

Nicosia, 22 February 2017

Traffic Safety Campaign Workshop

The European Commission is supporting a Traffic Safety Campaign Workshop targeting youth. The workshop aims to bring together young traffic ambassadors from high schools, universities and Youth NGOs in order to collectively develop a campaign that will be publicized in the Turkish Cypriot community. The workshop was moderated by Tamer Altunay who has been involved in developing several traffic safety campaigns. The workshop, organised by the EU Infopoint in partnership with Traffic Accidents Prevention Association and TRAKAYAD, took place on **Monday, 27 February 2017, from 9:00 to 13:00. In total 10 schools, including high schools and universities, and 28 students attended the workshop.**

The aim of the workshop was not only to develop a traffic safety campaign but also to raise awareness on the importance of traffic safety and on the main causes of traffic crashes and how to prevent them by encouraging young people to reflect on traffic safety and to think about preventative measures and messages.

The Traffic Safety Campaign workshop is developed as a follow up to the short video competition launched by the European Commission in November 2016, implemented by the EU Infopoint in collaboration with Traffic Accidents Prevention Association, Traffic Department and TRAKAYAD.

The EU has provided a total of **€2.4 million** in funds and technical assistance for the improvement of traffic infrastructure and traffic safety between 2009-2013. For traffic safety measures “The Accident Information System” was implemented in the Turkish Cypriot community, primarily aimed at improving the standards of vehicle inspection, driving licence exams, traffic operational management and the primary road network. The development of a highway plan to address current and future mobility needs and to eliminate the traffic accident “black spots” has also been conducted with technical assistance provided by the European Union.

Background:

European Road Safety Day (ERSD) is an initiative by the European Commission to promote best practices among EU member states on road safety issues. It has been held every year since 2007.

The European Commission has adopted an ambitious Road Safety Programme which aims to cut road deaths in Europe between 2011 and 2020. The programme sets out a mix of initiatives, at European and national level, focusing on improving vehicle safety, the safety of infrastructure and road users' behavior.

Interested individuals can get more information on these events on the EU Infopoint Facebook page [f/abbilgi](https://www.facebook.com/abbilgi) or by contacting the EU Infopoint: info@abbilgi.eu, 228 2577 and 11A Hasene Ilgaz Sokak, Köşklüçiftlik Nicosia.

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