problem of the road safety, WHO, European organization of private sector “Driving for better business.” The organizer of the workshop was the Management Board of Global Road Safety Partnership (GRSP) in Geneva.

GRSP Poland had been purposefully invited to participate in the workshops in order to present the achievements in the scope of “Fleet Safety” in the space of several years. GRSP Poland was represented by Elzbieta Leszko, Total Poland. For the last year and a half she was the leader of “Fleet Safety” project within the framework of the Partnership.



V. Publications

In 2009, thanks to the courtesy of Renault company, the Partnership could follow press with the main focus on the articles devoted to the road safety. Members of the Association expressed their opinions both in press (a regular section of the Partnership for Road Safety in Auto Business Fleet, articles in Promotor) and TV or radio. The articles are available on our web side (www.pbd.org.pl) in the bookmark "Media about us."

Bezpieczeństwem trzeba zarządzać

Kierowcy flotowy giną częściej niż górnicy

Do lewej: Ewa Labno-Falęcka, prezes PBD, Elżbieta Leszczyńska, Edżana i Krystyna Dubowicz

Polscy przedsiębiorcy coraz częściej kierują się w stronę bezpieczeństwa. W grupie zawodowej najczęściej porażoną w wypadkach przy pracy. Ciesze ich więcej niż górników.

Jak takim sposobem można przedsięwziąć, zastanawiali się uczestnicy warsztatu PBD o bezpieczeństwie floty. Wskazano na konieczność zmiany sposobu myślenia i działania. Wskazano na konieczność zmiany sposobu myślenia i działania. Wskazano na konieczność zmiany sposobu myślenia i działania.

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Ewa Labno-Falęcka - Partnerstwo dla Bezpieczeństwa Drogowego

Prace nad rządowym projektem ustawy o osobach kierujących pojazdami trwają już od marca 2006 i miejmy nadzieję, że zostaną w najbliższych miesiącach sfinalizowane. Ustawa o kierujących pojazdami przewiduje wiele sensownych zmian w systemie kar za wykroczenia drogowe. Najważniejszy dla kierowców jest zapis, który informuje, że po przekroczeniu rocznego limitu 24 punktów karnych kierowca musi poddać się redukcji, natomiast - i to jest nowelką - jeśli w ciągu kolejnych pięciu lat w którymś roku przekroczy limit 24 punktów, traci ostatecznie uprawnienia do kierowania pojazdem.

Digital Outdoor modyfikuje nośniki „VideoBoard”

Firma Digital Outdoor, zawierająca sieć 4000 wielkoformatowych ekranów „VideoBoard” uruchomiła aplikację zmieniającą w godzinach wieczornych ekran nocnym jasność wyświetlanych przez nią reklam. Jak mówi Jacek Król - synekus dla marketingu „VideoBoard” - „Chcielibyśmy, aby nasze nośniki, przy zachowaniu wszelkich standardów emisji, były postrzegane jako przyjazne miastu i pełniły również funkcję prospołeczne. Uruchamiamy kampanie społeczne przy współpracy z Stowarzyszeniem Partnerstwo dla Bezpieczeństwa Drogowego oraz Biura Ruchu Drogowego KG Policji pod hasłem „Kierowco, zwolnij”. W najbliższym czasie planujemy podjąć rozmowy z instytucjami organizacyjnymi i podmiotami, które będą zainteresowane wykorzystaniem przestrzeni reklamowej, dla ważnego rodzaju ogłoszeń z zakresu bezpieczeństwa i informacji publicznej, a także kampanii społecznych fundacji i organizacji charytatywnych polecających współpracę. 1-3 - oddaje Kraków.

VI. The Partnership's Plans for the year 2010

The Partnership is planning on organizing:

- Round Tables - the first one devoted to the technical conditions of automobiles (March 2010)
- Annual Forum on the Road Safety (April/May)
- Road Safety Gaul
- Campaign tied to Photo Radar Act and devoted to the matter of excessive speed (May/June)



Partnerstwo dla Bezpieczeństwa Drogowego

ul. Świętokrzyska 18 lok. 413
00-052 Warszawa

tel.: 022 82 99 430
fax: 022 82 99 431
e-mail: info@pbd.org.pl
www.pbd.org.pl

Partnerzy



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