



ANNUAL REPORT 2015

Foreword

Dear reader,

A group of twenty citizens debating with each other about measures to make traffic safer: it made me happy to see them this way. Five of these debates took place in November in the run-up to the States-General of Road Safety in mid-December: the citizens formulated their recommendations for safer roads. Altogether, tens of thousands partook in the poll. For the first time the citizens themselves were questioned: Road users, now it is up to you.

The States-General was the main voice of the determined fight for increased road safety in 2015. Vincent Leus, father of a daughter killed in a car accident, held the crowd in silence as he spoke. He also pointed out road users' own responsibility, and called upon them to be "wise".

More wisdom, a more responsible attitude: the accent on the fight for more road safety was emphatically shifted in 2015 from the government to the road users themselves, and to other external parties. The Belgian Road Safety Institute is a pioneer in involving other organisations and private companies. Recytyre, Volvo, Baloise Insurance and Q8 made it known that they want to promote road safety and took steps toward a unique membership-program with BRSI. They joined our quality brand and can use the expertise of our organisation to expand road safety within their own target groups.

The shift in focus was accompanied by a new method of financing for the BRSI: government fi-



ancing was halved, and BRSI had to reform. As a result, three important challenges arose: costs were limited, the service provision for external partners was increased and personnel were re-deployed in order to carry out the new jobs as thoroughly as possible. At the end of 2015 we also joined forces with the RACB (Royal Automobile Club of Belgium), a private partner who fitted in seamlessly with the optimal legal structure and is in line with the new BRSI focus.

Structural reforms did not only happen internally: the Belgian Road Safety Institute increased its efforts to mobilise its scientific knowledge and practical expertise as the role of expert, advisor and opinion maker with the public at large. By bringing out our knowledge and experience in this manner, we contribute to the essential mental shift concerning traffic safety.

The hard work carried out in 2015 bore fruit for the BRSI, but there are still too many deaths on the road. Belgium is still far off from the goals for 2020. The BRSI remains committed to structural changes and continues to fight on all terrains.

I am glad that we do not have to carry the fight out alone. The animated debates in the run-up to the States-General prove that we are all ready to carry out the fight. Together we carry out the fight against the tolerance of risk behaviour on the road.

Karin Genoe
CEO BRSI



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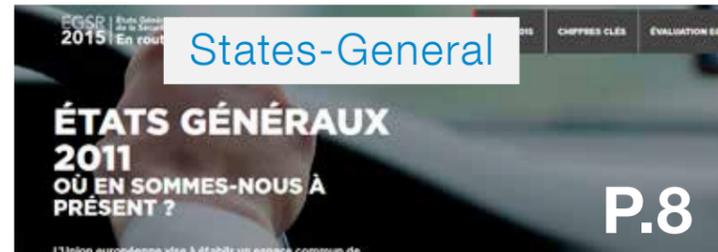
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This annual report can also be consulted on our website: www.brsi.be



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Mission

The Belgian Road Safety Institute has had the goal of improving road safety since its establishment in 1986. We always include three parties in our activities: the road user, the vehicle and the road (road environment).



Organisation

As knowledge and service centre, the BRSI wants to have an impact on the reduction of road casualties by taking on a pertinent role in society as the reference point in the domain of road safety, from a multi-causal approach where people, technology and infrastructure are central.

Activities

The Belgian Road Safety Institute wants to contribute actively to a sustainable reduction in the number of road casualties and an improvement in traffic viability. The recommendations of the States-General of Road Safety are an important guide in the activities of the BRSI. The goal is to reduce the number of road fatalities to 420 in 2020. In comparison with 2010, that will be an improvement of 50%.



-50%

“I dream of a society where we judge criminal behaviour on the road strongly. It is each person's responsibility.”

Karin Genoe
CEO BRSI

Some quotes from the editorials of Karin Genoe

REWARDING SAFE VEHICLES IS GOOD PRACTICE FOR ROAD SAFETY
The time: 11/9/2015

“Nine out of 10 accidents are as a result of human error. Approximately one fifth of serious accidents are caused by driving when tired. By fitting cars with technical gadgets, we can prevent a lot of accidents and save lives. The insurance companies promoting these kinds of safety options by awarding discounts on insurance premiums on vehicles fitted with these, is therefore good practice. Vehicles with these types of technical options are without a doubt safer than vehicles without them. Let us hope that these types of initiatives by insurers serve to motivate drivers and manufacturers even more to invest in technology which improves safety.”

WORK FOR SAFER ROADS ONLY STARTS NOW
The time: 16/12/2015

“I appeal to all businesses to take up their responsibilities. Employers have the important task of educating their employees and making them aware of responsible driving behaviour. There are still too many companies who are unaware of the responsibility, and that is in all sectors.”

States-General

1

October
20
Open letter by
Jacqueline Galant

2

November
16
Participating citizens
debating

In December 2015, the BRSI and minister of Mobility, Jacqueline Galant organised the States-General of Road Safety where almost 250 citizens and experts were present. It was a perfect moment, four years after the previous States-General, to move forward on the current situation with an eye on the goals of 2020, and to propose a plan of action to address a reversal on the negative spiral of road casualties.

Jan Jambon, minister of Internal Affairs and Koen Geens, minister of Justice, were also present.

Earlier the minister had appealed to all citizens to work together in improving road safety. In this manner halving the number of traffic casualties on our roads is not only the result of the efforts of the government. It is also logical then that government makes an appeal to citizens to become involved in working together to reduce the number of traffic casualties.

1 20 October 2015

Safer traffic with your support: Open letter by Jacqueline Galant, minister of Mobility and launching of website www.egsr2015.be

Halve the number of traffic casualties by 2020. This will not succeed if we carry on in this manner. The ambitious goals seemed achievable when the States-General of Road Safety suggested it in 2011. But it did not go fast enough. It concerns me that the government has played out most of its cards. This appeared to be insufficient. The conclusion is clear: the government cannot do this alone. For this reason I am organising a new States-General in December. I ask you for your input, because each fatality is one too many.

Citizens of Belgium, I am appealing to your common sense. Together we can increase the ability to support this. I feel the resistance to police checks, I always hear criticism against the awareness campaigns, and I read the complaints from people who are fined for "barely driving 3km too fast". But it remains a fact that there are still too many road casualties; far too many. And because of this there are still far too many deaths. 715 in 2014, which is two per day.

The trend analysis of the Belgian Road Safety Institute clearly indicates that the key now lies with the road users themselves: 90 percent of the accidents are due to human error. Driving too fast, not paying attention, alcohol use...

And that is why I ask you, "how do we make sure that everyone keeps to the rules and in particular, wants to obey the rules?" How do we prevent these sad statistics from increasing? It is the first time that a federal minister is appealing for advice from society, and I acknowledge that I am giving you a difficult task. But without your support it is not possible to create a support base for these difficult measures.

I am looking for people with a vision, who want to participate in concrete working groups in debates with experts and authorities. The result of their collaboration will become an important inspiration for the States-General.

There were a lot of reactions to this appeal. At least 9400 participants registered via the website.

2 16 November

Participating citizens debating.

The BRSI was responsible for collecting and summarizing the opinions of all participants and for organising the citizen debates on 5 important themes: the traffic rules, recidivism, chance of being caught, new technologies and accident analysis.

The necessity of structuring traffic rules in a better way and to formulate these so that they are understandable to everybody, was discussed. In the working group which discussed new technologies and accident analysis, there were a large number of supporters for an alcolock and also for the registration of driving behaviour by means of an installed black box in every car. Many citizens were supporters of technologies which made driver's lives easier; such as automatic brakes and parking aid systems.

Mechanisms were discussed which would make these new technologies more easily available to everyone. Increased controls and more effective fines formed part of the measures which were highly regarded by the citizens. Here the technology of the alcolock can play an important role. Furthermore it was also noticeable that discussed in all debates the responsibility was ultimately laid at the drivers' feet. Because there is no single technology, traffic rule or adaptation of infrastructure which can offer a solution when road users are negligent or distracted on the road.



States-General

3

December
15 States-General



3 15 December

States-General

On 15 December the BRSI drew up a status report regarding accident statistics, drinking and driving, seatbelt use and technologies which are present in a car. It was estimated that there would be approximately 755 casualties in 2015 which, in comparison with 2014, brings us further away from the maximum of 420 by 2020.

There is improvement in seatbelt use. However the BRSI has determined that speeding outside built-up areas remains a problem and that still too many drivers keep drinking and driving.



Testimonial of Vincent Leus



Vincent Leus, who lost his daughter, Emilie on 11 November 2009 in an accident, gave witness to a full States-General. Emilie and two of her friends were knocked down and killed by a drunk driver. Vincent set up the Emilie Leus fund, a fund which directs itself to the prevention of driving under the influence.

Here are some extracts from his speech:

"Parents should set an example ... Is it not the parents who give their children a clear message if they go out on a Saturday evening, "Make sure you don't drink alcohol when you go out!" They forget this advice very quickly when they celebrate festivities or a dinner and cannot go without alcohol."

He also spoke of the hope that the day would come that no States-Generals would need to be organised and closed with a hopeful message.

"I will never be completely happy anymore and I am thinking of all who have lost a loved one to road accidents or victims who struggle each day with rehabilitation, but I wish you the best ... a beautiful life. Today, use all of your given talents and make something useful from it."

THE RECOMMENDATIONS of the States-General

At the end of the event, the minister of Mobility announced 15 measures which will be taken in consultation with the ministers of Internal Affairs and Justice (see www.sgvv2015.be). It concerns concrete measures with the aim of reducing the number of accidents and severity thereof. The

measures must address the fight against the biggest killers in traffic. In particular these are: speeding, driving under the influence of alcohol and drugs, fatigue and being distracted behind the wheel.

THEME 1: TRAFFIC RULES

1. Simplify the traffic rules.
2. Give everyone the possibility to freshen up their knowledge of the traffic rules.
3. Draw up clear and safe traffic rules for the use of motorised bicycles.
4. Bring in zero tolerance of alcohol use for new drivers (the first 3 years they drive).

THEME 2: RECIDIVISM

5. Systemise a compulsory built-in breathalyser, in particular when transporting people and for habitual offenders.
6. Ask offenders for a partial or complete contribution for the costs of an alternative punishment.

THEME 3: ACCIDENT ANALYSIS

7. Start up an institute for the analysis of accidents.

THEME 4: NEW TECHNIQUES

8. Support the requirement of a black box in new cars.

THEME 5: THE CHANCE OF GETTING CAUGHT

9. Increase the chance of getting caught due to the use, by all involved services, of reliable data adapted to real time.
10. Reduction of fraud in road transport with better coordinated and more focused checks (service of the FPS).
11. Systemising cameras with automatic number plate recognition (ANPR).
12. Systemising cameras for SPECS.
13. Improve the quality of checks.
14. Continue carrying out the "Cross-border" guideline which makes the exchange of information possible between member states for the most common traffic violations.
15. Create a consultation platform for accident prevention.





BOB celebrates its 20th birthday

BOB has become an absolute icon in popular Belgian culture since 1995. BOB is the ideal solution we choose when we go out. After 20 years BOB is and remains an effective awareness raiser against driving under the influence of alcohol. With BOB, BRSI, Assuralia and Belgian Brewers together with the regions, choose continuity and recognition. The campaigns are an important action. And these did not go unnoticed in 2015. The BOB campaigns focused on influencing social norms in 2015. The accident statistics showed that certain drivers are still too tolerant when it

comes to drinking and driving. Every year there are more than 5.400 physical accidents in which at least one road user was under the influence of alcohol, or rather 12% of the total number of accidents. That means that in Belgium alcohol plays a role in one out of eight physical accidents. Over the years, BOB evolved into a concept leaving many people thinking they can drink a few glasses of alcohol when driving. The BOB campaign aimed to remove this misconception from the map. A true BOB does not drink alcohol at all, regardless of the circumstances.

BOB campaign

82%

of Belgians have seen the BOB winter campaign

3,5%

drivers were positive during the summer campaign and 2.5% during the winter campaign (lowest numbers ever)

>700.000

drivers were checked during the BOB summer and winter campaign (highest number ever)

>450.000

key rings were distributed, 50.000 of which for the festive edition in the context of the BOB weekend

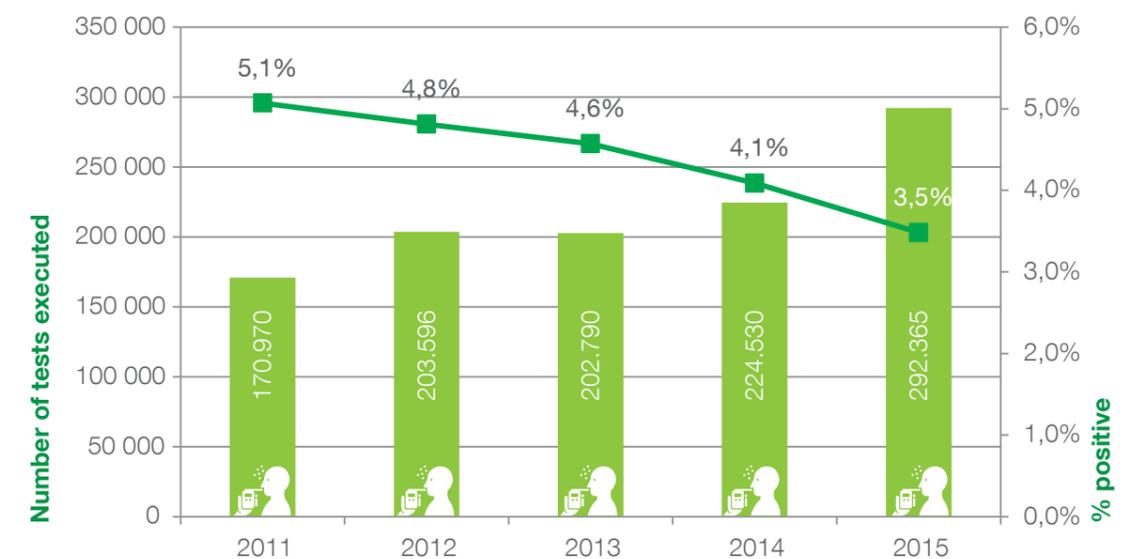
BOB summer campaign

The campaign was made up of a poster, a radio spot and a film clip; with the following point of departure: "Driving together without alcohol".

The poster and radio spot were well received and the short film supporting the campaign was viewed more than 40.000 times.

BOB- check points

With 292 365 tests carried out, this summer campaign established an absolute record. The number of tests were 30% higher than 2014. Furthermore, we recorded the lowest number of positives ever at 2.5% during the summer campaign.



Bob winter campaign

The winter campaign wanted to go further with the current course but BOB was again given centre stage on its own birthday party. The campaign was completely built up around the message: "A little BOB does not exist". On the posters was a picture of a beer coaster lying on a table. More than 2 million beer coasters were distributed in the hospitality sector with thanks to the support of different breweries. Also, 11.000 posters were distributed via the hotel and catering industry. In total 18 000 posters were distributed. The baseline message everywhere was, "A true BOB does not drink alcohol at all".

The public transport and taxi sector also helped to bring out the campaign message. Q8 spread the campaign message with 630 posters in 224 petrol stations.

The BOB campaign was launched on 25 November.

Radio spots

There was also a national radio campaign in which the following message was given: if it concerns a surgeon at the operating table or someone sorting the wash by colour; "a little" just isn't good enough, there is no, "just a little BOB".

82% of the respondents of the post-test knew about the campaign. This is a very high score. The campaign (image, slogan and radio spot) were described as clear and easy to understand.

Social media

Via a Facebook application it was possible to nominate a favourite BOB.

More than 71 000 unique users made use of this application. Insurance companies actively participated in giving the competition the necessary visibility via their channels.

The BOB Facebook page doubled the number of likes to 5 538 via this campaign. In total more than 1 million people were reached.



Assuralia         Un vrai BOB ne boit pas d'alcool.

BOB check points and BOB weekend

Between 27 November and 25 January there were dedicated alcohol check points to support and carry out the BOB campaign message. During the BOB weekend of 15 to 18 January 2016, check points were intensified. A "limited edition 20-year BOB key ring" was handed out at these check points.

During the winter campaign more than 409 000 people were tested, were tested, 2.5% of whom tested positive. These were the lowest figures ever for a BOB winter campaign; an encouraging result.

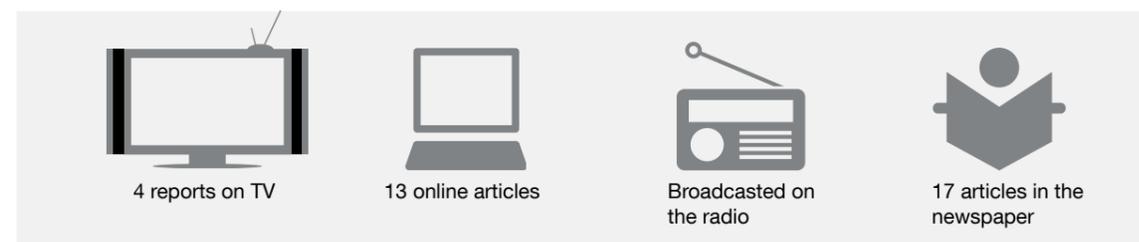
Communication support for BOB weekend

Aside from the checks, the BOB weekend was also supported with communications. BOB teams were present at different check points and rewarded 600 sober drivers with a BOB goody bag.

A specially designed BOB breathalyser stood at the nightclub, Carré for the entire BOB weekend. An entire weekend was devoted to the presence of social media with a "newsroom". People were made more aware this way.

The editorial attention for the BOB weekend was overwhelming. There were 10 TV reports, 25 online articles, clips in various radio stations and 15 articles in newspapers. The radio station, Bel RTL was the media partner for the BOB weekend.

BOB dans les médias





Knowledge Centre

18

employees. University certificates in 16 different disciplines

25

reports amongst which 4 barometer, 10 studies, 4 statistical reports and 7 theme reports

44

lectures at national and international congresses and symposiums

4

languages in which the Knowledge Centre can operate: Dutch, French, German and English

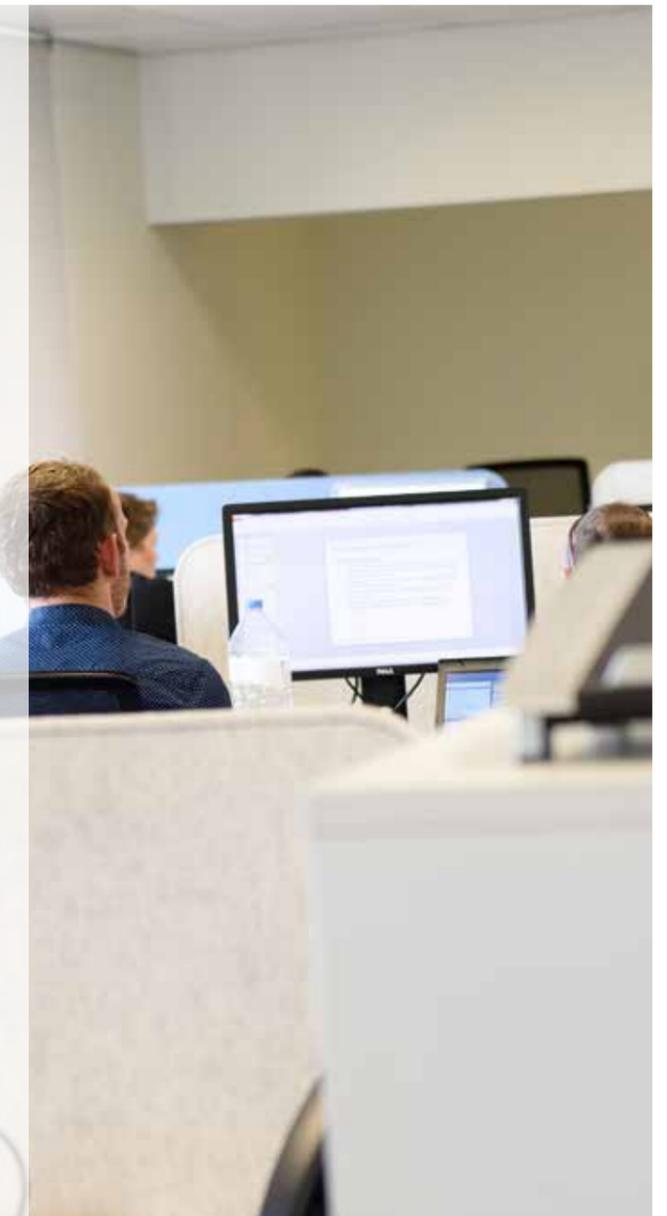
The Knowledge Centre (KCC) is the research department of the BRSI. It consists of a multi-disciplinary team of experienced researchers and analysts who carry out research projects and statistical analysis in the field of traffic safety. The team is under the leadership of Wouter Van den Berghe and in 2015 was made up of approximately 20 employees.

The Knowledge Centre has access to a large number of data sources – police data, questionnaires, hospital records and international road accident data, and uses a broad range of research methods such as statistical models, behavioural measurements, direct questioning of road users and driving simulations research.



The activities of the Knowledge Centre form part of the broader social projects of the BRSI. In particular, the Knowledge Centre is responsible for:

- **Analysing and monitoring** the development of road safety in Belgium. Factors which contribute to development such as behaviour of road users, infrastructure, driver training and vehicle technology are also looked at.
- **Following the results of international research** in the field of road safety with a view to applying it in our own country.
- **Supporting the viewpoints of BRSI** and answering the questions of policy people, media, stakeholders and citizens regarding road safety. The Knowledge Centre works quickly and efficiently at this level.
- **Carrying out focussed research projects** to create clarity regarding road safety problems and to support policy proposals and awareness raising activities.



The trumps of this unique Knowledge Centre

- **A strong multidisciplinary approach to traffic safety**

The BRSI team are well educated and have experience in very different areas. Bringing together all this expertise results in a high level of qualitative research, and in relevant policy proposals and research which leads to results in a relative short period of time

- **Big flexibility, contextually as well as the nature of the projects**

The Knowledge Centre can deal with a wide variety of questions and projects, namely: giving detailed answers to parliamentary questions, synthesis regarding the status on a certain subject, observations on the behaviour of road users, large long-term projects and international project consortiums.

- **Covering the entire area of road safety**

In order to fulfil its projects, the Knowledge Centre gathers information on all areas of road safety and opens up this knowledge to all stakeholders, including the public at large.

- **A strong relationship with practice**

Thanks to the frequent contact with all stakeholders in the field of road safety and continued interaction with other departments and services of BRSI, the Knowledge Centre is close to what is happen-

ing at ground level. The Knowledge Centre also ensures that the activities and initiatives of the BRSI are thoroughly supported and based on science.

- **Strong policy relevance**

The BRSI is systematically consulted by policy people. This is why the Knowledge Centre has good sense regarding which aspects are to be collected and analysed, and which subjects are to be researched in order to formulate relevant policy recommendations.

- **Use of a broad range of data resources**

The Knowledge Centre bases its research on recommendation of facts and figures. Not only does it have access to a wide range of data, coming from various internal sources (police, hospitals, personal behavioural and attitude measurements, Fund for Occupational Accidents, floating car data, ...) but also to different international databases.

- **A strongly developed international network**

The employees of the Knowledge Centre participate actively in different international research networks and consortiums. This is a source of permanent information exchange of interesting research results, new methodologies and good practice.

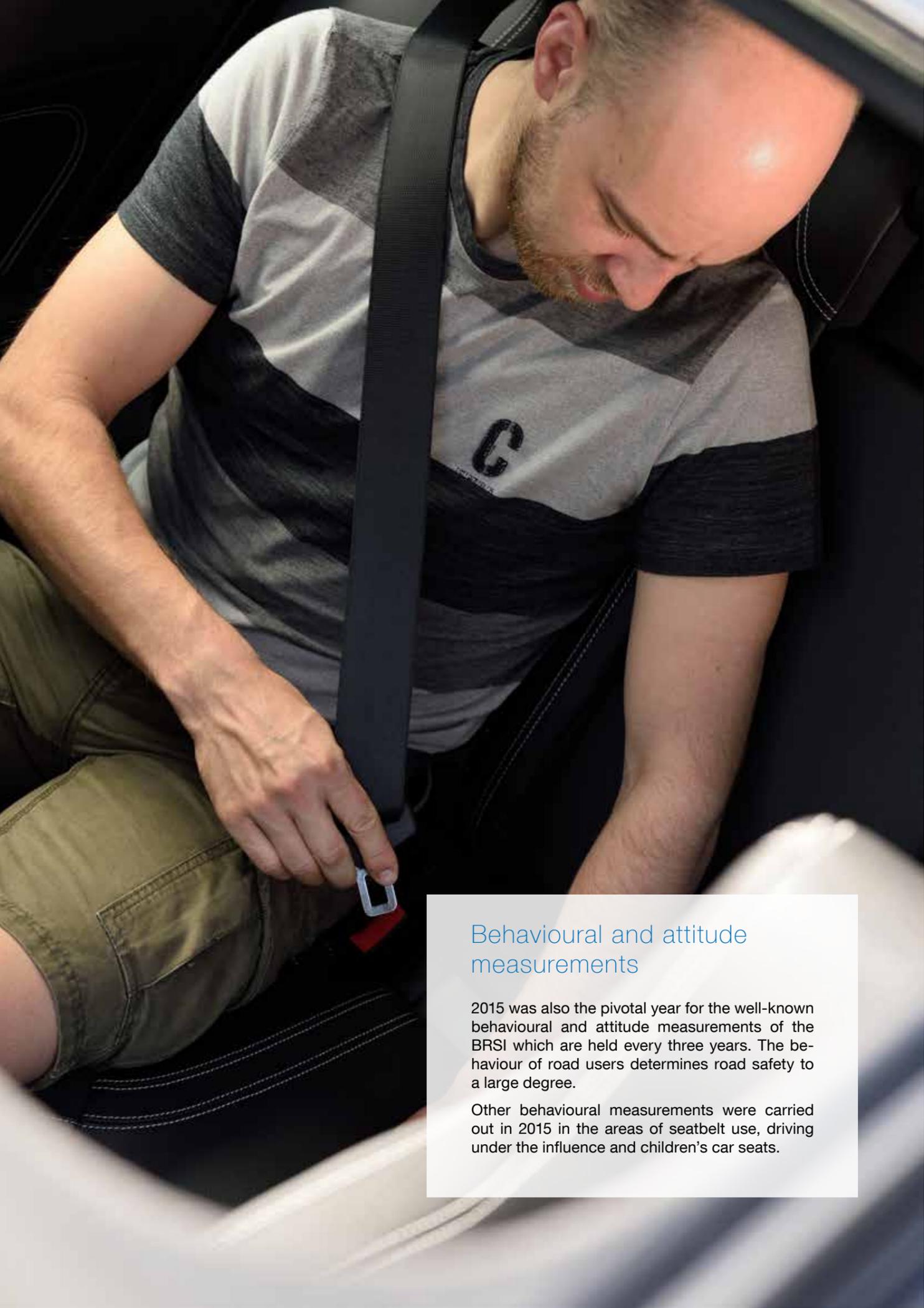
Goals 2015

In 2015 the Knowledge Centre was further expanded in accordance with the strategic lines set out in 2014. Including:

- **Better coverage of areas** which were given less attention such as competencies for safer roads, the impact of road accidents, driving ability and management.
- **Exploring and using new data sources**, amongst which hospital records on road casualty victims, international accident data bases on depth research, data on occupational accidents on the road and floating car data.

- **Further development of international networks** and projects, in particular within Europe but also outside Europe.
- The **launching of a series of theme files**, the first 7 of which were published in 2015: seniors; cyclists; management; medicines and drugs; security systems; pedestrians.
- **Starting new research methods**, for example, measuring prevalence of fatigue, the stability of electric bicycles or the processing of large amounts of data. .





Behavioural and attitude measurements

2015 was also the pivotal year for the well-known behavioural and attitude measurements of the BRSI which are held every three years. The behaviour of road users determines road safety to a large degree.

Other behavioural measurements were carried out in 2015 in the areas of seatbelt use, driving under the influence and children's car seats.

Seatbelt use

For the first time seatbelt behaviour in the backseat was brought to the fore. The use of seatbelts continues to increase and is currently at 92% on the fronts seats. It is still considerably lower than most of the neighbouring countries.

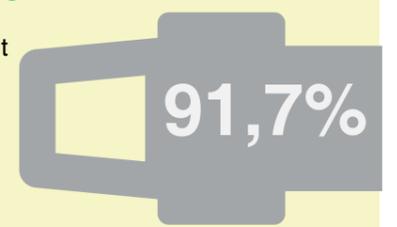
Wearing a seatbelt in 2015



Wearing a seatbelt in Belgium



The national rate of seat belt use in front of the car has been positively evolving since the beginning of the measures carried out by the BRSI in 2003. This rate reaches 91.7% in 2015 (it was 57% in 2003 and 86.4% in 2012).



Wearing a seatbelt according to position in the car



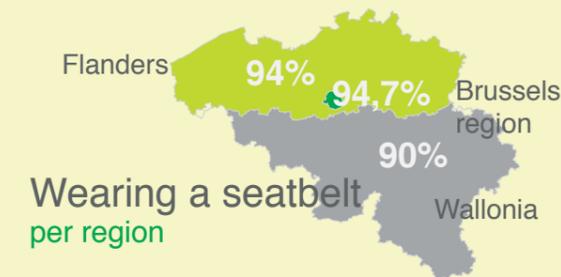
drivers



passengers in front



passengers in the back



88,5%
Children fastened in the back



Wearing a seatbelt by men and woman



drivers



passengers



drivers



passengers

Driving under the influence (in collaboration with the police)

Despite all awareness programs, driving under the influence remained a big problem. Significant drops have been reported in comparison to more than 10 years ago. During the week nights there is even a significant rise in figures of 2015 in comparison with 2007.

Driving under the influence of alcohol 2015



2,7%



of the stopped drivers have a blood alcohol level superior to the legal limit.



12% Weekend nights

Weekend nights remain the moment with the highest DUI frequency (12%). The situation is also alarming on week nights. The DUI prevalence keeps on going up gradually for years : from 3.6% in 2007 to 8.8% in 2015

15% Horeca establishment

Drivers who have just left a Horeca establishment (catering industry), a party or a club are the most often under the influence of alcohol. In this case, the DUI-prevalence is equal or superior to 15%.



Driving under influence for men



In a similar situation (same age, moment, departure point, region, driving experience and number of passengers), a man is 3 times more likely to drive under the influence of alcohol than a woman.

3x↑



3x↑

Driving under influence at night

In a similar situation (same age, moment, departure point, region, driving experience and number of passengers), one is 3 times more likely to drive under the influence at night than during the day.





Children's car seats

Only 35% of drivers transporting children buckle their children up in a children's car seat or other legally required child seat correctly.

Child's seats results



1 in 3


is correctly fastened
in Belgium



1 out of 10
is not at all fastened

37% are not correctly fastened
 37% of the children were transported in a suitable car seat but it was not correctly used

The seat is wrongly fixed to the vehicle (forgot to fix seat belt somewhere).



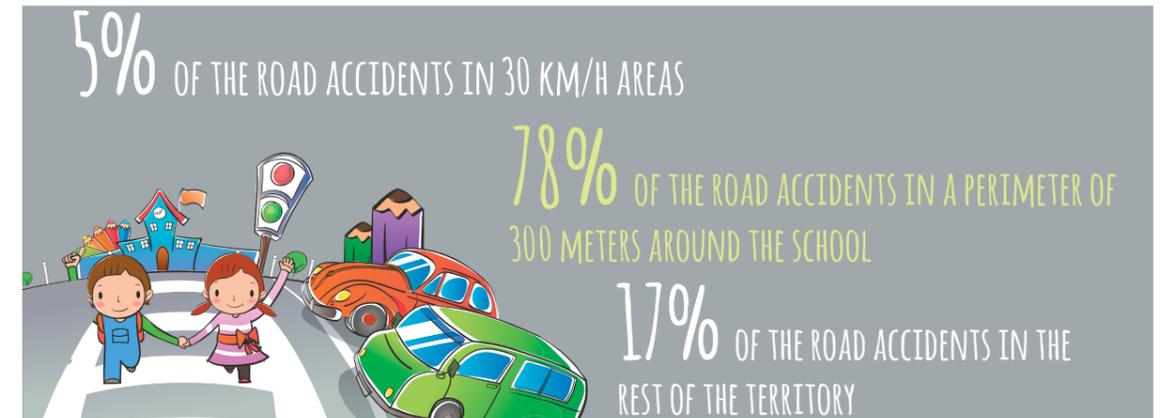
Switch to a booster seat when the head is higher than the car seat

18%
transported in an unsuitable car seat



Some major projects in 2015

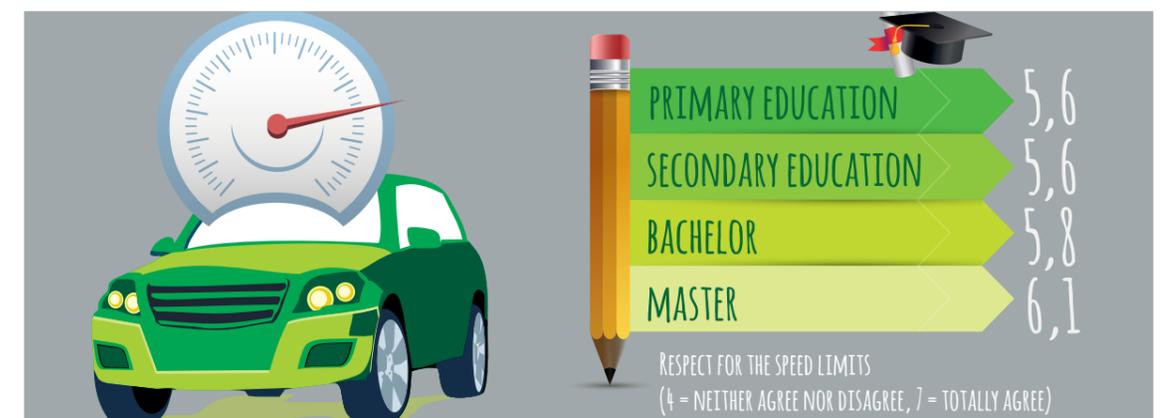
- Research in road accidents involving children in the vicinity of schools showed that most of the accidents occurred in the zone between the “School zone 30” and another perimeter approximately 300m around the school.



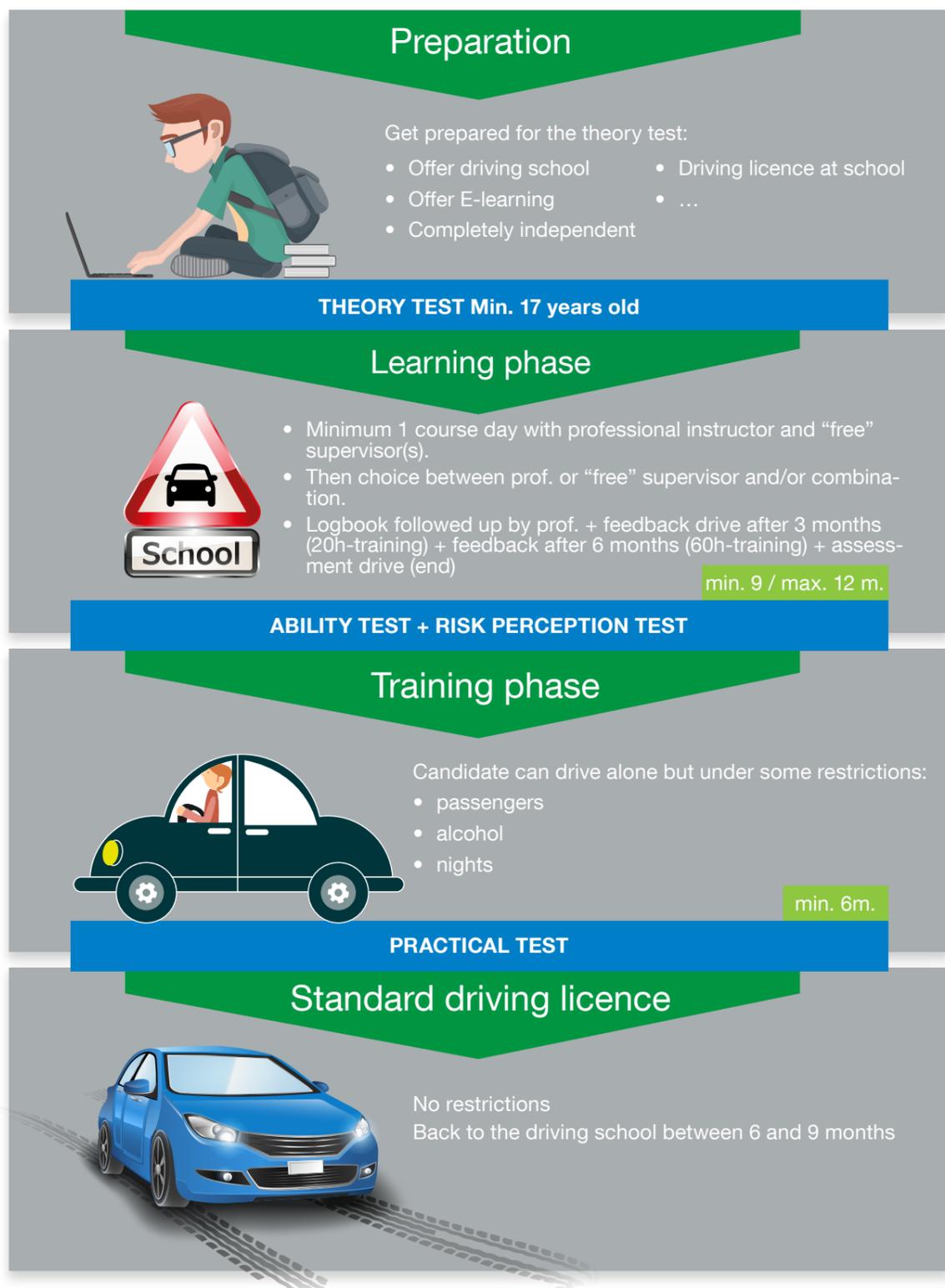
- A study regarding the nature and part of occupational road accidents. This study showed that most of the occupational accidents happen on the route between home and work and that 48.8% of fatal occupational accidents, are road accidents.



- The INTRAS project regarding the attitude of different socio-cultural groups toward road safety. Although the study is not yet completed, the results of the first analysis regarding socio-cultural factors have already been submitted to the Flemish congress of road safety. The most important finding was that the higher the level of education the higher the reported respect for speed limits.



- Research on the effectiveness of the so-called GDL-system (Graduated Driving License), where young drivers are gradually exposed to more risks during the training. The study also reflected the large differences between American and European approaches and also contains a description of the “ideal” driver training.



International projects and collaborations

The Knowledge Centre is strongly involved in big international projects. The most pertinent one being SafetyCube and ESRA.

SafetyCube is a very ambitious European research project with the eventual goal of developing a Decision Support System that must help policy makers make the right investments and decisions to improve road safety. The BRSI plays a very important role in this project and is also responsible for the methodology.

Another example of a daring and successful international collaboration is the **ESRA** (European Study of Road Users' Safety Attitudes) project. It is an online survey carried out with a representative sample of the population carried out in 17 countries. The survey covers many different aspects of road safety, amongst which attitudes to certain (possible) policy measures, feeling unsafe in traffic, self-reporting behaviour in traffic, chance of being caught, etc. The BRSI led this large-scale project of which the first results will be published around mid-2016.

Different members of the Knowledge Centre are active in international networks and employees of the BRSI gave many presentations on the results of research projects at national events and at scientific conferences within and outside of Europe (the complete list of conferences and employees of the BRSI who are active in international organisations can be found on www.brsi.be.)

In April 2015 we organised a successful international symposium about indicators and measurements on (un) safe road behaviour. With 20 presentations and speakers from 10 different countries, this symposium was very successful.

The BRSI Knowledge Centre enjoys an outstanding reputation regarding research in the field of national and international road safety. It is the intention to carry on in this manner and remain the tone setters regarding relevant and innovative research on road safety.



Public Affairs, Innovation & Regulatory

>240

police agents attended the meeting of the network of traffic coordinators

>1000

hours in road safety audits and inspections

3D

simulator with 360° vision and 12 different road conditions

28

changes to code-de-la-route.be

The PAIR (Public Affairs, Innovation & Regulatory) department's primary goal is to build a bridge between scientific knowledge and expertise on road safety and the possible application of this at ground level. The function implicates a broad range of activities. This switch function concerns translating research results into practice, supporting policies and operational services, to the innovation of new work methodologies and the evaluation of new technologies.

With its many contacts at various policy levels (European, federal, regional, provincial and municipal) and the presence of various consultative

committees, PAIR has developed into a recognised and valued advisory institution which provides added value at judiciary level as well as application level. PAIR is closely involved with the development of regional road safety initiatives and is a member of various work groups on driver training, management and infrastructural measures.

Results are examined from a scientific viewpoint; critically analysed from an integral system-focused vision on road safety. Where possible, these results are translated into concrete measures or policy advice.



What does PAIR do?

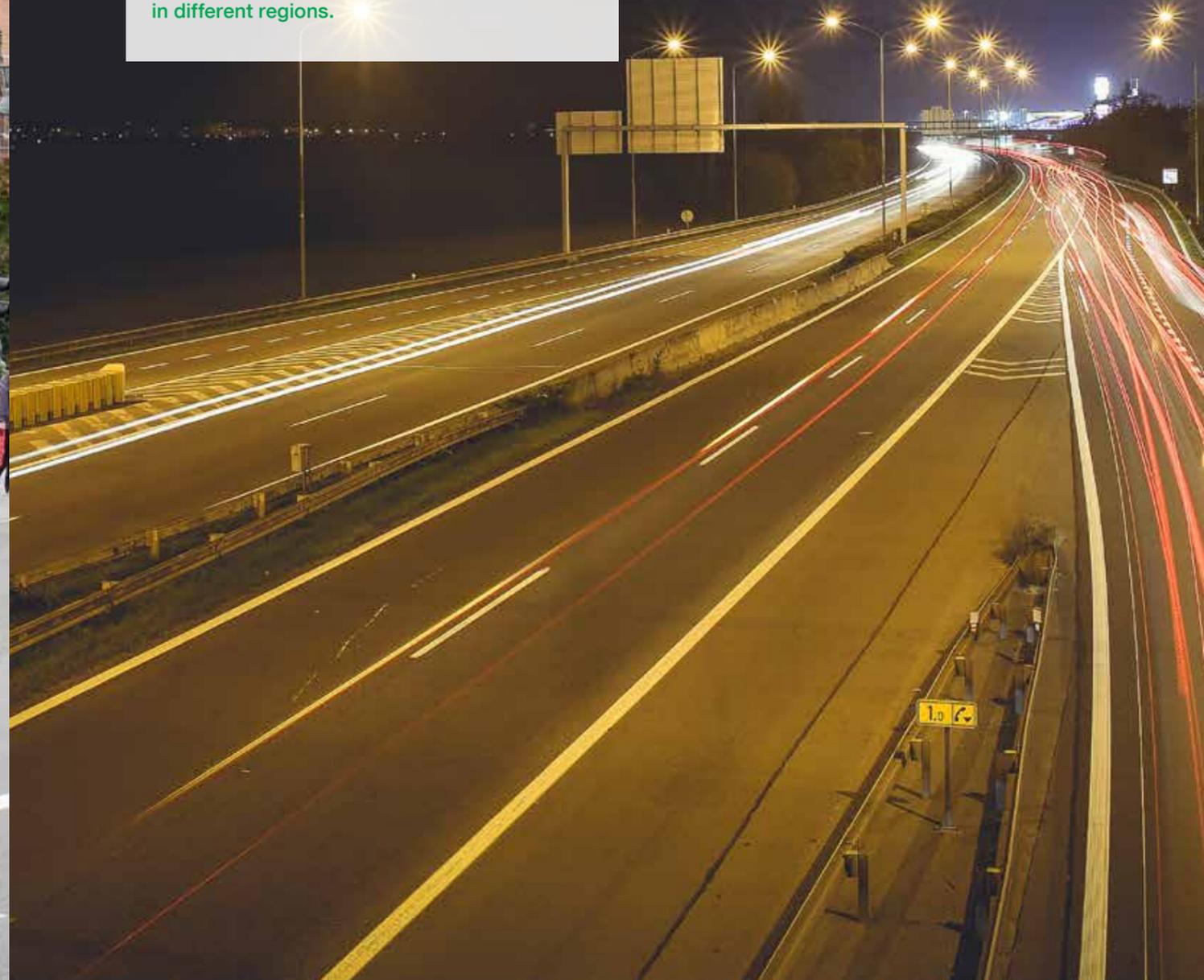
- We manage and keep the website www.code-de-la-route.be up-to-date. This is the reference site for reading material and easy-to-consult traffic regulations.
- We post comments and advice at the request of the policy of new regulatory texts and adaptations to existing regulations.

In 2015, based on this literature research we were able to give advice regarding the “all green” inside a tri-coloured traffic light. With “all green”, cyclists as well as pedestrians can cross the road without being disturbed by exiting motorised traffic. It is a measure that is particularly suitable for crossings within a 50 km/hour speed limit which form part of a road system with important traffic and residential functions.



- PAIR coordinates the network of the traffic coordinators of the police in collaboration with the regional authorities. Based on the analysis of road accidents within a specific region or from a specific angle (for example, bicycle accidents in the Brussels metropolis region) we give direct support to the development of safety plans.
- We support road managers via the execution of audits and road safety inspections.
- PAIR also supports different internal services of the BRSI for the development of new possibilities. Different course modules were developed for Road Safety @ Work and PAIR became familiar with the possibilities of 3D-simulations for training and research.
- We monitored actual social tendencies which may influence road safety.

In 2015 we worked on a specific inspection methodology which we developed regarding problems with the extinguishing of street lighting. A number of trial projects were carried out in different regions.



We also carried out compact research on the growing number of hit-and-run accidents. The situation at European level, as an explorative re- search into insight into the psychological make-up of offenders, has been covered.

Hit and run



850 drivers

We have analysed the data from 850 drivers who were sentenced to follow an awareness-raising training course following hit and run.

86%



→

50%

< 25 year

86% of the 853 drivers interviewed were men. Among them, more than 50% were at least 25 years old when they committed hit and run

42%

Under the influence

In 42% of the accidents, the driver was under the influence of alcohol and/or illegal drugs



16%

without driving licence

16% of the drivers drove with no valid driving licence or insurance

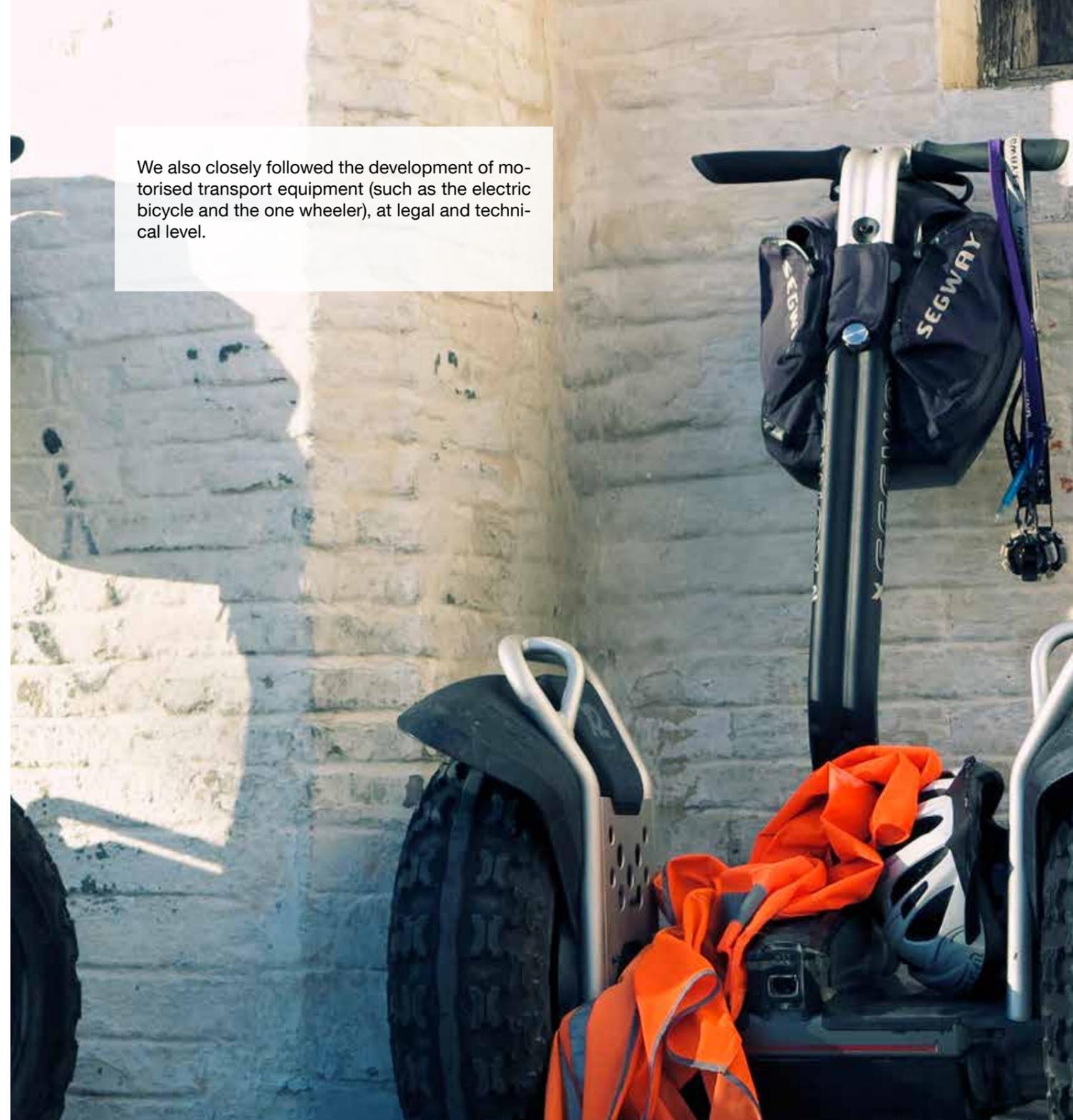


Important factors

- ✓ Alcohol or drugs, invalid documents
- ✓ Afraid of one's image
- ✓ Circumstances: hit and run accidents often take place in low-light conditions
- ✓ No moral judgment



We also closely followed the development of motorised transport equipment (such as the electric bicycle and the one wheeler), at legal and technical level.



Segway



Electric bike (pedelec)



One wheeler

- We also look at relatively new knowledge domains which manifest within road safety, such as road psychology, InCarTechnology and Intelligent transport systems. Their practical use and possible effects on road safety are explored.

We carried out research on sleep detection systems and closely followed a project on black boxes. For these two projects, BRSI bought different models to test their reliability and also considered what their potential impact could be in improving road safety.

The BRSI is closely involved with different work groups at federal and regional level who want to implement these new technologies into the legal system.

International

PAIR is represented by different international consultation forums. PAIR is active in supporting the local authorities with the development of a global approach on road safety. There are different collaborations with countries and organisations in Africa, amongst others, Algeria and Cameroon.

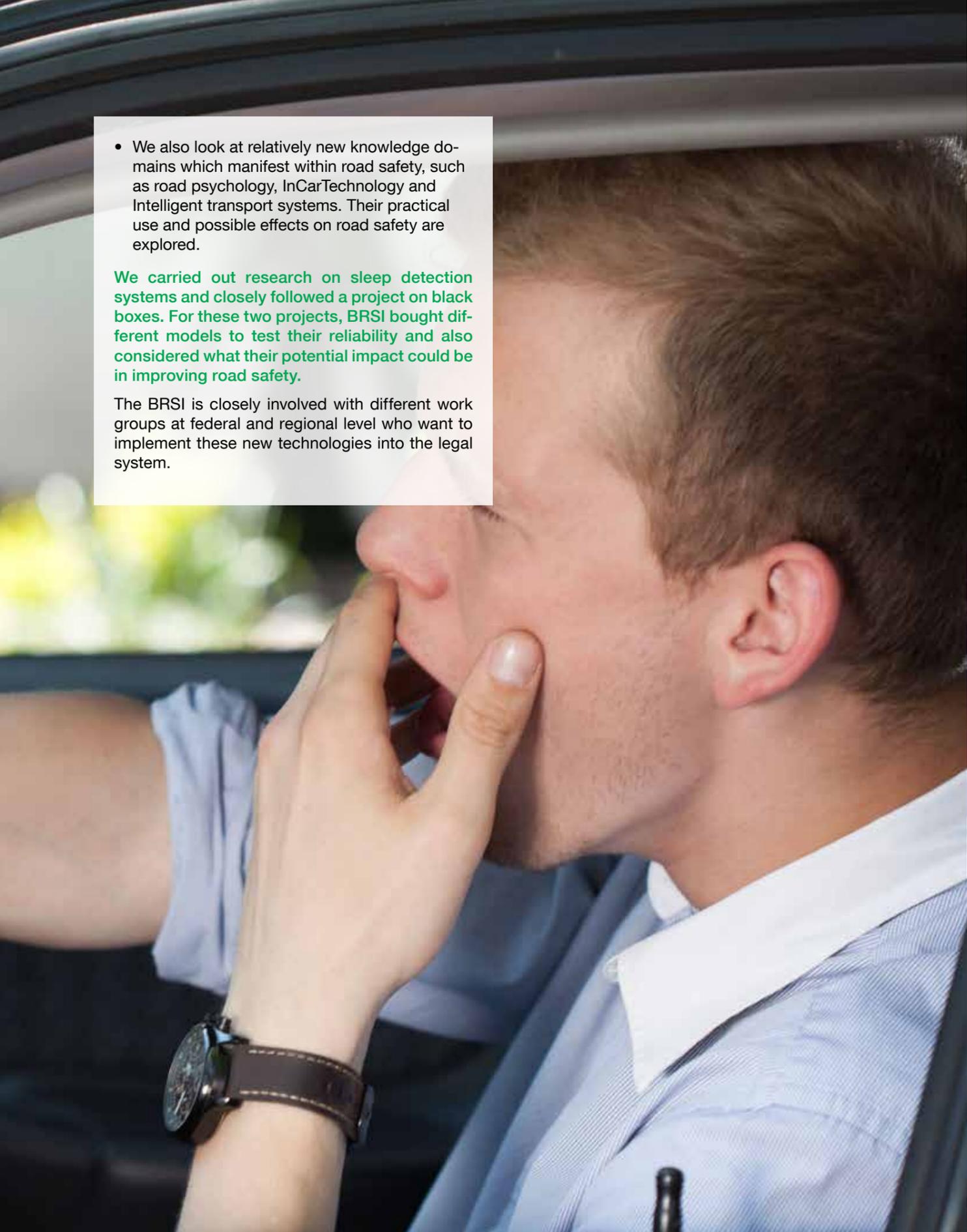


Since its inception, BRSI has been involved with a 2-year international project in Algeria. In this project, the knowledge and skills of the Algerian National Institution for Technical Supervision of Public Works (CTTP) will be brought up-to-date. It can help them to maintain their road infrastructure better and acquire safer new cars.

For this Algerian project, the BRSI collaborates with Cerema, the French study and knowledge centre for risks, environment, mobility and development, and IFSTTAR, the French institute specialised in technology, traffic science and road design.



BRSI





Road Safety consultancy

300

hour workshops for Road Safety @ Work

7083

fitness to drive tests were carried out

327

Driver Improvement courses were given

4048

rehabilitation tests were carried out.

What role does our behaviour play in traffic?

The human element still remains the primary causal factor in accidents. This also then deserves the necessary attention for safer roads. More than ever, the BRSI puts its expertise in at theoretical and practical level in order to change the behaviour of the road users in a more positive and permanent manner.

We discern between three important points of attention with regard to individual road users: fitness to drive, driving ability and roadworthiness. The basic requirement needed to partake in traffic ultimately comes down to fitness to drive.

Fitness to drive



Fitness to drive means that you meet the necessary medical and legal requirements in order to partake in traffic in a safe manner. The question of fitness to drive is often subject to changing situations; age related aspects as well as major events (e.g. sickness and incidents) can change the fitness to drive of someone temporarily or permanently. CARA is the authority in our country which carries out this specific research for all driver licenses in group 1.

Driving ability



To have driving ability is to possess sufficient theoretical knowledge and practical skills in order to drive a car. Through initial training, and also lifelong learning, operational, tactical as well as strategic skills are learnt and developed in drivers. This ensures that they can control their vehicle and cope with changing road situations. They also learn to fine tune their way of driving to their specific needs. The BRSI's primary task is supportive with regard to policies and the different institutions that shape these.

Roadworthiness



Ultimately, driving behaviour is about roadworthiness. Safer roads require social behaviour in the form of respect and consideration of other road users. Not everyone keeps to the traffic rules or has sufficient sensitivity to possible risks. BRSI tries to deal with people who exhibit negative behaviour in traffic, in an appropriate manner. On the one hand this is done with rehabilitation tests which check if offenders may return to the road without too much risk and on the other hand, by offering training courses for offenders in the Driver Improvement courses.

Centre for fitness to drive

The centre for fitness to drive is made up of CARA, the service for rehabilitation testing and the training of Driver Improvement. Nearly 14.000 clients registered in 2015.



	Driver Improvement	Rehabilitation exams	CARA
2013	1731	5009	6063
2014	2683	4018	6617
2015	2758	4048	7083

Our client services received extra attention in 2015. Just as with rehabilitation testing, where according to the Royal Decree of 23 March 1998 regarding driving licenses, investigations must be carried out within 14 days after receipt of the file (this was an average of 13 days in 2015), the services of CARA and Driver Improvement have developed new procedures to reduce waiting time for clients.

The work methods were, for example, continuously adjusted by means of collaboration with the National Institute of Forensics and Criminology (NICC) and through international benchmarking.

More than ever the BRSI aims to reduce the number of road casualties.

Alcohol is a big contributing factor, along with speed and maladjusted behaviour on the road such as not wearing a seatbelt and being distracted. A small group of people, proportionally responsible for a large number of accidents, received a lot of attention: Rehabilitation tests, Alcolock and Driver Improvement courses aim to thoroughly evaluate these recidivists and move them toward changing behaviour.



“The CARA is often still too unknown”

Testimony Bert Verhoeven (38 years old) from Halle Zoersel. In 2015, the CARA declared that he was fit to drive.

“In November 2014, I have had my right lower leg amputated as a consequence of chronic pain after an accident with an agricultural machine in 2003.

During my stay in the rehabilitation centre of Pellenberg, I came in contact with the CARA.

I already knew the CARA from a previous experience. They delivered me a certificate of fitness to drive in 2015. Now I am driving an adapted car with automatic transmission and the accelerator pedal on the left.

Driving a car is important to me. It is often socially strongly underestimated, in particular here in the

countryside, a car is a must when you are used to it. Not only for your mobility but also for your social life. My daughters play basketball in Duffel. I find it is important to drive them to the training sessions.

The CARA is often still too unknown and has a completely undeserved negative connotation because many people think that the CARA is an institution which confiscates driving licences. No, they deliver documents thanks to which you can get your driving licence valid back.

If you get such a certificate from the CARA, it also helps for the car insurance, the MOT of your car and sometimes when asking for financial contribution. As far as I am concerned, this certificate has given me my freedom back.”



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The CARA

The CARA team evaluate the fitness to drive of people with functional disorders. Individuals with a dysfunction need to first be declared fit to drive before they can participate on the road as a driver. This is the role and task of CARA.

Partly in response to the 6th state reformation, CARA developed structural collaboration networks with competent regional institutions so that in the approach to fitness to drive, accents specific to Flemish, Walloon and Brussels culture could be made.

The fitness to drive evaluation is a delicate exercise in balance between the privilege of choice and the wish for individual mobility (“I want to drive the car”) on the one hand and on the other hand, general road safety (“am I able to participate safely on the road under all circumstances?”). In order to make the evaluation, CARA leans on legally determined medical criteria.

Since 1998, CARA is the only legally recognised

inspection institution (Belgian Law of 23 March 1998 and ministerial decree of 27 March 1998) able to carry out this difficult, delicate but very important task. Making use of CARA’s internationally recognised expertise is, in some cases, compulsory. In other cases it supports GPs or medical specialists in his or her advice or decision. CARA plays a determining role for driver’s licences in group 1 (station wagon, scooter, car, tractor) and plays an advisory role for driver’s licences in group 2 (lorry, bus and taxi).

CARA’s strength and expertise lies in a multidisciplinary approach. The CARA team consists of doctors, psychologists and driving experts, supported by a secretariat.

Certification is issued based on the given medical information, possible personal medical assessments and the advice of the psychologist and driving expert. The psychologist will assess if there is sufficient cognitive-functional basis for safe participation on the road. The research will

primarily focus on neurological functions, but can also be more focussed on personality traits. With the help of the psychological research, the driver-expert is better able formulate his or her observations and all experts are able to come together with advice on fitness to drive which takes cognisance of the possibilities and limitations of the candidate driver in question. The drive-expert researches the practical aspect of driving: How does this person behave on the road? Does the car need to be adapted? With the psychological investigation the driving-expert has a framework to make observations in and all the experts can come to together to advice on fitness to drive which takes into account the number of limitations such as driving in a familiar area.

After bringing together all these elements, CARA delivers a fitness to drive certificate which states possible conditions, limitations and the validity period per driving category. The Driving License

department of the municipality will issue a new driver’s licence based on this certification. A Technical File is also issued together with the certificate. This can be used for possible adaptations to the car, the procedure Technical Inspection of the adapted car and possible financial assistance by compensation institutions, etc. A CARA evaluation takes place at the headquarters in Brussels or one of the many (46) “mobile antennas” spread throughout the country.

In addition to this legally determined main task, CARA also supports all parties involved in legislative, advisory and research activities with regard to issues about “driving with and after a medical condition”. Finally, CARA also makes free driving instruction cars available so that people with a disability can learn to drive in an adapted car.

Rehabilitation tests

If the judge of a police or correctional court of law suspends an offender's licence, he may impose a medical and/or psychological test on the offender as part of the condition of getting the driver's license back. This is compulsory in the case of a transgression of drunken driving and recidivism. To this end we particularly screened candidates for rehabilitation tests who have offences for driving under the influence of alcohol and drugs. The law was changed on 1 July 2014 which allowed individuals to be considered recidivists when they have committed different violations (e.g. speeding once and then a drunken driving violation). The goal of rehabilitative tests is to assess if the candidate is still fit to drive, in other words, does he meet the medical and psychological norms as set out in appendix 6 of Belgian Law of 23 March regarding driver's licenses.

The psychological research is made up out of questionnaires and psycho-technical tests. The most important part is the interview. A risk calculation is made to see if the candidate will reoffend. He is also made more aware so as to ensure that the candidate will behave more safely on the roads in the future.

After the psychological research the doctor carries out a medical check and if in doubt he can request a blood or urine sample for more objectivity.

The BRSI, together with Natalie Kummer of the NICC, carried out a study regarding the comparison of different parameters to monitor alcohol consumption in the context of getting back a driver's licence. There were also consultations with medical examiners and toxicologists from Belgium with the aim of comparing different work methods and to be able to come to an underlying standard of quality.

In collaboration with the BRSI Knowledge Centre, a research report was published last year where, on the one hand the profile of the candidate of rehabilitative testing is described and on the hand, the situation which is found in different countries of Europe was sketched. This research report also gave recommendations which could help the quality of rehabilitative tests. It concerns bringing forward the rehabilitative tests in the procedure, updating medical criteria, an internal quality control of the different institutions by the Federal Public Service and more research on risk profiles.



Alcolock

The judge also has the option to impose an alcolock from one to five years and even indefinitely on drivers with an alcohol concentration of more than 0.8 blood alcohol content, on drivers who are drunk or in a state of reoffending. If a judge imposes an alcolock, then the offender may only drive cars with an alcolock and must follow a counselling program. 17 alcolocks were installed in 2015.

The alcolock is a prevention and control system primarily. It prevents people from drinking and driving. The car cannot be started if they have had drinks. By fitting the car with an alcolock, continuous control is built in. Each attempt is noted and checked. With its mandatory nature it helps break down habitual behaviour (namely the connection between drinking and driving).

Furthermore, the counselling program has a correcting effect. In order to take the step toward long-term behavioural change, the alcolock is combined with an individual counselling program. The eventual goal is that the person in question stops driving under the influence of alcohol even after the alcolock has been removed.

Additionally, the alcolock offers the offender the possibility of continuing to participate on the road as opposed to suspension of the driver's licence.

The alcolock is particularly useful with offenders who have had multiple transgressions for driving under the influence and for those who find the separation between alcohol and driving difficult.

Driver Improvement (DI)

Driver Improvement has been offering awareness courses for traffic offenders since 1994. This national project, acknowledged by the FPS of Justice since February 1994, was established in the context of alternative measures. The awareness courses are aimed at people who have been convicted of a heavy traffic violation, "recidivists" and people with maladapted driving behaviour. The offender can, following judicial measures, follow a course form of penal mediation, probation (postponement and suspension) or conditional release.

The BRSI works in a differentiated manner with the awareness courses to closely link up with the offences of the participants.

The Driver Improvement courses are currently subsidised by the Road Safety Fund. When we look at other countries in Europe, we see that these courses are charged for. At the States-General of Road Safety of December 2015, it appeared the public was of the opinion that the offender should carry the costs for these courses him or herself. The ministers of Mobility and Justice confirmed that these changes will be carried through for traffic offenders.

"Speed awareness"

Outside this subsidised frame, BRSI also offers a voluntary and paid course; "Speed awareness". This includes a theoretical course with a practical component on the open road and a track. The course is offered in collaboration with the districts Mechelen, Tournai, Leuven and Mons. The aim is to make participants aware of why and when they are driving too fast in order to estimate the consequences or realise in which situations speed becomes a risk. In 2015 we offered the course "Driving under the influence of Illegal Drugs" in Flanders, namely in Dendermonde, Leuven and Limburg.

In West-Flanders we organised some modules with a road-incident witness in collaboration with the NPO, Rondpunt. A road accident victim is invited to give witness about the traumatic experience he/she experienced. The road accident victim is supported by a family member and together they tell their story. They share their life before the accident, the accident itself and their life after the accident in an appropriate manner. From the effect evaluation it appears that this sort of methodology is successful in making offenders more cognitive and sensitive, and influences the attitude in terms of road safety positively.



"I do not drink alcohol any more"

Testimony Gert Vanhoof (51 years old). Last year he followed a DI course "driving under the influence of alcohol".

"2 years ago, I was stopped by the police during an alcohol test and I was tested positive. I had drunk too much. It was not the first time that I drove under influence. In the past, I already had an accident with material damage. When my case came before the magistrate, the latter gave me a fine and I was forced to follow a DI course at the BRSI.

I had never heard of this institute. Moreover, I would never have taken the initiative to follow such an awareness-raising course.

The course made my eyes open. We learnt not only what effects alcohol has on our body but also what the consequences can be if you take the road. I was very moved by the pictures on the television showing victims after a road accident with drunk drivers. This course helps me to have my feet back on the ground. Beforehand, I did not think about the consequences for myself and others resulting from alcohol-impaired driving.

I can no longer imagine myself or others drink and drive, that is the reason why from now on, I do not drink alcohol any more.

I can advise everybody to follow a DI course. I even would recommend that such a course is compulsory for young people before they get their driving licence."

The following modules are available within the framework of alternative measures:



A **"General module"**: aims for a more heterogeneous group of offences such as speeding, hit-and-run, driving without a licence, accidents.



A module **"Driving under the influence of alcohol"**.



A module **"Young start-up drivers"**. This course was started in 2014 at the request of the prosecutor of Verviers. This course is comparable with the general module but goes deeper into becoming more aware of the risks in traffic, the potential victim and emphasises looking for alternatives to this risky behaviour.



A module **"Road rage"**. The participants are offenders of road rage: physical and verbal abuse took place between drivers.



A module **"Driving under the influence of illegal drugs"**. This module was developed at the request of the prosecutor of the city of Mons and was extended to the city of Liège.

Road Safety @ Work

The BRSI offers a tailored program, Road Safety @ Work to companies. Our unique approach is made up of an integral plan proposal based on a thorough analysis which takes different road risks into account, including the way in which personnel transport themselves. Based on our many years of expertise in various domains of road safety we offer tailor-made solutions carried out by experienced staff. We strive to change the behaviour of employees and employers in a positive manner.

Work safety does not stop at the company door.

Even though road-related occupational accidents only make up a tenth of all occupational accidents, one in two fatal occupational accidents are road related! They are therefore more serious than regular occupational accidents. Each year more than 60 people die in road-related occupational accidents.

Why investing in road safety?

Safety on the work floor has been important in many companies for a long time. Because occupational road accidents or often more serious, it has become time to pay more attention to this. The direct costs of an occupational accident quickly increase, and the indirect costs are often multiple. Fewer accidents not only mean less human suffering, but also less loss of time and financial damage.

Road accidents are avoidable

Seeing as 94% of road accidents are due to the behaviour of people, we can also put forward that most accidents can be avoided. Seeing as 94% of road accidents are due to the behaviour of people, we can also put forward that most accidents can be avoided.

Road Safety @ Work concrete

The Road Safety @ Work expert visits companies and listens to what they have to say; solutions are then proposed which could lead to desired results. In order to achieve this BRSI offers solutions based on six pillars:

1. Analysis of road risks
2. Interactive workshops, lectures and driving courses
3. Animations (rollover car, driving simulator, BOB@work, dead corner, tyre pressure action ...)
4. Awareness campaigns
5. Road safety inspections and audits
6. BRSI helps companies with setting up a system for road safety management in order to achieve the ISO 39001 norm. This norm ensures a reduction of direct and indirect costs which are linked to road accidents.



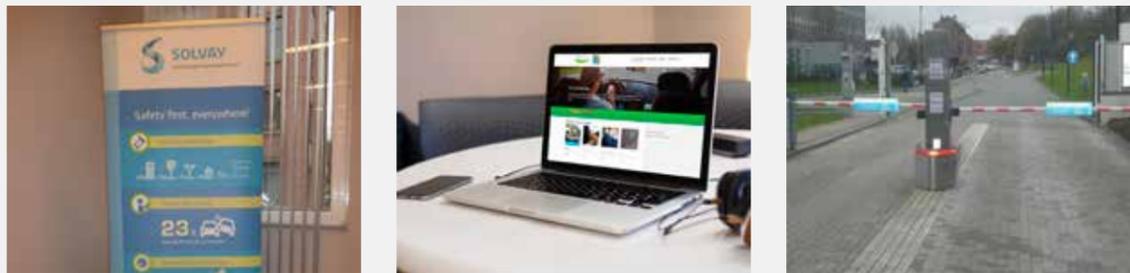
An overview of some of our projects:

Solvay: Safety First Everywhere !

On 20 November Solvay fired the starting gun for the road safety action plan, "Safety first, everywhere!" in collaboration with BRSI.

Solvay will make 1200 personnel more aware regarding the four big themes between December 2015 and July 2016: alcohol, being distracted, speeding and aggression. These four themes will be supported by means of different communication channels (posters, post cards and e-learning).

Solvay directs itself to making new employees more aware. They need to participate in the e-learning module, Traffic legislation, developed by the BRSI from date of employment.



D'leteren: Give& Gain

D'leteren Auto's ambition is to make youth from disadvantaged neighbourhoods or difficult family backgrounds more aware of their role and place as road users. That is why this company has chose to work with BRSI on a road awareness program within the framework of their "Give & Gain" patronage. With this project they want to teach youth the importance of responsible behaviour and respect for road rules and other road users (in particular more vulnerable people). One session takes three hours and a group of 15 youngsters between 15 to 18 years is organised. A DI-employee of BRSI gives the course together with a volunteer from D'leteren personnel. The method used is playful, interactive and based on experiences. Each theme of road safety is covered in the form of a game. In 2015, 17 sessions took place, which meant that approximately 255 youth were made intensively aware thanks to this project.



Siemens goes for Zero

At Siemens, on 26 November, the kick-off to undertake a number of different actions was given throughout the year around the theme of road safety. Several photo sessions were organised to inform people of the different kinds of killers on the road which will be covered in the following months. Employees could also directly experience the importance of the seatbelt in the rollover car and, in the simulator, they could experience why sms-ing and driving don't go together.

In the upcoming months pamphlets and posters will be distributed and employees can keep honing their knowledge via an e-learning program. Siemens is aiming for zero road casualties; just as BRSI is.



Q8: Dark earlier? Get a clear picture!

In more than 400 Q8 petrol stations in Belgium, drivers were made more aware of the importance of good visibility with flyers. Q8 based this campaign on figures provided by the BRSI. Promotional teams handed out flyers with useful information and gadgets at Q8 petrol stations which would encourage drivers to be more visible and behave more safely on the road.

Drivers can get all sorts of helpful aids, such as window washer fluid or a fluorescent bib to increase visibility at Q8 shops from 7 to 7, early morning to late evening.



Volvo: Click it

The percentage of people wearing their seatbelts has increased by 40% in the last 10 years. Currently nine out of 10 people in the front seats wear their seatbelt. In order to convince the most stubborn people to wear their seatbelts, Volvo launched the BRSI campaign, "Click it!" Volvo was the developer of the three-point seatbelt and therefore the obvious partner for this story.

The visuals of this campaign were pasted onto the access doors of all Volvo agents. Each car that came past a Volvo garage owner, received a hanger for the mirror with the campaign slogan on it. Large amounts of information on seatbelt use can be found on the website www.faitesleclit.be.



Lanxess

Road Safety @ Work offers a total bicycle safety package for companies called Bike@Work. Besides a control check on legally required equipment, interactive workshops are given and e-learnings are started which work on the safe attitude of the employees.

The chemical company, LANXESS in the Antwerp harbour, was confronted with a rising number of bicycle accidents; at the request of the health and safety committee of the company an appeal was made to BRSI.

After a thorough analysis an integral plan of approach was drawn up which took the different types of traffic risks into account, including the layout of Antwerp harbour; primarily freight traffic with large scale transports in an area which did not cater for bicycles initially. It was no coincidence that the kick-off took place at the moment daylight savings went into effect. It is a risky period in the traffic with a rise in the number of incidents with poor road users in the morning and evening traffic hours.



Results Lanxess

10 workshops were organised for approximately 150 cyclists. 89.1% of the participants claimed to have been able to translate what they learnt from workshops into practice and 97.6% were satisfied that they attended the course.



Laboratories

The BRSI has five laboratories which are active in different fields. The number of checks carried out has increased in the last year with most of the laboratories.

	2014	2015
ALC	546	757
ATP	516	477
CAS	90	150
CAV	3048	3118
MEC	1566	1625



ALCOMETRY (ALC)

This lab is ISO17025 certified and carries out preliminary research for model accreditation as well as verification of the breathalysers which are used by the police.

The laboratory is also accredited for alcolocks, the breathalysers used by police and the devices sold to the public for once-off alcohol testing.

In 2015 accreditation was extended to alcohol testers for the general public and in particular, the maximum debit of natgas simulators.



MEC (tachographs)

This lab homologates and calibrates the apparatus used by technicians of tachographs and speed limiters. This lab is ISO 17025 accredited.



CAS (helmets)

The Helmet Laboratory is responsible for testing motorbike helmets and visors as well as bicycle helmets. For the first time in 2015, the lab carried out a homologation on a bicycle helmet. The BRSI also works together in developing a new norm for fast electric bicycles (with assistance up to 45km/hour). This laboratory is ISO 17025 and ISO 17020 accredited.





CAV

The core task of the CAV laboratory consists out of the periodic and first verification of the apparatus of the car inspection stations in Belgium and delivers, since January 2015, reports on the verifications carried out in the three regions.

The laboratory is ISO 17025 accredited. The CAV laboratory is also entrusted with testing files and approval testing of the apparatus which is new to the market and meant for Belgian technical control. In November 2015 an extension of the accreditation obtained for measuring (minimal) phase shifts between the stroke and force of suspension testers was obtained.

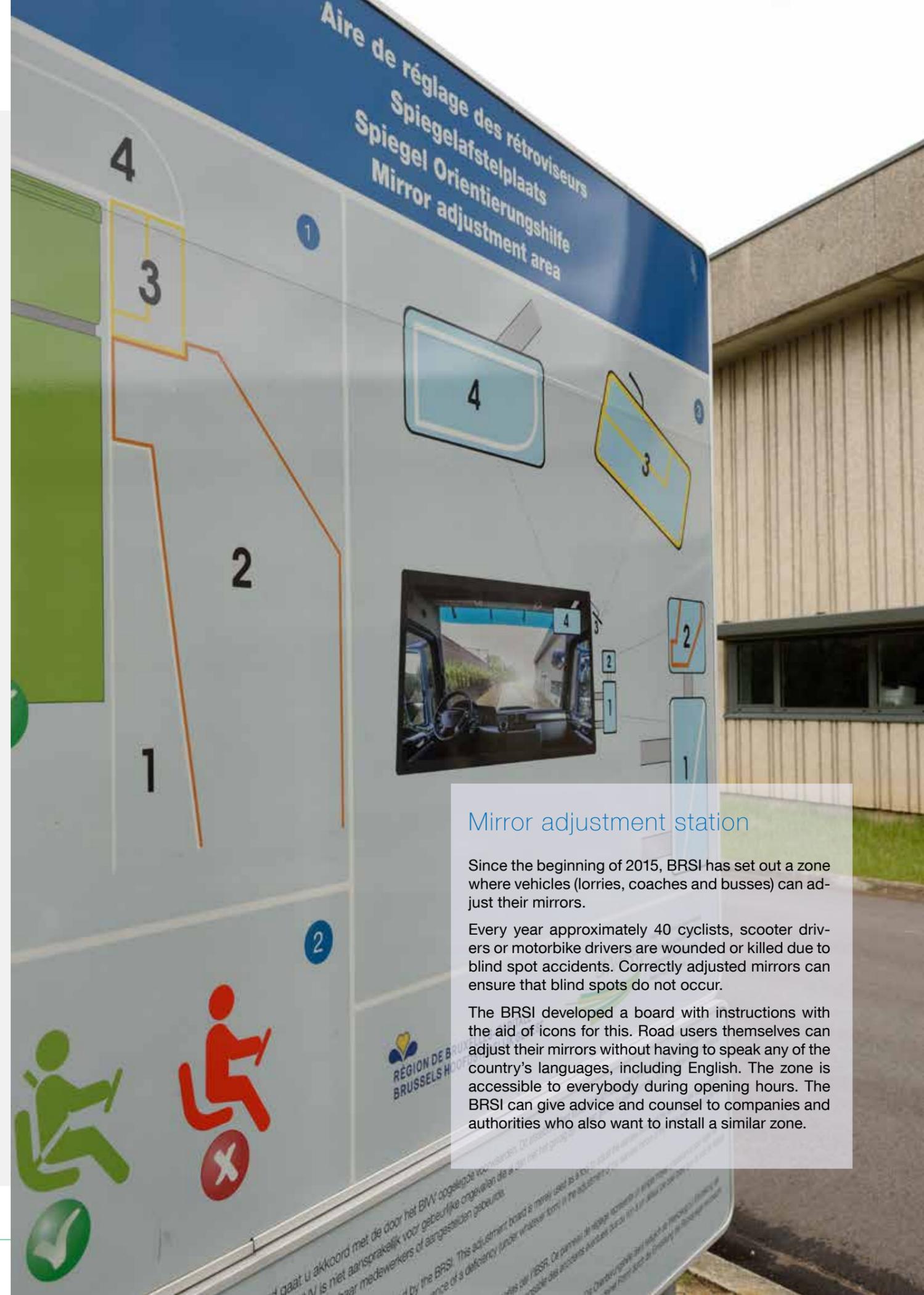
In May an online application was launched to check the conformity of the support floors with technical inspections. This application was made available for the centre for technical inspections.

In May the ISO 17025 and ISO 17020 accreditation certifications of the laboratories were renewed.



ATP

This laboratory is equipped with accreditation for refrigerated vans used for international transport of perishable produce. In 2015 the official of the laboratory took part in a revision of the Royal Decree that determines the practical modalities of the ATP laboratory in Belgium.



Mirror adjustment station

Since the beginning of 2015, BRSI has set out a zone where vehicles (lorries, coaches and busses) can adjust their mirrors.

Every year approximately 40 cyclists, scooter drivers or motorbike drivers are wounded or killed due to blind spot accidents. Correctly adjusted mirrors can ensure that blind spots do not occur.

The BRSI developed a board with instructions with the aid of icons for this. Road users themselves can adjust their mirrors without having to speak any of the country's languages, including English. The zone is accessible to everybody during opening hours. The BRSI can give advice and counsel to companies and authorities who also want to install a similar zone.



Members are companies that commit to a period of two years with BRSI with only one goal: improving road safety. The companies concerned are each strongly involved in safety in their own speciality area.

As members of the BRSI Membership program, they can enjoy the know-how of the network of

the BRSI. A company can become a member by agreeing to commit for a period of two years and by paying membership fees. The company can invest this in studies, campaigns, education, awareness actions, audits, etc.



Q8

Safety is the biggest concern to Q8. It is in our organisation's genes to always strive for a safe work place. Furthermore, safe use of our products is a top priority. Refuelling is inextricably linked to participation in traffic. That is why Q8 wants to be involved making the road situation safer, at petrol stations and on the open roads. In order to realise this, Q8 went into partnership with BRSI; the reference point of road safety in Belgium.

"Driving a car is intrinsically linked to our core activities. Both Q8 as well as the BRSI consider road safety as extremely important. A partnership with BRSI is the next logical step for us. Both in terms of research and successful campaigns they are among the best in the world".

Azzam Al Mutawa, Managing Director Kuwait Petroleum North-West Europe



Recytyre

As an acknowledged organism for waste tyres, Recytyre stands for the collection and sustainable recycling of old tyres. A part of our mission is made up of prevention: preventing early write-off of tyres due to incompetent use. This means being aware of the importance of correct tyre pressure. Not only is the environment benefitting from this but also contributes to the safety of drivers, which brings us to the BRSI. Collaboration with BRSI offers an unmistakable added value where we, each from our own point of departure, can strive toward a common goal. Safety and environment, hand in hand.

"The collaboration of BRSI with other members ensures an interesting cross-pollination of ideas and projects. A win-win for all parties."

Chris Lorquet, CEO Recytyre



Baloise

"Your safety, our concern"; this is the vision of Baloise Insurance and is rooted in their DNA. Road safety is a primary priority; BRSI and Baloise agree on this. It is therefore quite logical that we go into partnership together. Together we can combine our expertise and get initiatives off the ground which benefits the road safety of our clients and traffic in general."

Joris Smeulders, Delegated Manager, Baloise Insurance

"We support BRSI goals with great enthusiasm. This is one of the ways in which Baloise Insurance fulfils its social role."

Henk Janssen, CEO Baloise Insurance



VOLVO

Volvo Cars strives for the goal of zero death or that no one is seriously injured by 2020 in the new Volvo. Our efforts to optimise safety in real, daily traffic situations are also in the DNA of Volvo cars. Being a BRSI member is therefore an obvious choice.

Volvo is synonymous with vehicle safety since its beginning in 1927, but thanks to the invention of the seatbelt in 1959, hundreds and thousands of lives, if not millions, have been saved.

"We have determined that, together with BRSI, 56 years after its invention, wearing a seatbelt is still not obvious for everyone who travels in a car. After our successful collaboration with the rolling car we are now working on a campaign regarding seatbelt use via the Membership Program on a follow-up in our collaboration with BRSI"

Wim Maes, managing director Volvo Car Belux.



Organisation

HR Management

In the past few years we have sturdily worked from HR side to broaden the competencies and increase the flexibility of our employees. Because of this they could adapt easily to changes within our environment. The state reform led to the reduction of certain activities and the departure of six employees to regional levels. However the BRSI strengthened itself with additional expertise and developed new services.

And the changed nodes of the organisation had to be optimally adjusted to the competencies and ambitions of our employees. Immense effort was made to give experts a new role in our service to third parties. Employees, who saw their role disappearing partially or completely, were encouraged to take on new responsibilities, amongst others, public affairs department, Innovations

and Regulatory, the Knowledge Centre and Road Safety @ Work.

New talent is being drawn in to strengthen the teams. Not only experienced experts, but also young and multi-talented people who, via training, are building up a broad range of expertise in road safety.

By preparing well for this transition over the past few years, there is now a strong, experienced and multidisciplinary team working for BRSI. Ready and motivated to start each day at improving road safety.

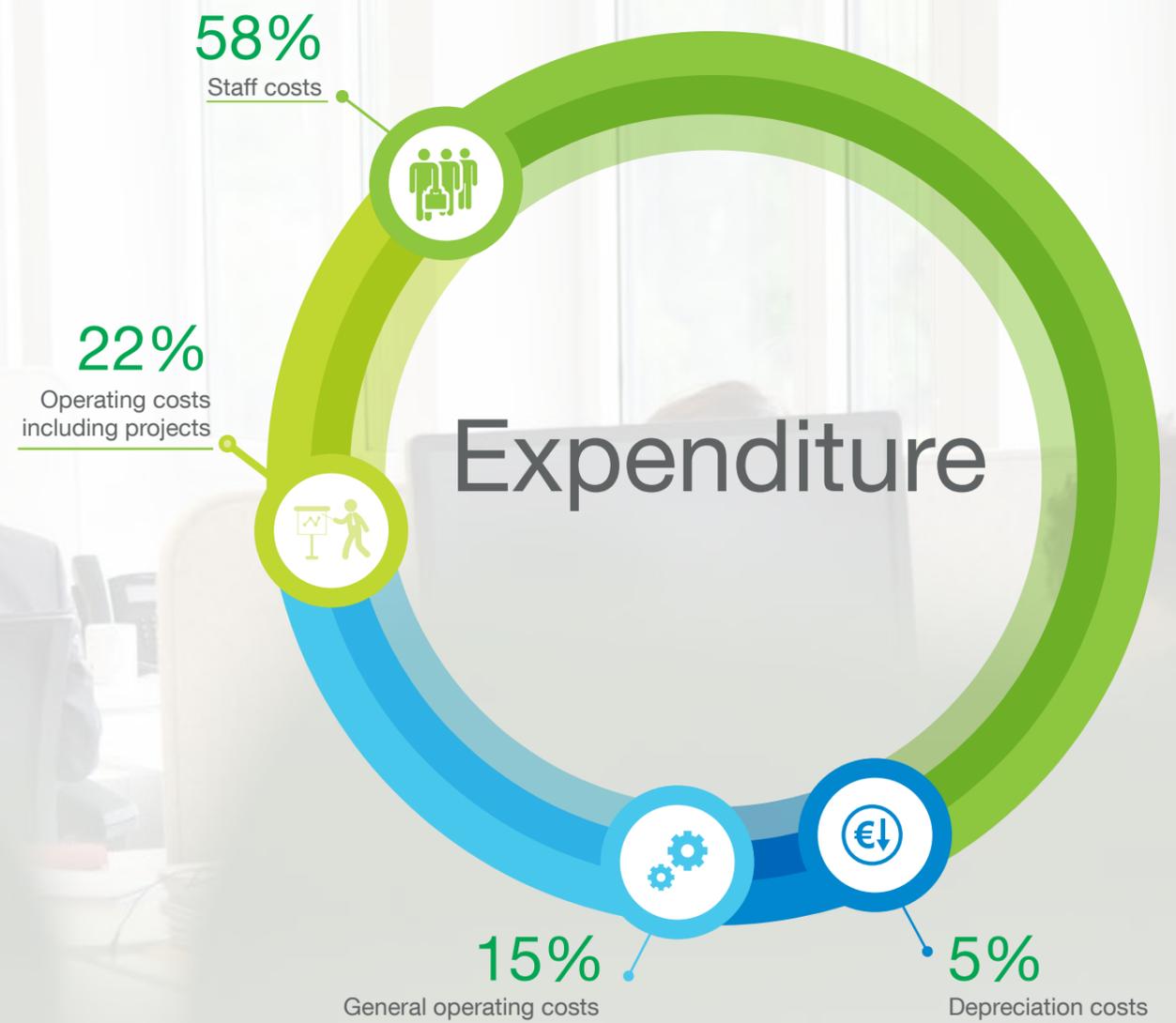
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Training hours

Employees



Financial overview





Final observations

In the political sphere, three Ministers and one State Secretary are in charge of road safety in our country. They attempt to contribute to safer roads for everybody.

They are given the floor in these concluding observations.

François Bellot
Federal Minister of Mobility

“The safety of our roads is something that concerns everyone”

I have been in the post of Minister of Mobility since mid-April, 2016, and just as my predecessor, Jacqueline Galant, increased road safety is one of my top priorities. From a very young age, everyone comes into contact with traffic in some way, as pedestrian, car driver, cyclist or motor-bike driver, ... The safety of our roads is therefore something that concerns everyone.

Road safety has different implications. According to the World Health Organisation, in 2012 road accidents were, worldwide, the biggest cause of deaths of people aged between 15 and 29 years. This is why we have to take on this fight and, amongst other things, protect our young drivers. In 2015, the General Meeting of the United Nations indicated that road safety was one of its goals for sustainable development. Halving the number of road deaths and serious accidents by 2030 must be the leading motive for all countries that have seats in the United Nations. The number of deaths on our roads has dropped in the last few years, but in the interim we have noticed a rising line in these figures again (755 deaths in 2015). That is really unacceptable.

We must make an all-out effort to reduce these figures drastically and this is only possible when everybody is aware that we are all responsible and involved.

During the States-General of Road Safety in Belgium in 2015, a plan was proposed with 15 measures to improve Belgian policies at this level. The event was also the ideal moment to symbolically bring together all citizens, traffic organisations,

private companies and federal ministers of Internal Affairs, Justice and Mobility around this theme.

I am of the opinion that we, to improve road safety, need to relook the traffic rules, bring in faster and adapted fines and approach this goal from a broader perspective. Why do we not take a more general approach to the role that alcohol plays in our society, for example? Or, why no policy on mobility that limits unnecessary movement?

Awareness actions could encourage companies to take measures to promote road safety. New built-in technologies in cars, or those which have been integrated into the infrastructure, can partially solve the problem. Furthermore, I wish to carry out a coherent and organised policy between different power holders.

Within this context the BRSI must play the role of scientific advisor so that suitable policy measures can be made. Thanks to the renowned international expertise that the BRSI has built up over the years and thanks to the professionalism of their services, the BRSI can remain a prominent service provider for all parties who are involved in road safety.

In conclusion, I propose that this general vision on road safety and the diversification of the most important activities of BRSI offers excellent perspective in order to succeed as an organisation with a social imprint. BRSI becomes an even bigger name who cannot be avoided when it comes to road safety in Belgium.



Bianca Debaets
State secretary for Road
Safety in the Brussels
Region



Ben Weyts
Flemish Minister of Mobility

“2016 is a key year for Brussels road safety”

2016 is a key year for Brussels road safety. After an orientation period, our plans have reached cruising speed. The road safety fund is finally operational. The money for the fund comes from fines and fees. We are working at making Brussels safer: safer road infrastructure, campaigns and awareness education.

Another very important project this year is the reformation of the Brussels driver training. Now that we have become accredited, we are going to adapt driver training to fit city driving. Learners must have more kilometres under their belt before they may do the practical exam. We are also going to support the trainers better in their important task.

We will not touch the successful awareness campaigns: BOB therefore writes a new chapter in its existence. We also lay down unique Brussels' accents with campaigns on speeding, being dis-

tracted behind the wheel and this year, a campaign targeting drivers of 55-plus.

We also keep hammering on about safe school environments. That is why we are unpacking the 10th schoolbag action this autumn again.

We want to make the forest of road signs easier to see. That is why we set up a new central road-sign databank which has all the road signs that are found along the municipal and regional roads. We share the info with app developers so that they can contribute their part to a safer Brussels.

In conclusion, we ask BRSI to take the Brussels metropolitan context into account with its research. Often the road safety situation there differs very much from that of the countryside. We can make useful comparisons with other large cities.

“The BRSI is an essential partner for Flanders”

In 2015, the number of casualties on the Flemish roads slightly decreased. In 2016 and the years after, the Flemish Minister of Mobility Ben Weyts wants to further continue this downward trend.

Flanders will struggle, on various fronts, against the disgrace of 390 road casualties in one year. The fighting plan makes part of the ambitious Flemish Road Safety Plan established within the new Flemish Road Safety House.

The spearheads of the plan are reformed driving education, a firm enforcement policy and an investment wave where each intervention to the road has to improve road safety.

The BRSI is an essential partner for Flanders, which can reach interesting approaches thanks to its own expertise, for instance, as far as road safety survey is concerned.

The BRSI is involved in the reform of driving education in Flanders and gets the opportunity to compete for research missions within the framework of traffic evaluation.

Flanders believes that all the authorities, together with all the enterprises, citizens and interest groups, must use all their powers to reduce structurally the number of road casualties.



Maxime Prévot
Walloon Minister of Road Works in charge of Road Safety



Karin Genoe
CEO BRSI

“Each year, too many people are killed on the Wallon roads”

The Walloon government has set as a voluntary goal a 50% reduction of the number of road casualties in 2020 compared to 2010. Concretely, it means less than 200 road casualties a year.

At mid-decade, it should be noted that we can still make progress. Each year, too many people are killed or seriously injured on the Walloon roads.

The financial means devoted to road infrastructure have substantially increased with the launch of the Infrastructure Plan 2016-2019; in 2016, the financial means are nearly two times as high as what was spent on in 2010.

With this Plan, I wanted to pay special attention to road safety during the planning, the construction, the maintenance and the exploitation of our roads. Today, some procedures allow us to

be sure that everything is properly implemented without neglecting many other constraints.

Besides the different actions led such as road safety awareness-raising of the citizens, the project of pedagogical continuum in primary and secondary education, the next reform of the driving license training, the government has made sure that road victims and their relatives are better informed and supported.

For me, it is important that all the actors concerned contribute to the improvement of road safety. Within this framework, it is crucial to rely on the experience and the expertise of an institution such as the BRSI with the view to pursuing this common goal.

“Halving the number of road fatalities by 2020”

The challenges awaiting us in the future are clear: halving of the number of road fatalities by 2020, implementation of new technologies on our roads such as the self-driving car.

We will have to set up the right relations between public and private partners in order to be able to anticipate specifically these changes. That is the reason why the BRSI will keep on diversifying and privatizing its activities.

Within this framework the goals are to further strengthen the independence and objectivity as knowledge centre and accentuate its role as service provider for the private and public sector.

To achieve this purpose, we at the BRSI work strongly on the international position and collaboration. Indeed, important technologies arise in international groups and as road safety institute,

it is crucial to take a close look at each of these partners.

Even though we speak of connected cars, the self-driving car, self-explaining roads, big data... it is always about “behaviour” when road safety is mentioned. In the past, the road user determined how to behave on the public highway and he will still do it in the future. For years, behaviour is a key element of the BRSI’s research.

Our collaborators will be ready, as full interlocutors, to advise professionally the different policy officials and private partners interested and put road safety high on the agenda.

BRSI Belgian Road
Safety Institute

