

ShLOW! Project

Final Report

George Dodoros
Delft University of Technology

15.01.2010



1. Problem.....	2
2. Objectives	3

3.	Target group.....	3
4.	Activities carried.....	4
5.	Results and Impact.....	5
6.	Appendix.....	7

1. Problem

Traffic accidents in Greece is a major problem It is the analogous of having a Boeing airplane crashing every month taking the lives of all its passengers.

Sadly, 15 people every weekend or 29 people every week die on average on the Greek motorways.. With 1400 -1500 people killed on Greek roads each year, let alone 14000 injuries, Greece has one of the highest European Union traffic fatalities per capita.

More specifically, Patras, where I come from, is the 3rd biggest city and is located 220km from Athens. For its biggest part, the linking road is the busiest in Greece. Private vehicles, as well as, trucks traveling from Italy toward Balkans and Turkey through Patras port are congesting the traffic, by occupying large portion of the single lane motorway with their big volume. Adding to this, lack of separating bar/railings in the middle and/or the sides renders this motorway one of the most dangerous in Greece. This motorway (**E55/E65**) begins at Pyrgos of Iliia (or more southern- Kalamata) and extends to Korinthos (Ksilokastro). Although there is consensus among all stakeholders (government, police, NGOs and citizens) in acknowledging the gravity of the problem, infrastructure improvement is expected to be delayed. According to optimistic estimations a new road, complying to European/International safety standards will not be realized until 2013.

In Peloponnesus, there are ca. 130 accidents per month with 15-30 dead and 20-30 seriously injured and more than 100 lightly injured. According to rough estimations, 20-30 % of those account for accidents occurring on the above mentioned motorway. (E55/E65)

Since, according to most estimates, speeding contributes to as more as one third of all fatal accidents I would like to focus on drawing attention on this precise problem for this motorway.

Communicating this problem to drivers of the region or, even broader, to drivers that use this motorway, could reduce the phenomena of speeding and aggressive driving in general.

My main aim is to sensitize young drives on the consequences of speeding and suggest them a whole different driving mentality.

2. Objectives

Among the three available tools for speed reduction, namely engineering, enforcement and education, my proposal opted for the latter. I believe that only a change in way of thinking could yield efficient and long- term results for Greek drivers.

The overall objectives include:

Immeasurable

1. Reach young people, specifically students of the University of Patras.
2. Communicate the dangers of speeding with data,
3. Propose a different driving mentality and

Measurable

1. Measure increased awareness on the issue of speeding

by:

Conducting a small scale survey on drivers asking:

- a. If they know about our campaign
- b. If they have reduced their average speed/changed their driving behavior

The specific objectives include:

- Give lectures in Universities and Technological Universities of the region (University of Patras, ATEI Patras and other technical schools)
- Campaign at toll stations
- Have leaflet printed and distributed at any event we organize
- Collaborate with police in distributing leaflets and informing on our campaign

Future long-term objectives

- Campaign at other Greek institutions all over Greece
- Campaign at High schools
- Conduct survey measuring the impact of the campaign

However, time restrictions reduced the quality and quantity of my initial proposal.

3. Target group

Among the fatalities there are many **young people**, which is indicative of their passionate, risky and reckless driving attitude. They use to speed more and adopt an aggressive style that endangers their lives, as well as, the lives of others using the road system. However, young drivers can be more receptive to advising, informing and teaching by nature.

For this reason, the target group is comprised mainly of **students** who are to very high percentage young drivers and can be easily contacted and addressed at Universities and Technical Colleges of Greece,

Regarding the means, what I acknowledge is lack of understanding and therefore information on the dangerousness of speeding in conjunction with the poor situation of Greek motorways. Little sources are spent on informing young people on the consequences of speeding. Drastic means, such as advertisements (TV spots, etc.) projected in many EU countries illustrating the fatal results of speeding apart from being absent from Greek mass media, can also be inefficient by delivering unwanted emotions such as extreme shock, disbelief, etc.

Means, such as **leaflets** and **brochures** and **presentations** (ppt) are more inexpensive and can similarly reach large audiences.

4. Activities carried

1. Contacting Greek Partner, Campaign proposal and ppt approval

In September 2009 the campaign was sent to the partner in Greece in initial form (ppt presentation presented in Brussels). Partner agreed on taking it further, while enhancing and improving it.

2. Designing/Improving campaign

Together with the partner, we adjusted and improved the presentation. Mostly statistical data which, were completely absent from the Brussels' version. Some illustrative examples were also included, like the fact that monthly deaths is the equivalent of a Boeing crashing every month in Greece and also the H1N1 flu victims, 36 at that date, which accounts only for a week's Greek roads casualties. An attempt was made to make a presentation during October but due to implications with my thesis at TU Delft it was cancelled.

3. Scheduling, Contacting University, Printing leaflets

The secretariat of the Mechanical and Aerospace Engineering, University of Patras and Conference Centre of the University were conducted. In collaboration to the vice-rector and Nikos Charalambopoulos from Road Safety Institute- Panos Mylonas a room was booked at the Conference Centre for the 18th of December 2009.

Posters and Invitations were sent through emails to University students and Professors of the University. Posters were also printed and stuck on walls and corridors of the Engineering faculties and the Conference centre.

4. Lecture at University of Patras

The presentation was held on the 18th of December at 13:00 at the Conference Centre.

Around 15 to 20 people attended and it lasted approximately one hour.

Feedback was given by the audience, including recommendations and suggestions for future actions.

5. Results and Impact

Given my main initial limitation which was studying and living in the Netherlands and further implications regarding my thesis, I gave only one lecture in Greece. Obviously, the presentation presented at this lecture had a pilot character. It was an opportunity to present the idea of the presentation in a live setting, testing the viability of it in a people's group of different ages and backgrounds.

Apart from posters hung at the University, there were approximately 70 people invited by emails, which included poster and invitation. However, only 15 to 20 were present. The announcement of the event was also published at the website of the Conference Centre of the University of Patras.

(<http://www.confer.upatras.gr/prog2009/12.html>)

Regarding presentation's low attendance, reasons include few contacts of mine at the University, students missing due to imminent Christmas vacations, as well as, limited advertisement of the event during the previous weeks. My remote location restrictions again applied. Admittedly better planning, namely scheduling the room and date 3 weeks in advance -instead of 1 week- could have yielded more attendees.

In terms of project's "soft" objectives, namely i) reach young people, specifically students of the University of Patras, ii) communicate the dangers of speeding with data and iii) propose a different driving mentality, there were positive results, given of course the limited size of the audience.

Having run an extended round of Q&As afterwards, the feedback given was either positive or enthusiastic. People liked the idea behind slow mentality and seemed to understand and welcome slow driving as a new attitude.

Effort was made to restore old notions on people's minds, such as the relaxing feeling of a car (go for a ride, even if I am using it for a means to reach a destination), differences in time are negligible when comparing to the risk of speeding, time to relax, able to see more around while driving, less stress, etc.

The presentation included also statistics and real life examples. For example, that one Boeing falls every month in Greece and that swine flu has killed one fourth of the people that die every month on the tarmac. As a more interactive moment, people were asked to give their opinion on what is the time needed to cover the distance from Patras to Athens. Answers varied, depending on the risk taking of the driver, namely respecting the speed limits or not. An interesting discussion emerged. All in all, I saw people nodding affirmative and receiving the message with acceptance.

As I stressed just after, this pilot presentation of mine, has as an aim to be shared with more volunteers from the Road Safety Institute-Panos Mylonas or elsewhere, and adjusted to their personal tastes. Subsequently, they can design and run their own presentations. No volunteers were immediately found.

Despite the technical difficulties (absence from Greece), I managed to design an original idea (extension of an existing mentality) and present it once. However, I realize that I did not manage to address people massively. Therefore, on the “hard” objectives of the proposal, no measurable results on drivers’ education can be considered.

My motivation for the project remains high, in spite of its official completion today. I am planning to remain involved by arranging more presentations when I return to Greece later this spring. However, it depends on my future employment status, namely whether I will be directly employed in the Netherlands directly after my graduation or not. To go without saying, I am always eager to help voluntarily in any kind of project either in Greece or Europe.

Concluding, I want to thank Gabriel Simcic for the valuable days in Brussels where I learnt definitely interesting things, enough to implement any of the three speed reduction tools. Also, I want to thank Nikos Charalambopoulos (Road Safety Institute-Panos Mylonas), for his support during the design of the presentation, as well as his traveling to Patras to attend it.

All material of the presentation, poster, invitation and url at the appendix.

6. Appendix Invitation



ΔΙΑΛΕΞΗ ΓΙΑ ΤΗΝ ΟΔΗΓΙΚΗ ΣΥΜΠΕΡΙΦΟΡΑ

Αγαπητοί Φίλοι,

Θα συμφωνείτε πως μεγαλώσαμε μαθαίνοντας να Εργαζόμαστε, να Τρώμε και να Ζούμε σε αφύσικα γρήγορους ρυθμούς.

Κατ' επέκταση, συνηθίσαμε να οδηγούμε όπως ακριβώς ζούμε, δηλαδή *βιαστικά, αφηρημένα και γρήγορα!*

Γιατί δεν ρίχνουμε λίγο τους ρυθμούς?

Με μεγάλη μου χαρά θα ήθελα να σας καλέσω στη διάλεξη με θέμα: *"Σύγχρονος Τρόπος ...Οδήγησης: Προς τι τόση βιασύνη;"*.

Η διάλεξη θα πραγματοποιηθεί την Παρασκευή 18 Δεκέμβρη 2009, ώρα 12:00 μ.μ., στο Συνεδριακό Κέντρο, Αίθουσα Σεμιναρίων (2-6).

Με τη δικιά σας παρουσία θα ακολουθήσει ενδιαφέρουσα συζήτηση.

Η παρουσίαση γίνεται στα πλαίσια του προγράμματος ShLOW του Ευρωπαϊκού Συμβουλίου Ασφάλειας Μεταφορών (European Transport Safety Council) και σε συνεργασία με το Ινστιτούτο Οδικής Ασφάλειας - Πάνος Μυλωνάς.

Γιώργος Ντόντορος
Χημικός Μηχανικός- Απόφοιτος Πανεπιστημίου Πατρών

Υ.Γ.1: Η παρουσίαση έχει ως σκοπό την ελάττωση της ταχύτητας οδήγησης, μέσω ριζικής αλλαγής της νοοτροπίας του οδηγού, με σύ너ργο την επιμόρφωση, και όχι την επιβολή ή την τεχνολογία. Η δράση αποτελεί μέρος πιλοτικής εφαρμογής και οι παρατηρήσεις σας θα χρησιμοποιηθούν για το σχεδιασμό καμπάνιας μεγαλύτερης κλίμακας στον Ευρωπαϊκό χώρο.

Υ.Γ.2: Το Ευρωπαϊκό Συμβούλιο Ασφάλειας Μεταφορών (European Transport Safety Council) είναι ανεξάρτητος, μη κερδοσκοπικός Οργανισμός με αποστολή τη μείωση του αριθμού και της σοβαρότητας των τροχαίων ατυχημάτων στην Ευρώπη και βρίσκεται στις Βρυξέλλες (www.etsc.be). Το Ινστιτούτο Οδικής Ασφάλειας (Ι.Ο.ΑΣ.) «Πάνος Μυλωνάς» είναι επίσης μη κερδοσκοπικός Οργανισμός και έχει σαν σκοπό την υποστήριξη και προώθηση δραστηριοτήτων σε θέματα τα οποία προάγουν την οδική ασφάλεια, την κυκλοφοριακή αγωγή, τη μελέτη, έρευνα, ενημέρωση και εκπαίδευση, στοχεύοντας κατ' εξοχήν στην πρόληψη και μείωση των τροχαίων ατυχημάτων. Το Ινστιτούτο δημιουργήθηκε με αφορμή τον άδικο, τραγικό θάνατο του Πάνου Μυλωνά, φοιτητή Μηχανολόγου – Μηχανικών και δημοσιογράφου του ειδικού τύπου, στο δρόμο Κορίνθου-Πατρών (www.ioas.gr).

S·h·L·O·W!



Poster



ΔΙΑΛΕΞΗ ΓΙΑ ΤΗΝ ΟΔΗΓΙΚΗ ΣΥΜΠΕΡΙΦΟΡΑ

Θέμα:
**Σύγχρονος Τρόπος ...Οδήγησης:
Προς τί τόση βιασύνη;**

Παρασκευή 18 Δεκεμβρίου
στις 12:00 μ.μ.,
Συνεδριακό Κέντρο,
Αίθουσα Σεμιναρίων (2-6)

Η παρουσίαση γίνεται στα πλαίσια του προγράμματος ShLOW του Ευρωπαϊκού Συμβουλίου Ασφάλειας Μεταφορών (European Transport Safety Council) και σε συνεργασία με το Ινστιτούτο Οδικής Ασφάλειας (Ι.Ο.ΑΣ.) "Πάνος Μυλωνάς"

ETSC European Transport Safety Council
ShLOW!
Ι.Ο.ΑΣ.
Επίπεδο Μυλωνάς


Announcement at the Conference Centre and Photos of the presentation

18/12/2009 Διάλεξη: Σύγχρονος τρόπος οδήγησης: προς τι τóση βιασύνη; Π-911.00-15.00 Εργαστήριο Τεχνολογίας & Αντοχής Υλικών, με το Ινστιτούτο Οδικής Ασφάλειας "Πάνος Μυλωνάς"

Title in English: "Modern way of Driving; Why such a hurry?"

14	18/12/2009	Διάλεξη	Σύγχρονος τρόπος οδήγησης: προς τι τóση βιασύνη;	Π-9	11.00-15.00	Εργαστήριο Τεχνολογίας & Αντοχής Υλικών, με το Ινστιτούτο Οδικής Ασφάλειας "Πάνος Μυλωνάς"
----	------------	---------	--	-----	-------------	--

<http://www.confer.upatras.gr/prog2009/12.html>



Presentation

To be found at the separate pdf file.

