



# EUROPEAN ROAD SAFETY SUMMER SCHOOL 2017

MECHELEN - FROM 28<sup>TH</sup> AUGUST  
UNTIL 1<sup>ST</sup> SEPTEMBER 2017



## PROGRAMME DAY 1

Monday 28 August 2017

### Vision and strategy

**12.15 pm**      **Registration and welcome lunch**

VSV, Stationsstraat 110, BE-2800 Mechelen

**01.00 pm**      **Introduction**

- **Werner De Dobbeleer, Press officer, VSV**
- **Karen Foubert, Programme officer, VSV**

**02.30 pm**      **Vision & Strategy**

- **Letty Aarts, Researcher, SWOV Institute for road safety Research (The Netherlands)**  
Integrated policy, Vision Zero, Dutch Sustainable Safety programme, Safe System Approach
- **Graziella Jost, Projects director, European Transport Safety Council**  
Road safety performance indicators: ETSC's PIN programme

**04.30 pm**      **Pause**

**05.00 pm**      **City walking tour and welcome dinner**

- **Joris Sloomaeckers, Functionary officer, Mobility service, City of Mechelen**  
Mobility, urban planning, traffic safety, pedestrian zones, cycling highway Mechelen-Antwerp

**08.30 pm**      **End of the day**



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## PROGRAMME DAY 2

Tuesday 29 August 2017

### Education, awareness raising and vehicle safety technology

- 09.00 am**      **Lifelong learning**
- **Werner De Dobbeleer, Press officer, VSV**  
Lifelong learning principle
  - **Bernard Keller, Information officer, La Prévention Routière (France)**  
Traffic and mobility education projects in France
- 10.00 am**      **Systematic approach of awareness raising**
- **Werner De Dobbeleer, Press officer, VSV**  
Designing, implementing and evaluating road safety awareness raising campaigns: the CAST project
- 10.45 am**      **Pause**
- 11.05 am**      **Awareness raising campaigns: best practice examples**
- **Anne Salmon, Head of Communication, Walloon Road Safety Agency (AWSR)**
- 11.35 am**      **Safe road infrastructure: self-explaining roads**
- **Dr. Caroline Ariën, Post-doctoral researcher, Transportation Research Institute (IMOB) at Hasselt University**
- 12.05 pm**      **Lunch**
- 01.05 pm**      **Road safety in a public health context**
- **Liz Brooker, Vice-chair, Road Safety Great Britain**
- 01.35 pm**      **Understanding demographics / the target audience**
- **Liz Brooker, Vice-chair, Road Safety Great Britain**
- 02.20 pm**      **Pause**
- 02.50 pm**      **Link between policy domains in mobility, health, urban planning & road safety**
- **Dagmar Köhler, Manager Working Group on road safety and security, Polis**
- 03.20 pm**      **Vehicle safety technologies, autonomous driving & legislation, ITS**
- **Tjark Kreuzinger, Senior manager safety research & technical affairs, Toyota Motor Europe NV**  
New vehicle safety technologies
  - **Stef Cornelis, Researcher, Transport & Environment**  
EU Vehicle Road safety Legislation – cab design
  - **Kurt Marquet, Business development manager, ITS Belgium**  
Traffic safety and mobility management solutions
- 05.00 pm**      **End of the day – Free evening**



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## PROGRAMME DAY 3

Wednesday 30 August 2017

### Road infrastructure

- 08.00 am**      **Transfer from Mechelen to Diepenbeek (Transportation Research Institute (IMOB) at Hasselt University)**
- 09.15 am**      **Arrival at IMOB**
- 09.30 am**      **Welcome & introduction**
- Ariane Cuenen, Post-doctoral researcher, Transportation Research Institute (IMOB) at Hasselt University
- 10.00 am**      **Driving simulator and ongoing research**
- Ariane Cuenen, Post-doctoral researcher, Transportation Research Institute (IMOB) at Hasselt University  
Use and opportunities of the driving simulator (behavioural research, elderly drivers ...)
  - Hasselt University researchers  
Presentation of ongoing research projects
- 10.45 am**      **Intervention mapping approach for behavioural influence**
- Kris Brijs, Researcher, Transportation Research Institute (IMOB) at Hasselt University
- 11.15 am**      **Forgiving cycling infrastructure**
- Prof. Dr. Dick de Waard, Neuropsychology & Traffic Psychology, University of Groningen
- 12.30 pm**      **Lunch**
- 01.15 pm**      **Transfer from Diepenbeek to Hasselt**
- 01.30 pm**      **Infrastructure for vulnerable road users**
- Maarten De Schepper, Functionary officer, Mobility Service, City of Hasselt
- 02.00 pm**      **Excursion: Walking tour in Hasselt**
- Willy Miermans, Transportation Research Institute (IMOB) at Hasselt University  
Infrastructure for pedestrians and cyclists, focus on road safety, link with smart transport solutions and sustainable transport.
- 05.00 pm**      **Dinner in Hasselt**
- 07.30 pm**      **Transfer from Hasselt to Mechelen**
- 09.00 pm**      **Arrival in Mechelen - End of the day**



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## PROGRAMME DAY 4

Thursday 31 August 2017

### Enforcement and integrated policy

- 09.00 am**      **The importance of enforcement as part of an integrated approach to road safety**
- Kris Brijs, Transportation Research Institute (IMOB) at Hasselt University
- 10.00 am**      **Analysis and implementation of road accident statistics for the development of a road safety policy**
- Elin Cosemans, Functionary officer, Police of Antwerp
- 10.45 am**      **Pause**
- 11.15 am**      **Increasing the efficiency and effectiveness of enforcement**
- Koen Ricour, Chief commissioner, Head of Policy Department, Belgian Highway Police  
Focus on difficultly observable behaviour and best practices for field approach
- 12.30 pm**      **Lunch**
- 01.30 pm**      **Awareness raising and enforcement: strategic concepts and integrated policy**
- Jeremy Philips, Director of research, Road Safety Academy, Great Britain
- 02.30 pm**      **Road safety coaching for municipalities**
- Stijn Dhondt, Researcher, VSV
- 03.00 pm**      **Pause & demonstrations education**
- 04.30 pm**      **Data visualisation**
- Marie Woltman, Road safety data analysis and performance officer, Devon County Council, Great Britain
- 05.00 pm**      **End of the day – Free evening**



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## PROGRAMME DAY 5

Friday 1 September 2017

### The European framework

- 08.30 am**      **Transfer from Mechelen to Brussels**
- 10.00 am**      **European Commission road safety initiatives**
- **Graziella Jost, Project officer**, European Transport Safety Council (ETSC)
- 10.45 am**      **European Parliament walking tour**
- **Kathleen Van Brempt, Member of the European Parliament**
- 11.45 am**      **Transfer to Bruges and lunch**
- 01.30 pm**      **Excursion: Cycling tour in Bruges**
- **Wim Steeman, Functionary officer**, Mobility service, City of Bruges  
Focus on mobility plan, pedestrian zones, parking plan, public transport plan, road safety action plan
- 04.00 pm**      **End of the programme**