



The 12th PRI World Congress

“Mobility and Safety in Urban Areas :

What can be done to improve both simultaneously?”

7th – 8th June 2012 - Marrakech, Morocco

Declaration

“More than 1.300.000 people die every year World-wide in traffic accidents, while some 50 million people get injured.

In most of the World’s regions, traffic accidents’ epidemic is still on the rise.

Over 90% of road accident fatalities occur in undeveloped and medium-developed countries, that account for 48% of all registered vehicles in the World.

Almost half of road accidents fatalities are pedestrians, bicycle riders or two-wheel vehicles’ drivers, i.e. the “vulnerable traffic participants”. This ratio is even more pronounced in the lower-income countries.

According to the World Health Organization (WHO) reports, in 2004 road-traffic-related deaths took 9th place at the list of top death causes in the World, and by the estimate of the same organization, in 2030, road traffic related deaths will take the 5th place at the mentioned list.

For this reason, United Nations have proclaimed a Decade of Action for road traffic safety 2011-2020, during which one of the main goals will be the 50% reduction in the number of road traffic accidents' casualties.

PRI, as a global organization in road traffic safety, National Committee of Prevention from Traffic Accidents in the Kingdom of Morocco and the over all participants to the 12th world congress held in Marrakech during 7th-8th June 2012 recommend the following:

- Adjust general road traffic safety enhancement goals at the national and local level (e.g.: reduction of fatalities by 50% by the year 2020, both at national and local level) ;
- Integrate relevant road traffic safety goals at international, regional, national and local level ;
- Promote the adoption and the implementation of national and local road traffic safety strategies, as well as programs and work plans for the road traffic safety enhancement ;
- Reinforce institutional capacities at the state level ;
- Ensure larger and better cooperation between national and local road traffic safety bodies ;
- Establish the bonus system for local communities that are most successful in achieving the road traffic safety goals ;
- Build up specific courses and continuous training in road safety issues for responsible and technical staff in municipalities ;
- Permanently take measures to enhance good attitudes and behaviors in traffic;
- Promote the creation of road traffic safety coordination bodies at local level ;
- Enhance gathering, analysis and comparison of road traffic safety data/indicators ;
- Local authorities should decrease the speed limit in public and residential areas;

- Speed limit should be defined regarding the land use, urban and functional characteristics of roads ;
- Increase the visibility and accessibility for vulnerable road users inside cities ;
- Build safe infrastructure: '*safe separated infra*' or '*safe shared space*' ;
- Build homogenous, uniform and credible Traffic signals in urban areas ;
- Integrate progressively new technologies to enhance road users mobility and safety ;
- Encourage the introduction of Intelligent Transport Systems, mainly in metropolitan cities ;
- Adopt urban mobility norms to improve simultaneously mobility and safety inside cities ;
- Promote sustainable mobility and transport for different kind of road users ;
- Encourage the sharing of the best practices in traffic management between cities and countries from different regions of the world;
- Integrate behavior of vulnerable road users when setting strategies of mobility in urban areas;
- Encourage safe, ecological and integrated public transport inside cities ;
- Include/mobilize wide front of subjects for the enhancement of road traffic safety, such as nongovernmental organizations, road traffic safety societies, vehicle associations, insurance companies, media, private companies, etc ;
- Organize over wide campaigns in communication and sensitization ;
- Encourage social network for targeting specific issues and items to promote safe attitudes and behaviors among young people ;
- Include road traffic education as a mandatory part of elementary school and high school curriculum ;
- Publically promote important dates, such as Traffic Accidents Victims Remembrance Day at both national and local level ;

- Establish a national sustainable Road Safety Fund by Governments ;
- Widen and increase financial sources and providing continuous and permanent financing tools for road traffic safety ;
- Promote the participation of civil society and private sector partners and invite them to join the provision of additional financial means and technical resources ;
- Setting up systematic evaluation and follow-up of Road Safety Policies and strategies ;
- Encourage and support scientific studies, Research & Development in Road Safety field within universities and specialized institutes.

PRI, CNPAC-Morocco and participants to 12th World Congress held in Marrakech 7th – 8th of June 2012 suggest that national governments should be the bearers of activities for the implementation of these recommendations.