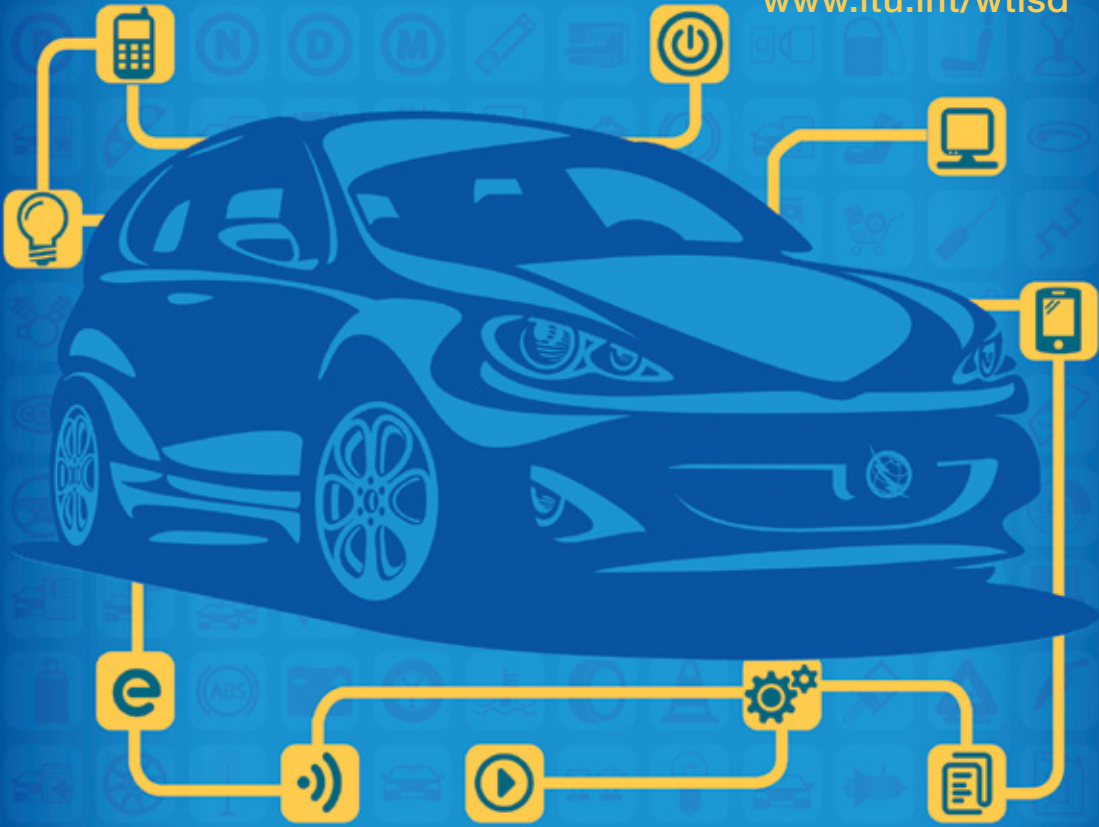


World Telecommunication
and Information Society Day

WTISD

17 May 2013

www.itu.int/wtisd



ICTs AND IMPROVING ROAD SAFETY

WTISD 

World Telecommunication and Information Society Day, celebrated each year on 17 May, marks the establishment of the International Telecommunication Union in 1865.

The theme for 2012 is **'ICTs and Improving Road Safety'**

According to the Report of the United Nations Road Safety Collaboration (UNRSC), 1.3 million people die each year in traffic related accidents and another 20-50 million people are injured mainly in developing countries around the world. As a result, global economic loss is estimated at USD 518 billion.

Technology-related driver distraction and road-user behaviour, which includes "text messaging" and interfacing with in-vehicle navigation or communication systems while driving, are among the leading contributors to road traffic fatalities and injuries.

ITU looks towards its Members to harness the catalytic role of ICTs to enhance road safety and traffic management systems, eliminate unsafe technology-related distractions while driving, promote the development and use of safe user interfaces in vehicles and develop Intelligent Transport Systems to improve the safety, management and efficiency of terrestrial transport, while reducing its environmental impact.

MESSAGE FROM **MR BAN KI-MOON** UN Secretary-General



I WELCOME THE FOCUS on road safety for this year's World Telecommunication and Information Society Day. Road accidents kill nearly 1.3 million people every year.

They leave millions more injured or permanently disabled, placing a heavy economic burden on families and countries.

The United Nations Decade of Action for Road Safety from 2011 to 2020 is dedicated to helping to make roads and vehicles safer worldwide.

Information and communication technologies provide many options.

Intelligent Transport Systems and navigation devices can help reduce congestion.

Radars can help to prevent collisions with other road users – including pedestrians.

Hands-free communications mean fewer accidents, especially among young people who account for more than half of road deaths.

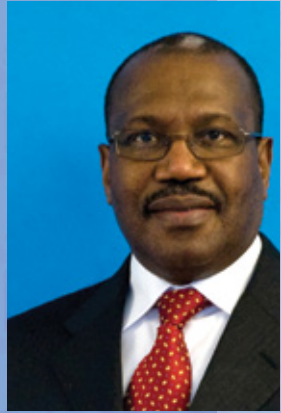
I commend the International Telecommunication Union for its work with industry to develop ICT standards and for collaborating with the International Automobile Federation to create awareness on road safety.

Let us make the best of technology to dramatically reduce traffic fatalities. This can save millions of lives.

Ban Ki-Moon
UN Secretary-General

MESSAGE FROM DR HAMADOUN I. TOURÉ

ITU Secretary-General



ICTS PLAY A CATALYTIC ROLE in creating opportunities for people in every walk of life. Today, even as we take to the streets in our vehicles, we have the tools at our fingertips to communicate across the world, navigate through dense traffic and find our way in unfamiliar terrain. At the same time we can choose from a host of entertainment options, be it music, radio, television or social media.

While these technologies are becoming increasingly ubiquitous, we must ensure that we use them responsibly and with caution, especially while driving, in order to avoid accidents and injury.

Road traffic safety is a global concern for public health and injury prevention. Every year, 1.3 million people die in traffic related accidents and another 20-50 million people are injured mainly in developing countries around the world. As a result, Governments and individuals suffer an estimated USD 518 billion in global economic loss.

Driver distraction and road-user behaviour, such as “text messaging” and interfacing with in-vehicle navigation or communication systems while driving, are among the leading contributors to road traffic fatalities and injuries.

My message is clear: Don’t be distracted by technology when driving, whether calling from your mobile phone, or setting the navigation system. Sending a text message or tweeting while driving is extremely dangerous and should be avoided at all cost.

At the same time, I call upon our Member States and industry partners to promote the use of safe interfaces and hands-free devices in vehicles and take action to eliminate technology-related distractions while driving.

Along with promoting national policies to encourage the use of ICT in enhancing road safety, we must also promote the development and use of intelligent transport systems.

These measures will not only help prevent traffic accidents but also improve efficiencies in traffic management as a means of combating the effects of climate change.

I am pleased to say that ITU has been developing standards for safe user interfaces and communication systems in vehicles designed to optimize driving performance by eliminating unsafe technology-related distractions.

ITU has also been leading worldwide efforts in developing state-of-the-art ICT standards for Intelligent Transport Systems and driver safety that utilize a combination of computers, communications, positioning and automation technologies, including in-car radars for collision avoidance.

The theme for WTISD 2013 “ICTs and improving road safety” will be taken forward in the years to come in partnership with the automotive sector and with automobile associations worldwide under the banner of the F.I.A. – the International Automobile Federation – with whom we will be working closely to meet one of the most urgent global challenges of our times.

I urge you to celebrate World Telecommunication and Information Society Day this year by paying particular attention to improving road safety by harnessing the power of ICTs.

Hamadoun I. Touré
ITU Secretary-General

- 11:00 Arrival of Laureates with ITU Secretary-General in Popov Room
Introductions with ITU Deputy Secretary-General and Directors of Bureau
Group photo
- 11:10 Message by UN Secretary-General **Mr Ban Ki-moon**
- 11:15 Keynote speech by **Dr Hamadoun Touré**, ITU Secretary-General
- 11:20 Presentation of WTIS Awards to three distinguished laureates
Mr Ueli Maurer, President of the Swiss Confederation
Mr Volkmar Denner, Chairman, Robert Bosch GmbH
Mr Jean Todt, President of F.I.A.
- 11:50 Presentation of ITU-FIA Global Road Safety Campaign
- 12:00 Demonstration of road safety by **Felipe Massa**, Formula-1 driver for Scuderia Ferrari
- 12:15 Ceremony closes
- 12:20 Press opportunity

Master of Ceremony: Nicki Chadwick

ITU-FIA PARTNERSHIP AND GLOBAL ROAD SAFETY CAMPAIGN

THE THEME for World Telecommunication and Information Society Day 2013: "ICTs and improving road safety" will be taken forward in the years to come in partnership with ITU and F.I.A. – the umbrella organization of automobile associations worldwide – to meet one of the most urgent global challenges of our times: Road safety.

ITU and F.I.A. will collaborate over the next seven years towards achieving the goals of the UN "Decade of Action for Road Safety".

FELIPE MASSA, F-1 DRIVER

Felipe Massa is one of the most resilient Formula-1 champions who drives for the Scuderia Ferrari team. He entered the F1 arena with Sauber in 2002, and ever since he has been at the pinnacle of motorsports. In 2008, he finished a very close second in the Drivers' World Championship.

Felipe is also UNICEF's Champion for Brazilian Children, knowing full well the positive impact of sports on our lives.



WTISD

EVENT PROGRAMME



LAUREATES

WTISD 2013



UELI MAURER

President of the Swiss
Confederation

MR UELI MAURER, President of the Swiss Confederation is a citizen of Adelboden and hails from Hinwil, where his political career began in 1978 with his election as member of the Communal Council. Hinwil is a centre of the Swiss motorsports industry and is home to the Sauber Formula 1 racing team.

Over the years, on the road to the Swiss Presidency, Mr Maurer has shown personal commitment to sports, health, social security and civil protection. In 2008, Mr Maurer was elected member of the Federal Council and has been in charge of the Federal Department of Defence, Civil Protection and Sport.

From 1995 to 2003, he was member of the Environment, Spatial Planning and Energy Committee. After 2003, he was engaged as member of the Finance Committee and after 2007, as member of the Social Security and Health Committee. From 1996 to 2008, he was chairman of the Swiss People's Party.

Switzerland is among the safest countries for road users in the world and has recorded a significant decrease in road traffic mortality in the period 2001-2010. The Swiss Council for Accident Prevention has been actively involved with ITU in developing standards for Driver Assistance Systems and intelligent systems for accident prevention in road traffic.

Ueli Maurer was born on 1 December 1950. He is married with six children.

VOLKMAR DENNER

Chairman, Board of Management,
Robert Bosch GmbH



MR VOLKMAR DENNER is the chairman of the board of management of Robert Bosch GmbH. He is also the chief technical officer, and has corporate responsibility for research and advance engineering, engineering coordination, corporate strategy, and corporate communications. In addition, his responsibilities include the Bosch Software Innovations and Healthcare Telemedicine units.

Robert Bosch GmbH was among the first signatories of the European Road Safety Charter. Founded in 1886, Bosch is a multinational engineering and electronics company headquartered near Stuttgart, Germany. It is responsible for pioneering innovations in the areas of vehicle safety systems, in-car information and communication systems, as well as driver-assistance and other guidance functions. In addition to enhancing individual vehicle safety, these systems also help to ensure safety in intelligent transport systems (ITS).

For more than 30 years, active safety systems developed by Bosch have significantly contributed to reducing the number of road crashes, despite increasing traffic density. These innovations include the antilock braking system (ABS), traction control system (TCS), and electronic stability programme (ESP®), all of which intervene before a crash occurs.

One of the areas in which Bosch experts are working with ITU is to develop short-range high-resolution automotive radar systems in the 79 GHz frequency band, with the aim of improving both transportation efficiency and road safety. On the basis of studies conducted by ITU-R, the World Radiocommunication Conference 2015 will consider allocating the 77.5-78 GHz frequency band to the radiolocation service.

JEAN TODT

President of F.I.A.



MR JEAN TODT is President of F.I.A., the International Automobile Federation, and is a household name in motorsports. Under his leadership, Scuderia Ferrari won 14 Formula 1 World titles –including five consecutive titles with Michael Schumacher – and 106 Grand Prix.

Over the past years, Jean Todt has made global road safety a professional and personal engagement. Since his election as President, he has made it a priority of the FIA. In support of the UN Decade of Action, and under the banner of the FIA Action for Road Safety, he has been tirelessly lobbying leaders and decision-makers all around the world, urging them to commit to tangible, affordable and verifiable measures aimed at reducing the 1.3 million deaths and 50 million injuries, the yearly toll on the world's roads.

In April 2009, Mr Todt became President of “eSafety Aware!” for the promotion of smart vehicles and new safety technologies. He is a strong advocate for improvements in road safety as a key consideration in future global transport planning.

Jean Todt is also Vice President of the ICM Foundation (Institut du cerveau et de moelle épinière). The Brain & Spine Institute is a research centre which brings together patients, physicians and researchers under one roof for the rapid treatment of lesions affecting the nervous system.

The Fédération Internationale de l'Automobile (F.I.A.) is the governing body for world motor sport and the federation of the world's leading motoring organizations.

Founded in 1904, with headquarters in Paris, the F.I.A. is a non-profit making association. It brings together more than 230 national motoring and sporting organizations from over 135 countries on five continents. Its member clubs represent millions of motorists and their families.

Jean Todt is married to actress Michelle Yeoh, F.I.A.'s Ambassador for Road Safety.

ITU presents the annual World Telecommunication and Information Society Award to eminent personalities who have contributed towards leveraging the catalytic role of ICTs in creating far-reaching opportunities for humanity. The Award focuses on the overarching theme, which for 2013 is:

ICTS AND IMPROVING ROAD SAFETY

Every year on 17 May, ITU celebrates World Telecommunication and Information Society Day (WTISD) to mark the founding of the organization in Paris in 1865.

This year's theme, 'ICTs and Improving Road Safety', highlights the role technology can play in making our roads, vehicles and drivers safer. The theme is in line with the United Nations "Decade of Action for Road Safety".

Road traffic safety is a global concern not only for public health and injury prevention but also to improve efficiencies in traffic management as a means of combating the effects of climate change and achieving sustainable development.

ITU has been leading worldwide efforts in developing state-of-the-art ICT standards for Intelligent Transport Systems and driver safety that utilize a combination of computers, communications, positioning and automation technologies, including in-car radars for collision avoidance. ITU has also been developing standards for safe user interfaces and communication systems in vehicles as well as optimizing driving performance by eliminating unsafe technology-related distractions while driving.