



FESVIAL
ROAD SAFETY
FOUNDATION

Spanish Road Safety Foundation Presentation



1. Introduction
2. Beginning
3. Goals and strategies
4. Guide lines
5. Planning
6. Experience





Patronage

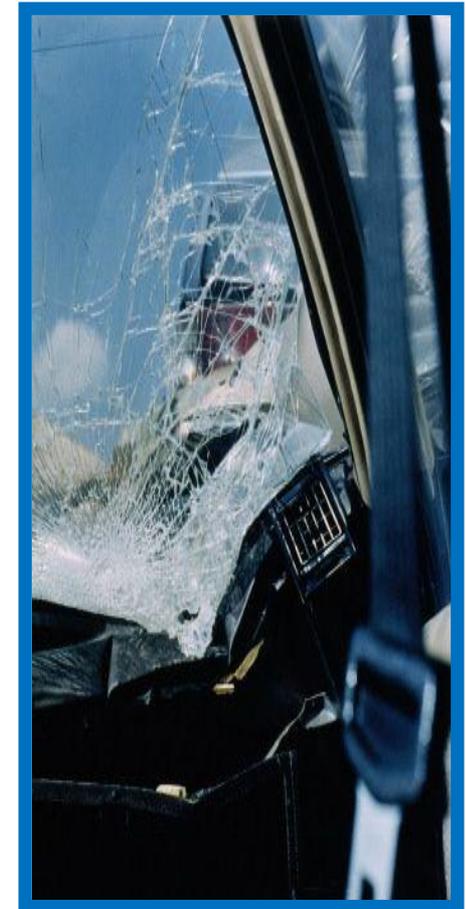




🕒 **Last decade** in Spain there were:

- 40.000 deaths
- 17.000 **under** 30 years old
- 1.500.000 **injured**
- 160.000.000.000€ of social **cost**

🕒 Traffic accidents were **the main cause of death amongst people from 0 to 35 years old.**





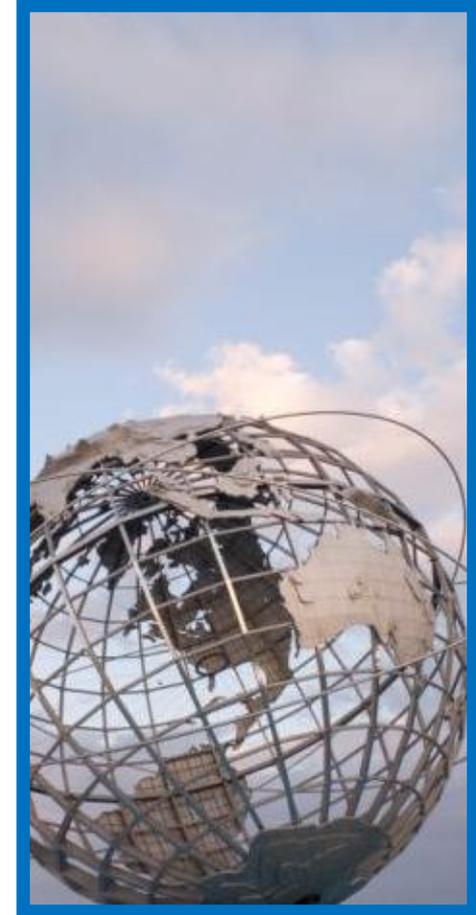
Something is **satisfactory** changing:

- Thanks to the **Administration**
- Thanks to the **social mobilization**





- 🕒 The Spanish Road Safety Foundation (FESVIAL) is a nonprofit organization. It was born like a social work at the service of road safety.
- 🕒 Sharing principles
 - **OMS** - “ a traffic accident is not accidental. We can avoid it if we act together...”
 - **European Parliament** - “No death on the road can be justify “. We should move to target the goal: no more fatal accidents or serious injures due to road accidents.
 - **Spanish Parliaments** - “Safety road pact”



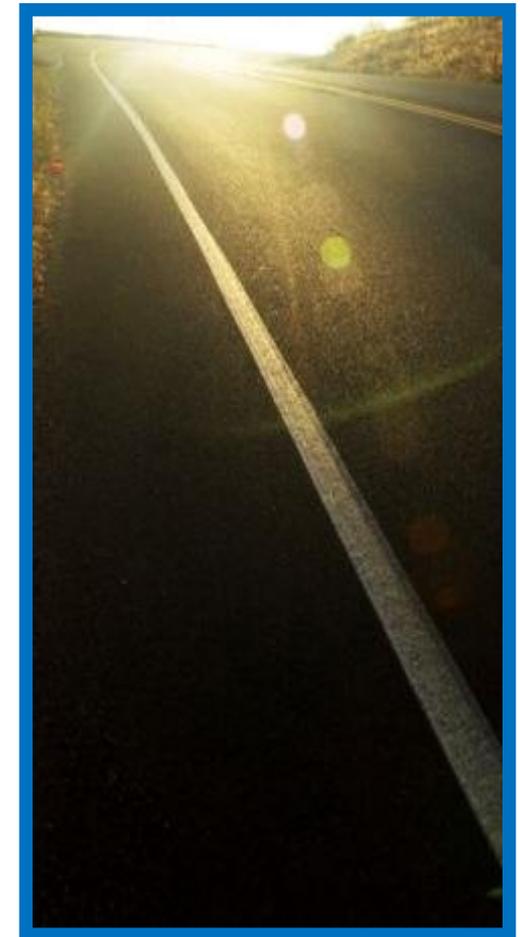


- 🕒 Nowadays there are lots of foundations for every subject with a social basic
- 🕒 Road safety: **pending matter**
- 🕒 Traffic accidents are the curse of our days **and we have a social debt** with it
- 🕒 **There was a need** to create a foundation for road safety





- ↻ We can summarize the aim of FESVIAL: we target **ZERO DEATHS** within the Spanish roads.
- **Collaborate and support** other organisms, companies, people, etc.
 - Set up **new ways** to achieve the same goals.
 - To mobilize **all** the society.





- 🔄 Activate the big communicational resource that **all companies and citizens** represent.
- 🔄 Generate **massive and constant communication** to transmit road safety messages.
- 🔄 Cover all **areas and sectors** that other organizations do not reach with the campaigns they develop.





- **Accidents Prevention**
- **Accidents Research**
- **Education and Road Training**
- **Sustainable Mobility**
- **Social commitment**





Congress and conferences:.

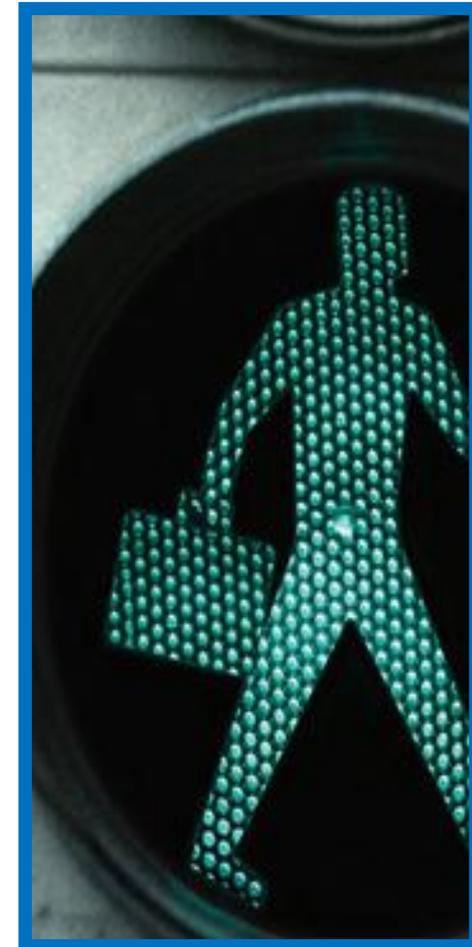
- FESVIAL has participated with conferences and has organized congress related with the road safety, at the national and international level.

Campaigns awareness :.

- Development and participation en 15 information campaigns to raise society awareness on road safety.

Studies and Research:.

- From 2008 to nowadays, FESVIAL has developed 12 studies and research about actors and behaviors of risk in traffic.





Educational and Road Training:.

- Development of road safety training to : police, judges and prosecutors, younger, training in the company,.....



Other activities:.

- Signing of cooperation agreement with companies, town halls, and other foundations.
- Granting to FESVIAL the medal to the merit of road safety by the Interior Ministry.





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Fco. Javier Llamazares

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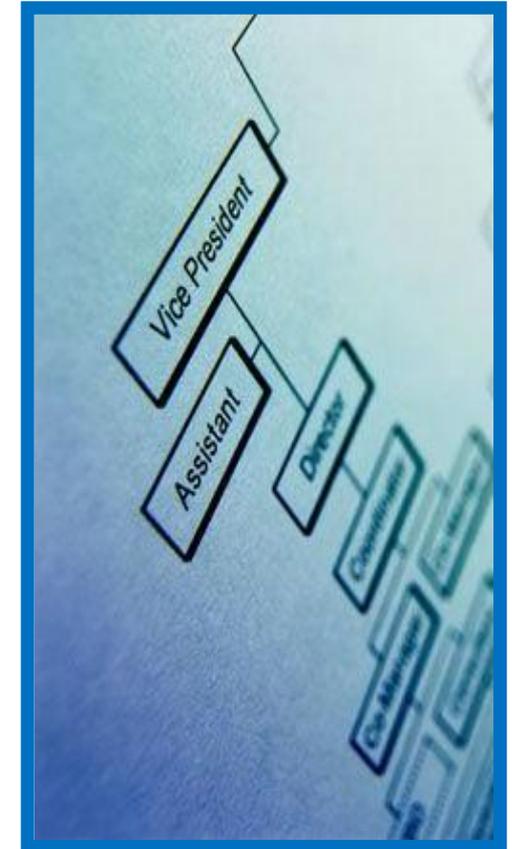
Pedro Ossorio

COMMUNICATION DEPARTMENT

Sofía Navarro-Rubio

ADVISORY MOBILITY

Alfonso Perona





- **Relation with other organizations attached with road safety. This way we will be able to develop common actions**
- **Basic patronage role play: to contribute with ideas that will become projects and guide lines.**





CV OF PHD LUIS MONTORO

-PRESENT ACADEMIC AND INSTITUTIONAL POSITIONS

- University professor of University Valencia Road Safety
- Chairman of the Spanish Road Safety Foundation (FESVIAL).
- Director of the University Traffic Research Institute (INTRAS) 1995-2008. •Dean. Faculty of Psychology. University of Valencia. 1988-1993. **SCIENTIFIC PUBLICATIONS** •More than 30 books in the field of the Road Safety. •Than 80 articles published more in scientific magazines. •Principal Research in more than 80 research Road Safety Projects in private and public institutions

- OTHER MERITS AND RECOGNITIONS •Member of the Publishing Council of diverse scientific magazines. •Prize in recognition to the researching work. Social advice of the University of Valencia. •Medal to the Merit of the Road Safety Department of the Interior.. •Prize to the research of the Association the International of Tunnels and Freeways. •Medal of honor and mention of honor of the Spanish Road Association. •It has been invited in numerous occasions like expert ion road safety

