



ICT & Road Safety

Tackling the distraction challenge

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Joint ITU/UNECE Workshop

Intelligent transport systems in emerging markets – drivers for safe and sustainable growth

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Representing 66 M mobile consumers


Acting worldwide on behalf of consumers

- Local & national level
- International level

Activity areas

- Research & evaluation
- Mobility behaviour
- Safety & environmental impact
- Mobility infrastructures





Expertise

- Empowering consumers
- Shaping public policy
- Counselling authorities
- Assessing & benchmarking
- Raising road user awareness

Research & evaluation

- Member associations
- FIA Foundation
- FIA Institute
- RAP
- NCAP



Road User Awareness

- National & international campaigns

Governance & regulatory framework

- United Nations Economic Commission for Europe
- International Telecommunications Union
- United Nations World Health Organization
- United Nations World Tourism Organization
- International Transport Forum
- European Union
- Council of Europe

Multi-sectorial development banks



“Using a cell phone use while driving, whether it’s hand-held or hands-free, delays a driver's reactions as much as having a blood alcohol concentration at 0.08 %”
(University of Utah)





“Automotive infotainment systems shipments will grow from 9 million this year to more than 62 million in 2018”

“Key features of these technologies will include connected navigation, multimedia streaming, social media, and in-car Wi-Fi hotspots”

ABI Research



Distracted driving


- #1 cause of teenage death
- 5,474 people killed
- 448,000 injured
- 20 % of all injury crashes
- Under-20 as largest group among killed

(National Highway Traffic Administration)



- 142 countries prohibit use of hand-held
- 34 countries prohibit use of hands-free
- 42 countries prohibit texting while driving
- 53 countries collect data on phone use while driving
- 12 countries conducted studies assessing the extent of the problem

(United Nations World Health Organization)

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- A man in a white shirt is holding a clipboard and looking at a woman. The woman is wearing a green top and a colorful headscarf, and she is high-fiving the man. They are standing next to a white car. The background shows trees and a building.
- ✓ Awareness
 - ✓ Novice driver education
 - ✓ Risk demonstration
 - ✓ Educational tools
 - ✓ Telematics safety standards
 - ✓ Policy-maker information
 - ✓ Distraction effect research
 - ✓ Research dissemination
 - ✓ Driver manuals
 - ✓ Corporations to address employees and customers
 - ✓ Address own employees

ITU FIA Partnership

World Telecommunications and
Information Day – 17-05-2013

- Seven year agreement
- Link ICT & road safety
- Two pillars



Awareness Raising Campaign

A nighttime street scene in Paris, France. The street is paved with cobblestones and has a yellow line marking. A modern bus stop shelter is on the right, with a digital display showing text in French. The shelter has a blue and white design with a perforated top. The background shows buildings, trees, and streetlights under a dark blue sky. A car is blurred in motion on the left side of the street.

On-street advertising in 40 countries

- July-August 2013
- “Texting kills too” referring to drink-driving, speeding, tiredness, inexperience

Printed press

- “last words”

Standards



Improving communication

- vehicle to vehicle
- vehicle to infrastructure

Reducing distraction from those new technologies





Thank you
for your attention

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