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ECONOMIC COMMISSION FOR EUROPE

INLAND TRANSPORT COMMITTEE

Working Party on Road Traffic Safety  
(Thirty-third session, 28 September - 1 October 1999,  
agenda item 6)

**REPORT ON THE INFORMAL MEETING OF THE SMALL WORKING GROUP  
WITH THE SECRETARIAT ON THE THIRD ROAD SAFETY WEEK IN THE ECE REGION,  
1-7 May 2000**

(25 June 1999)

1. The small group was established by the Working Party on Road Traffic Safety at its thirty-first session, with the mandate to prepare with the secretariat the programme and the modalities of the Third Road Safety Week in the ECE region in the year 2000 (Third RSW). The programme was issued for the thirty-first session as TRANS/WP.1/1998/10.
2. The Working Party at its thirty-second session (13-16 April 1999), decided to extend the mandate of the small group to continue its work, and in particular, to be consulted regarding the final format of the web site and the brochure for the Third RSW. There was a suggestion that a working meeting be held with the secretariat in the summer of 1999 for consultation purposes.
3. Such a meeting was held on 25 June 1999 in Geneva, with the participation of the secretariat and two members of the small group, namely the Czech Republic and the European Federation of Road Traffic Victims (FEVR). The delegate of the Netherlands was not able to attend the meeting.
4. The small group was informed by the secretariat of the progress regarding the development of the Third RSW web site. The consultant selected was to start his assignment on 28 June 1999, which would include a consultative meeting with the secretariat in July with regard to particular design requirements for both the web site and the brochure.

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5. As far as the web site is concerned the following concerns were discussed in some detail with a view to transmitting the outcome to the consultant during his meeting with the secretariat: attractiveness of the design (opening page as well as structure); ensuring highest possible visibility and accessibility of the site; convenience of access/browsing; the availability of information and ability to disseminate it through the web site; interactivity; links to other road safety sites; availability in high resolution of the Third RSW logo to be retrieved for publication purposes by Governments and the media; timing of the launch of the site; possibility of continuation of the ECE road safety web site after the Third RSW is over, and other issues.
  6. Regarding the publication of the ECE Third RSW brochure the following was discussed: target group of the brochure; volume; contents which would inter alia include examples of best practice with regard to the safety of vulnerable road users; format and style; technical matters such as number of copies required, languages and timing. The secretariat was asked to find out about the in-house printing options, cost and lead time required by printers and other details by contacting the relevant staff.
  7. The issue of preparing newsletters with information on national campaigns was also discussed and it was viewed as useful to issue them during the period preceding the Third RSW in May 2000.
  8. Both web site and brochure drafts will be sent to the members of small group at the earliest for their approval.
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