



# 52nd ASECAP DAYS

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# RSI “Panos Mylonas”: Actions and Initiatives

## Promoting Traffic Safety Culture

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ΒΡΑΒΕΙΟ ΕΥΡΩΠΑΪΟΥ ΠΟΛΙΤΗ

ΑΚΑΔΗΜΙΑ



ΑΘΗΝΑΝ

Βραβείο Γ' Τάξεως των Ηθικών και Πολιτικών Επιστημών



# Who We Are – Civil Society Driving Change

- The «Hellenic Research and Educational Institute for Road Safety, Prevention and Reduction of traffic accidents “Panos Mylonas”» (R.S.I.) was founded in 2005 after the tragic and unfair loss of 22-year-old university engineering student and journalist Panos Mylonas in a road crash.

We are a non-profit civil society Organization dedicated to:

Promoting traffic safety culture across all age groups and sectors.

Preventing and reducing road crashes and fatalities.

Supporting policy change and behavioral interventions based on scientific evidence.

## What makes RSI unique:

It is the **only NGO in Greece** certified with ISO standards for **road safety, training services, environmental management** and **quality management**.

Combines **engineering, psychology, education, and advocacy** in a multidisciplinary approach.

Engages **citizens, government, private sector and academia** in a shared mission: protecting lives on the road.



## Our vision:

A world without road crashes.

## Our mission:

To foster traffic safety awareness, shape responsible behavior, and support decision makers in creating safer road systems.

# Awards & Certifications

European Citizen's Prize from the European Parliament

Award by the Minister of Transport of Sweden for our proposals to the ETSC which led to the development of the ISO 39001 standard for Road Safety Management

The Academy of Athens Award with a distinction for Ethics and Political Sciences (2021)

RSI's educational programs are under of Auspices of Ministry of Education, Religious Affairs and Sports and the Institute of Educational Policy (I.E.P.)

The RSI "Panos Mylonas" is certified according to ISO standards

RSI "Panos Mylonas" has been awarded the 3-star Environmental Accreditation from the FIA



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EUROPEAN CITIZEN'S PRIZE



ACADEMY OF ATHENS PRIZE





# Strategic Framework – The 3 Pillars of RSI

RSI's holistic strategy for promoting traffic safety culture is structured around three strategic pillars, in line with the Safe System Approach, the UN Sustainable Development Goals (SDGs), and the Global Plan for the Decade of Action for Road Safety 2021–2030:

## 1. Systemic Change & Policy Support

- ❖ Advocacy for national road safety strategy and alignment with EU directives and the UN legal instruments.
- ❖ Participation in Greek Parliament Committees and collaboration with ministries (Education, Transport & Infrastructure, Justice, Citizen Protection).
- ❖ Promotion of forgiving road environments and accountability of decision-makers.

## 2. Road User Behavior

- ❖ Educational programs for all ages and target groups: students, youth offenders, workers, scouts, elderly.
- ❖ Campaigns aiming at norm change: speeding, seatbelt use, mobile phone, alcohol.
- ❖ Use of simulators, VR and emotional engagement for long-lasting behavioral impact.

## 3. Infrastructure & Community-Based Interventions

- ❖ Local partnerships with municipalities for urban safety zones and safer school areas.
- ❖ Pilot programs with smart signage and radar to influence driver behavior.
- ❖ “Clean Up Signs Days” and citizen targeted actions for improved visibility.



# Why Focus on Road User Behavior?

**Behavioral factors are the root cause of most crashes.**

According to the World Health Organization (WHO), **90–95% of road crashes** are caused by **human error**.

**Key behavioral risks RSI addresses:**

- **Speeding** – the most significant contributor to fatal crashes in Greece.
- **Distraction** – especially mobile phone use while driving.
- **Alcohol & drug impairment** – particularly among youth and motorcyclists.
- **Seatbelt non-use** – especially in rear seats and short trips.
- **Fatigue & risk underestimation** – major factors in professional drivers.

**Why behavior matters more than ever:**

- Technology and infrastructure help, but **people make decisions** on the road every second.
- Behavior is shaped by **knowledge, attitudes, emotions and social norms** – all areas RSI targets directly.
- Cultural change starts with education, emotional engagement and consistent messaging.

RSI creates a **multilevel behavioral intervention model**, combining:

- Structured training
- Simulation & role-play
- Public campaigns
- Local enforcement Authorities collaboration

# Education for Prevention – Reach & Impact

RSI's educational strategy is based on the belief that **lifelong learning can shape safer road users**. Our programs are evaluated, certified and approved by national Authorities.

## Children & Adolescents

- **340,855** students from primary and secondary schools trained (2009–2024)
- Ministry-approved programs: *Do It Right!*, *Cycling Safely*, *Knights of Road Safety*, *moving STARS*
- Interactive methods: team-based games, VR, video, role-play, simulators

## Educators & Parents

- **7,500+** teachers trained to integrate road safety into curricula
- Online guides, webinars and school-based interventions for parents
- Collaboration with IEP & Ministry of Education: content development for Thematic Week materials

## Youth Traffic Offenders

- **1,102 youth offenders** trainings through collaboration with the Ministry of Justice & juvenile courts
- Programs emphasize accountability, empathy and decision-making

## Employees & Professionals

- **24,493 trained** via workplace safety seminars, CSR campaigns, and e-learning
- Key topics: fatigue, mobile use, corporate vehicle safety, e-mobility

## Other Groups

- **35,350 scouts, 48,500 army trainees, cadets and officers** engaged through RSI's NEST mobile units and national camps

**1/5** OF YOUNG PEOPLE  
DEATHS  
ARE A RESULT OF A  
ROAD COLLISION





# Education



- Inform about safety risks
  - Provide useful knowledge & Skills
  - Change attitudes & behaviours
- Promote Traffic Safety Culture** ★★★★★

## Traffic Safety & Mobility Education In numbers:

**340.855** Students

**7.500** Teachers

**24.493** Employees

**35.350** Scouts

**48,500** Army trainees, cadets and officers

**1.102** Youth Traffic Law Offenders  
**More than 240 citizens per day & 350 events per year**



# High-Risk Groups & Tailored Behavioral Programs

RSI develops specialized interventions for road users at **increased risk**, focusing on their unique needs, vulnerabilities, and decision-making profiles.

## Underage Traffic Offenders

- **1,160 adolescents** trained in collaboration with **Juvenile Courts and Prosecutors**
- Group-based activities with real crash cases, role-reversal (victim/perpetrator/bystander)
- Focus on emotional engagement, impulse control, peer influence and responsibility

## Motorcyclists

- Young male riders are statistically overrepresented in fatalities
- RSI runs **helmet use campaigns**, observational studies, and training at driving schools
- FIA-aligned interventions: *#3500Lives, #SlowDown, Driving Change Towards Safe and Sustainable Mobility*

## Elderly Road Users

- Education on **visibility, reaction time and risk awareness**
- Delivered through municipalities and senior organizations (e.g. Open Protection Centers for the Elderly)

## Vulnerable Pedestrians & Migrants

- Targeted awareness in **urban areas with low visibility infrastructure**
- Visual tools and translated guides for high-risk communities (e.g., immigrants, refugees)

# Experiential Learning

## Simulators & Immersive Tools



To change behavior, **information is not enough**. People need to **feel** the consequences of unsafe behavior in a safe environment.

RSI delivers large-scale experiential learning through its **Mobile Road Safety Units (NEST)** and on-site setups, combining cognitive engagement with emotional impact.

### Main simulation tools:

- **Rollover simulator** – shows the importance of the seatbelt in rollovers
- **Seatbelt sledge** – impact force simulation at low speed
- **Alcohol goggles** – simulates alcohol impairment
- **Distraction module** – mobile phone and passenger interference
- **Fatigue experience** – delays in reaction time & lane drifting

### Impact at Scale:

- **500+ activities per year** across Greece and abroad
- Reaches **40,000+ citizens annually**
- Evaluation scores:
  - **98% feel more aware of risks**
  - **95% would recommend the experience to others**
  - Average satisfaction: **4.8/5**

### Experiential learning is applied to:

- Schools, military bases, universities
- Corporate CSR events
- Public festivals, trade fairs and road safety weeks





Rollover car Simulator



Belt Sledge Simulator



Driving Simulator



Alco goggles



Reaction Test



Collision Weight Scale



Distraction game



Fatigue Test Device



# Awareness Campaigns – Changing Norms and Saving Lives

- Creating a road safety culture means **shifting public norms**.

RSI's awareness campaigns reach millions of citizens each year through a mix of direct interaction, media, and digital storytelling.

## Behavioral focus:

- **Speeding** – Normalize lower speed limits & emotional impact of crashes
- **Seatbelt Use** – Promote rear-seat safety & challenge short-distance myths
- **Mobile Phone Distraction** – Emotional, peer-driven messages (e.g., *“Drive in the Moment”*)
- **Alcohol & Drugs** – Responsible behaviour and designated driver culture
- **Helmet Use** – Especially among young male riders

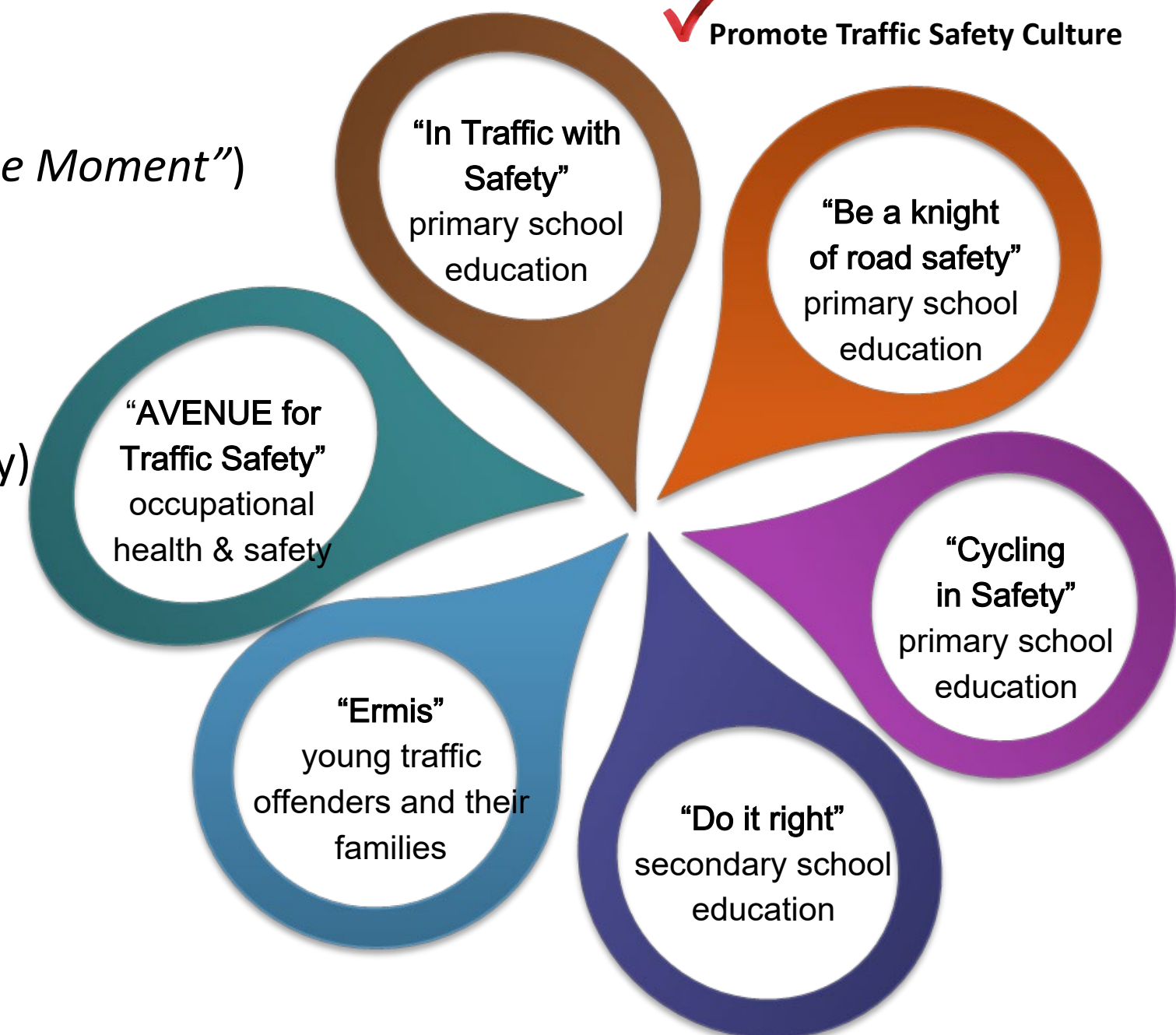
## Flagship Campaigns:

- **European Night Without Accidents** (since 2006, 250+ nightclubs involved yearly)
- **#SlowDown** (FIA, UN Global Road Safety Week)
- **Pit Stop for Road Safety** – emotional engagement with real stories
- **“Drive in the Moment”** – mobile phone distraction campaign for youth
- **Rear Seatbelt Campaign** – featured in national media & EU events

## Reach & Engagement:

- **3 million citizens reached annually** (TV, radio, social media, events)
- RSI campaigns featured by: ERT, Cosmote TV, SKAI, MEGA, national press
- 30+ influencers, athletes, actors and public figures involved

- ✓ Inform about safety risks
- ✓ Provide useful knowledge & Skills
- ✓ Change attitudes & behaviour
- ✓ Promote Traffic Safety Culture





# Strategic Partnerships with Motorway Operators

RSI actively collaborates with motorway operators to **promote safety for all road users**, especially in high-speed and high-volume road environments.

## National Partnerships:

- **Attiki Odos, Olympia Odos, Aegean Motorway, Nea Odos, Moreas**
- Joint awareness campaigns on:
  - Helmet use
  - Mobile phone distraction
  - Rear seatbelt
  - Speed awareness
- On-site activations at rest areas, toll stations, and service centers

## Impact:

- RSI campaigns featured on **LED signage** and **VMS networks** on highways
- Annual Road Safety Weeks co-organized with highway operators
- Thousands of professional drivers, staff, and travelers reached on-site

## European Engagement:

- RSI contributions to **motorway campaigns** on speeding, seatbelt use & distracti
- Joint presentations with motorway operators in EU fora

*“Our collaboration with motorway concessionaires and operators is essential. They are not just road operators, but **gatekeepers of safety**.”*



# Behavioral Tech Interventions – Data-Driven Solutions for Safer Roads

Beyond education and campaigns, RSI implements **smart, low-cost technological interventions** to promote safe driving behavior directly on the road.

## Behavioral focus:

### Case Study: Speed Management – Dirfys-Messapia (Evia, Greece)

- Location: 4 km high-risk zone on Road E-077
- Tools:
  - ✓ 4 Variable Message Signs (VMS – EVOLIS) , 22 Speed/High Risk Signs
  - ✓ Radar system donated to local police
  - ✓ Pre- & post-behavioral evaluation by RSI research team

## Measurable Results:

- Average speed ↓ by 6 km/h
- Compliance rate ↑ to 47.1% within 6 months
- **ZERO fatal crashes for over 30 consecutive months**
- Total monitored vehicles: **>8.2 million vehicles**

## Why it works:

- Based on **behavioral feedback** rather than punishment
- Combines **visual cues**, real-time feedback and **public visibility**
- Easy to scale across **rural and urban zones** in other municipalities



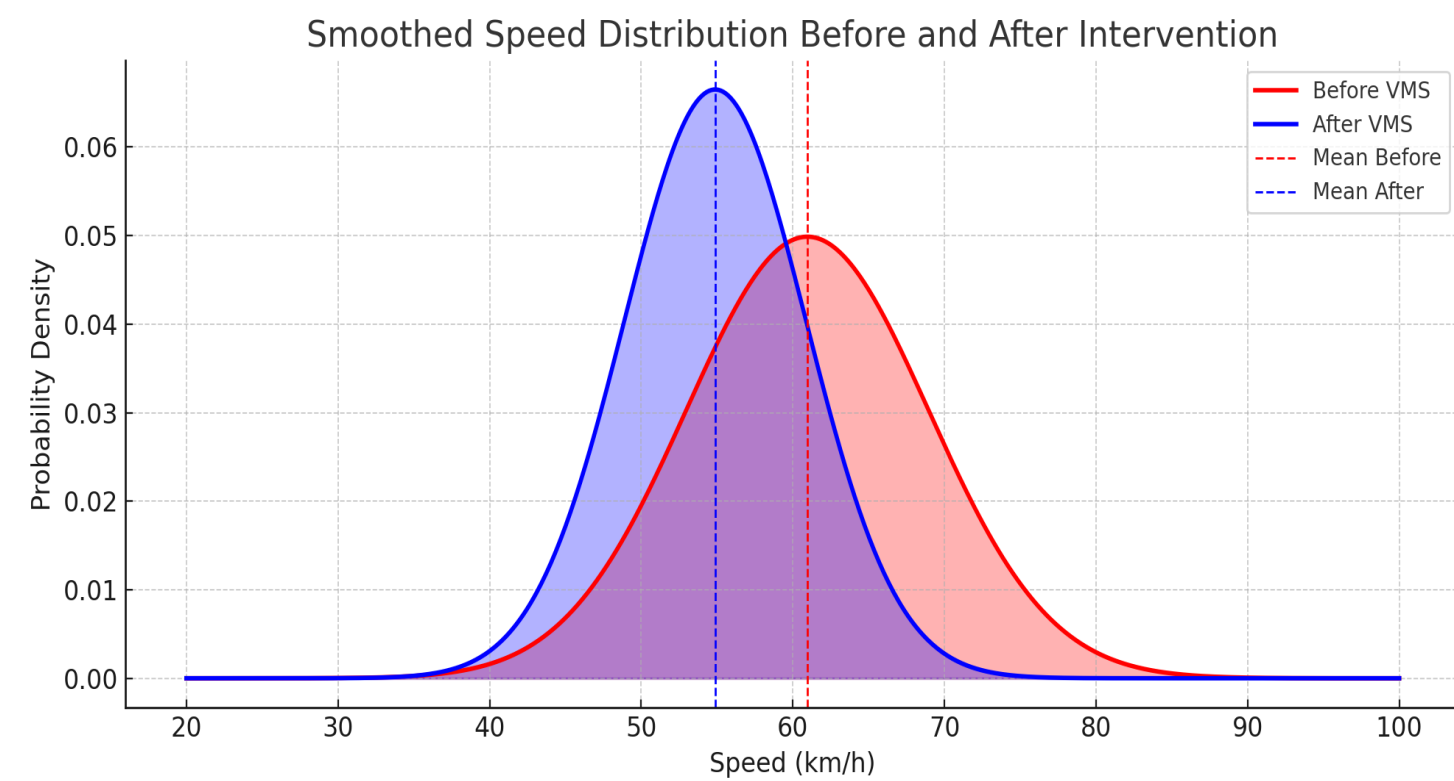


Figure 1. Distribution of vehicle speeds before and after intervention.

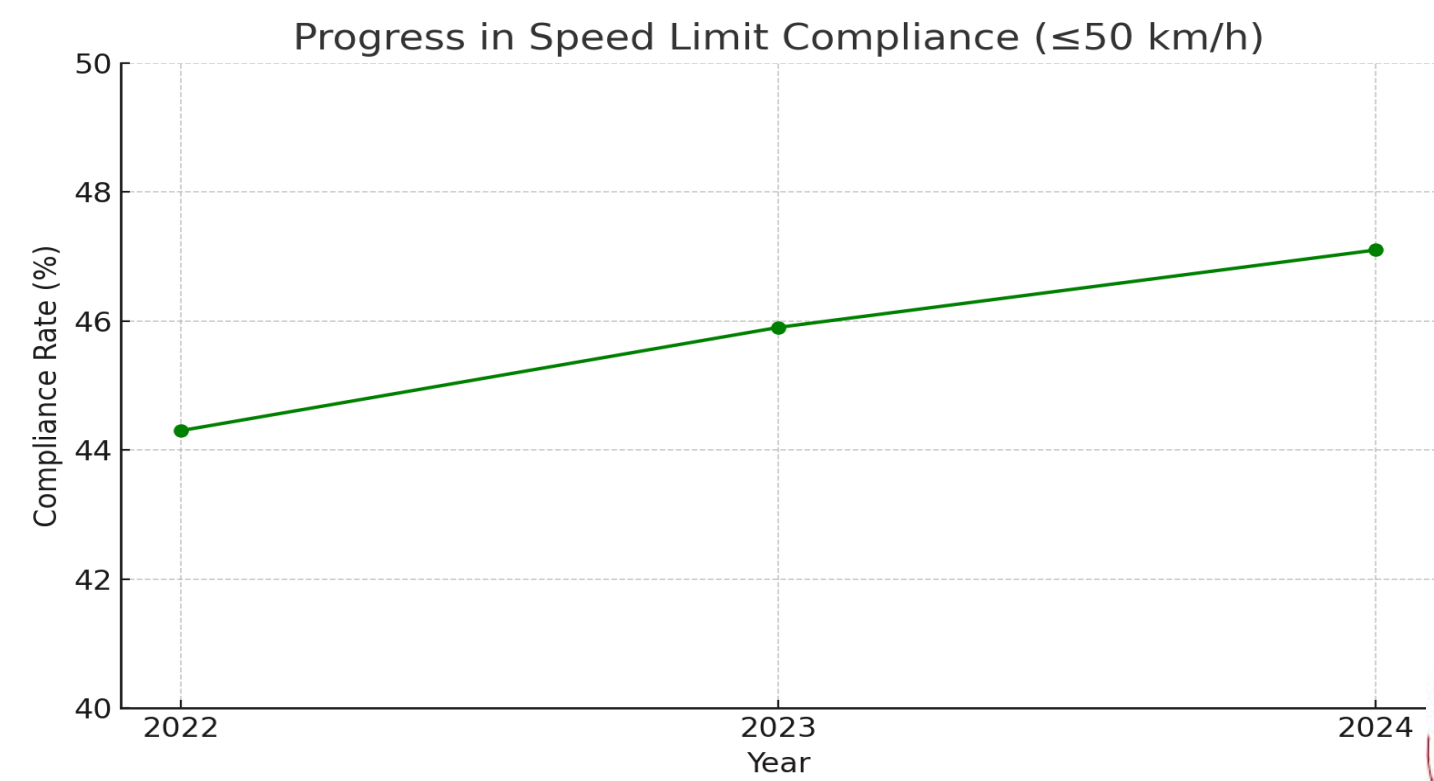


Figure 2. Compliance with speed limits ( $\leq 50$  km/h) over time.

# Answering the ASECAP Question: Vision Zero through Culture

To reach zero road deaths, we must go beyond enforcement and infrastructure.

We must build a **Culture of Safety**, where **safe behavior is learned, supported, expected and sustained**.

## What Needs to Be Done:

- **Educate early and consistently** – from preschool to professional life
- **Target high-risk behaviors** – with tailored, evidence-based programs
- **Empower civil society** – as active partners in awareness and accountability
- **Leverage data and smart tech** – to influence behavior in real-time
- **Focus on emotions and empathy** – not just laws and statistics

## How RSI Does It – A Replicable Model:

- 3 Strategic Pillars: System, Behavior, Infrastructure
- 400,000+ citizens trained
- 500+ events annually
- Over 3 million reached through campaigns
- ZERO deaths in VMS-piloted zones

*From classrooms to highways, RSI brings road safety into everyday life.*

**We build capacity, shift habits and give people the tools to protect themselves and others.**

*“Vision Zero” is not just a number;*

*It is a culture. It is a duty. And it is achievable.*

— Vassiliki Danelli-Mylona



# ***ASECAP DAYS***



## **MADRID 2025**

# Thank You

## Contact Us



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