

ANNUAL REPORT
2014





Foreword

Since its establishment in 1986, the BRSI actively dedicates itself to reducing the number of deaths on our roads. We do this by developing, sharing and applying knowledge on road safety.

Due to the sixth state reform, the Flemish Region, Walloon Region and Brussels Capital Region became authorised for raising awareness about road safety. The BRSI proactively aligned its operations and organisation to this new situation and is increasingly profiling itself as a service provider for private and public organisations and associations. The focus has also shifted to the BRSI as the road safety knowledge centre and less as a campaign machine. However, communication about road safety in all its aspects is and remains a significant element in BRSI's operations.

As a knowledge centre for road safety, the BRSI will continue to be an important interlocutor for all authorities, federal, regional as well as local, and we are fully focusing on cooperation with all our partners.

With the uninterrupted diligence of all our employees, we have now been dedicating ourselves to increased road safety for almost 30 years. Over the past two decades, the number of road deaths decreased by 50% to (an expected) 715 in 2014. The number of drivers driving under the influence of alcohol also reached an absolute low last year. With 2.8% positive drivers, Bob has never been so

successful. What is promising for the future is that youngsters take the wheel less often when they have had a drink. We can therefore gradually start speaking of the first 'Bob generation'.

And yet these figures do not please us, as on average almost two road death a day remains too heavy a toll for our mobility. When we determine that speeding still plays a major role in one in three deadly traffic accidents, we know our work is not yet done.

The aim of halving the number of road deaths by 2020 to maximum 420 is still far from within hand-reach. According to the statistics, the time when we swiftly made progress is over. Our ambition is now the higher hanging fruit. To harvest this, we will have to all make an extra effort and persevere in our efforts.

Karin Genoe
Managing Director

Jacqueline Galant
Minister for Mobility
Chairwoman of the Board BRSI





2014 in numbers

15.000.000

views of the video "Went too fast. Gone too soon."

215

RS@W companies

4.018

reintegration exams - files

1.100.000

jeflasheaussi.be views

2,8%

positive breath-alyser tests during the Bob campaign

2.368

hours of BRSI staff training

280.000

BOB keyrings handed out

2.446

Driver Improvement files

15

Alcolocks installed

19.600.000

BRSI revenues

120

BRSI employees

4.936

CARA fitness to drive certificates



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www.ibsr.be

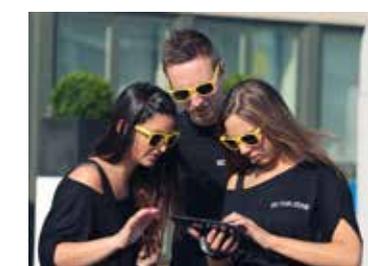


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GO FOR ZERO

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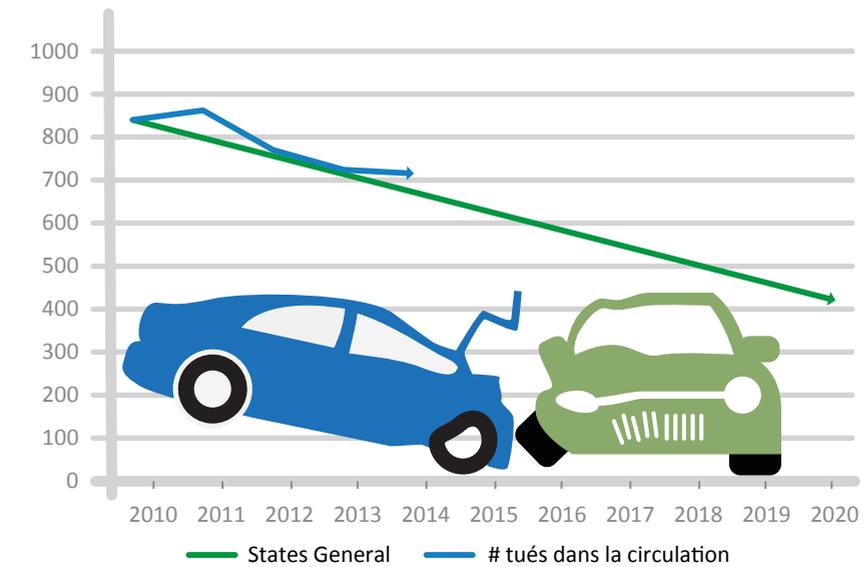
INTRODUCTION



In 2011 the BRSI organised the States General. During this third States General we formulated the objective of halving the number of road deaths by 2020, from 840 road deaths in 2010 to 420 in 2020. Since then, we have all gradually been working towards reaching this objective.

To achieve this objective, the BRSI keeps its finger on the pulse. Every three months, the BRSI publishes the figures of the number of personal injury and traffic victims in its Road safety Barometer, divided into mode of transport, region and province. Thanks to good cooperation with the police, the BRSI can indicate the most recent developments of the number of personal injuries and victims on Belgian roads. The Road safety Barometer thus became an indispensable instrument enabling fast and specific adjustment of national and regional road safety policy.

Some figures of the 2014 Road safety Barometer



STUDIES ON TRAFFIC (NON)-SAFETY



NATIONAL TRAFFIC NON-SAFETY SURVEY

For the second time, the BRSI organised the national Traffic Non-Safety Survey.

The BRSI carries out this survey because it is important to know why road users feel unsafe on the road. A representative sample of 2,100 Belgian road users was asked how safe or unsafe they feel in traffic, what they believe to be the main reasons of traffic non-safety (discourteous behaviour) and which measures they do and don't want to improve road safety.



ROAD SAFETY BAROMETER

The road safety barometer came about thanks to a quick transfer of data of official reports the police draws up in case of accidents. In anticipation of the annual publication of official and definitive figures, this barometer provides a first overview of the most recent developments of the number of people with personal injuries and victims on our Belgian roads.

The barometer is published every trimester and provides an overview of the number of injuries and victims that have occurred since the beginning of the year. This publication is an indispensable instrument to enable fast and specific adjustment of national and regional road safety policy.



HOW SERIOUS ARE THE INJURIES OF TRAFFIC VICTIMS?

On an international level, people are increasingly convinced that a sound road safety policy not only presupposes objectives with regard to the number of road deaths, but also takes account of (seriously) injured traffic victims.

Due to the strong under-registration of the number of seriously injured people in the official accident statistics, Europe is suggesting a new definition of seriously injured people, based on medical criteria, namely "injured MAIS 3+".

Up until now, Belgium and most other European countries defined seriously injured people as road victims who need to stay in hospital for at least 24 hours. This is often a subjective estimate of the policeman that is not based on medical criteria.

The aim of this study was, for the first time in Belgium, to determine the number and the division of number of "injured MAIS 3+" and the impact of this new definition on the number of seriously injured people. The study also provides an overview of the division of the nature of the injuries of traffic victims.

For the studies the data of 48,528 seriously injured or deceased road victims (official reports of the police for the period 2004-2011) and 117,044 hospitalised road victims (hospital data for the period 2004-2011) was assessed.

Although the number of "seriously injured police" (based on police data) and the number of "injured \geq one night" (based on hospital data) are two descriptions that should cover more or less the same group, 2.5 times more seriously injured people were registered in the latter group than in the first group. This indicates an under-registration of the number of seriously injured people in the official accident statistics.

In addition, the number of “seriously injured police” was compared to the number of “injured MAIS 3+”, the new definition of seriously injured traffic victims. The ratio between these two is 0.58. This means that there are considerably fewer “injured MAIS 3+” than police-registered seriously injured people. A switch from the current to the new definition of seriously injured people therefore leads to a strong drop of the number of reported seriously injured people.

Nuyttens, N. & Van Belleghem, G. (2014) La gravité des blessures des victimes de la route. Analyse des scores MAIS des victimes de la route hospitalisées en Belgique entre 2004 et 2011. Institut Belge pour la Sécurité Routière – Centre de connaissance Sécurité routière & Vrije Universiteit Brussel – Interuniversity Centre for Health Economics Research Analyse du risque de blessures graves ou mortelles dans la circulation, en fonction de l’âge et du mode de déplacement.

Injury groups of hospitalised traffic victims according to mode of transport (2004-2011)

		internal brain injury	lower limb fracture	upper limb fracture	ribs fracture	spinal fracture	internal ribs fracture	skull fracture	other
	Pedestrians	22%	29%	10%	7%	4%	3%	7%	18%
	Cyclists	24%	16%	23%	6%	4%	3%	5%	19%
	Motorcyclists	14%	26%	20%	7%	5%	7%	3%	18%
	Motorists	24%	11%	9%	12%	9%	8%	4%	23%



@RISK: ANALYSIS OF THE RISK OF SERIOUS AND DEADLY INJURIES IN TRAFFIC WITH REGARD TO AGE AND MEANS OF TRANSPORT

In this study, risks of serious and deadly injuries in traffic are calculated for several types of road users: pedestrians, cyclists, motorised two-wheelers, car drivers and passengers and users of trams and buses, all for the different age groups. The results provide an answer to questions like: is it safer to drive 10 km by car than by bike? What is more dangerous: a 10-minute walk or a 10-minute drive? Who has a greater risk of becoming seriously injured in a bike accident: an elderly person or a child? Which mode of transport is the most dangerous? Which one is the safest?

Martensen, H. (2014) @RISK: Analyse du risque de blessures graves ou mortelles dans la circulation, en fonction de l'âge et du mode de déplacement. Bruxelles, Belgique : Institut Belge pour la Sécurité Routière - Centre de Connaissance Sécurité Routière.

Age	road user type						All users
	Pedestrian	Cyclist	Powerd two wheeler	Car driver	Car passenger	Passenger of bus & tram	
6-14	10,5	18,9			0,3	0,03	1,6
15-17	7,7	10,5			1,4	-	4,1
18-24	4,9	8,0	72,6	4,3	2,5	-	4,6
25-44	4,7	12,5	55,8	0,8	0,9	0,3	1,7
45-64	6,2	21,6	41,5	0,7	0,5	1,3	2,1
64-74	12,0	92,6		1,1	1,3	1,0	4,4
75+	27,5	122,9		3,4	3,1	7,1	10,9
All age groups	8,1	23,0	57,0	1,0	1,0	0,6	2,5

Relative risk: how does the risk for a group of road users to become seriously or fatally injured relate to the risk of the average car driver?

Relative risks based on the number of deaths and seriously injured (MAIS 3+) per distance covered. The reference category is the average risk of car drivers.

Source BELDAM, FPS Economy AS SEI, Infographic: BRSI.

FATAL ACCIDENTS ON MOTORWAYS

With 35 deaths per accident involving 1,000 cases of personal injury, there are four times more deaths on motorways than in built-up areas. This is why the BRSI, in cooperation with the federal police, examined the police reports of 521 fatal accidents on Belgian motorways in the period 2009-2013.

Slootmans, F. & De Schrijver, G. (2014). Les tués sur les autoroutes. Analyse approfondie des accidents de la circulation mortels sur les autoroutes belges pendant la période 2009-2013. Bruxelles, Belgique : Institut Belge pour la Sécurité Routière - Centre de Connaissance.



INFLUENCE OF THE WEATHER ON THE NUMBER OF ACCIDENTS

For the first time, the BRSI examined the influence of the weather on the number of accidents with injury in Belgium. In a pilot study, the average number of accidents on days with exceptional weather was compared to the number of accidents on days with normal weather. For five meteorological parameters – rain, snow, fog, strong wind and temperature - and two composite indicators – good and bad weather – it was assessed to which extent they influence the number of accidents with injury depending on the type of road user.

Focant, N. (2014) Y a-t-il plus d'accidents de la route quand il pleut ? Analyse exploratoire de l'influence des conditions météorologiques sur le nombre d'accidents de la route en Belgique. Bruxelles, Belgique : Institut Belge pour la Sécurité Routière – Centre de Connaissance Sécurité Routière.



DISTRACTION BEHIND THE WHEEL

Distraction when driving a vehicle is an increasing problem for road safety. According to international research, 5 to 25% of car accidents are caused by distraction. Talking on the phone while driving – whether hands-free or not – triples the risk of an accident. Texting increases this risk by a staggering 23 times. The BRSI researchers mapped out the phenomenon and observed the behaviour of drivers in 156 different locations and points in time. One in 12 drivers was distracted. The main source of distraction was the mobile phone: 3.2% of the drivers was talking on their mobile phone (not hands-free) or sending a text message. Professional drivers used their mobile phone while driving the most. Mobile phone use also occurs more on motorways and among male drivers.

Apart from mobile phone use, another distraction was noted: smoking, object manipulation and operating the dashboard.

Riguelle, F., & Roynard, M. (2014). Conduire sans les mains. Utilisation du GSM et d'autres objets pendant la conduite sur le réseau routier belge. Bruxelles, Belgique : Institut Belge pour la Sécurité Routière – Centre de connaissance Sécurité Routière.

DISTRACTION behind the wheel

WHAT?



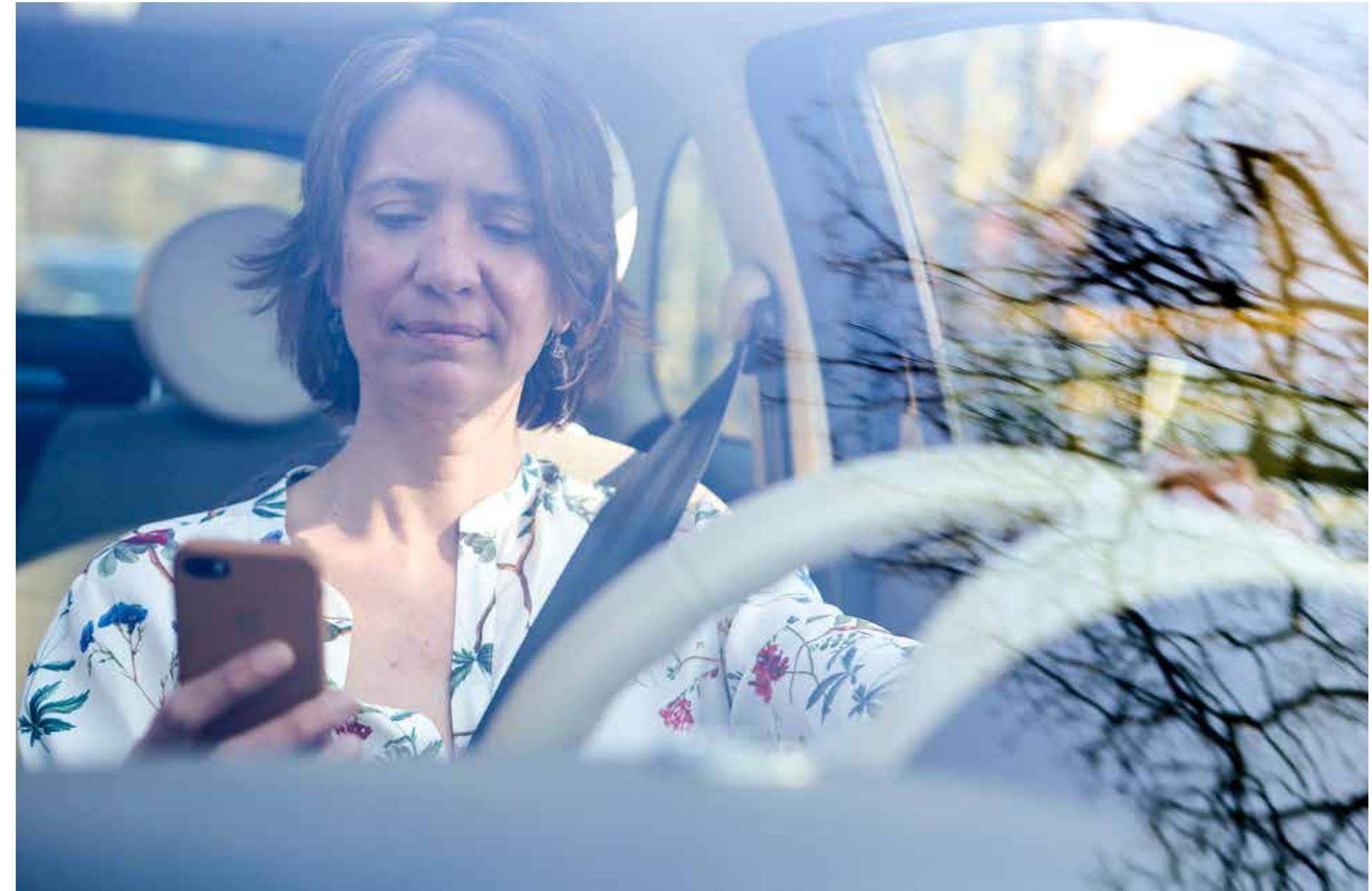
WHO?



WHEN AND WHERE?



HOW?



THE SPEED OF VANS

The number of vans on our roads is increasing. Between 1997 and 2011 their numbers increased by 83%. Van drivers have a bad reputation among other road users as they drive too fast and too aggressively. But is this true? Accident figures did give us an indication of the fact that speeding vans could be a point of special interest for road safety.

Do vans drive too fast? was the question the BRSI was trying to answer. Armed with a Speedlaser, the BRSI researchers measured the speed of vans in 257 locations. Conclusion: a third of vans drives too fast, but they do this to the same extent as cars, regardless of the type of road.

A different study revealed that van drivers text more behind the wheel and are therefore distracted more often. In addition, the consequences of accidents with a van - because of their greater mass - are more serious than those with a car.

In spite of the increased risk of an accident and its potential severity, we do not note any risk compensation in the area of driving behaviour among van drivers.

Riguelle, F., & Roynard, M. (2014). Les camionnettes roulent-elles trop vite ? Résultats de la première mesure de la vitesse des camionnettes en Belgique. Bruxelles, Belgique : Institut Belge pour la Sécurité Routière – Centre de connaissance Sécurité routière.

Average free-running speed in terms of type of road

		30 km/h zones in a school environment	30 km/h outside a school environment	50 km/h roads	70 km/h roads	90 km/h roads	90 km/h roads with one lane	Motorways
	Cars	42,3 km/h	36,8 km/h	51,9 km/h	71,9 km/h	83,3 km/h	90,5 km/h	119,1 km/h
	Light vans	43 km/h	34,9 km/h	52,1 km/h	69,2 km/h	80,3 km/h	88,3 km/h	116,6 km/h
	Standard vans	39,8 km/h	34,7 km/h	51,1 km/h	69,1 km/h	81 km/h	88,2 km/h	115,5 km/h



SENIOR DRIVING ABILITY

With the greying of our society, the number of senior citizens in traffic is also increasing. By 2030, more than a quarter of all drivers will be 65 or older. Vision, mobility and reaction speed decrease when ageing and are important for participating in traffic, actively and safely. "Senior citizens in traffic" examined the mobility and road safety of senior citizens in Belgium.

Martensen, H. (2014) Seniors dans la circulation. Mobilité et sécurité routière des seniors en Belgique. Bruxelles, Belgique : Institut Belge pour la Sécurité Routière – Centre de Connaissance Sécurité Routière.

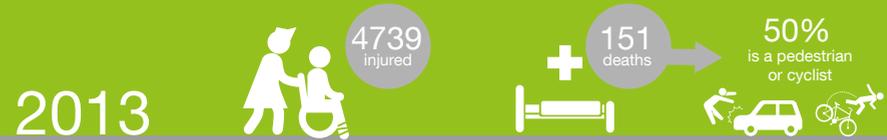
Together with the Transportation Research Institute (Hasselt university) the BRSI developed a checklist that should raise awareness among those aged 65 and over regarding problems when driving and thus make their driving ability more debatable. This driving ability test can be a first awareness raising step in a graduated system for evaluating the fitness to drive: questionnaires, mental and/or physical tests and finally, a driving test.

www.senior-test.be

SENIOR citizens in traffic



1 in 4 drivers older than 65



Injured people and deaths in traffic



CHECKLIST SENIOR CITIZENS

15 questions concerning:

- ✓ behaviour and habits
- ✓ difficulties in certain situations
- ✓ medical aspects
- ✓ offences and accidents

16.000 printed copies

40.000 completed online via www.senior-test.be



CAMPAIGNS URGING SAFER TRAFFIC BEHAVIOUR



In 2014 the BRSI organised various remarkable campaigns that tried to urge road users to change their behaviour in traffic. All these campaigns were built up around the results of studies of the BRSI Knowledge Centre and were often combined with actions in the field.

BE SWEET, DON'T BE SOUR

The 'be sweet, don't be sour' campaign ran in February. This campaign was about (the lack of) respect and courtesy in traffic. The campaign was built up around the results of the national traffic non-safety survey that was published early in January. It indicated that an increasing number of Belgian drivers indicates a lack of courtesy as one of the causes of traffic unsafety. 'be sweet, don't be sour' refers to the bitter faces of some drivers as soon as they get behind the wheel. The campaign wanted to urge road users to show more respect, not only with regard to traffic regulations, but also towards other road users.



Which type of sourpuss driver are you ?

Via an online test the drivers could determine which type of sourpuss driver they were.

THE DENIER	THE THUG
THE IMPATIENT ONE	THE COMPETITION FREAK
THE VENGEFUL ONE	YOU ARE NO SOURPUSS

Il est parti trop vite



WENT TOO FAST, GONE TOO SOON

At the end of March, the most successful and high-profile campaign to date of the BRSI started: "Went too fast, gone too soon". The campaign was based on the results of the triannual attitude measurement on speed and speeding among 1,540 Belgian drivers who had driven at least 1,500 km over the past six months.

A week after the start of the "Went too fast, gone too soon", the campaign video "What if you were invited to your own funeral" was put online. The video wanted to confront hurried drivers with the consequences of their fast driving style. In the video we saw six people whose friend(s) or family member made an appointment. What they didn't know, however, was that they were in fact invited to attend their own funeral! Two days after the video went viral, more than one million people had seen it. In less than three weeks the counter was on 3,561,177 views. By now, almost 15 million people from around the world have watched the video.

At the same time as the launch of the video, visitors of the website ilestpartitropvite.be could send a message to a friend or family member with a tendency for speeding and point out that he or she should drive more slowly before it's too late. The person the message was addressed to only got the message six months later, at the start of the next speeding campaign.

THE MAKING OF

The casting of the actors for "what if you were invited to your own funeral?" was done in a rather unorthodox way, but did provide authentic emotions in the video.

Duo walk-on actors with a family tie or friendship of which one had acting experience, either a an walk-on actor, or in amateur theatre. After the casting session, all candidates were given the same announcement: that they hadn't been selected for the part they'd auditioned for.

Six candidates – all with acting experience – were called later on with the message that they had passed the audition. They were told about the idea of the initial audition to write their own text for the funeral of the person who'd auditioned with them. They were not allowed to say anything to the friend or family member, but had to get this person to the date and place of the appointment under a false pretext.

Without their knowledge, the emotional reactions of candidates had been screened at the initial audition.

List of awards

- Gouden Welp 2014
- Eurobest 2014
 - Silver and bronze in the PR category
 - Bronze twice in the Media category

WENT TOO FAST. GONE TOO SOON.
WHAT IF YOU WERE INVITED TO YOUR OWN FUNERAL?

48 HOURS

BY NOW

THE RESULTS
Within 48 hours, 10 times more online views than projected.
The most talked about safe-driving campaign ever earned €8,8 million Belgian media value with €0 media spending.

1.600.000 YouTube views
93% likes
€8.800.000 earned media in Belgium
81% target reach

15.000.000 online views
187 countries
54.000 Facebook shares

AdvertisingAge
"#8 most viral ad worldwide"

THE CHALLENGE
Driving over the speed limit is one of the most common reasons for traffic related death in Belgium. To reduce the social acceptance of speeding, we needed to increase awareness about the consequences of speeding.

THE IDEA
Since peers and loved ones have much more impact on target audiences than traffic security organisations, we used this to confront speeders and portray them as personas our target could identify with. Not aware of the event they will be attending, speeders heard speeches from loved ones and saw them cry with the thought "Went too fast. Gone too soon."

INTERNATIONAL TV

INTERNATIONAL PRESS

INTERNATIONAL ONLINE

BIVV - IBSR

DRINKING AND DRIVING? NOT FUNNY

The fourth summer Bob campaign was launched in June. Several well-known faces – Evi Hanssen, Jan Verheyen, Sandrine Dans, Patrick Ridremont, Christophe Deborsu and Bert Kruismans – dedicated themselves to the campaign and showed their disapproval of drivers driving under the influence of alcohol. At the same time as the campaign, the police carried out Bob checks.

BOIRE ET CONDUIRE?
PAS DRÔLE!

Assuralia
BRASSEURS BELGES
IBSR
Moi aussi Je BOBBE
www.jebobbe.be

Bip! Bip!

BOUM! BOUM!

IBSR
GO FOR ZERO

BEEP! BEEP! BOOM! BOOM!

With this slogan, campaigns were conducted in August against calling and texting behind the wheel. Because, in spite of the increased risk of accidents, many drivers find it normal to call and text behind the wheel, this campaign was indispensable. People who call behind the wheel are three to four times more likely to have an accident. When texting, this risk is 23 times greater. Still, one in three drivers admits to sometimes texting while behind the wheel and one in two drivers sometimes texts when driving, as indicated in a survey of the BRSI. Almost half of the drivers (45%) had called with a mobile phone without a hands-free kit.

WHY DID YOU DRIVE SO FAST?

Six months after 'Went too fast, gone too soon', the second part of the awareness campaign on the dangers of speeding commenced. In "Why did you drive so fast? The protagonist was Laura, a girl in a wheelchair. She looks at us and asks: "We did you drive so fast?" The question was asked on 650 signs along our motorways. On the website waaromreedjezosnel.be you could see the story of Laura, a ten-year-old girl who was on her way to dance class with her mother. Laura is a fictitious character, but her story isn't. It's based on a true testimony.



DRINKING AND DRIVING? WE DON'T DO THAT!

On 1 December the ministers for Mobility, Jacqueline Galant, and of the Interior, Jan Jambon, will present the 20th winter Bob campaign. The fact that Bob campaigns remain necessary is once again indicated in a study comparing 19 European countries. This shows that Belgians have the greatest tendency to underestimate the effects of alcohol behind the wheel. The campaign is also supported by public transport companies, the national society of taxi companies, the catering industry federations and the federation of off licences.

CAMPAIGNS THAT URGE PEOPLE TO...



JE FLASHE AUSSI

At the same time as the start of the “Went too fast, gone too soon” campaign, the BRSI and the police launched the “je flashe aussi” campaign. On the jeflasheaussi.be website, civilians could indicate areas in which they thought people drove too fast. Mid-April a “marathon of speed checks” was organised. For 24 hours, speed cameras were used intensively in those areas determined via jeflasheaussi.be.

The awareness campaign “Je flashe aussi” as well as the “marathon of speed checks” became a huge success.

During the “marathon of speed checks” on 17 April almost 400,000 vehicles were checked for speed. Over 700 policemen manned the mobile cameras at 500 different locations. Ninety-six per cent of drivers stuck to the permitted speed. Just over 20,000 drivers were caught on speeding camera: 15,615 by mobile cameras and 4,599 by unmanned cameras on motorways.



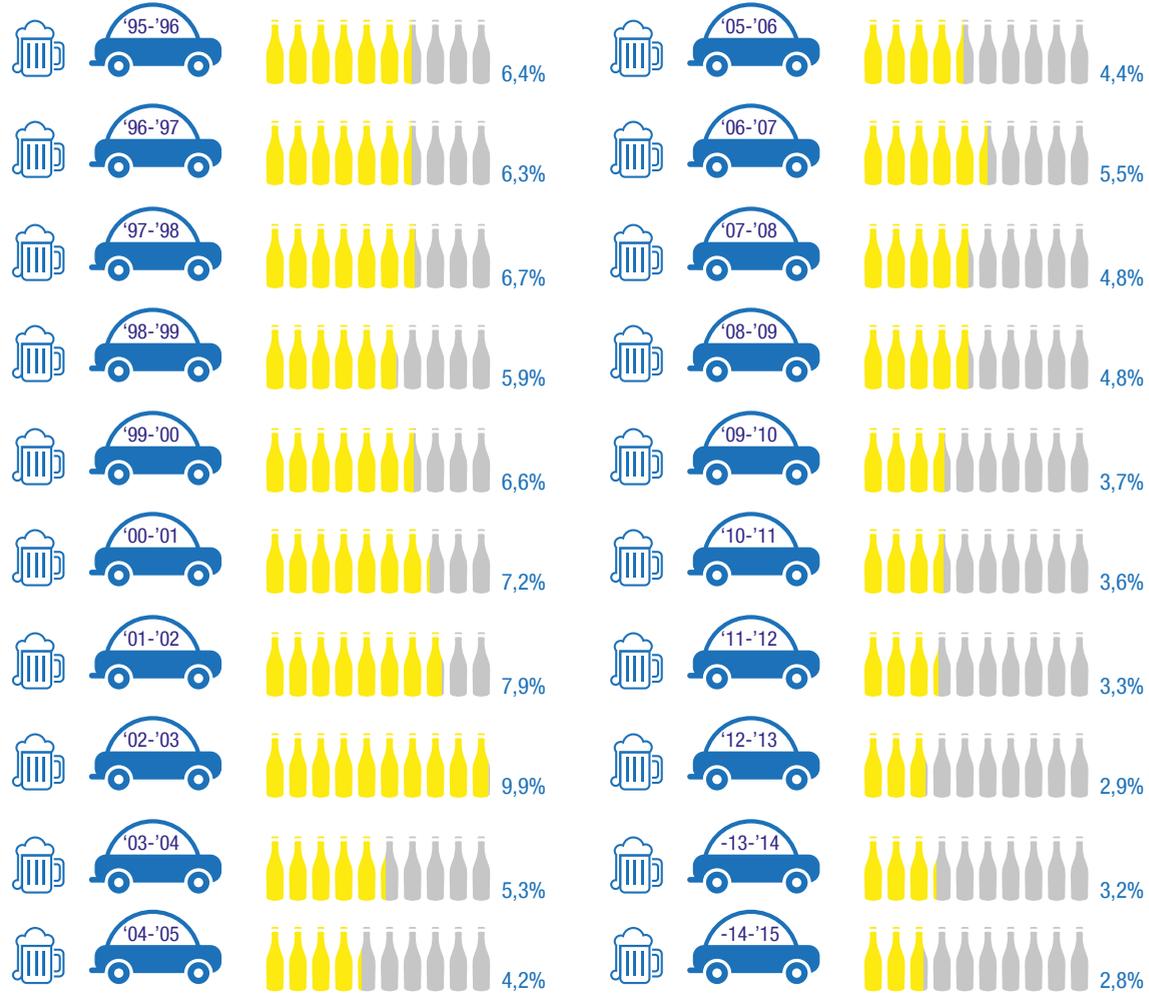
BOB CAMPAIGNS

For the 20th time, the BRSI organised the Bob campaign during the New Year period. Simultaneously, the police also carried out Bob checks. Especially young drivers clearly understood the message of the Bob campaign that drinking and driving don't mix. We can therefore gradually speak of a Bob generation. Still, the use of alcohol in a group of drivers remains extremely problematic: two thirds of positive drivers has an alcohol content of 0.8 per cent or higher.

280.000

Bob keyrings were handed out during the Bob checks

Results of 20 years of Bob campaign



IN THE FIELD CAMPAIGNS

During the summer Bob campaign, in the field campaigns addressed more than 13,300 people. Bob teams were present on terraces of bars and car parks of Carrefour Hypermarkets. With this, we wanted to let everyone know in a playful yet convincing way what "Bobbing" means.

During the summer months you could also find our field teams at almost 90 events across Belgium.



SAMEN NAAR 0 VERKEERSDODEN
NOTRE OBJECTIF À TOUS: ZÉRO TUÉ

AT YOUR SERVICE

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DEVELOPING, SHARING AND APPLYING KNOWLEDGE

Since its establishment in 1986, developing, sharing and applying knowledge has been ingrained in the Belgian Road Safety Institute's DNA. Since the sixth state reform, the BRSI has been focusing even more on this DNA and proactively reconsidered its role in the regionalised road safety policy. More than in the past, the BRSI is profiling itself as the knowledge centre for road safety and supplier of services promoting road safety.

It focuses on (inter)national public and private partners. In this regard, the institute's activities were planned around three pillars: the Road safety Knowledge Centre, the Centre for Public and Regulatory Affairs and Innovation and the Consultancy for Road safety.



ROAD SAFETY KNOWLEDGE CENTRE



The knowledge centre performs research and develops expertise in all possible aspects of road safety. For this, it has a multidisciplinary team of 22 researchers and analysts with a Master's degree and PhD in no less than 18 different academic areas.

Annually, the Knowledge Centre - under supervision of an International Scientific Advisory Board – draws up a research calendar with research topics. There are 12 research programmes within the Knowledge Centre:

- impact of road accidents on people and society
- causes of traffic accidents
- skills for safe behaviour in traffic
- behaviour of road users
- technology for road safety
- evidence-based road safety policy
- type and spread of road accidents
- macro determinants of road safety
- assessment of the fitness to drive
- achieving behavioural changes
- designing safe roads
- effective and efficient maintenance

International Scientific Advisory Board (ISAB)

ISAB is the advisory board for the activities of the Knowledge Centre of the BRSI.

ISAB consists of 12 experts in the field of road safety, originating from research institutes, universities and ministries in 10 countries. They give advice on the research strategy and the choice of research projects and studies.

Composition

- Henk Stipdonk, Stichting Wetenschappelijk Onderzoek Verkeersveiligheid (SWOV), The Netherlands
- Horst Schulze, Bundesanstalt für Straßenwesen (BASt), Germany
- Karel Brookhuis, Rijksuniversiteit Groningen, The Netherlands
- Klaus Machata, Kuratorium für Verkehrssicherheit (KfV), Austria
- Luciana Ioro, Ministère de l'Infrastructure et des Transports, Italy
- Maria Segui Gomez, Ministère des Transports (DGT), Spain
- Pete Thomas, Loughborough University, UK
- Pierre-Jean Arnoux, Institut Français des Sciences et Technologies des Transports, de l'Aménagement et des Réseaux (IFSTTAR), France
- Robyn Robertson, TIRF, Canada
- Rune Elvik, Institute for Transport Economics (TOI), Norway
- Yves Page, TechnoCentre Renault, France

For their studies, the researchers of the Knowledge Centre use a broad spectrum of research activities: desk research and literature study, field research and observation studies, questionnaires and opinion polls, statistical analyses, scientific modelling, evaluation of measures and driving simulator research.

Driving simulator

The Knowledge Centre has had a driving simulator (STISIM 3) for experimental purposes since mid-2014. This comprises an entirely new research method for the BRSI researchers and enables them to study the driving behaviour and effects of a variety of conditions and situations in great detail.

The driving simulator consists of an adjustable car seat, a steering wheel with indicators, three pedals (brake, accelerator, clutch) and a gearstick. The hardware consists of a PC, three plasma screens for a 120° view and a loudspeaker for realistic driving-related sounds.

With an eye-tracking system (FaceLab), researchers can also monitor head and eye movement during the experiments with the driving simulator.

The first study with the driving simulator has now been completed. This concerned the effect of texting when driving in an urban environment in young (candidate) drivers. This study was carried out in cooperation with the Transportation Research Institute of Hasselt university (IMOB) and the Federation of Recognised Driving Schools in Belgium (Federdrive).

Most research reports, articles, presentations, themed files, statistics and indicators are published on the website ibsr.be. The results are also presented at several conferences and events in Belgium and abroad and the Knowledge Centre maintains good connections with foreign research and traffic institutes.

REPRESENTATION – INTERNATIONAL

IRTAD | *International traffic safety data and analysis group*

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

CARE | *European Commission*

The BRSI is the official Belgian representative in the CARE (European Road Accident Database) working group.

High Level Group of Road Safety | *European Union*

The BRSI is part of the European working group “Improving emergency and post-injury services” as part of the European Road safety Programme.

ETSC | *European Transport Safety Council*

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



ICADTS | *International Council on Alcohol, Drugs and Traffic Safety*

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

ONISR | *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. This committee aims to orient the activities of this observatory.

FERSI | *Forum of European Road Safety Research Institutes*

The BRSI represents Belgium in this forum that was founded in 1991, with the main objective of promoting cooperation between European research institutes. The BRSI actively participated in two FERSI working groups, namely: “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 has been a member of ICTCT since 2012.

The European drivers licence committee

Representation in the European multidisciplinary expert working group on “Car-ology” and “EU Driver’s Licence Codes (DLTWG)”.

EFPA | *European Federation for Psychological Association*

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

CEN Workshop 69

“Car adaptations for Drivers and Passengers of Motor Vehicles”.

Expert in the multidisciplinary CEN working group.

Dutch ophthalmological Society

Expert in the multidisciplinary “Ergophtalmology” working group, the Netherlands.

UNECE | *United Nations Economic Commission for Europe*

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

PIARC | *World Road Association*

The BRSI has a seat in the World Road Association. Its main objective is promoting international cooperation in the area of road construction and road transport. In particular, the World Road Association wants to determine strategies and practices, develop and encourage safer and more efficient use of roads as part of an integrated sustainable transport system.



OCDE | Organisation for Economic Cooperation and Development

Belgian representation in the working group on the necessary steps for implementation - on a local level - of a “Safe System” approach.

OMS | 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 provides an overview of the road safety situation in all countries of the world. As the national Data Coordinator, Wouter Van den Berghe is responsible for compiling Belgian road safety data.

Mobility for all

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

CITA member

The International Motor Vehicle Inspection Committee.

CORTE member

The Confederation of Organisations in Road Transport Enforcement.

COOPERATION IN EXPERT WORKING GROUPS - NATIONAL

CFSR | Federal Road Safety Commission

The BRSI assumes chairmanship of the Federal Road Safety Commission. The Federal Commission has an advisory role with regard to the Inter-Ministerial Committee for Road Safety in the measures to be taken and the policy to be pursued when it comes to road safety (Royal Decree of 26 June 2002).

The Committee's assignment:

- determining the statistical indicators that are useful for road safety
- determining the statistical road safety objectives that need to be reached during a specific period;
- suggesting measures that need to be implemented to reach the presupposed statistical objectives;
- determining the necessary means to develop these measures and to achieve these objectives.

The commission consists of 27 full members and unites several authorities and organisations that play a role in the road safety landscape. Since 2012, three other stakeholders have been joining meetings of the Commission with a merely observing role.

Working group on “Statistics”

For 13 years, the BRSI has chaired the working group in which, among others, the local and federal police, FPS Justice, FPS Economy, FPS Mobility, the three regions and IMOB are represented. There are two sub-working groups: on “localisation of accidents” and “black spots”. As accident statistics form the basis of the right measures for improving road safety, it is important that they are reliable. This is in line with recommendations of the States General. They must be comprehensive (including all cases of injury), easily accessible and of high quality (good quality data).

Working group on “Road maintenance authority regulations”

The BRSI acts as an expert in this working group and makes recommendations to the State Secretary for Mobility. This working group is chaired by the FPS Mobility and Transport. Recommendations are made on the basis of developments in traffic regulations, which then require inclusion in road maintenance regulations.

Working group on “Nomenclature CGOP/B” (federal police)

The BRSI acts as an expert in this working group. The aim is to finalise the nomenclature (list of traffic regulations and traffic violations). The working group is chaired by the federal police, where the nomenclature is defined on the basis of traffic violation statistics drawn up by the police.

ABR | The Belgian Road Association

The association wants to offer stakeholders a forum where they can meet and consult in order to develop and promote a vision for the future of the road sector that is based on sustainable development. The Board and General Assembly.

CRR | Road Safety Research Centre

The centre wants to be an independent knowledge centre on the cutting edge of road technology. The BRSI takes part in two working groups, namely illustrated road management and the technical committee 1B.

COOPERATION IN EXPERT WORKING GROUPS - REGIONAL

Flanders

- Flemish Platform for Road Safety.
- Flemish Foundation for Transport Studies.
- Research Centre for Mobility and Public Works – Rail Safety
- Flemish Educational Steering Committee.
- Advisory body for Road safety on Flemish regional roads (AVVG).
- Provincial Committees for Road Safety (PCV).
- Strategy Consultation on Road Safety (SOV) – Flemish Brabant.
- Flemish Conference on the Regionalisation of Road Safety. “As part of the planned regionalisation of a number of authorities in the field of road safety, several working groups were started up and a conference was organised in December 2012. The BRSI made important contributions to these working groups.”
- Flemish Road Safety Forum. This is a consultative body in which all parties involved in the field of road safety in Flanders are seated. On the one hand, the forum has a consultative function: the participating organisations seek alignment and exchange knowledge and experiences. On the other hand,

the forum formulates advice for the Flemish Government with regard to improving road safety on Flemish roads. The BRSI takes part in this Forum.

- Accident Reporting Task Force. The BRSI actively participates in this working group, with the aim of improving the quality of accident registration.
- Advisory body for Road safety on Flemish regional roads (AVVG) – Tram working group.
- Advisory body for Road safety on Flemish regional roads Ad hoc road safety inspection.
- Mobility Letter of the Editorial Board.
- Steering Committee on “Review of the Vademecums”.
- MOW- ad hoc working group on bicycle streets.
- “Interests” of the Flemish Diabetes Association.
- Structural consultation Road Safety (province of Flemish Brabant).
- Technical committee (road safety) of the Research Centre on Road Construction.

Brussels

- Steering committee on school transport plans.
- “Pedestrian Certificate” working group of 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 also participates in the sub-working group on “Weekend Accidents”.
- Working Group on “Cycling certificate”.
- CPSR Wallonia - 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.

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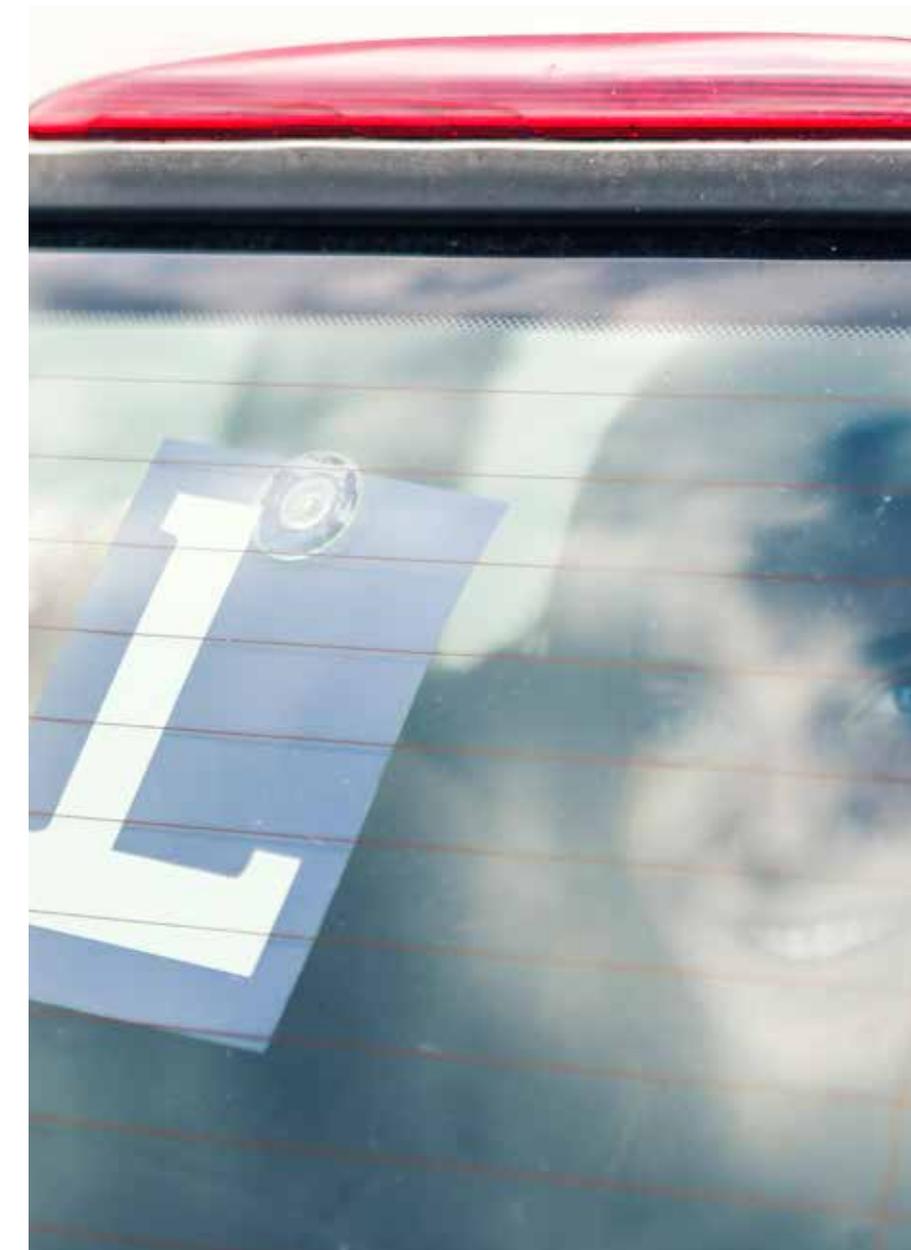
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CENTRE FOR PUBLIC AND REGULATORY AFFAIRS AND INNOVATION

The Centre for Public and Regulatory affairs and Innovation follows developments in the field of technology, economy, environment and welfare, society and politics and their possible impact on traffic safety.

INNOVATION

Technology doesn't stand still and technologically innovative products are being introduced on the market all the time. Sometimes these are technological aids benefiting road safety. Sometimes these are systems that, whether on purpose or not, are at the expense of road safety.

2.753

requests for information received and answered

The autonomous or self-driving car is probably the current technological innovation that appeals most to the imagination in the automobile sector that will have a major impact on traffic safety. Less spectacular, but at least a important for road safety are new technological developments in the field of the blind angle.

PUBLIC AFFAIRS

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 advisors cell formulates 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.

LEGISLATION

BRSI has been administrating the website codedelaroute.be since 2013. This website is a major source of information for everyone wanting to find out more about traffic legislation in Belgium.

Using its competencies, the BRSI also offers support to legislative initiatives, national as well as international.

Traffic network

The BRSI maintains close contact with the police services and developed a network of traffic coordinators in 2005, together with the local and federal police. Currently, 665 police officers have joined the network. Each member has a login with access to the website where they can find information on road safety, good enforcement practices, presentations and reports.

As is the case every year, three network meetings were organised in 2014 per language/region, organised in cooperation with Centrex. I.e.: a total of three meetings, six locations, current topics and projects and 184 interested participants.

ROAD SAFETY CONSULTANCY



The Road Safety Consultancy centralises all possible services of the BRSI third parties - national and international, public and private organisations and institutes one can appeal to.

FITNESS TO DRIVE

Reintegration exam

When a magistrate in Belgium orders a deprivation of the right to drive a motor vehicle, he can reinstate the right to drive on condition of completing a medical or a psychological examination. This type of examination in Belgium is called a 'reintegration examination'. The most common reason for a reintegration exam is driving under the influence. The purpose of these examinations is to reduce recidivism of driving under the influence.

The BRSI carries out these reintegration exams and assesses whether someone is fit to drive or not. The physician and psychologist together give one opinion. A candidate can be declared fit, fit under circumstances or unfit to drive. The BRSI informs the candidate, the court registry and the public prosecutor of the outcome.

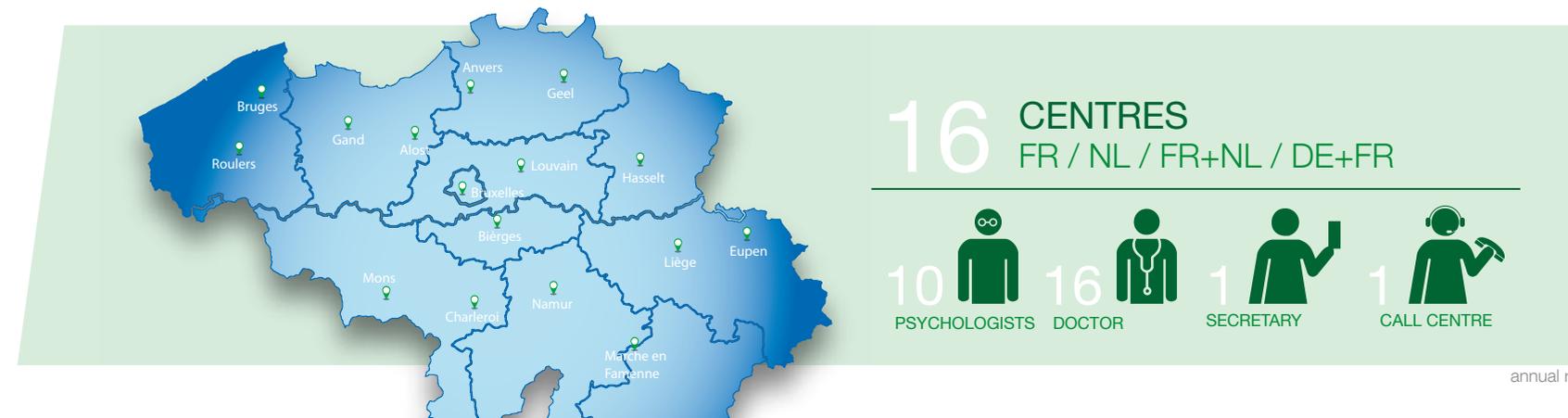
The reintegration exam department consists of: 10 psychologists, 16 physicians and one secretary. The BRSI has several branches across Belgium where the reintegration exam can take place. In 2014, 4,018 files were treated. 76% were declared fit without conditions, 17% fit under conditions and 6% unfit.

Cooperation with the NICC

BRSI cooperates with the National Institute of Criminalistics and Criminology (NICC) in a research project into the alternatives for the CDT determination of chronic alcoholism. Carbohydrate-deficient transferrin or CDT, is a protein that originates in case of excessive alcohol consumption over a period of at least a week. The measurements started in 2014 and the first results are expected over the course of 2015.

Reintegration exam report: fit to drive again?

The BRSI Knowledge Centre drew up a report on the progress of the reintegration exam in Belgium and compared this to the practice in several other European countries. The researchers also analysed the participants of the reintegration exam and provided several conclusions and recommendations for improving the procedure.



CARA

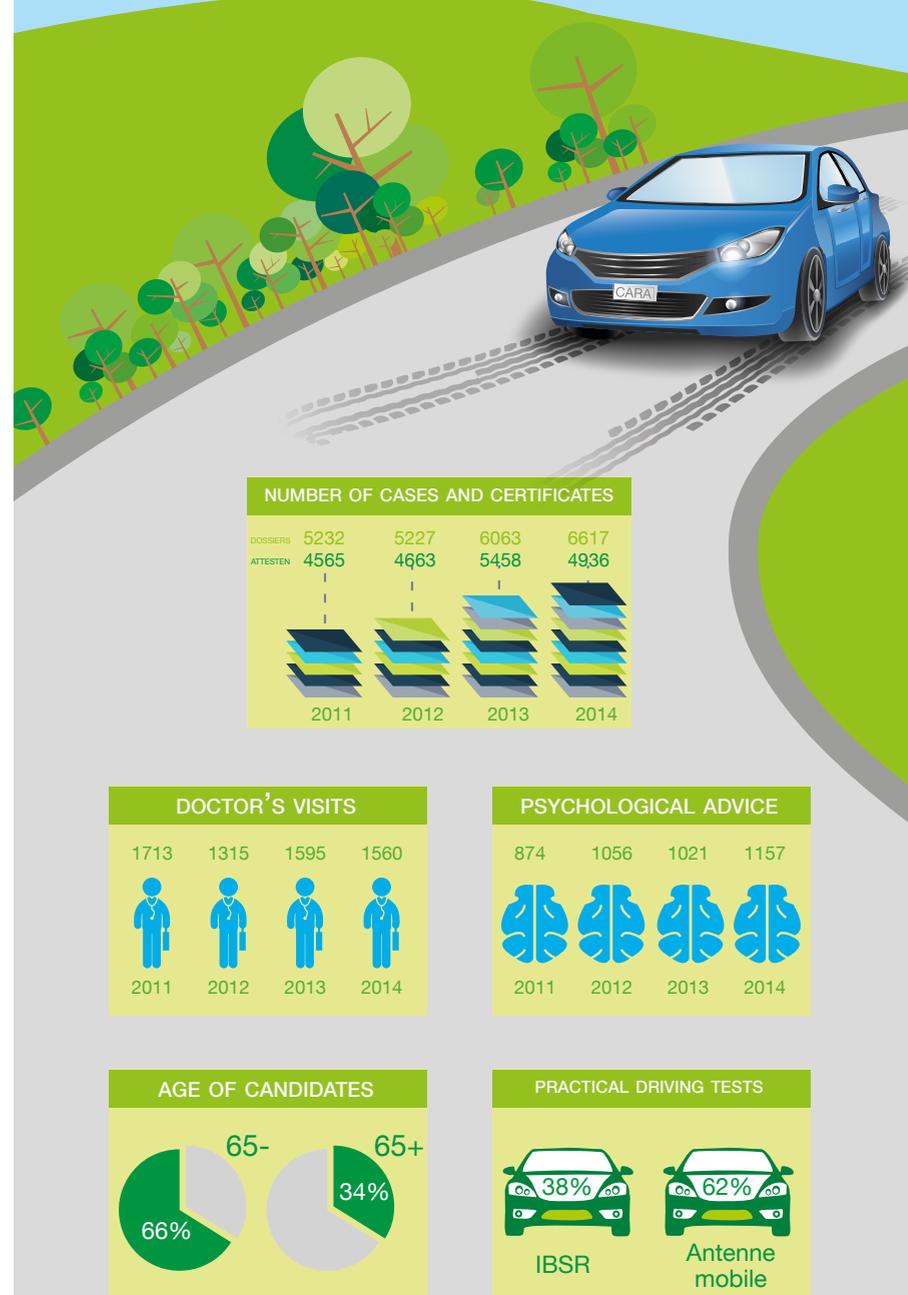
The Belgian driving assessment centre (CARA) evaluates whether people with a disability can safely participate in traffic as a driver.

People who end up at the CARA have been referred for medical or psychological reasons to assess whether they are fit to drive. This concerns, for instance, people who have had a brain haemorrhage or experience concentration, visual or estimation difficulties. But also, for instance, physically disabled people who would nevertheless like to drive.

CARA considers whether this medical problem can be resolved based on medical, psychological and practical tests. The evaluation of this fitness to drive is always a delicate balancing act between the individual desire to drive and road safety in general. The assessment is based on legally determined medical criteria.

CARA neither issues nor withdraws driving licences, but delivers fitness to drive certificates. The competent authorities may adjust the licence on the basis thereof.

The certificate is accompanied by an assessment carried out by a multidisciplinary team of doctors, psychologists and adaptation experts of the conditions, restrictions and possible adjustments of a vehicle. They also give advice on the ergonomic aspects of vehicle adaptations, the transportation of passengers and the driver in non-original car seats (for example, a wheelchair), modifications, wheelchair storage, seat belt use, etc.



44 courses « take a moment to check your speed»

Driver Improvement

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

Educational project “Alternative measures”

This 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 will also be given in Leuven and Dendermonde as of 2015.
- module “Young-novice drivers”: On demand of the Public Prosecutor’s office of Verviers, this module was offered as from 2014. 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.

In 2014, a total of 2,446 new cases were received from the various law centres. In comparison with 2013, this is an increase of almost 5% which is mainly noticeable in the French region, namely 13%, while the Dutch region has experienced a drop of 5.5%.

If we compare the offer, we notice a spectacular increase: in 2014, 314 courses were organised, in 2013 this was “only” 211. Because of this, the waiting lists have seriously decreased so the BRSI can guarantee that the candidates can take part in the course within two months.

Project “Take a moment to check your speed”

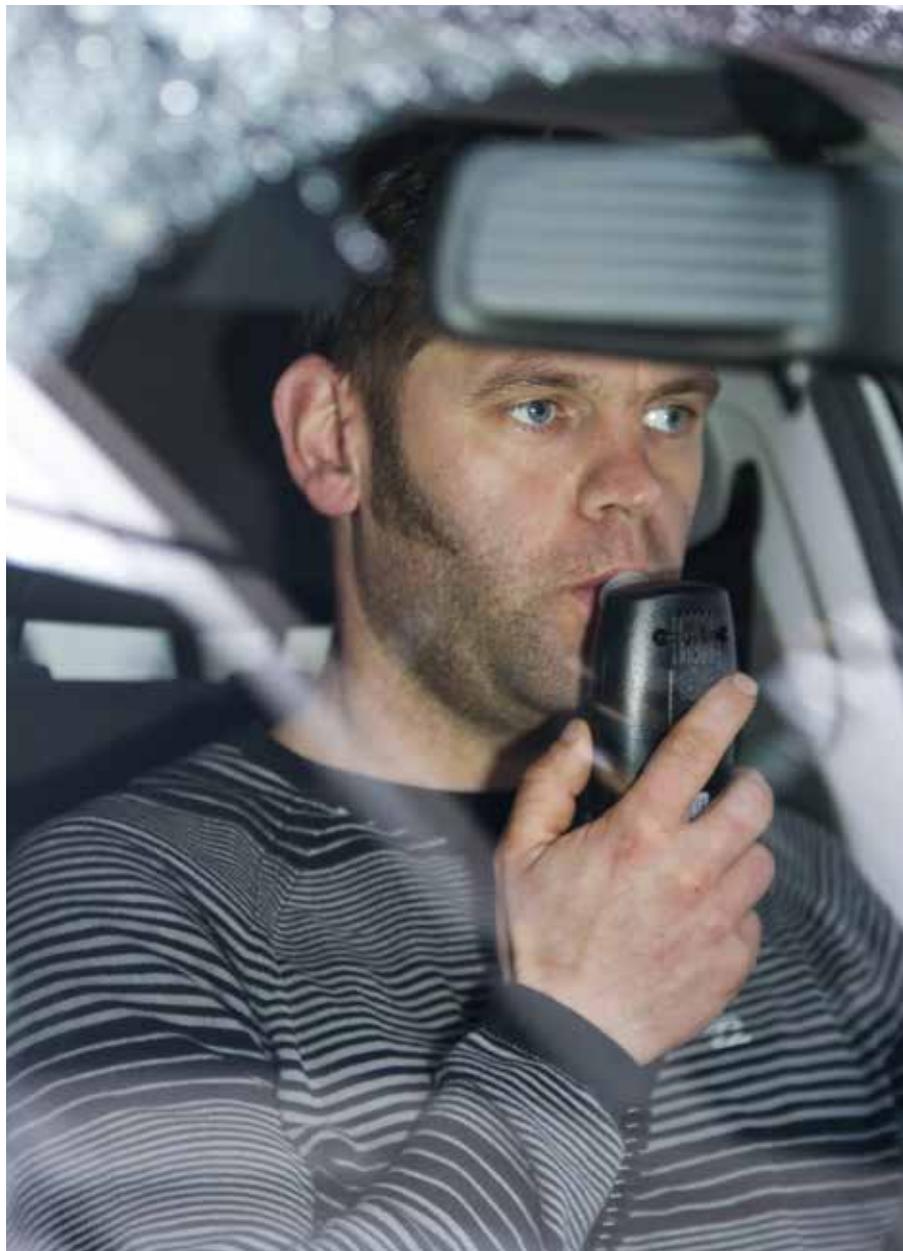
This project comprises a theoretical and a practical part, partly on the public road, partly on a closed track. This course must be paid for and is given in the judicial districts of Mechelen, Doornik, Leuven and Bergen.

With the Driver Improvement courses, the IBSR wants to reduce the amount of recidivism. And it’s working! We know that people who often commit traffic offences, are also more often involved in an accident. By raising awareness on safer driving behaviour we increase road safety.

In addition, course members also learn that traffic is a social affair, even if you don’t feel this when you are in the car alone. You shouldn’t only driver safer for yourself, but also for others. Preventive driving is an important message.

Another message we want to give course members is that they are themselves responsible for their choices in traffic. It isn’t their work or friends that determine that they can drive drunk or too fast. It’s their own decision.





Alcolock

The BRSI is the only organisation to have been recognised in 2012 for being a lead agency for alcolock. During this programme, we guide people who were banned from driving back to safely taking part in traffic.

The guidance 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.

At the end of 2014, a total number of 15 people took part in the alcolock programme. This is a very modest result compared to in, for instance, the Netherlands, where the alcolock has been imposed on thousands of people since the introduction.

LABORATORIES

Alcoholometrie

This lab tests, among others, alcolocks, breathalysers and analysis devices.

Approved and calibrated measuring devices

Alcolocks, breathalysers and analysis devices are used for prosecution. The findings of these devices can therefore result in very serious sanctions. This is why it is a must for civilians that these devices are approved and calibrated in accordance with technical regulations.

Recognised and ISO accredited

The Alcoholometrie laboratory is ISO 17025 accredited. The FPS Economy first recognised the laboratory in 1991, in the publication of the first royal decree on breath analyses. The laboratory is equipped with two universal, non-manufacturer bound liquid gas simulators. The testing installation was compared in great detail to the German reference standard (Physikalisch-Technische Bundesanstalt – PTB).

Type approval

The BRSI is accredited, accreditation number 110-Test, for the execution of the preceding tests for model approval of the breath analysis device, in accordance with Belgian legislation.

Legal calibration of police alcohol measuring equipment

The BRSI is an independent institute that is accredited, accreditation number 110-Test, for the model's approval, calibration and the technical control of breath analysis devices and alcolocks, in accordance with Belgian legislation.

Testing commercial alcohol testers

Manufacturers, public bodies, companies and consumer organisations can have alcohol testers checked upon request. Here, the BRSI tests to which extent the devices meet the manufacturer's specifications.

The total number of calibrations of the breath analysis devices used by the police has increased compared to the previous years. In addition, digital alcohol testers for personal use were also checked. At ALC Lab, Lean work procedures were used. The drop in the legal limit of a punishable level of alcohol in the blood to 0.2 per cent resulted in extra model approvals. The expertise of the BRSI in the field of alcoholometry is used nationally and internationally in, among others, the working group on breath analysis devices of the International Organisation of Legal Metrology (OIML) and when drawing up the new version of the European standard 'En 50436 Alcohol Interlocks'.

ATP

This laboratory is responsible for inspecting refrigerated lorries, used for the international transport of foodstuffs.



Inspection of refrigerated lorries

Just like cars need to be inspected regularly in service stations, refrigerated lorries for international transport of foodstuff also need inspection according to international legislation. This is called ATP measuring. This is a certificate for the transport of perishable goods. This inspection is usually carried out inside the BRSI, but this can also be done at several places in the region of transporters, and upon request, even at the customer itself.

This option is greatly valued by the transporters and is being used increasingly. Furthermore, the methodology for certification of new vehicles was simplified, because of which certificates can be provided more easily.

Apart from the knowhow and expertise in offering our customers a great service, we are also working on the further development of regulations on an international level.

CAS

This lab is responsible for testing motorcycle helmets and shields.

Official tests on helmets

This lab has been testing motorcycle helmets and their shields for 40 years for the homologation of the European safety standard ECE-R22-05 of Geneva, and the qualification and lot trials (Conformity of Production, or COP).

The lab is also equipped to carry out all necessary tests on bicycle helmets.



Recognised and ISO-accredited lab

The Helmet Lab is a fully equipped state-of-the-art laboratory, accredited according to the ISO 17025 standard accreditation number 110-Test.

In 2014, the lab carried out eight homologations of motorcycle helmets and eight homologations of screens.

The new LEAN work procedures resulted in customer satisfaction and increased productivity. In 2014, the ISO 17020 accreditation was also obtained for homologations of bicycle and other children's helmets.

CAV

CAV carries out regular and initial verification of the equipment of motor vehicle inspections centres in Belgium and reports about this to the FPS Mobility. The regular verifications take place annually.

The LEAN work procedures for calibration work in the vehicle inspections centres were systematically applied and led to higher customer satisfaction figures on the 2014 satisfaction survey. The widespread use of mobile brake gauges along the road also gave the BRSI extra homologation and calibration work for these new devices.

MEC

This lab homologates and calibrates the equipment used by the installers of the BRSI.

Recognised lab

The Mechanics lab of the BRSI is recognised by the FPS Traffic and Mobility as a technical department for the homologation and calibration of the equipment of installers of tachographs, in accordance with the Royal Decree of 14 July 2005. The lab was also recognised for inspecting workshops of recognised installers of tachographs, in accordance with the same Royal Decree.

In addition, the BRSI is recognised by the FPS Traffic and Mobility for inspecting the workshops of recognised installers of speed limiters (Royal Decree of 15 February 2006). The lab has two fully equipped vehicles to carry out a complete inspection of the workshop and calibration of all equipment on the spot.

Homologation of the equipment

A company may only use market specific equipment if an approval certificate was provided. MEC is accredited for inspection and execution of the tests.

Inspection of the workshops

The annual inspection of the workshops of recognised installers of tachographs and speed limiters checks the correct application of the regulations of FPS Mobility and Transport.

Complete calibration on the spot

The BRSI is accredited in accordance with the ISO 17025 standard for the calibration of equipment used at the workshops of recognised installers of tachographs.





RAISING AWARENESS

RoadSafety@Work

One in two road accidents is traffic-related. The prevention of road accidents is therefore also very important in a work environment. RoadSafety@Work offers tailored solutions for companies.

- Risk diagnosis: analysis and mapping out a number of indicators to determine which elements play a role in accidents.
- Workshops: tailored training courses, adapted to the needs of the company.
- Activities: practically-oriented campaigns raising awareness in the framework of business events.
- Road safety inspections and audits of the infrastructure on and around the industrial estates.
- Campaigns raising awareness: making a series of communication tools available such as leaflets, posters, articles in in-house magazines, etc.

With this, RoadSafety@Work provides an answer to the increasing demand from the business world to realise their corporate social responsibility objectives.

In 2014, 148 business activities were organised, 102 workshops were given and 10 traffic safety inspections and audits of industrial estates for 215 companies and organisations were carried out.

ISO39001

The service portfolio of the BRSI also includes guidance for companies and institutes in setting up a risk management system by executing, for instance, an analysis of traffic risks at industrial estates, giving advice on the practical execution of aspects of the ISO 39001 quality system by developing specific awareness-raising campaigns on road safety for employees, giving advice on the practical execution of aspects of the ISO 39001 quality system or developing specific awareness-raising campaigns on staff safety.

Campaigns

In 2014, the BRSI created 6 campaigns based on the themes: driving under the influence, speed, distraction and courtesy.



BE SWEET, DON'T BE SOUR

- PROBLÈME** ? Lack of courtesy is the cause of traffic unsafety
- BRIEFING** ↗ Urging road users to more respect for traffic regulations and other road users
- GROUPE CIBLE** 👤 Road users
- MÉDIA** 🔊 Posters along regional roads and motorways, radio campaigns, website, online videos, supermarket campaigns, etc.



WENT TOO FAST; GONE TOO SOON

- PROBLÈME** ? Speeding is a widespread problem that is generally accepted by Belgian drivers.
- BRIEFING** ↗ Breaking through this positive image people have of speeding in traffic
- GROUPE CIBLE** 👤 Car drivers, young drivers, 25-39 years
- MÉDIA** 🔊 Postering along regional roads and motorways, online video, website, online video, social media, press



DRINKING AND DRIVING? NOT FUNNY

- PROBLÈME** ? Driving under the influence of alcohol is still too high
- BRIEFING** ↗ Reducing social tolerance of driving and drinking, social rejection
- GROUPE CIBLE** 👤 40 and older, mainly men
- MÉDIA** 🔊 Postering along regional roads and motorways, POS material, distribution of gadgets, website, online video, social media, local campaigns, competition, press, etc.



BIP ! BIP ! BOUM ! BOUM !

- PROBLÈME** ? Many drivers call and text behind the wheel, despite the raised risk of an accident due to distraction
- BRIEFING** ↗ Awareness of the risks and adjusting the social norm
- GROUPE CIBLE** 👤 Young drivers, 18-19 years et 30-49 years
- MÉDIA** 🔊 Postering along regional roads and motorways, website, online video, social media, press.



WHY DO YOU DRIVE SO FAST?

- PROBLEME** Speeding is a widespread problem that is generally accepted by Belgian drivers
- BRIEFING** Breaking through this positive image people have of speeding in traffic
- GROUPE CIBLE** Car drivers, young drivers, 25-39 years
- MEDIA** Postering along regional roads and motorways, online video, website, online video, social media, press



DRINKING AND DRIVING? WE DON'T DO THAT!

- PROBLEME** Driving under the influence of alcohol is still too high
- BRIEFING** Reducing social tolerance of driving and drinking, social rejection
- GROUPE CIBLE** 40 and older, mainly men
- MEDIA** Postering along regional roads and motorways, POS material, distribution of gadgets, website, online video, social media, local campaigns, competition, press, etc.

Striving together for zero traffic deaths

Organisations and companies subscribing to the objectives of the Belgian Road Safety Institute, can become a member of the BRSI's Membership Programme. With this, they support the BRSI in the realisation of its objectives and can appeal to its knowledge and service.

An increasing number of companies and organisations understand the need for a more traffic safe living and working environment. The safety of people in traffic, but also the cost of accidents, are important topics that deserve the attention of the business community.

Via the Membership Programme, the BRSI and its members want to realise a win-win situation regarding road safety and related subjects, for members of the programme, BRSI and society.

The BRSI Membership Programme

Members of the programme can use the knowhow, the services and the network of the BRSI:

- Annual compilation of relevant studies.
- Preview and debate on new studies during lunch/breakfast sessions.
- Mentioning the members in corporate communication.
- Tailored training courses.
- 10% discount on training courses offered by the BRSI.
- The BRSI as communication partner for companies and organisations.

Membership Programme

Recytyre vzw, the management body for waste tyres in Belgium, was the first organisation to become a member of the BRSI Membership Programme. Members of the Membership Programme help the BRSI realise its road safety objectives.

Volunteer network

The BRSI volunteer network provided support in BRSI campaigns on 66 occasions.

VERKEERSHUIS VAN DE
SVEELIGHED
MAISON DE LA
SECURITE MILITAIRE

ORGANISATION

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STAFF



This past year human resources focused on a further professionalisation of the staff policy. It was mainly based around new ways of working, but extra attention was also paid to the employees themselves as participants in traffic. With this, the BRSI also wants to play a pioneering role as employer in the area of road safety.

The occupation of the new office environment also meant a smooth transition to the new way of working. To stimulate employees to cooperate more openly, flexibly and result-oriented, HR, Facility and ICT joined forces. Individual offices disappeared. They were replaced by flexible workplaces in an open space, alongside proper meeting rooms and several small sitting areas for informal talks between colleagues. Simultaneously, teleworking was also enabled and one in three employees now regularly work from home. By using the Lync platform they can communicate with colleagues at the office with ease.

Thanks to the use of a new IT application for HR, the employees now also have online access to their personnel file. Apart from their job description, their personnel file also includes annual objectives and evaluations, acquired competencies and an overview of the training courses and subsequent evaluation.

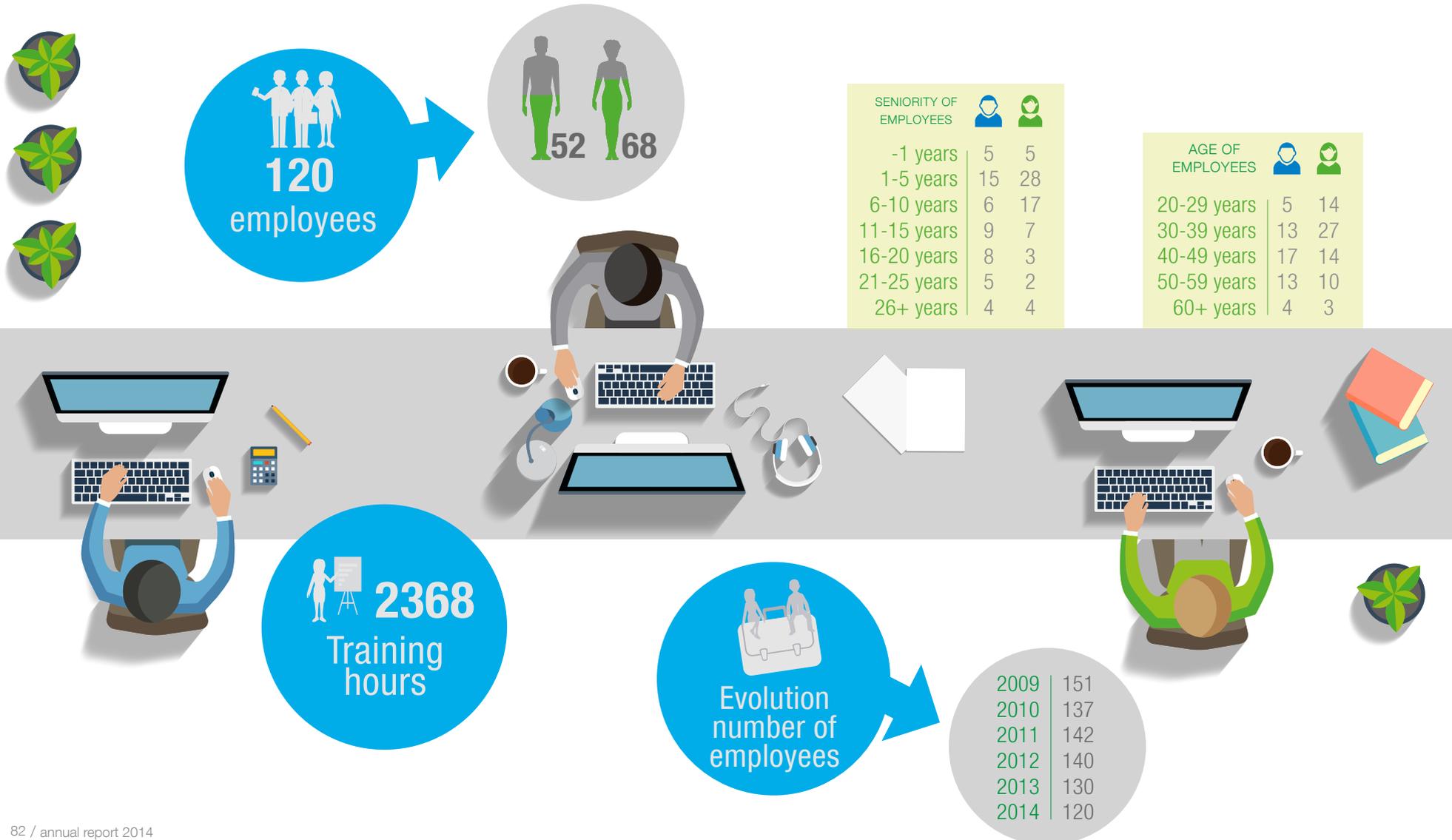
ISO39001

Each BRSI employee is an ambassador of traffic safety. The 2014 training course plan therefore included several courses that increase the knowledge and skills of the BRSI employees as participants in traffic. These efforts were rewarded in June 2014 with the ISO 39001 certification.

Some initiatives:

- Employees signed the traffic safety charter and commit to respecting traffic regulations and a courteous driving style.
- 91 employees took a workshop on 'speed and distraction' or 'safe cycling'.
- 100 employees took the training course: "what to do in the event of an accident" which also included a practical test.
- For three days, the BRSI flag fluttered at the traffic training centre, VOC Bruges. 75 employees took the training course 'smart and efficient driving', with a focus on the aspects 'driving skills and 'vehicle control'.

KEY FIGURES PERSONNEL FILE 2014

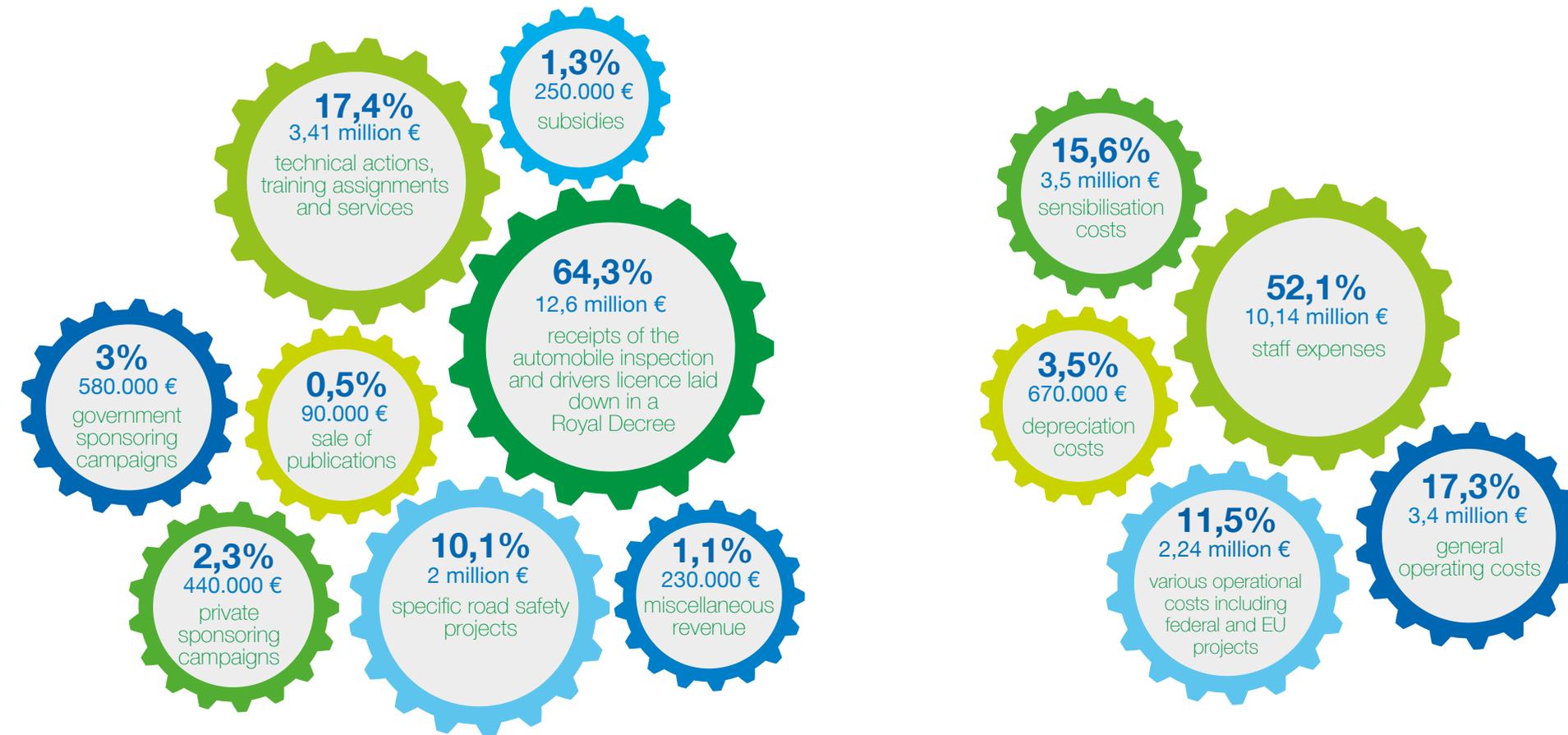


FINANCIAL OVERVIEW

The year 2014 ended with a good financial result. The BRSI is a non-profit organisation, however, a positive result is still important for the investment in innovative projects and projects on quality improvement. The BRSI works with a monthly follow-up of costs and expenditures.

19.600 000€
Revenue BRSI

19.500 000€
Expenditure BRSI



MANAGEMENT BOARD

The Belgian Road Safety Institute was established in 1986 with the objective of promoting road safety. The Board of Directors is chaired by the federal minister for Mobility. The daily management of the organisation is carried out by the management committee.

Madame Jacqueline Galant

BRSI chairwoman, Minister of Mobility

Monsieur Laurent Ledoux

BRSI Vice President, Chairman of Management Committee FPS Mobility and Transport

Madame Karin Genoe

Managing Director of BRSI

Monsieur Didier Antoine

Delegate of the Infrastructure Services of the Walloon Region

Monsieur Philippe Bernard

Chairman of GOCA

Monsieur Luc Bontemps

Managing Director of FEBIAC

Madame Patricia Courange

Policy Manager, Traffic Safety Department, Brussels Mobility

Monsieur Bernard Dehaye

Chairman of Gracq

Monsieur Tom Dhollander

Managing Director of "Voetgangersbeweging"

Monsieur Bob D'hoedt

Adviser on mobility and public works, office of the Walloon Minister of Mobility and Public Works

Monsieur Bruno Didier

Director of Assuralia

Monsieur Freddy Gazan

Criminal policy adviser, FPS Justice

Monsieur Michael Jonniaux

Director of Federal Traffic Police

Monsieur Frédéric Maeyens

General Manager RACB

Monsieur Yves Mannaerts

Director of FBAA

Monsieur Geert Popelier

Legal Department Manager VAB

Monsieur Michaël Reul

Secretary-General UPTR

Monsieur Jean Thomas

Chairman Motorcycle Council

Monsieur Karel Van Coillie

Duty-officer, Legal Department Touring

Monsieur Dirk Van Nuffel

Superintendent of Local Police Standing Committee of Belgium

Monsieur Marc Vansnick

Director-General of Road Safety FPS Mobility and Transport

Monsieur Philip Willekens

Director of Local Integral Safety, Belgian FPS Interior

