



MY WORLD. THE UNITED NATIONS GLOBAL SURVEY FOR A BETTER WORLD.

In 2015, on the occasion of the "World Day of Remembrance for Road Traffic Victims" (15/11), the Road Safety Institute (RSI) "Panos Mylonas" announced the results of "My World - The United Nations Global Survey for a Better World".

"My World" was a UN global survey addressing citizens and aiming to link their voices to global leaders during the process of defining the new Millennium Development Goals (MDGs). RSI "Panos Mylonas" was appointed the official MY World partner to promote the MY World 2015 Campaign in Greece as well as in countries of foreign partners. Main aim was to motivate citizens, -young people, parents and people of all ages- to vote for what they considered more important and necessary so as to make the world a better place. With their vote, participants could send their message directly to the UN, both online and through printed ballots, distributed by RSI during special events and partnerships.

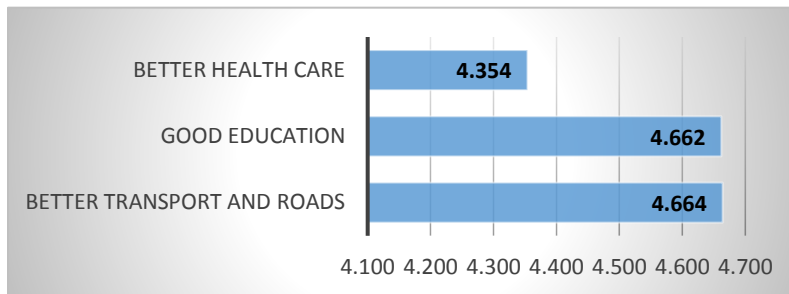
According to Ms. Corinne Woods, Director of the United Nations Millennium Campaign "it is crucial that the next development framework comes from a truly open and inclusive process that engages people from all parts of the world and all sections of society. The United Nations Secretary General wants to hear directly from people across the world about what is important to them. Thank you for empowering people in the world to have their Say at the United Nations."

Survey's Demographics and Findings (see Appendix for full questionnaire)

- Participants: 8,500 Greek citizens
- Gender: 63.1% (5,248) male and 36.9% (2,061) female.
- Age: 52.2% 16 -30 years old, 33.8% 31-45 years old, and 11,3% 46-60 years old

Survey's Findings

- The issue "**Better transport and roads**" ranked at the top of participants' priorities (4,664).
- The issues of "A good education" (4662) and "Better healthcare" (4354) followed with a small difference in votes.



- Issues such as "Better job opportunities", "Action taken on climate change", "An honest and responsive government" and "protection against crime and violence" are matters that Greeks consider important for improving their quality of life.

As it is obvious from the results, a priority for Greek citizens –and their wish- is the creation of “Better transport and roads”. With respect to the memory of those lost on the roads and for the protection of life, RSI brought into publicity the survey results urging the government to take action in order not to mourn more victims on the roads. Since 2015, the Road Safety Institute (RSI) "Panos Mylonas" continuously and persistently promoted the Road Safety issue and the strong need to take action for the sake of all people involved, both in Greece and abroad.

Today, RSI “Panos Mylonas” prides itself for having contributed to the inclusion of this crucial issue in the agenda of the Greek politicians and the Government in order to help reducing serious and fatal injuries.



Road Safety and UN SDGs

The 17 Sustainable Development Goals (SDGs) of the UN Agenda for Sustainable Development were first adopted by world leaders in 2015 and came into force on January 1, 2016. Built on the success of the Millennium Development Goals (MDGs), the Global Goals along with their 169 more detailed targets, tackle issues such as extreme poverty and hunger, inequalities of all forms, climate change and environmental protection, as well as social needs, job opportunities, education, sustainable cities. Even if SDGs are not obligatory, governments of all countries,

poorer or richer, are expected to set up their plans and strategies in order to achieve these goals by the end of 2030.

For the first time, two Road Safety targets are included in the SDGs, presenting this way the importance and the crucial role of this issue for a sustainable life on this planet. These targets are part of Goals number 3 (“Ensure healthy lives and promote well-being for all at all ages”) and number 11 (“Make cities inclusive, safe, resilient and sustainable”). More specifically:

Target 3.6 – By 2020, halve the number of global deaths and injuries from road traffic accidents

Target 11.2 - By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons

ETSCO and the UN SDGs

The European Traffic Safety Culture Observatory is strongly connected with the UN SDGs and the specific Road Safety targets, because its aim and objectives are linked directly with minimizing deaths and injuries from road traffic accidents and contributing to the improvement of Road Safety for the sake of all stakeholders involved and especially for vulnerable populations. ETSCO aims to study, record and evaluate attitudes and behaviors of all road users and monitor their evaluation over time. At the same time, ETSCO will analyze in depth the traffic safety culture in Greece and evaluate the impact of all implemented policies. Furthermore, ETSCO’s aim is to prevent and reduce traffic incidents by undertaking, supporting and promoting activities on issues dealing with the study, research and dissemination of information, education and training related to road safety.

What also needs to be noted is that ETSCO is a strongly advocate of the **17th SDG** (“Revitalize the global partnership for sustainable development”), a goal that emphasizes the need of partnership and cooperation so as to achieve the Sustainable Development Goals until 2030. From the very beginning, ETSCO is developed based on a collaborative scheme with strong partnerships, where all stakeholders are involved and have a voice: experts of related areas (engineers, transportation engineers, psychologists, sociologists, experts in road safety), traffic police, institutional and social stakeholders, and governmental bodies, both in Greece and abroad. Moreover, ETSCO’s partners and supporters are strongly committed to the aims and goals of this joined effort, and share the same values and principles, by embracing the same vision with RSI ‘Panos Mylonas’: a better world where no more lives will be lost at road incidents.

ETSCO and the Global Road Safety Performance Targets

Following Target 3.6 from the 17 SDGs (“By 2020, halve the number of global deaths and injuries from road traffic accidents.”) and the 2030 UN Agenda, the priority given to Road Safety is today

more than obvious with the brand new **12 global road safety performance targets**. On November 22, 2017, following the request of the UN General Assembly, Member States reached consensus on setting these specific targets in order to accelerate progress towards safer roads. This way, they recognized that sustainable development cannot be really achieved if people continue to lose their lives at road traffic incidents. According to WHO “Road traffic injuries are the tenth leading cause of death globally, responsible for around 1.3 million deaths each year.”

ETSCO’s aim and objectives are strongly connected with these new road safety performance targets. Data collection, evaluation and analysis through naturalistic observations and state-of-the-art methodology will provide all necessary information about road users’ behavior and attitudes. In addition, understanding the factors that could easily change in order to enhance traffic safety culture, will help enormously reaching successfully the 12 targets that tackle issues such as travelling over the posted speed limits, not using safety belts or standard child restraint systems, driving using alcohol or psychoactive substances, using mobile phones while driving, not using standard helmets, etc.

For the 12 Road Safety Performance Targets to be implemented, it is extremely important for all stakeholders to collaborate and take initiatives. ETSCO aims to assist this joint effort by suggesting actions and interventions for creating traffic safety culture and by strengthening the work of the State in order to implement effective actions and policies for road safety.

APPENDIX

Questionnaire



DATE (yyyy/mm/dd)

MY WORLD PARTNER INFORMATION

VOTER INFORMATION

GENDER YEAR OF BIRTH
 M F

COUNTRY

STATE/
REGION

EDUCATION
 SOME PRIMARY FINISHED PRIMARY
 FINISHED SECONDARY BEYOND SECONDARY

By filling this out, I pledge that this is my single vote in MY World global survey. I will not vote more than once.

Which of these are most important for you and your family? Choose 6

Check

| | | |
|--------------------------|---------------------------------------------|-----|
| <input type="checkbox"/> | Better job opportunities | 115 |
| <input type="checkbox"/> | A good education | 105 |
| <input type="checkbox"/> | Better healthcare | 104 |
| <input type="checkbox"/> | Affordable and nutritious food | 109 |
| <input type="checkbox"/> | Support for people who can't work | 102 |
| <input type="checkbox"/> | Freedom from discrimination and persecution | 113 |
| <input type="checkbox"/> | Access to clean water and sanitation | 103 |
| <input type="checkbox"/> | Reliable energy at home | 108 |
| <input type="checkbox"/> | Action taken on climate change | 100 |
| <input type="checkbox"/> | Protecting forests, rivers and oceans | 110 |
| <input type="checkbox"/> | An honest and responsive government | 106 |
| <input type="checkbox"/> | Better transport and roads | 101 |
| <input type="checkbox"/> | Protection against crime and violence | 111 |
| <input type="checkbox"/> | Equality between men and women | 114 |
| <input type="checkbox"/> | Phone and internet access | 107 |
| <input type="checkbox"/> | Political freedoms | 112 |
| <input type="checkbox"/> | | |

ADD YOUR OWN