



ROAD SAFETY WORKSHOP

18-19 April 2016 • Bangkok, Thailand

Семинар по безопасности дорожного движения

18-19 апреля 2016 г. • Бангкок, Таиланд

The Vision for the CAREC Road Safety Strategy

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What is a Vision Statement

- It provides strategic direction and describes what we want to achieve in the future
- It guides decision making
- It needs to be forward looking, describe an ideal state but not so idealistic so as to be unattainable
- It needs to set a challenge but be attainable in the future – in our case for CAREC in 2030





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OECD Recommendations

- A Vision should be developed as a key part of the strategy
- Its message needs to be clear, simple and easy to communicate
- Ownership of the vision by all stakeholders is a key to ensuring success in achieving road safety objectives
- Designed to raise awareness of the social unacceptability of road fatalities and injuries





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Examples Elsewhere

- “Working together to build a safer road system” – UK
- “No one shall be killed or seriously injured within the Swedish road transport system”
- “Strive to reach a level comparable to the best performing EU countries” – Serbia
- “Arrive Alive” – ASEAN region





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Possible Vision Statement for the CAREC Road Safety Strategy

*“Provide safe road corridors for all road users in
the CAREC Region”*

