



ANNUAL REPORT
2013

BRSI





Preamble

To actively contribute to a sustainable reduction in the number of road deaths by developing, sharing and applying knowledge related to traffic safety. That is the BRSI's renewed mission.

We will only be able to add value to the citizens, society and our partners by continuously calling ourselves into question, by optimizing our operations and by striving for results with our entire team.

In order to achieve our objectives we, at the BRSI fully committed ourselves in 2013 to focus on the efficiency and effectiveness of our operations. We opted to strengthen our scientific foundation, to have strong communication with the citizens and to increase the number of partnerships. The quality of our work has further improved thanks to the efforts of many, and the anticipated objectives were achieved, even surpassed. You can read more about it in this annual report.

However, for the BRSI and all its staff, fulfilling our mission remains the most important task. Fewer deaths and accidents on the roads! That is our goal and

there has been a marked improvement in that regard. The number of deaths on the spot decreased by 6.5% with the number of injuries following this trend.

Nevertheless, more than 700 people are still losing their lives in road accidents. In comparison with the Netherlands, for example, the number of deaths per 100.000 inhabitants remains 2 times higher in our country. It is therefore important to continue our efforts to lower these figures and to achieve the set objectives for 2015 (maximum 630 deaths) and 2020 (420 deaths).

Karin Genoe
Managing Director

Published by the Belgian Road
Safety Institute (non-profit or-
ganisation)

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D/2014/0779/32

This annual report can also be
consulted on the BRSI website:
www.ibsr.be



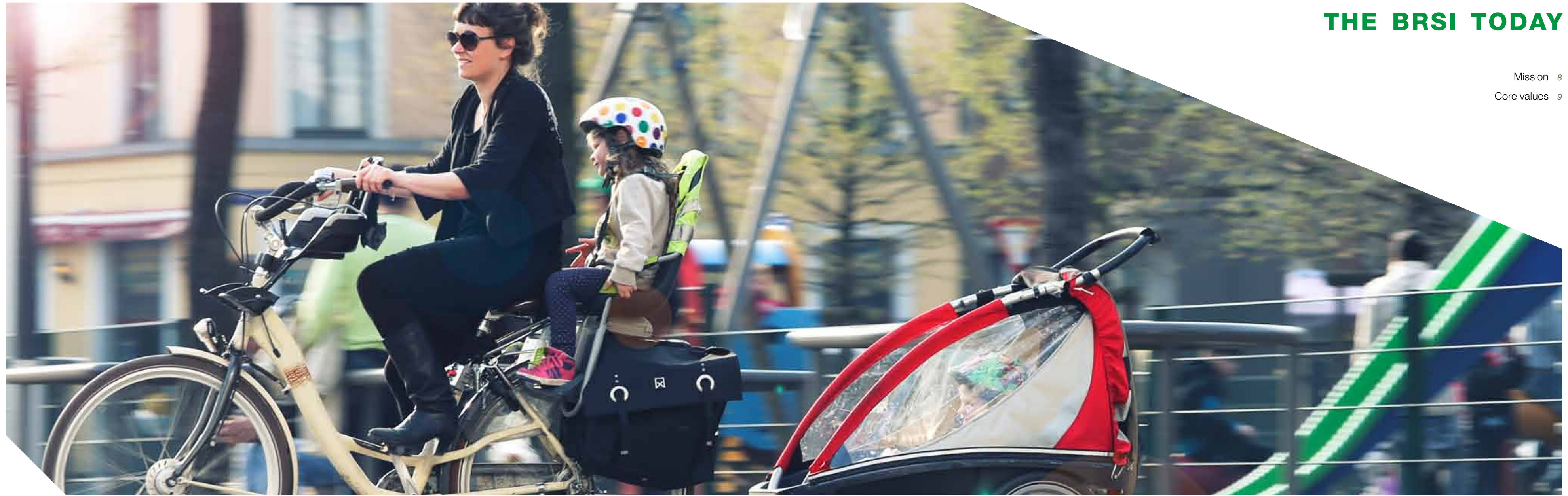
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THE BRSI TODAY

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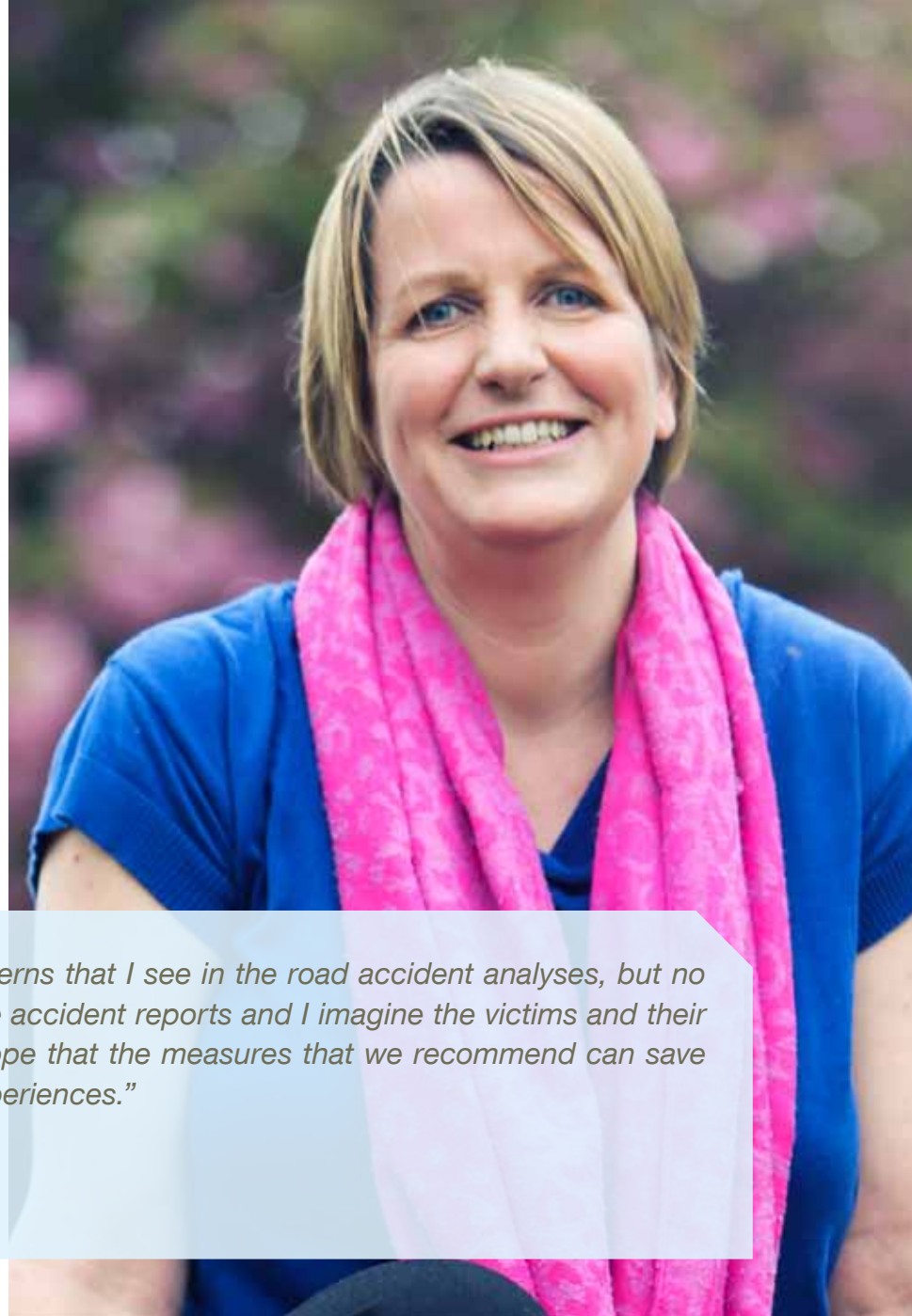


Our mission

The Belgian Road Safety Institute aims to actively contribute towards a sustainable reduction in the number of road traffic casualties and an improvement in the road traffic environment. In 2011, following the third edition of the Round-Table Discussions on Road Safety, a new target was set, namely, to reduce the number of road deaths in Belgium by 50% by 2020, compared to the number in 2010 (840 fatalities).

“Sometimes I try to understand the patterns that I see in the road accident analyses, but no longer the people ... But when I read the accident reports and I imagine the victims and their family - then it all comes to life and I hope that the measures that we recommend can save other people from living such horrific experiences.”

Heike Martensen – BRSI Knowledge Centre



Core values



“My personal mission is a reduction in the number of alcohol-related deaths by making available legally calibrated and approved breath alcohol analysers for use by the police.”

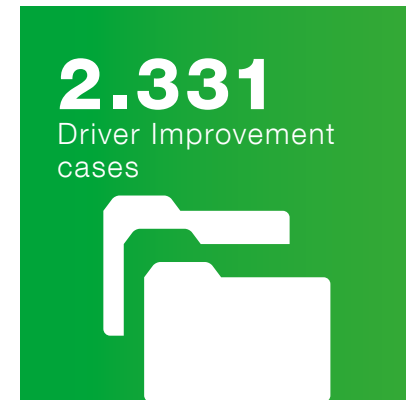
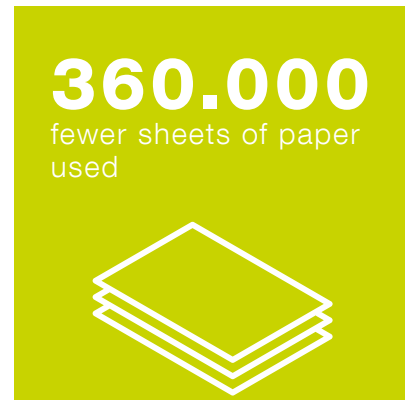
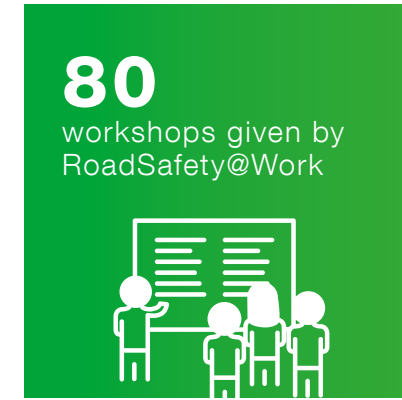
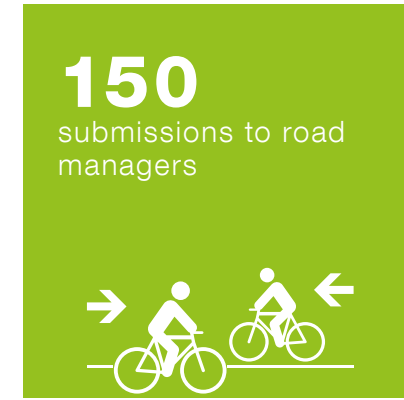
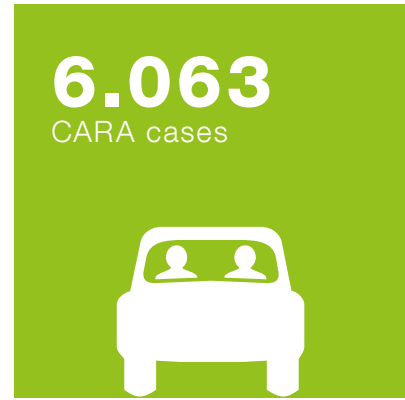
Dirk Asselbergh - BRSI Alcoholometry Lab



SOME 2013 FIGURES



2013 KEY FIGURES





Traffic Non-Safety Survey

The BRSI launched the first Traffic Non-Safety Survey to look into the causes of road users feeling unsafe in traffic and to determine the most annoying practices in traffic.



Pedestrian Certificate

The Pedestrian Certificate was introduced in cooperation with Brussels Mobility to train young children in pedestrian road safety.



Accreditation expansion for the alcoholometry laboratory

Accreditation expansion for the testing of single-use chemical alcohol tests in accordance with the French standard NF X20-702.

New accreditations for the laboratories

With regard to quality, the (new) accredited tests ISO 17025 during the last Belac audit are:

- MEC-57: Certification and primitive verification tests of chassis dynamometers.
- CAS-83: Certification test of bicycle helmets.
- CAS-84: Certification test of children's helmets.
- ALC-91/30: Chemical ethylotest.



Wacy project kick-off

Wacy-project kick-off where Walloon pilot-bicycle municipalities are guided within the framework of the Walloon agreement.

Driver Improvement working groups

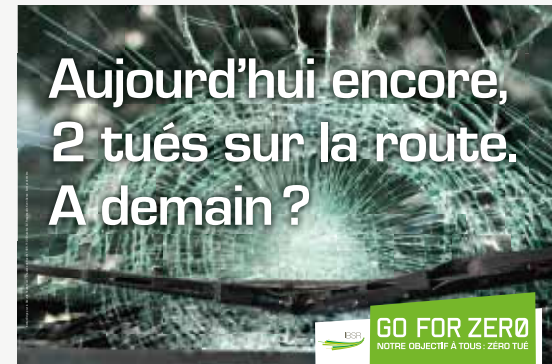
Driver Improvement delivers a report related to alternative measures to the Federal Road Safety Commission working group.

Recommendation 12: The FCVV recommends an integrated approach and concrete measures to punish repeat offenders in an effective way.

Recommendation 15: The FCVV recommends that further educational criminal measures be developed such as extending alternative legal measures for traffic offenders.

Respect campaign

- PROBLEM** ? There are still too many deaths in our country in relation to other European countries
- BRIEFING** 📄 An appealing message to wake everyone up
- TARGET GROUP** 👥 All road users
- MEDIA** 📣 Boards along regional roads and motorways + confrontational radio spots + online/e-mailing



The unexpected radio announcement that Gunter Lamoot, Goedele Liekens, Sandra Kim and Patrick Ridremont had died in a traffic accident left no-one untouched. The set-up intended as a wake-up call had succeeded.

- 858 – to be exact - people losing their lives in a traffic accident in 2011. Nothing to do with you? On the contrary!
- 2 deaths per day. Until tomorrow? Time for self-reflection.

Press release “Respect”

Outcomes of the Respect campaign with the slogan “850 fatalities every year. And you? Not affected?”. With the Respect campaign, the BRSI aimed to change the behaviour of road users and to encourage them to be more respectful. In the meantime, the number of road fatalities has dropped.

Driver Improvement consultation

Consultation with the other projects about alternative measures and the Flemish Ministry for Welfare. Most importantly, to map existing initiatives in order to prepare the shift of any competences to the communities.





Go For Zero Driver field actions

Launch of field actions for young people with the brand new photo-application "Go For Zero Driver".

50 actions in total and 12.000 young people sensitized around alcohol & drugs behind the wheel, speed and fatigue.



Meeting of the network traffic

The Police district of Hamme/Waasmunster with the following good examples:

- The alcohol tests of the Police district of Mechelen.
- The project "Toddler cycling" in the host area.

In Wallonia: hosted by the Police district of Boraine with the following topic:

- Alcohol tests in the area of La Louvière.
- The project "Child mentoring and prevention in road safety" in the police district of Boraine.



Speed campaign

- PROBLEM** ? Driving fast is a widespread problem, generally accepted by Belgian motorists/social norm
- BRIEFING** ? Driving fast is socially unacceptable
- TARGET GROUP** ? Young motorists, 25-39 years
- MEDIA** ? Boards along regional roads and motorways + moving radio spots + online/e-mailing

The five-year old Rafaëlle posed road users the pressing question: Why do you drive so fast?

Several children also asked road users via radio spots a few obvious questions to end off with the message: "why do you drive so fast?"

Rafaëlle even took part in an interview with Wim Oosterlinck on Q-Music.



Inter-laboratory tests

Completion of a comparative inter-laboratory test between 6 different helmet laboratories, organised by the BRSI. This test concluded that all participating labs obtained comparable results.

Knowledge Forum

The Knowledge Forum "Children in the car" was created to explore new activities and collaborations with various partners on the safe transportation of children in the car.



Press release "Young people"

Findings on young motorists and added accident risks during the first 1.500 kilometres.

In April 2013, the BRSI launched a competition for young motorists that enabled them to obtain the perfect job, namely to become ambassadors for the BRSI campaign. A BRSI study showed that the risk of accidents is 3 times higher for motorists who only have travelled 2.500 km or less since they obtained their driving licence than those who had clocked more than 9.500 km.

Speed campaign Brussels-Capital Region

- PROBLEM** ? There is a widespread feeling that the risk of being caught for speeding is fairly slim in Brussels. There is little personal involvement in the places where people speed "through".
- BRIEFING** ? Therefore, the campaign must encourage motorists to drive slower by simultaneously creating sympathy towards the "local" resident of Brussels (local residents, school children, traders, ...).
- TARGET GROUP** ? 18 yrs+, motorists in Brussels, commuters, tourists, shoppers, ...
- MEDIA** ? Boards, rear of buses, table mats in 230 Brussels eateries, 200.000 bread bags at 200 local bakeries, 5.000 posters and 94.000 flyers at municipalities, schools in Brussels, police forces, communication in the schools, 18 sampling activities with fortune cookies containing sensitising message and flyers.

In addition to our own campaigns, we also coordinated the speed campaign for the Brussels-Capital Region.



Respect campaign Focus Motorcycle

PROBLEM ? Motorists and motorcyclists pay each other too little attention in traffic

BRIEFING Increase tolerance towards each other through knowledge about the most dangerous situations

TARGET GROUP Motorists and motorcyclists

MEDIA Viral videos + e-mailing + distribution of POS material + field actions at motorcycle rallies + adverts in the largest motorcycle magazines



Gardez un oeil l'un sur l'autre

Road Safety Barometer

Thorough reform and new approach of the Road Safety barometer. From now on there are quarterly analyses of road accidents involving personal injury on the basis of provisional police data. 4 barometers were created in 2013.

Motac-study Knowledge Centre

Detailed study of the nature and causes of 200 serious and fatal accidents with motorcyclists on the basis of an analysis of police reports. It was the first time in Belgium that accidents with motorcyclists were so thoroughly examined.

Road safety research platform

On 23 May 2013, the Knowledge Centre organised the second meeting of the Road safety research platform in Louvain-la-Neuve (UCL). Researchers of seven different research institutes presented their findings on the topic: excessive speed.

Pattern approval tests

Pattern approval tests: Single use chemical alcohol tests carried out on behalf of foreign manufacturers.

TISPOL seminar

On 22 May 2013 an international "TISPOL Road Safety Seminar" took place in Brussels. It was a co-organized event between TISPOL, the federal traffic police and the BRSI.

Winter tyres study

At the request of the State Secretary of Mobility, the technical department conducted a study relating to the usefulness of winter tyres.

Driver Improvement partnership

Set up with the Flemish Community, "Rondpunt", the Province of West Flanders and the Soniek-Sevo Institute on "Verkeersgetuigen".

The BRSI takes over the websites wegcode.be and code-de-la-route.be.



ATP tests (ATP = certificate for the transport of perishable foodstuffs)

Increased number of places in the regions where the ATP tests can be performed. From now on, over and above the BRSI, there are 4 workshops in Flanders and 3 workshops in Wallonia.

Driver Improvement consultation

With a number of players from the Alternative Judicial Measures West Flanders and the project "Getuigen onderweg" (Witnesses on the road).

Bob campaign

PROBLEM ? Too many people still driving under the influence of alcohol + Bob concept needs updating

BRIEFING ↗ Bob-concept must be reinvigorated + reduce number of persons driving under the influence of alcohol

TARGET GROUP 👤 40+, mainly male drivers

MEDIA 📺 Teasing phase + boards along regional roads and motorways, radio spots, online films, e-mailing, distribution of POS material, field actions



NOTRE OBJECTIF À TOUTS: ZÉRO TUE
GO FOR ZERO

"Bob" became a verb in the summer of 2013: "to bob": to plan the return journey in advance.



Teasing phase in which Bob was temporarily presumed dead.



Who will be driving the "Ikbobmee" (I bob along) Suzuki Swift for 1 year?

- Mass distribution of leaflets and beer coasters.
- Public transport and taxis bob along.
- Radio spots with confrontational testimonies.
- New website with sensitizing video clips.

ISO 9001 Certificate

The reintegration exams department gets a ISO 9001 Certificate. This department investigates whether people with a driving ban can get their license back or not.

Meeting of network "Verkeerscoördinatoren" (Traffic coordinators)

In the Police district of Tielt in Flanders with the following topics:

- Improper use of agricultural vehicles (Grensleie).
- How to communicate to specific target groups using the project "Snugger Snorren" (Mechelen).
- Presenting the project "Gordel" from the Police District of Tielt.

In the Police district of Hermeton-et-Heure in Wallonia with the following central theme:

- The speed control policy in the Police district of Hermeton-et-Heure.

Driver Improvement article

A Humo-journalist followed a course "Driving under the influence" in Antwerp and made a report on the experience of the trainees. The article appeared mid-July.



Youth campaign "Experience"

"Your first 1.500 kilometres are the most dangerous", a big competition in collaboration with Radio Contact and MNM. Four lucky winners could visit numerous festivals throughout the summer in the "Go For Zero vehicle", together with an accompanying person from Federdrive. All the adventures could be followed on the blog "My ideal holiday job" as well as on Radio Contact and MNM.



"MNM places traffic and road safety high on the agenda. We find it very important to mobilise and sensitise our young listeners with a view to fewer accidents and a better understanding of traffic".

MNM



Driver Improvement thesis

One of the staff members, Anne Marione, is graduating with a Master's degree in pedagogics and writing a thesis on the participants' experience in our courses.

The two supervisors of this thesis have become so fascinated by our work that they have both attended a course and wish to start a doctoral study still this year on the effects of such a course by means of interviewing the participants at different times.

Bob field actions

- Bob teams visit about 400 outdoor cafés over 27 action days.
- Mass distribution of beer coasters in the cafés.
- Summer competition where a Suzuki Swift could be won for 1 year.
- Present in the parking areas of 80 supermarkets to sensitise people who are making BBQ-purchases about the danger of driving and drinking.

Publication SOPAROI-study Knowledge Centre

In this study "Influence of the social norm and the risk of being caught for driving under the influence of alcohol: Comparison of Belgium with 18 other countries" we presented the results of the analysis of various factors on driving under influence. We compared the impact of reported driving under the influence of friends (the so-called social norm) and of a person's recent breathalyser test (risk of being caught) on the reported driving under the influence. It appears that the social norm plays a greater role than the risk to be caught.



Brochure Mobility

The Mobility department launches the "Residential and meeting areas guide" with useful tips for different road users sharing common public areas.



Training

The BRSI regularly organizes training for the police. We developed the new modules "Speed" and "Infrastructure" and we gave two sessions to the Police.



Seat belt campaign

- PROBLEM** ? Not wearing the seat belt in low speed areas and on short journeys
- BRIEFING** ? Reinforce the wearing of seat belts + increase risk awareness when not wearing the seat belt in different situations
- TARGET GROUP** ? Large, but with emphasis on young male drivers
- MEDIA** ? Boards along regional roads and motorways, PR-stunt + online video clips, e-mailing, field actions, permanent reminders in the field



A shock without a belt is like a free fall from the top of a building



Press moment: the most spectacular press conference of 2013: State Secretary for Mobility Melchior Wathelet free-falls in a car. The video clip became widely spread via the media.



Focus Back to school

The Go For Zero-team sensitised schools about seat belts, child seats and visibility on the bicycle. Children with visible clothing on the bicycle were rewarded.



Pattern approval tests

The laboratory alcoholometry tests different types of breath analysers. They also did a pattern approval test on breathalysers with the reduced threshold of 0,09 mg/L UAL (soon applicable to professional drivers).

Traffic exercises

Launch of new traffic exercises "Safe or dangerous" 1-2-3-4. These are colour drawings in A4 format with traffic situations to find safe and unsafe behaviour. The drawings are intended for nursery education. Each exercise also includes a sheet for the teacher.



Pedestrian Posters

The BRSI designed two sets of colourful mini-posters in A4 format for little pedestrians (5-8 years old) with the following two topics: "On the sidewalk" and "Crossing the road".



Behavioural measures "Hand-held items"

Observational study by the Knowledge Centre to map the problem of distraction in Belgium.

The BRSI examined certain actions by motorists behind the wheel on more than 150 roads: talking on the cell phone, use the cell phone, eat, drink, read, handle the GPS device, set the radio or heater or smoke.



"The brochure idea is excellent in all respects. The texts are written in a dynamic and accessible manner in order to reach a large number of new motorists. Moreover, it is impressive to see the number of obstacles that a new driver must overcome before he becomes experienced".

Jeroen Smeesters, Federdrive

"On the road to more experience!"

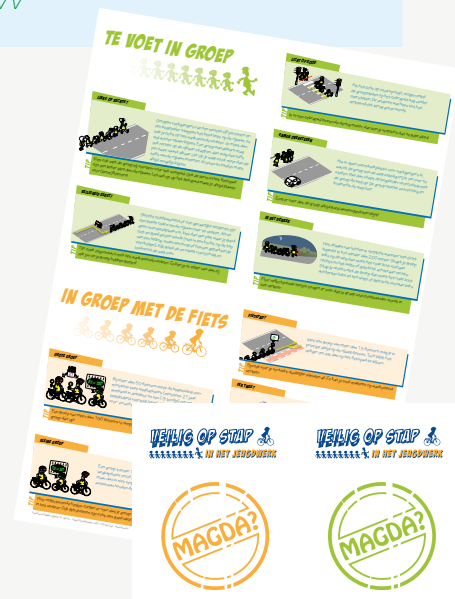
A nice brochure full of tips for novice drivers with detachable annex for the parents. Freely distributed to brand new drivers who have just obtained their driving licence from the GOCA testing centres.

Driver Improvement cooperation

Consultation meeting with colleagues from the Dutch Ministry of Transport and the Dutch Ministry of Infrastructure & Environment, and some key rehabilitation persons. The aim was to give an overview of the characteristics which caused participants to fail in the change process that was offered throughout the course.

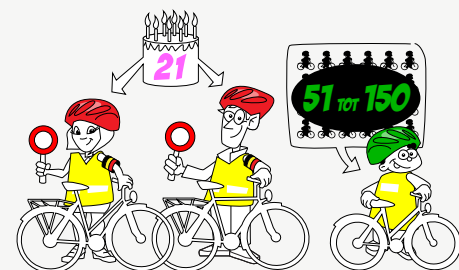
"The game was distributed to all youth councils in Flanders. Of the 308 Flemish municipalities, an impressive 152 youth councils played the game during their meeting."

Bert Gilté, VVV



Safe on the road ... with young people

An original game that teaches leaders of youth movements to go out safely in group. In addition to a DVD with accompanying booklet, the game can also be played online. The game was developed with the Associations for Road Safety (VVV) and Ethias.



Optimove 12+ and Optimove Junior 8+

A cooperative board game, developed with the regions where children are sensitized on mobility, road safety and the environment.



Meeting traffic network

In the Police district of Geel/Laakdal/Meerhout for Flanders and the Police district of Liège for Wallonia with the following topics: "Cross Border", "Helmet on, fluorescent top", "The new rules with regard to agricultural vehicles", and "Traffic education path and its use".

Driver Improvement workshop

Workshop with Mr. Assailly, a traffic expert from the French institution IFSTTAR, for the Driver Improvement-team on the problems of young people.

Press moment Winner of Bob competition

Bertille P. may call herself the proud winner of the Bob competition where she wins a car for 1 year. This made for a beautiful report on RTC, local Liège television.



Speed campaign

- PROBLEM** Generally driving too fast
- BRIEFING** Create social disapproval with respect to speeding
- TARGET GROUP** Men and women 18+
- MEDIA** Boards along regional roads and motorways, e-mailing, social media



A catchy campaign with a moving message: Your speed is not quickly forgotten!

Establishment of the International Scientific Advisory Board (ISAB)

A new advisory body of the BRSI for the activities of the Knowledge Centre. The ISAB consists of 12 top experts in the field of road safety from research institutes, universities and ministries in 10 countries. They give advice on the research strategy and choice of research projects and studies.

Winter tyres

How and when do you use the right tyres? In which European countries are winter tyres required? Answers to these questions and interesting winter tips could be found on the new website "www.klaarvoordewinter.be". A successful collaboration between the BRSI and Federauto, with the support from GOCA with posters in driving school and garages.



Traffic tools 12-15 and 15-18

Two manuals as practical working tools on road safety to be used in class with young people.

Youth Campaign "A Final Message"

- PROBLEM** ? Too many weekend-accidents and young traffic accident victims
- BRIEFING** ↘ Emotional call to young people to think about their behaviour in traffic
- TARGET GROUP** 👥 Young people 18-24 years
- MEDIA** 📢 PR-stunt + online video clips, game, e-mailing, social media



A true tribute to two young traffic accident victims. That was the song of known singer Ozark Henry. He worked with their voices and turned them into a moving song.

You could catch a glimpse behind the scenes on goforzero.be: "the making of", testimonies by families and friends and, of course, download the clip and song.



"The voices of both boys were the starting point. That mood enabled me to compose a kind of sound. It is a musical tribute. I felt a huge responsibility towards the survivors."

Ozark Henry

Publication Report on under-reporting

A study by the Knowledge Centre that examines the reasons of under-registration but also makes a comparison between the officially declared number of accidents in the police database and the effective number of injured people that are recorded in the hospitals.

“Safe or dangerous” Traffic exercises 1-2-3-4

Colour drawings in A4 format with traffic situations to identify safe and unsafe behaviour, entirely developed by the BRSI.

Bob campaign winter

- PROBLEM** ? Driving under the influence of alcohol is still too high
- BRIEFING** Further establish the “bobbing” concept and reinforce the intention to plan the return journey in advance
- TARGET GROUP** 40+, mainly men
- MEDIA** Boards along regional roads and motorways, POS material, distribution of alcohol testers, online video clips, social media, competition



The Statue of Manneken Pis got a Bob outfit.



Field actions on the Christmas markets

Bob teams set out with a full bicycle trailer full of Santa hats and visited 24 Christmas markets.

Big competition where people were quizzed about their knowledge of “bobbing” with a wonderful trip to Lapland as the main prize.

- Restaurant and café owners could request personalised “ikbobmee” (I bob along) stickers thanks to the support of Horeca Flanders, Brussels and Wallonia and the Belgian brewers.
- For its end-of-year campaign, Assuralia had 10.000 original small Bob-reindeers made for the Christmas tree.
- TEC and De Lijn distributed new “ikbobmee” Christmas leaflets and posters.
- The Michelin-starred restaurant Hertog Jan also “bobbed” along by offering an accompanying menu without alcoholic beverages.
- Together with GTL, the umbrella taxi organization, we developed a convenient taxi app which lets you quickly find a taxi close to you.
- A successful collaboration with the Compass group made sure that reception guests were sensitized by the “bobbing” message by means of life-size totems, smaller counter displays with leaflets and Bob-pins.
- UNIZO, VOKA and UWE distributed “ikbobmee” material at their receptions and sensitised their members so as to “bob” along at the festive season receptions.
- “Ikbobmee” material at 100 drinks merchants, thanks to the Federation of drinks merchants (FEBED).



THE BRSI, A RANGE OF SERVICES

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ROAD SAFETY KNOWLEDGE CENTRE

a source of knowledge



Figures, reports, analyses, surveys, studies and much more can be found in the Knowledge Centre of the BRSI. A multidisciplinary team of 18 researchers and analysts is generating knowledge and developing expertise on virtually all aspects of road safety.

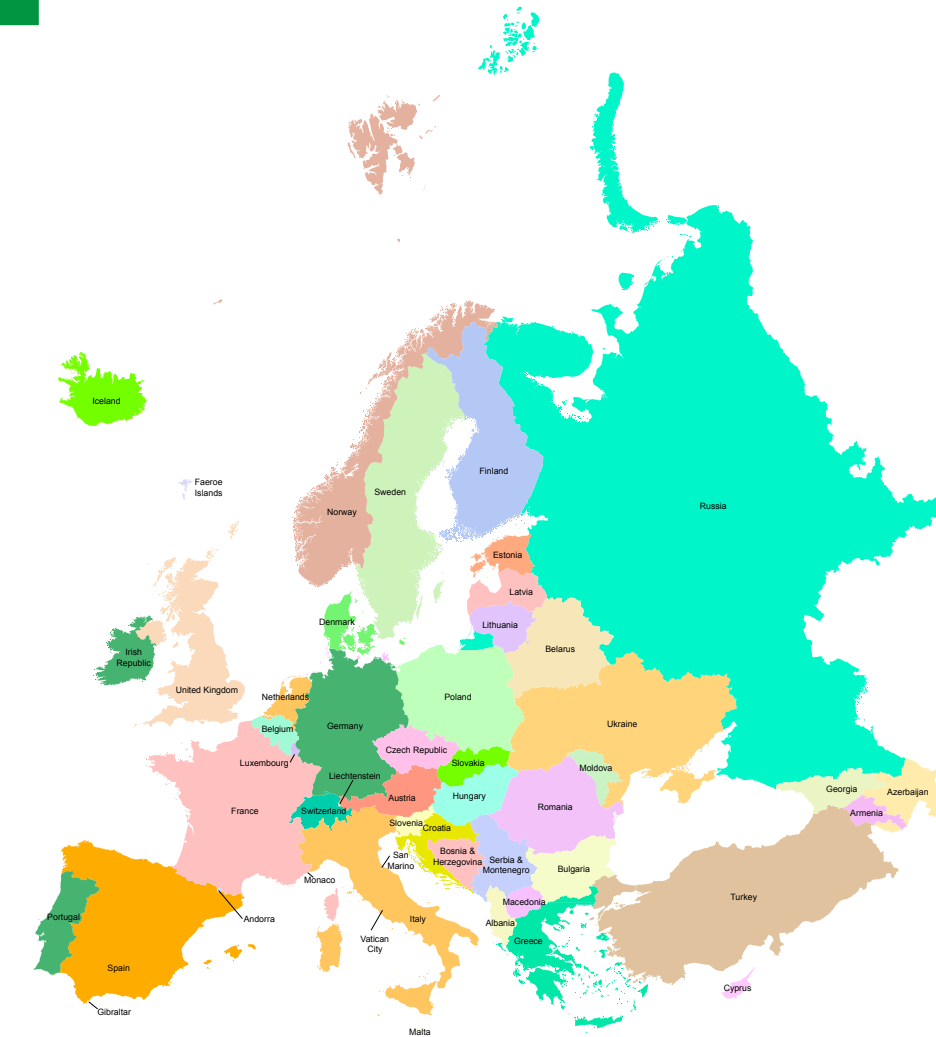
In order to conduct research, the BRSI uses its own collected data as well as data from other sources (such as police accident reports).

The Knowledge Centre disposes of a wide range of research methods. Reports of all the analyses and research are drafted in Dutch and French. Since 2013 there is also a summary in English. We communicate the findings at numerous conferences and events in Belgium and abroad.

2013 was the year of two major successful European projects: DaCoTa and SARTRE4. Ties with foreign research institutes and traffic safety institutes were further reinforced and new consortia set up for the implementation of international research projects.

The BRSI took part in the fourth edition of the European study “Social Attitudes to Road Traffic Risk in Europe” enabling us to compare attitudes and self-reported practices of Belgian road users with those of 18 other European countries (and Israel). As many as 21.280 persons were interviewed face-to-face. In Belgium we surveyed 600 motorists, 200 motorcyclists and 200 other road users.

The findings show that Belgium still belongs to the worst performing pupils of the European class on various levels.



Descriptive statistical analyses

Every year, the BRSI produces analyses of road accidents based on the official accident statistics.

The “Road safety barometer” was thoroughly reformed. In this barometer, analyses are done of the road accidents involving personal injury based on the provisional police data. Four barometers were published in 2013.

Literature review

In order to contextualise personal research results, one often has to review international literature. The BRSI published such a literature review in 2013 on distracted behaviour in professional drivers.

Observational studies and behavioural criteria

In 2013, the BRSI continued its tradition in the area of behavioural criteria. The findings of the national behavioural criteria were processed at the end of 2012, with regard to respecting speed limits, driving under the influence and safety belt use. In addition, the Knowledge Centre also took a new direction by implementing new and rather unique criteria - internationally speaking - relating to the speed of vans and the use of mobile phones and other devices while driving. These findings will only be published in 2014.

Surveys

The BRSI carries out several surveys every year in relation to road safety. The processing of data of the big 2012 attitude measurement was central to the 2013 work program. Due to the scale of this survey the findings were published



in 5 complementary reports. The Knowledge Centre supported the communications department of the BRSI by performing pre- and post measurements of the various campaigns as well as the scientific foundation of the National Traffic Non-Safety survey.

Modelling

In 2013, the Knowledge Centre also worked on in-depth analyses and modelling of complex phenomena in road safety. The influence of social standards and risk of being caught driving under the influence was studied and the under-reporting of serious injuries in the police data analysed.

Accident Research

In anticipation of a legal system for the execution of in-depth “on the spot” analyses of accidents, the Knowledge Centre carried out various studies on the types and causes of accidents. For the first time, the MOTAC study examined 200 major accidents involving motorcyclists.

Studies of fatal accidents in Brussels and accidents involving pedestrians at intersections learned that there are 33 types of scenarios that may lead to an accident.

Other activities

It furthermore digitalized the documentation centre, organised two meetings of the Road safety research platform (in Louvain-la-Neuve and Brussels), formulated policy advice based on scientific research, answered parliamentary questions on road safety and organised police training sessions.



Network traffic

Close ties with the Police

The BRSI maintains close ties with the Police and has a network of traffic coordinators for that purpose. 620 police officers are currently members of the network and have access to the web site where they can download all kinds of material.

As is the case every year, three network meetings per linguistic region took place in 2013, organised in collaboration with Centrex.

This means: three meetings, six locations, 14 current topics and zonal projects and 142 interested participants in total.

BRSI - TISPOL Cooperation: TISPOL-seminar May 2013

On 22 May 2013 an international "TISPOL Road Safety Seminar" took place in Brussels. It was a co-organized event between TISPOL, the federal traffic police and the BRSI.

TISPOL is the network of the United European Traffic Police Services and has as its main objective the reduction in the number of road accident victims on European roads.

One of the tasks during the presidency involves organizing the annual "TISPOL Road Safety Strategy Seminar" for the benefit of the members of the various TISPOL working groups and bodies (30 nationalities).

The last few years has seen the tradition grow among the authorities, partners and the police in inviting the organising country.



HAVE YOUR SAY

Wouter Van den Berghe,
Director of the Road Safety
Knowledge Centre

In order to improve road safety you must first and foremost know what factors contribute to road safety. Only when you have an understanding of this, can you take appropriate initiatives and measures which will increase road safety. The purpose of the Knowledge Centre is to gain an understanding through examining and analysing the factors of traffic non-safety and to help identify appropriate solutions.

Our research takes international developments and foreign analyses into account. The knowledge that is acquired is compared with the rest of the world. We also consider to what extent foreign research results can be relevant for Belgium.

The Knowledge Centre fulfils therefore a broader social task. We ensure that there is sufficient and relevant research in the field of road safety. A major strength of the BRSI is the combination of the development of knowledge and its application.

"A major strength of the BRSI is the combination of the development of knowledge and its application."



CENTRE FOR COMMUNICATION AND AWARENESS-RAISING

together towards
0 fatalities

Pourquoi tu roules si vite?



GO FOR ZERO
NOTRE OBJECTIF À TOUS : ZÉRO TUÉ

Cell Campaigns 24+
Youth Cell
Studio
PR

National Traffic Non-Safety Survey 2013

This year also saw a National Traffic Non-Safety Survey in order to gauge the causes of feeling unsafe in traffic among different road users. The findings of the survey were a valuable source of inspiration for the road traffic policy, but also represented the launch of the communication campaigns for 2013.

To bring about a true behavioural change in road users of different target groups is what the department strives for. We address in particular the main “killers” in our traffic: speed, seat belt use, alcohol behind the wheel and distraction. The ultimate aim is to bring down the number of road deaths to a minimum, namely “Go For Zero”, together towards 0 fatalities.

This is how we create social support for an integrated approach to the direct causes of serious accidents.

The department of communication and awareness consists of:

Cell Campaigns 24+

The cell campaigns 24+ deals with all projects whose target group is the twenty-four year-olds and older.

The campaigns are known to the public at large through its billboards along the regional roads and motorways. But there is a lot more that happens. A detailed analysis of the target groups concerned is done per campaign through research and surveys, in collaboration with the BRSI Knowledge Centre. We then select a clear and targeted approach that leads to efficient communication and ultimately to a possible behavioural change.

A mix of posters + radio + field actions + online is the most obvious combination, but usually we go one step further which involves looking for the necessary external partners to assist in communicating the message.

Private social media channels such as Facebook, Twitter, YouTube and Google are also deployed to support each campaign. On-line marketing will enable us to reach our target group more efficiently and directly.

The flagship of cell 24+ remains the Bob campaign which got a serious facelift in the summer of 2013. The seat belt and speed campaigns have also not gone unnoticed.

Youth Cell

The Education cell for **young people from 0-16 years** promotes the motto “you can’t start traffic awareness early enough”. This cell develops projects, designs pedagogic instruments and brings out publications to educate children and young people in the area of traffic and mobility.

Actually, did you know that the Education cell also writes texts for Zonneland, Zeerust and Karrewiet?

Teachers and parents are assisted with all types of materials to raise awareness in children in the area of road safety. In addition, the cell members participate in various projects of organizations that are active in the area of youth prevention. They are also present at educational fairs.

Young people aged 18-24 benefit from an adapted approach. Music, festivals, field actions in places of nocturnal entertainment, social media and online competitions are a perfect base from which to approach young people. Go For Zero is more than ever the message to ensure that the number of young fatalities and casualties is reduced to a minimum.

For a greater understanding and knowledge of the youth and the realities which concern young people, we conducted a big research project together with the consultancy firm Trendwolves. In 2012 we had already identified 6 youth archetypes. In 2013 we went one step further with an in-depth quantitative and qualitative study. How do young people perceive hazards on the road? What routes do they travel? What is their attitude towards the traffic rules, their vehicle and their friends? The findings of this study can be used in 2014 to be more focused.



Field

Sensitisation does not stop at creating a poster or website, but mainly continues in the field. Getting closer to people by means of a targeted sensitising message that is packaged in a pleasant competition, quiz or animation, completes a campaign. In 2013, the BRSI Field-team organised more than 350 activities through which thousands of people were sensitized face-to-face.

Studio

An in-house graphic designer is responsible for the lay-out of all kinds of publications, including this annual report.

On-line conversations are becoming increasingly important and are also part of the studio's tasks.

6918 likes
on the goforzero
facebook page on
31/12/13

1 post per day on average

937 @goforzero
163 @goforzerofr
1005 @BIW_IBSR
followers

110.162
views of the video clip
«Sans ceinture, le choc
est plus dur» (No belt
hard felt)

53.679
views of the "Ozark
Henry clip"

PR

The BRSI in the spotlight

Road safety is a subject that finds particular resonance in public opinion and therefore often catches the attention of the media. Regional, national and international journalists from the written and oral media contact the BRSI spokesperson on a daily basis in order to collect information and to obtain specific points of view. The people responsible for communicating with the media not only give interviews but also participate in radio and TV programmes.

In 2013, close to 25 press releases were published related to our large-scale campaigns as well as the findings of our studies (causes of motorcycle accidents, winter tyres, etc.), and the road safety barometer, etc. Moreover, about ten press conferences were organised in order to give an added dimension to important subjects. At the same time, the BRSI spokespersons use Twitter as an additional medium to disseminate information or to interact with journalists and the public.

The BRSI also has three TV programmes: "Watch Out" on the Dutch-speaking side and "Contacts" and "Go For Zero" for the French speakers. The first two are a collaborative undertaking between the BRSI and the Federal police. The programme "Go For Zero" on RTL/TVI underwent a few modifications before being rebroadcast in the last quarter as the main objective was to make it even more interactive.



HAVE YOUR SAY

Kris Verbeeck
Director of Marketing and
Communications
Senior Strategic Consultant

When asking external people about the communications service of the BRSI, everyone immediately thinks of the posters alongside the motorway. But that poster is but a small part of a campaign. We do so much more than a poster.

With each campaign we interact with the citizen. This year we held our second national traffic non-safety survey. The survey questions 2.100 people to know in which situations they feel unsafe in traffic. The findings of this survey as well as the input of our Knowledge Centre form the perfect basis from which to determine the theme of the campaign.

When we talk about communication and awareness, we talk about behavioural change to a large extent. We have an appropriate three factor formula for that:

- 1) state clearly that there is a social problem.
- 2) represent a vision and an objective to tackle that problem.
- 3) propose steps to resolve the problem together.

The multiplication of these three parameters must then be greater than the population's resistance to the drive to change. Such campaigns can only be realised with the strong expertise of the staff within the communication cell.

In addition to our own campaigns, we also coordinate communication projects for external clients. A good example in 2013 was the speed campaign for the Brussels-Capital Region.

Together with the BRSI, we thus wish to further promote our expertise in the future and open up to new collaborations and further consolidation of existing links.

"A campaign is more than a poster along the highway..."





because ...

we had our daughter's fitness to drive tested on Tuesday, 3 July and ...

... we were warmly received

... the lady who came to collect our daughter was very calm and kind

... the gentleman who brought her back explained nicely and in detail why she could not learn

... it still remains a pleasant memory

"because she could really drive a car".

Thank you all, you are doing a really GOOD job.



HAVE YOUR SAY

Mark Tant
Head of CARA

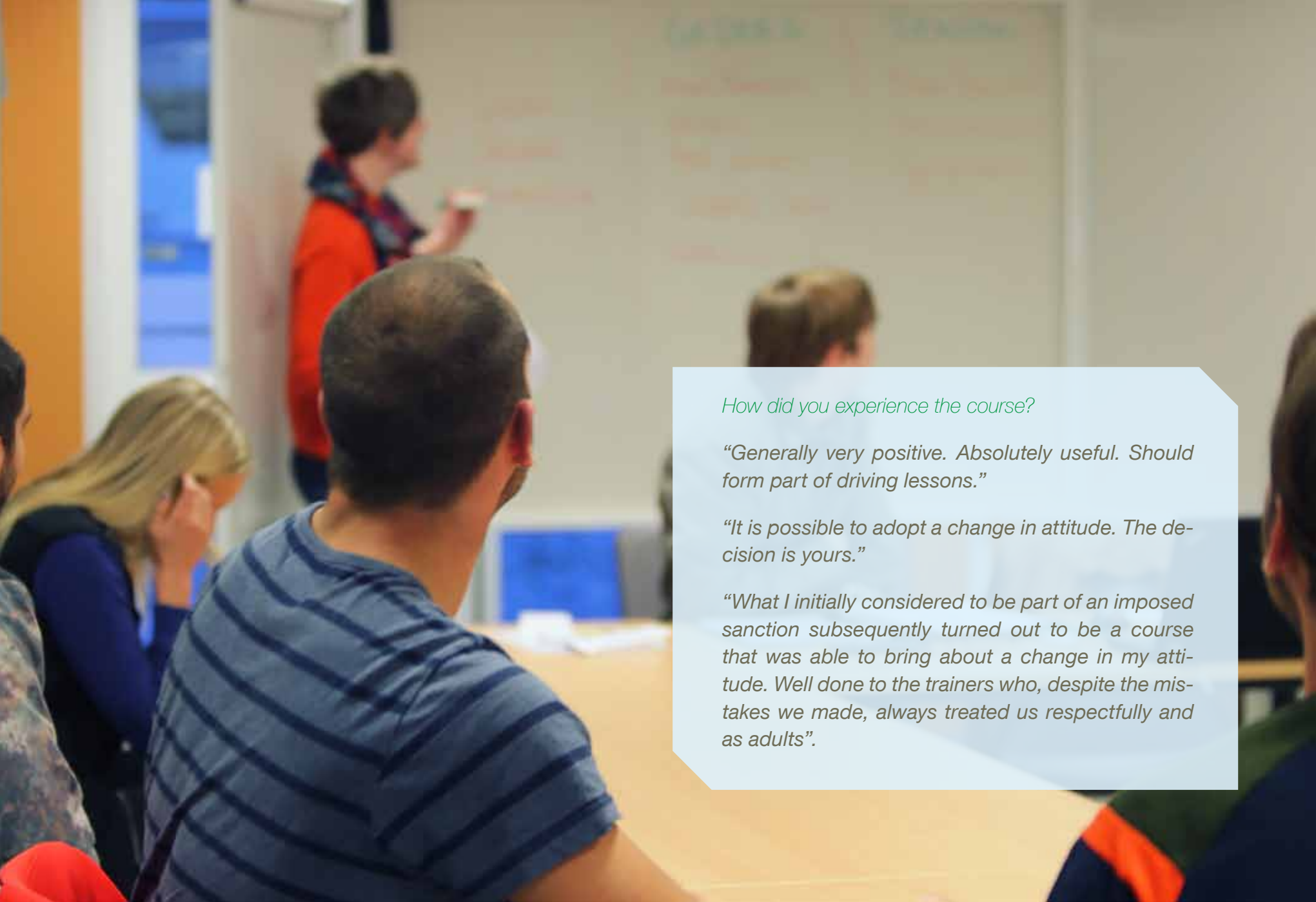
CARA stands for "Adapted driving centre for disabled drivers". But that was its initial designation. Today CARA does much more than that!

CARA is not only about road safety, it is also about mobility. We assess people with disabilities as to whether they can still or again safely participate in traffic as a driver. This is our clear link with road safety.

A referral to CARA comes after a medical problem. People who, for instance, have suffered a brain haemorrhage or experience concentration, visual or estimation difficulties come to CARA. But also physically disabled people who would nevertheless wish to drive.

CARA considers whether that medical problem can be resolved based on medical, psychological and practical tests. It's up to CARA to assess whether these persons are still fit to drive or not. A solution may be an adjustment of the vehicle or a restriction on the use of the vehicle. This can only but benefit mobility and road safety.

"We assess whether people with disabilities can still participate safely in traffic as a driver."



How did you experience the course?

“Generally very positive. Absolutely useful. Should form part of driving lessons.”

“It is possible to adopt a change in attitude. The decision is yours.”

“What I initially considered to be part of an imposed sanction subsequently turned out to be a course that was able to bring about a change in my attitude. Well done to the trainers who, despite the mistakes we made, always treated us respectfully and as adults”.

Driver Improvement

Tackling repeat offenders

Driver Improvement consists of various psycho-educational projects for traffic offenders:

Educational project “Alternative measures”

This national project, recognised by the FPS Justice since February 1994, was established in the context of “alternative measures”. The prosecutor (via Mediation in Criminal Justice) and the court (via Probation) can impose an educational project on a traffic offender. This at least enables the offender to have part of his fine conditionally suspended, or even to be spared from further prosecution.

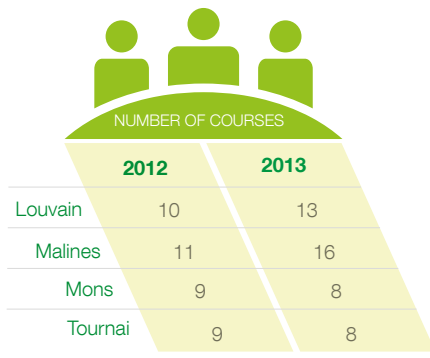
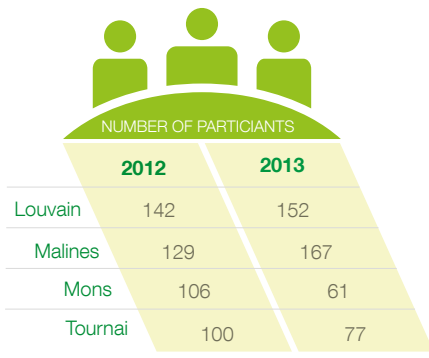
There are different modules within the “alternative measures” framework:

- a “General module”: on a range of offences.
- a module “Driving under the influence of alcohol”.
- a module “Road Rage”. The participants are perpetrators of acts of road rage: threats, deliberate destruction, intentional assault or injury or manslaughter.
- a module for “Young drivers with a souped-up moped”. This module was created in 2008 at the request of the Public Prosecutor’s office of Dendermonde. In the meantime, this course has also been offered in the judicial district of Mechelen.
- A module “Driving under the influence of illegal drugs”. This module was developed at the request of the Public Prosecutor’s office of Mons and is also only organized in this judicial district.
- A module “Young-novice drivers”: On demand of the Public Prosecutor’s office of Verviers, this module was designed to be offered as from 2014 in that

district. In terms of content and objectives, this module is very similar to the general module. The methodologies and pace of the course were, however, adapted to the specific age group.

Pilot project “Take a moment to check your speed”

- Theoretical course including a practical part on public roads and tracks. This course is paid for by the students themselves and offered in the judicial districts of Mechelen, Tournai, Leuven and Mons.
- 43 courses for 457 participants in the “Take a moment to check your speed” project.



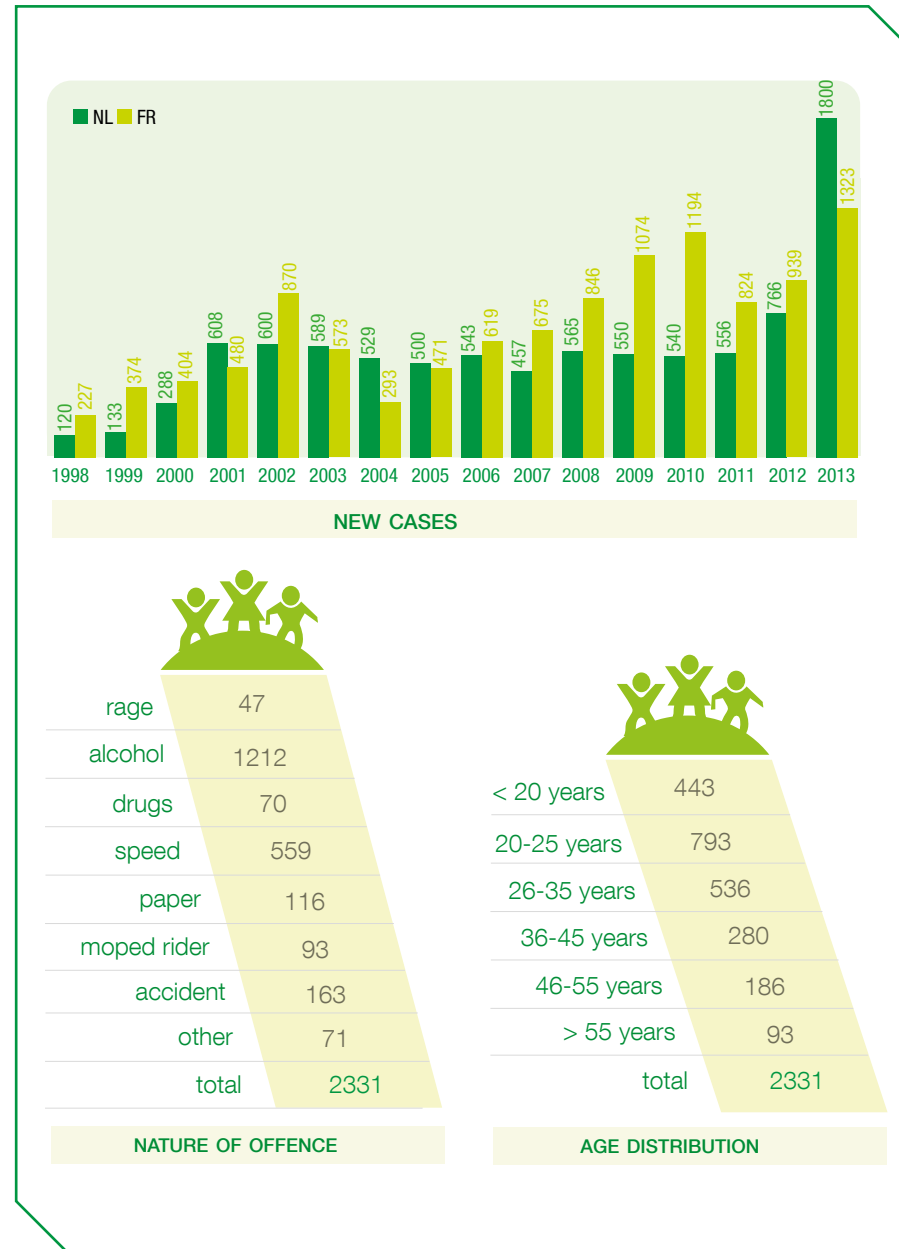
In 2013, a total of 2,331 new cases were received from the various law centres. In comparison with 2012, this is an increase of almost 30% which is noticeable in both regions.

Reason of escalation

In breaking down the reasons of escalation in percentages, it can be noted that more than half the cases can be ascribed to driving under the influence (alcohol 52% + drugs 3%). One in four cases is the result of excessive speeding. All other offences or violations occur relatively seldomly (< 10% of the total number of cases).

In 1 out of 3 cases (33%) where referrals were made primarily for driving under the influence of alcohol, this intoxication or inebriation was established in the context of accidents.

In cases also involving an accident, the majority of accidents mainly caused vehicle damage (76%) and in one in five cases (22%) there was at least one injured person. In 2% of these accidents there was also a fatality.



HAVE YOUR SAY

Ludo Kluppels
Head Driver Improvement

The Driver Improvement courses aim to maximally reduce the number of repeat offenders. And they're successful! It is a proven fact. We know that people who often break the law, are more frequently involved in an accident. Sensitising people to adopt a safer behaviour can also increase road safety.

In addition, trainees learn that traffic is a social event in particular, even if this is not felt when driving alone. The driver not only drives more safely for himself, but also for the others. Being perceptive while driving is a very important message in this regard.

The other message conveyed to participants is the fact that they themselves are responsible for making choices in traffic. Neither their work nor their friends determine that they can drive drunk or too fast. It is their own decision.

"Traffic is primarily a social occurrence ..."

Reintegration exams

Providing the right environment

If the judge of a police or criminal court imposes a driving ban on someone, he can also impose a medical and/or psychological examination as a condition on the convicted person in order for him to get his licence back. The BRSI carries out these reintegration exams and determines whether someone is fit to drive or not. The doctor and psychologist give a combined opinion. A candidate may be declared fit, fit subject to conditions or unfit. The BRSI informs the candidate, the court registry and the public prosecutor's office of the outcome.

The Reintegration exams department consists of 12 psychologists, 17 independent doctors and 2 secretaries. The BRSI has a number of branches all over Belgium where the reintegration exams can be conducted. 5.009 cases were handled in 2013.

Striving for optimal service

In 2013, the Reintegration exams section was awarded the ISO 9001 certificate. This standard guarantees the quality of the operations on the basis of a quality manual that describes the operating modalities. An excellent effort by all colleagues with a fine result.

Collaboration with Ghent University

In 2013, the Reintegration exams section worked closely with Ghent University on the doctorate of Mr. Thomas Maenhout. He did research on reintegration exams cases and developed an index that can predict recidivism on the basis of a number of bio-medical parameters.

Internal research

The BRSI Knowledge Centre also conducted research into the drivers on whom a driving ban was imposed and who were referred to the BRSI for reintegration exams. The aim was to provide a general picture of this group of drivers. An analysis of 1.693 cases provided information on the socio-demographic characteristics of the candidates, the facts for which they were convicted, the penalties that were imposed on them and the progress of their reintegration exam. The full study will only be published in 2014.

Framework Programme alcolock

The BRSI is the only organisation to have been recognised in 2012 by FPS Mobility and Transport (Royal Decree of 26 November 2010) for being a lead agency for alcolock. Such a programme teaches persons on whom a driving ban was imposed how they can drive again safely.

The programme consists of individual counselling sessions, training and education on the use of the alcolock device, the risks and consequences of driving under the influence and the build-up and breakdown of alcohol breath. The aim is to find a strategy to keep drinking and driving as separate activities after the device has been removed.

In September 2013 the BRSI could welcome the first candidate.

5.009

The BRSI carried out 5.009 medical and/or psychological studies at the request of the Public prosecutor's offices.

3.795

3.795 fitness to drive certificates were delivered with an unlimited validity period.

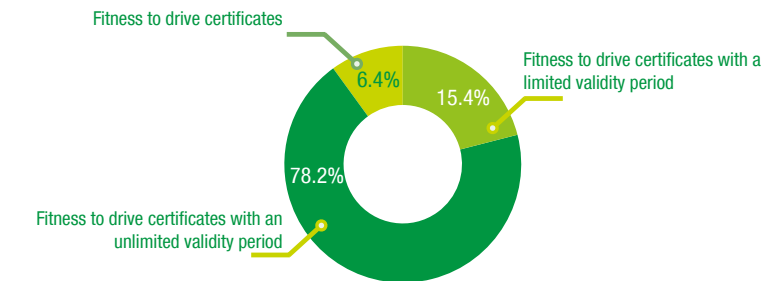
748

748 fitness to drive certificates were delivered with a limited validity period.

311

311 unfitness to drive certificates were delivered.

FITNESS TO DRIVE EXAMINATIONS



FITNESS TO DRIVE CERTIFICATES



“My attitude to driving under the influence has changed completely.”

Quote from a participant in a reintegration exam



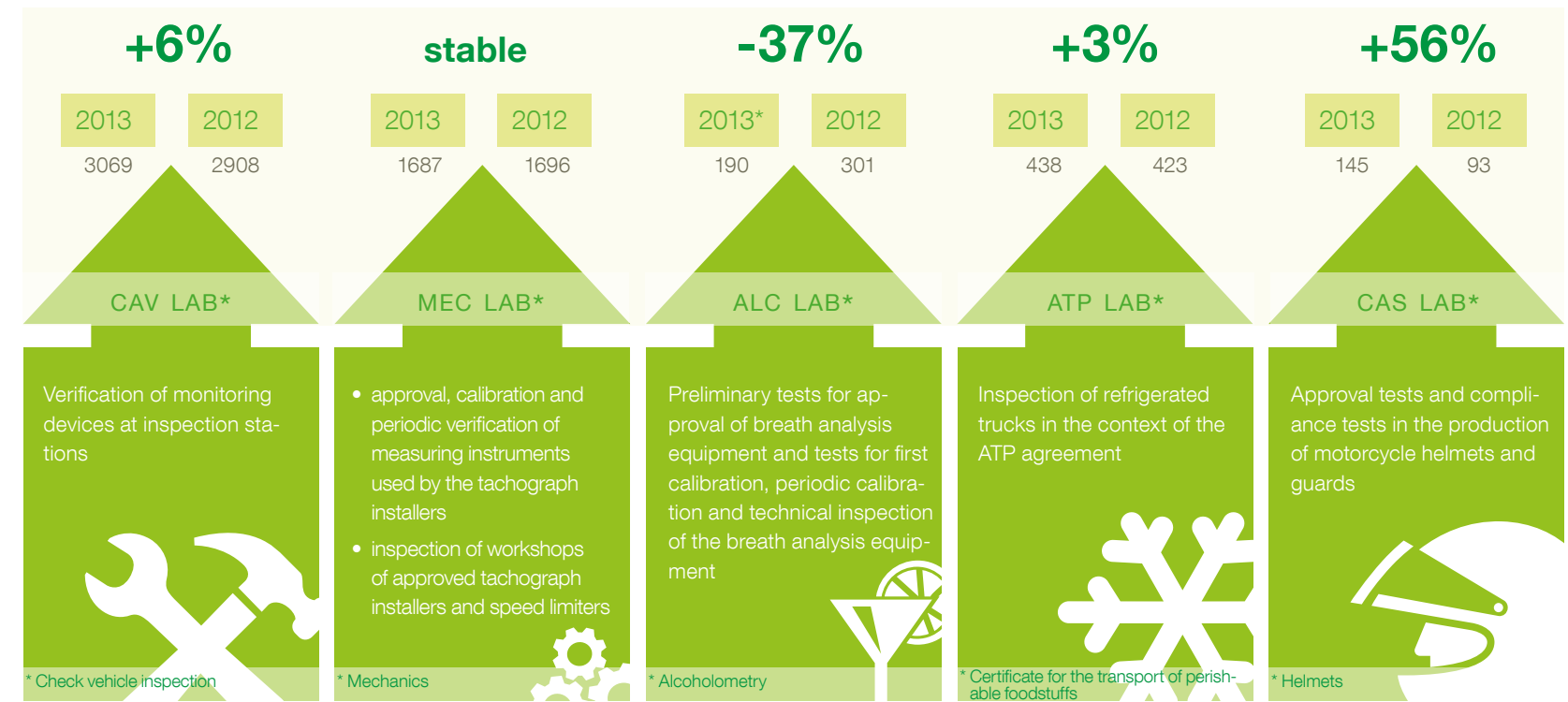
CENTRE FOR TESTING, TRAINING AND ADVICE

measure to manage

Technical department Our own BRSI labs...

Technical department
Mobility and infrastructure
RoadSafety@Work

Within the BRSI there are five different laboratories. They actively carry out thorough research.



* (Only contains re-verification cases)

Striving for optimal service

In 2013, our labs also worked on improved service and innovation:

CAV Lab

The working procedures were simplified according to the lean principle. For each mission, the overview list (all devices of the station) was updated by the station supervisor so that the mission could run as efficiently as possible.

MEC Lab

The working procedures were simplified according to the lean principle. This meant that managing the procedures was less time-consuming.

ALC Lab

The total number of re-verification cases has decreased but on the other hand, the number of new product approvals has increased. The working procedures in the ALC Lab were also simplified according to the lean principle.

ATP Lab

Additional ATP external inspection points (Liège and Charleroi region) effective since May 2013 and ATP inspections at regional level.

CAS Lab

The number of dossiers has increased considerably due to the new development of products for the client Nexxpro in particular, and the recovery of the market. A comparative study between 7 European laboratories resulted in the confirmed high quality of the CAS Lab. The working procedures were simplified according to the lean principle. In 2013, the lab approved 7 helmets + 5 wind shields.

In 2013, the technical department was very active during the second phase of the European HeERO project. Belgium would like to set up and test the required infrastructure in order to support the Pan-European eCall system and to test eCall for trucks and motorcycles.



Mobility and infrastructure

The Mobility and Infrastructure cell guides the administrators of public roads in making the best decision to solve or anticipate infrastructure problems and also supports their road safety policy.

Technical assistance to authorities

The cell advisers formulate independent opinions and recommendations to policy-makers and managers of public roads.

Research and knowledge improvement

Research helps to deepen knowledge and to substantiate opinions and recommendations to intermediaries or target groups.

Dissemination and exchange of knowledge

The cell presents best practices, standards and innovative ways to develop public areas through publications, presentations at colloquia and seminars and through training.

Collaboration

Various public services, decision-making platforms and institutions from around the country appeal to the cell. It is at the service of the Federal government, the three regions and the municipalities. The objective always remains the same: our expertise for the benefit of improved road safety. There is also an increased demand for collaboration and training from abroad.

Code de la route

The website code-de-la-route.be has been taken over and its content reworked.

In the framework of the agreement with the Walloon Administration, the BRSI:

- Developed the methodological guide “Spaces shared by bus and bicycle”
- Assisted pilot municipalities “Cycling in Wallonia” by developing cycling infrastructure projects.
- Worked in collaboration with “Fietzersbond” to define assessment criteria for cycling routes by means of the cyclocomputer.
- Started to assess the proposed bike lanes and their added value as a cycling development.
- Participated in running workshops for the pilot municipalities in “Cycling in Wallonia”.

In the framework of the various Agreements with Brussels Mobility, the BRSI:

- Conducted a study on the safety of cyclists in limited one-way streets by doing an in-depth analysis of the 992 accidents involving cyclists in the Brussels-Capital Region.
- Carried out site inspections and drafted data sheets on planning principles for the WG on “Pedestrian crossings at tram tracks”, in collaboration with Brussels Mobility and BITC.



The department is also active in Flanders and ensures that there is:

- a useful response to practical issues from the municipal authorities and police districts.
- a road infrastructure made pro-actively safer by having road safety audits and inspections.
- an active commitment in the Provincial Road Safety Committees.
- an increased level of knowledge within the general public and the future traffic specialists by giving lectures and training on all kinds of road traffic issues.
- scientific research to underpin the institute’s own opinions.
- sufficient publication for expertise to be disseminated.
- knowledge and experience made available to other organisations to support their road safety projects in terms of content. A good example of this is the campaign towards safe commuting in the Antwerp harbour area.
- guidance of students in their theses and exam papers (HITEK, KUL and UAntwerp).

RoadSafety@Work

Road Safety also applies to the professional world

One out of two accidents at work is traffic related! Prevention is therefore very important, also at work. RoadSafety@Work offers companies the following tailored solutions based on five pillars:

- Risk diagnosis: analysis and mapping of a number of indicators in order to determine which factors play a role in accidents.
- Workshops: training courses tailored to the needs of the company
- Animations: practical awareness-raising campaigns in the context of corporate events.
- Road safety audits and inspections of the infrastructure on and around the premises.
- Awareness-raising campaigns: to provide a range of communication tools: flyers, posters, articles in corporate publications, etc.

In this way RoadSafety@Work offers a response to the growing demand from

industry to fulfil their objectives regarding “corporate social responsibility”.

In 2013, 55 corporate events were organized and 80 workshops were offered.

Companies can find all kinds of tips & tricks on the BRSI website to make their staff “bob”, to purchase some fun “bob” items through the webshop or to book a sensitisation activity. In 2013 RoadSafety@Work received the label “Competent” for offering the modules “Driving times and rest periods in combination with the Tachograph” and “Load securing”.

The BRSI also signed the MOU (Memorandum of Understanding) for safe commuting in the Antwerp harbour area with the aim of setting up a communication platform with accompanying promotional materials on creating awareness about safe cycling in and around the harbour. All companies in the Antwerp harbour area can sign up.

HAVE YOUR SAY

Jean-François Gaillet
Director of the Centre for
Testing, Training and Advice

Jean-Francois Gaillet clearly prioritizes technology and innovation. This will become increasingly important when we speak about road safety.

More and more automobile manufacturers are coming up with new systems that can only benefit road safety: distraction detection in the vehicle by means of eye-tracking systems, scanning of the immediate environment with an automatic stop system in the event of an obstacle, etc. Vehicles that almost drive on auto-pilot are no longer just pie in the sky. Technology and innovation to help prevent accidents will be the future. It is up to the BRSI to analyse and assess these new capabilities together with the manufacturers.

A lot of innovation is expected also in the area of infrastructure. For instance, certain intersections will be equipped with extra signals and led-lighting that indicate an approaching road user. Speed cameras, weight in motion, traffic monitoring ... all wonderful applications that will be able to anticipate more and more traffic problems and accidents. With E-call the emergency services can even be notified automatically and the gps position communicated. Secondary accidents can thus be avoided because other cars are also informed.

Technology will be at the service of road safety.

The challenge for the department will therefore be to know about all the innovations both in the area of vehicle construction and infrastructure and to become a real contact point for partners, businesses and governments.

“The challenge will be to know about all the innovations and to become a contact point...”





ORGANISATION

The BRSI as an employer 74

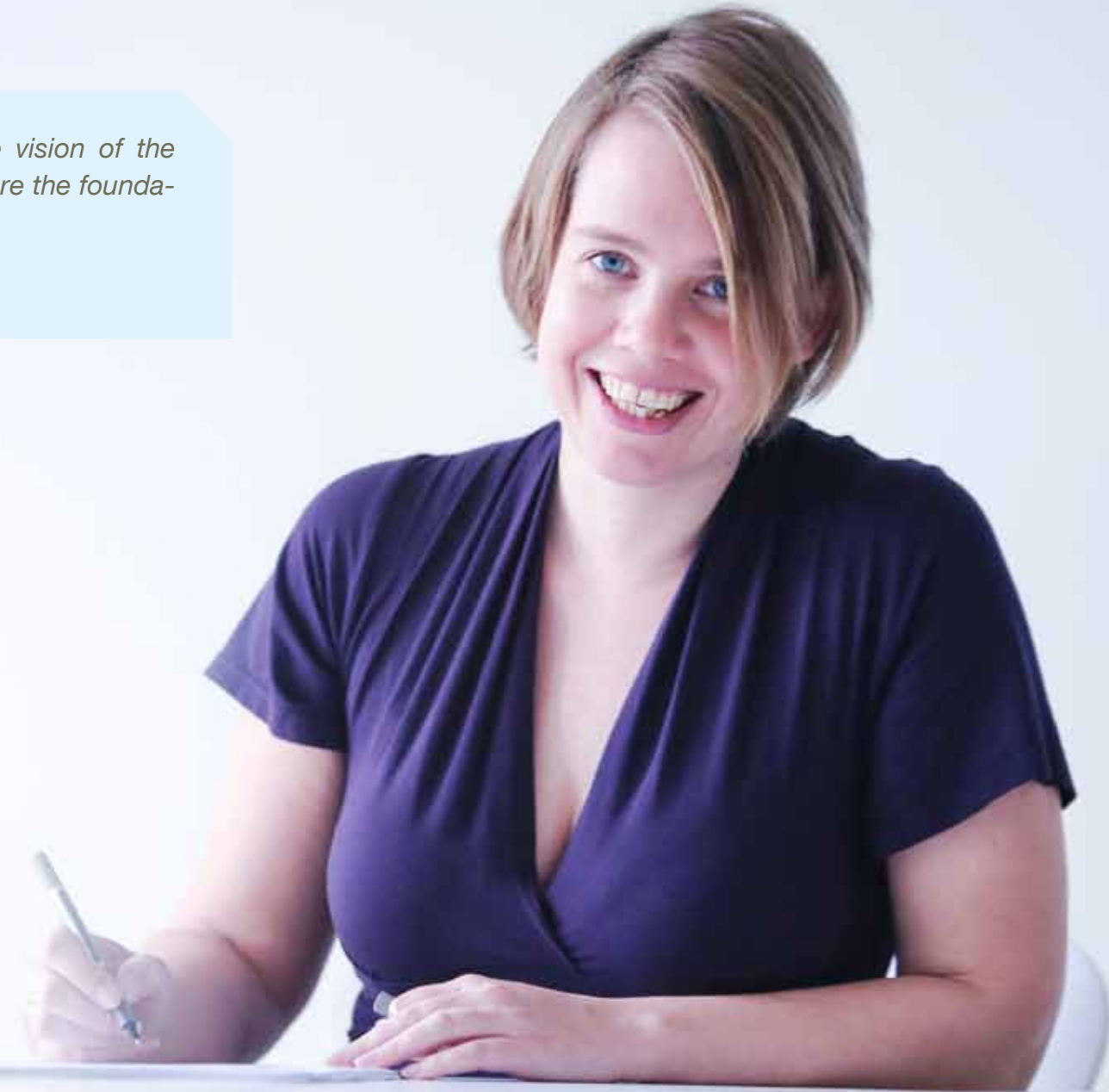
Financial report 77

Disseminating and sharing expertise 78

Management Board 100

“Skills development is key in the future vision of the BRSI: experienced and competent staff are the foundation of our quality services.”

Sofie Questier – Human Resources Manager



THE BRSI AS AN EMPLOYER

A balanced policy

Human Resources supports the change process by means of a strategic and professional policy that places the attraction and development of skills at the centre. Some initiatives in 2013:

ISO

- HR mapped the processes according to the ISO method.
- ISO 39001: follow up on fines and road traffic accidents: a conversation is scheduled after a road traffic accident.

CCT 90

In consultation with the trade union delegation the BRSI laid down a CCT 90 in 2013. The purpose of a CCT 90 is for all employees to work together to achieve objectives and to earn a tax efficient bonus as a result.

Two objectives were formulated at the beginning of 2013 and during the year there was active sensitization around both themes:

- Reduced purchases of white standard paper, with the objective of purchasing a maximum of 720.000 sheets. This objective was successfully achieved. Paper consumption reduced drastically in 2013. Where still 840.000 sheets of paper were used in 2012, only 480.000 sheets were used in 2013.

- Up to 64% of the workforce in 2013 was absent for one or more days due to illness. This objective was only partially achieved. In 2013, 67% of the staff was absent due to illness. The BRSI will continue to sensitise in the coming years and monitor absenteeism as an indicator of how “healthy” the BRSI is.

Training courses - core talents

One of the strategic pillars of the BRSI is to “develop expertise”. In 2013 all employees were invited to discover their “Core talents”. Talents are after all the foundation on which competencies can be further developed. Talents are natural aptitudes, a set of strong and weaker characteristics and therefore the possibilities at your disposal. Working with your Core talents makes it possible for you to excel!

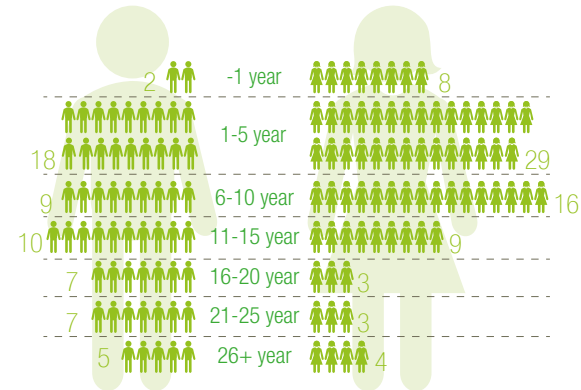
All the staff attended a workshop “Discover your core talents”, which is driven by the Managing Director and the management team. About 30 employees took the opportunity to reflect in an individual coaching session about how to better address one’s own core talents and their impact on his/her position and function.

Leadership Development

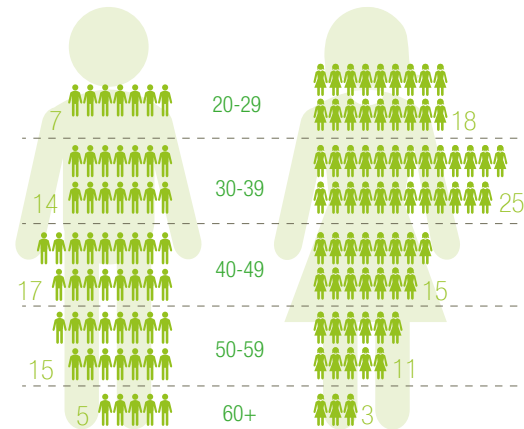
Good leadership is essential in our change process. A “Leadership Development Programme” was started in 2012, with workshops tailored to our executives and organization. In 2013, we continued to focus on “change & leadership”. Supervisors discovered their own leadership style and learned to coach through the GROW coaching model.

Key staff statistics 2013

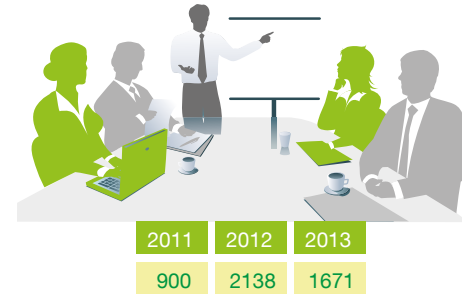
years of service of employees



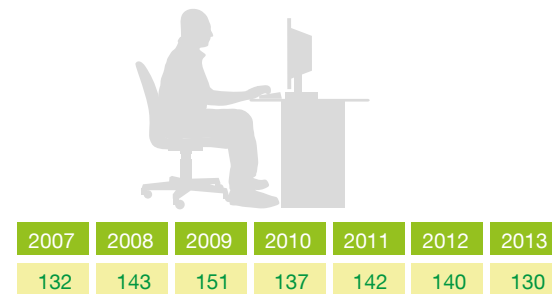
age of employees



training hours



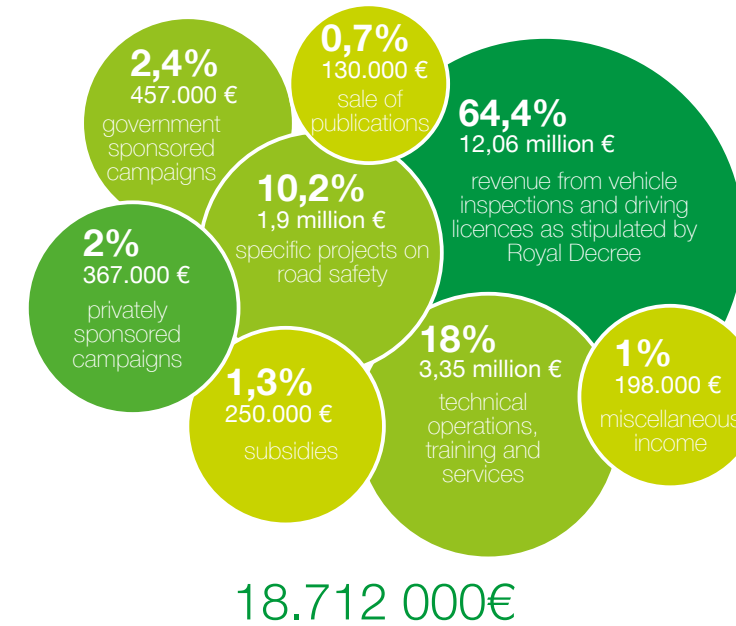
evolution of number of employees



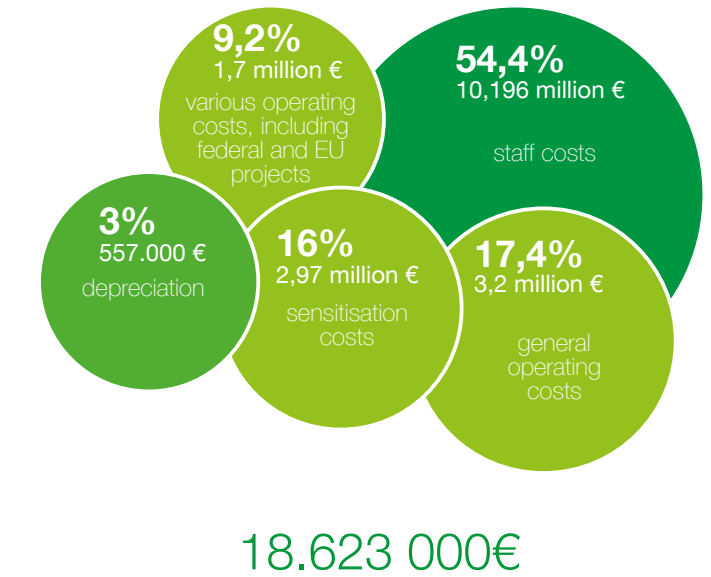
FINANCIAL STATEMENT

The year 2013 ended with a good financial result. Although the BRSI is a Belgian non-profit organisation (npo) a positive result is important for investment in innovative projects and quality improvement projects. The BRSI monitors costs and expenses on a monthly basis.

REVENUE



EXPENDITURE



DISSEMINATING EXPERTISE

Guest speakers at external conferences

KNOWLEDGE CENTRE

Meesmann, U. (2013). *Impact of social norms and police checks on driving under the influence of alcohol (DUI)*. Presented on 22 May. TISPOL - Brussels, Belgium.

Meesmann, U. (2013). *Influence of social standards and risk of being caught while driving under the influence of alcohol (ROI)*. Presented on 13 December 2013. Road safety research platform. BRSI - Brussels, Belgium.

Meesmann, U. (2013). *Main results and recommendations on Driver Rehabilitation. Workshop on EU legal framework and best practices on fighting drug use in traffic*. Presented on 20 March 2013. TAIEX - Spit, Croatia.

Riguelle, F. (2013). *Speed behaviour measurement of the BRSI*. Presented on 23 May 2013. Road safety research platform. BRSI - Brussels, Belgium.

Roynard, M. (2013). *The safety of children in the car*. Presented on 26 April 2013. Knowledge Forum. "Children in the car" (organised by the Education cell of the BRSI). Brussels, Belgium.

Roynard, M., Et al. (2013). *Belgian children in the car: 2011 overview*. Montreal, Quebec / Canada: 23rd Canadian Multidisciplinary Road Safety Conference.

Roynard, M., Martensen, H. (2013). *Motac: Motorcycle accident causation*. Presented at the National day 2RM (organised by IFSTTAR), 15-16 October 2013, Lyon, France.

Silverans, P. (2013). *Belgium's alcohol interlock program for offenders*. Paper presented at Fit to drive 2013. 7th international traffic expert congress.



MOBILITY

- *Cyclists safety and "limited one-way" streets in Brussels*. Velo-City Conference 2013, Vienna, 13th June 2013.
- *Develop a municipal cycling policy*. Salon des Mandataires, Marche-en-Famenne, 7 February 2013.
- *Pedestrian crossings at tram tracks: from road safety inspection to defining solutions types*. Belgian Road Congress, Liège, 11 September 2013 (with F. Godart from Brussels Mobility).
- *Training "Bicycle Manager"*. Brussels-Capital Region: The Safety of cyclists in the Brussels-Capital Region, on 23 May and 20 June 2013.
- *All bicycle-active*. Jambes, 29 November 2013.
- Meeting of the RUES Network (International francophone network for easy-to-use and safe urban mobility) in Greater Zurich from 15 to 17 May 2013.
- Field trip of the CEM Network (Mobility Advisor of Wallonia) in Metz on 25 October 2013.
- Meeting of electric bikes experts, organised by Groen, 17 June 2013.

CARA

Present at the REVA fair.

Training for external parties

COMMUNICATION DEPARTMENT YOUTH

The Youth Cell offered 17 training sessions in 2013, most of which to teachers, but also policemen and artists.

Belinda Demattia - Anne-Valérie De Barba - Bénédicte Vereecke - Liesje Pauwels - Jan Vandaele

- Police training “Road safety: prevention aimed at children, youth and parents in traffic”. Module 1: Children and youth 0-24 in traffic.
- Participation in a Round Table “Young drivers and road safety” in Wandre.
- Training of the team of young people working on the “Go For Zero Driver” actions.
- 2 training sessions - pedestrian certificate (basic education).
- 2 training sessions - child pedestrians (basic education).
- 2 training sessions for policemen on children and youth.
- 1 training session for policemen on child restraint systems.
- 10 training sessions for a total of 160 teachers on traffic rules for cyclists.
- 1 training session Optimove game via SMS on the day of the VSV (Vlaamse Stichting voor Verkeerskunde).
- Mobility academy (VSV training).
- Mobility jury 2013 Flemish Government.



MOBILITY

Benoit Dupriez

- Cema Training, Brussels-Capital Region, module 5: Infrastructure and road safety, 9 September 2013.
- Cema Training, Brussels-Capital Region, module 7: Before and after testing method, 7 November 2013.
- Training Bicycle Manager, Brussels-Capital Region: Safety of cyclists in the Brussels-Capital Region, 23 May and 20 June 2013.

Marc Broeckaert

- Guest lecturer on “Traffic and Transport Policy at Federal and European level” as part of the Transportation Studies programme at the HITEK in Kortrijk.
- Guidance of two students who are completing their thesis at the HITEK.
- Participation in the master’s thesis jury for a student in Transportation Studies at the UHasselt.
- Guidance of 2 students in the formulation of an exam paper (KUL and UAntwerp).

KNOWLEDGE CENTRE

Training of the Police - Myriam Adriaenssen

In 2013 the BRSI started organising training sessions on Road Safety aimed at police officers. The road safety approach has many facets that constantly evolve, and we believe at the BRSI that increased knowledge will lead to better practices on the ground.

We hope in this way to make a contribution to the reality on the ground by supporting advisory missions (in infrastructure adjustments), improving the efficiency of inspections, interpreting and analysing own figures and communication principles according to specific target groups.

In 2013, 17 training days were organised on the following topics:

- Fitness to drive, Road safety policy in police context, Driving under the influence.
- Impact of road infrastructure on road safety and the role that can be played by the police in this regard.
- Speed, How statistics contribute to a quality policy, Passive road safety.
- Prevention aimed at children, youth and older people in traffic, Prevention aimed at older persons in traffic.

185 police officers attended one or more of these sessions.

DRUID Project – main outcomes - Uta Meesmann

Presentation to an Irish delegation of road safety experts from the political and scientific arena, 18 April 2013. FPS Mobility - Brussels, Belgium.



Reports

KNOWLEDGE CENTRE

Carpentier A. & Nuyttens N. (2013). *Annual Road Safety Report 2011: Analysis of road safety indicators in Flanders up until 2011*. Steunpunt Verkeersveiligheid & Belgian Road Safety Institute.

Focant, N. (2013). *Fatal accidents in the Brussels-Capital Region in 2008-2009. Frequent accident scenarios*. Brussels, Belgium: Belgian Road Safety Institute – Road Safety Knowledge Centre.

Focant, N. (2013). *Statistical analysis of road traffic accidents 2011*. Brussels, Belgium: Belgian Road Safety Institute – Road Safety Knowledge Centre.

Focant, N. (2013). *Statistical analysis of road accidents registered in 2012 involving fatalities or injuries*. Brussels, Belgium: Belgian Road Safety Institute – Road Safety Knowledge Centre.

Martensen, H. & Roynard, M. (2013). *Motac – Motorcycle accident causation. Analyse approfondie des accidents graves et mortels impliquant des motocyclistes*. Brussels, Belgium: Belgian Road Safety Institute – Road Safety Knowledge Centre.

Meesmann, U. & Opendakker, E. (2013). *Distracted behaviour in professional drivers*. Brussels, Belgium: Belgian Road Safety Institute – Road Safety Knowledge Centre.

Meesmann, U., Martensen, H. & Dupont, E. (2013). *Influence of social standards and risk of being caught driving under the influence of alcohol: Belgium compared with 18 European countries*. Belgium compared with 18 European countries. Brussels, Belgium: Belgian Road Safety Institute – Road Safety Knowledge Centre.

Nuyttens, N. (2013). *Under-reporting of accident victims. Comparison of data on seriously injured road traffic victims in hospitals with data in the national accident statistics*. Brussels, Belgium: Belgian Road Safety Institute – Road Safety Knowledge Centre.

Riguelle, F. (2013). *National behavioural measure “Speed” - 2012*. Brussels, Belgium: Belgian Road Safety Institute – Road Safety Knowledge Centre.

Riguelle, F. (2013). *National behavioural measure “Seat belt use”- 2012*. Brussels, Belgium: Belgian Road Safety Institute – Road Safety Knowledge Centre.

Riguelle, F., Roynard, m. (2013). *Behavioural measure: Personal protective equipment for users of two-wheelers in the Brussels-Capital Region - 2013*. Brussels, Belgium: Belgian Road Safety Institute – Road Safety Knowledge Centre. [Study carried out at the request of Brussels Mobility]

Road safety barometer

- January - December 2012
- 1st quarter 2013
- 2nd quarter 2013
- 2013: quarter 1 to quarter 3



MOBILITY

Houdmont, A., Chalanton, I., Janssens, I. (2013). *The “Core traffic lane: an interesting response to the safety of soft modes of transport?”*.

Belgian Road Safety Institute (2013). *Residential and meeting areas or sharing public spaces in complete safety and a mutually respectful manner*. Brussels, Belgium: Belgian Road Safety Institute.

Public Service of Wallonia, Belgian Road Safety Institute (2013). *Cycling developments in Wallonia. Methodological Guide 4: Spaces shared by bus and bicycle*.

Publications in scientific journals

KNOWLEDGE CENTRE

Dupont, E., Papadimitriou, E., Martensen, H., Yannis, G. (2013). *Multilevel analysis in road safety research*, *Accid Anal Prev*, 2013. 60, 402-411.

Martensen, H., Dupont, E. (2013). *Comparing single vehicle and multivehicle fatal road crashes: A joint analysis of road conditions, time variables and driver characteristics*. *Accid Anal Prev*, 2013. 60, 466-471.

Roynard, M., Silverans, P., Casteels, Y., Lesire, P. (2013). *National roadside survey of child restraint system use in Belgium*, *Accid Anal Prev*, In Press. Available online, 4 September 2013.

Van der linden, T., Isalberti, C., Legrand, S. A., Silverans, P., & Verstraete, A. G. (2013). *Comparison of drug concentrations measured in roadside surveys and in seriously injured drivers in Belgium*. *Drug Test Anal*, 2013. 5(7), 541-8.

Van der linden, T., Silverans, P., Verstraete, A. G. (2013). *Comparison between self-report of cannabis use and toxicological detection of THC/THCCOOH in blood and THC in oral fluid in drivers in a roadside survey*. *Drug Test Anal*, In Press. Available online, 13 August 2013.

CARA

Tant Mark. *Visual impairments: technological aids and visual aptitudes: the example of telescopes for driving, prisms, and others ...* Edition L: Groupe CIEL, Les Pennes Mirabeau. In: Xavier ZANLONGHI, Sophie QUITON-FANTONI eds. Visual aptitudes the healthy eye, the eye after surgery, the pathological eye. BSOF annual report November 2013: 489-492.

Strypstein E, Tant Mark. *The experience of CARA in Belgium.* Edition L: Groupe CIEL, Les Pennes Mirabeau. In: Xavier ZANLONGHI, Sophie QUITON-FANTONI eds. Visual aptitudes the healthy eye, the eye after surgery, the pathological eye. BSOF annual report November 2013: 59-72.

Hannes Devos, Alice M. Nieuwboer, Wim Vandenberghe, Mark Tant, Willy De Weerd, and Ergun Y. Uc. *On-road driving impairments in Huntington disease. Neurology.*

Hannes Devos, Tant Mark. *With Parkinson's on (the) road: criteria and assessment of fitness to drive.* Journal for Neurology and Neurosurgery.

Hannes Devos, Tant Mark. *Driving and off-road impairments underlying failure on road testing in Parkinson's disease.* Movement Disorders.



Publications after participation in conferences

KNOWLEDGE CENTRE

Silverans, P. (2013). *The Belgian interlock program for offenders.* In: R. Risser (Ed.), Fit to drive 7th international traffic expert congress Berlin 2013 (pp. 95-99). Bonn, Germany: Kirschbaum verlag.

Roynard, M., Lesire, P., Herve, V. (2013). *Belgian children in the car: 2011 overview.* Proceedings of the 23rd. Canadian Multidisciplinary Road Safety Conference (CMRSC-XXIII). Montreal, Quebec.

Organisation of seminars

Road safety research platform

The Belgian Road safety research platform aims to bring together as many researchers from different disciplines as possible and from both sides of the language border. This is to enable them to conduct research in Belgium on road safety and to know what studies have been carried out by others.

In spite of the fact that everyone recognizes that road safety policies should be based on an interdisciplinary approach, we note in practice that the available knowledge is often still too fragmented and that not all research is taken into account by the policies.

By enabling a most diverse group of researchers to exchange their work, we try to promote the integration of existing knowledge and to optimize the translation of findings at the policy level. For example, there were meetings on 23 May and on 13 December 2013.



Road safety afternoons

The purpose of the Road Safety Afternoons is for the BRSI to provide information on recent scientific research. Policy-makers and experts are given the opportunity to discuss measures that could improve road safety. In this way, we want to contribute towards maintaining the momentum on road safety, hoping that the goal of a maximum of 420 deaths in 2020 will be achieved.

- 28/03/2013 (9th edition)

Theme: *Campaigns, instructions of use: the CAST-project and communication strategy of the BRSI.*

- 18/06/2013 (10th edition)

Theme: *For efficient road safety management. How can the road safety policy be optimized? Contributions of the European project DaCoTA.*

Collaboration of expert working groups / International

IRTAD

International traffic safety data and analysis group

The BRSI represents Belgium at the biannual meetings of the IRTAD group of experts, where countries from across the world exchange expertise and information on the development of road safety in their country. The BRSI is also responsible for the Belgian information on the IRTAD website.

European Commission – CARE

The BRSI was designated as the official Belgian representative in the working group of CARE (European Road Accident Database).

European Union – High Level Group on Road Safety

The BRSI is part of the European working group “Improving emergency and post-injury services” in the context of the European Road Safety Plan.

ETSC

European Transport Safety Council

The BRSI is a member of the ETSC and actively participates in the initiatives of the organisation. The goal is to identify and promote best practices in Europe and to encourage actions that promote road safety for Europeans.



ICADTS

International Council on Alcohol, Drugs and Traffic Safety

The BRSI is represented in the “Ignition interlocks” working group.

ONISR

l'Observatoire National Interministériel de la Sécurité Routière (France)

The BRSI is part of an international committee of experts that was founded by the French Road Safety Observatory (ONISR). This committee is tasked with orienting the work of this Observatory. It goes without saying that the exchange of information within this committee is also very useful for the work of the Belgian Road Safety Observatory.

FERSI

Forum of European Road Safety Research Institutes

The BRSI represents Belgium in this forum that was established in 1991, with the main goal of promoting cooperation between European research institutes. The BRSI participated actively in two FERSI working groups “Classification of injuries” and “Road safety research challenges for the next decade”.

ICTCT

International Co-operation on Theories and Concepts in Traffic Safety

The BRSI joined ICTCT in 2012.

The European Driving Licence Committee

Represented in the European multidisciplinary expert working group on “Cardiology” and “EU Driver’s Licence Codes (DLTWG)”.

European Federation of Psychological Associations (EFPA)

Representation in the multidisciplinary European expert working group on “Standing Committee on Traffic Psychology (SC TP)”.

CEN Workshop 69 “Car-Adaptations for Drivers and Passenger of Motor Vehicles”

Expert in the multidisciplinary CEN working group.

Dutch Ophthalmic Society

Expert in the European multidisciplinary working group on “Ergophthalmology”, The Netherlands.

UNECE

United Nations Economic Commission for Europe

Representation of Belgium in the working group “Work package 11” on ATP regulations.

World Road Association – PIARC

The BRSI is an expert member of the World Road Association whose main objective is to promote international cooperation in the field of road construction



and road transport. The World Road Association primarily wishes to establish, develop and encourage strategies and practices that contribute to safer and more efficient road usage in the context of an integrated sustainable transport system.

OECD

Organisation for Economic Cooperation and Development

Representation of Belgium in the working group on the steps required for implementation at national level of a “Safe System” approach.

WHO

World Health Organization

National representative for the WHO report on road safety. The WHO will publish the third Global Status Report in 2015. This report gives an overview of the road safety situation in all countries of the world. As National Data Coordinator, Wouter Van den Berghe is responsible for collecting Belgian road safety data.

Mobility for all

CARA provided an external advisor for this project from the University of Groningen.

CITA member

The International Motor Vehicle Inspection Committee.

CORTE member

The Confederation of Organisations in Road Transport Enforcement.

Collaboration of expert working groups / National

FCVV

Federal Road Safety Commission

The BRSI assumes the presidency of the Federal Road Safety Commission. The Federal Commission plays an advisory role in respect of the Inter-ministerial Committee for Road Safety on the measures to be taken and the policies to be carried out on road safety (Royal Decree of 26 June 2002).

The Commission is mandated to:

- determine which statistical indicators are useful for road safety;
- determine the statistical objectives to be achieved during a given period in terms of road safety;
- introduce measures to be implemented to achieve the proposed statistical objectives;
- determine the necessary means to develop the measures and achieve the objectives.

The commission consists of 27 full members and brings together various authorities and organisations that play a role in the road safety arena. Since 2012 three other stakeholders attend the Commission meetings purely as observers.

Working group on “Statistics”

For the past 13 years, the BRSI has been chairing the working group in which the Federal police, FPS Justice, FPS Economy, FPS Mobility, the three regions, and IMOB (Institute for Mobility) are represented. There are two sub-working groups, i.e. on “localization of accidents” and “black dots”. Given that accident statistics are the foundation of proper measures to improve road safety, it is important that



they are reliable. This is in line with the recommendations of the Round-Table Discussions on Road Safety. Moreover, they must be comprehensive (including all accidents involving personal injury), easily accessible and of high quality (good quality evidence).

Working group on “Regulations of the Road authority”

The BRSI acts as an expert in this working group and makes recommendations to the Secretary of State for Mobility. The FPS Mobility and Transport chairs this working group. Recommendations are made on the basis of developments in traffic regulations, which then need to be incorporated into the regulations of the road authority.

Working group on “Nomenclature CGOP/B” (Federal Police)

The BRSI acts as an expert in this working group whose purpose is to update the nomenclature (list of traffic infringements and traffic offences). The working group is chaired by the Federal Police which defines nomenclature enabling the police to compile statistics on traffic infringements.

ABR-BWV

The Belgian Road Association

The Association aims to provide a forum where stakeholders can meet and consult with a view to developing and promoting a future vision for the road sector which relies on sustainable development. Board and General Assembly.

BRRC

The Belgian Road Research Centre

The Centre aims to be an independent knowledge centre, which is at the forefront of road technology. The BRSI takes part in two working groups, namely the illustrated road authority and technical committee 1B.

Collaboration of expert working groups / Regional

Flanders

- Flemish Platform for Road Safety.
- Flemish Foundation for Transport Studies.
- Steunpunt MOW, Rail Safety.
- Flemish Educational Steering Committee.
- Advisory Group for the Safety of Flemish Regional Roads (AVVG).
- Provincial Committees for Road Safety (PCV).
- Strategic Consultation on Road Safety (SOV) – Flemish Brabant.
- Flemish Conference on the Regionalisation of Road Safety. “Various working groups were set up in the context of the anticipated devolution of powers in the area of road safety, and a conference was subsequently organised in December 2012. The BRSI made some important contributions to these working groups”.
- Flemish Road Safety Forum. - The Flemish Road Safety Forum is a consultative forum where all stakeholders in the field of road safety in Flanders meet. On the one hand, the forum fulfils a consultative function: the participating organizations seek coherence and exchange knowledge and experience. On the other hand, the forum formulates opinions for the benefit of the Flemish government to improve safety on Flemish roads. The BRSI takes part in this Forum.
- Accident Reporting Task Force. “The BRSI participates actively in this working group, whose aim is to improve the quality of accident reporting”.



- Working Group Tram of the AVVG.
- Ad hoc road safety inspection of the AVVG.
- Mobility Letter of the Editorial Board.
- Steering Committee “Review of the Vademecums”.
- MOW- Ad hoc Working Group on Bicycle boulevards.
- “Interests” of the Flemish Diabetes Association.
- Structural consultation Road Safety (province of Flemish Brabant).
- Technical committee 1b (road safety) of the Research Centre on Road construction.

Brussels

- Steering Committee on school transport plans.
- “Pedestrian certificate” Working Group by Brussels Mobility.
- Member of the Bike Committee of the City of Brussels.
- Brussels Regional Committee for Mobility.
- “Tram” Working Group - Pedestrian crossings at tram tracks.
- Regional Mobility Committee.
- Regional Bike Committee.
- Regional Committee on Active Modes.
- Motorcycle Committee.
- Committee on Persons with reduced mobility (PRM).

Wallonia

- The Walloon High Council for Road Safety (CSWSR). We are members and participate in different working groups.
 - Working Group on road safety audits.
 - Working Group on urban planning and road safety.
 - Working Group on longer and heavier vehicles (LHVs).
- The BRSI participates also in the sub-working group “Weekend accidents”.
 - Working Group “Cycling certificate”.
- CPSR Wallonie - Provincial Road Safety Committees.
- Traffic Committee of Hamont.
- Participation in various Municipal Rural Development Plans (PCDR).



Provincial consultations

The BRSI organises meetings with representatives of the provincial governors, the local and federal police and the College of Public Prosecutors. This consultation serves as a sounding board and provides information to the partners on BRSI initiatives. In addition, the BRSI participates as an expert member in a number of provincial consultation meetings and road safety committees.

MANAGEMENT BOARD

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BRSI Chairman, Belgian State Secretary for Mobility

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GOCA Chairman

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Mr Bruno Didier (Member of the Administrative Committee)

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Director-General of Road Safety FPS Mobility and Transport

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Criminal policy adviser, FPS Justice

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Mr Michaël Jonniaux

Director of Federal Traffic Police

Mr Yves Mannaerts

Director of FBAA

Mr Geert Popelier

Legal Department Manager VAB

Mr Eric Pr at

Road Safety Manager, Office of the Walloon Minister of Public Works

Mr Fr d ric Maeyens (up to 02/10/2013: Roland Steenhouwer)

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Legal Department Manager, Touring

Mr Dirk Van Nuffel

Superintendent of the Standing Committee of the local police force of Belgium

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Director of Local Integrated Safety, FPS Ministry of the Interior

Mr Sammy Wuyts

*Deputy head of cabinet Mobility, Office of the Flemish Minister for Mobility and
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