



7th November 2015

## Press Release

### World Day of Remembrance for Road Traffic Victims 2015

Sunday, 15th November 2015

Again, as in previous years, a further million killed on the world's roads will be remembered by their families and friends on this year's World Day, together with many millions injured. This Day will also again be observed throughout the world by relevant NGOs, government departments, agencies and public bodies, as well as institutions and companies.

#### **We celebrate two major anniversaries this year**

On Sunday, 15th November, we are celebrating the 20<sup>th</sup> anniversary of the World Day being observed internationally and the 10<sup>th</sup> anniversary since its recognition by the United Nations - two major anniversaries! During those many years, hundreds of commemorative events had taken place and many millions of road victims have been added to the millions already being remembered.

#### **Why is this year's theme "Time to Remember – say NO to road crime!"?**

"Time for Results" is the slogan for the 2<sup>nd</sup> Global High-Level Conference in Brasilia, taking place on 18-19 November - just 3 days after the World Day. "Time to Remember" echoes the slogan of that notable event, while "say NO to road crime!" relates to road user behaviour via the call in Pillar 4 of the Global Plan for the Decade of Action, namely for **Safer road users**. **The term crime indicates that road law infringements are serious and must be taken seriously by everyone.**

#### **The role of the World Day**

The World Day of Remembrance (WDR) exists to create a global culture of proper road safety. Celebrating the memory of those friends and relatives who died or were seriously injured on the world's roads sets a collective right to demand responsibility from all road users.

It also establishes the right to demand from governments - besides prevention programmes and initiatives - a serious post-crash response that includes thorough investigations, criminal and civil justice and medical (physical & psychological) and social care.

#### **The European Federation of Road Traffic Victims (FEVR) campaigns for crash victims**

In their response to the EU Victims of Crime Consultation, the European Federation of Road Traffic Victims (FEVR), who were at the origin of the World Day of Remembrance\*, said:

*"Just like the victims of other crimes, road crash victims who have been injured or had a family member killed as the result of someone's law-breaking deserve recognition, support, justice and compensation for their losses. They should be regarded as victims of crime in our societies...an appropriate post-crash response, which includes recognition, support and justice is vital, together with ambitious targets, for reducing the huge toll of road deaths and injuries....and thus for the achievement of the set targets."*



This EU Directive, which promises to ensure that all crime victims will have better rights, support and protection, is due to be adopted by all EU member countries by 16<sup>th</sup> November – one day after World Day – a fitting measure to mark the Day's 20<sup>th</sup> anniversary.

**FEVR President and several FEVR member representatives will attend the 2nd Global High-level Conference on Road Safety in Brasilia on 18-19 November**

They will attend the conference and also be speakers on the topic of Justice for road victims at a post-crash side-event, prepared by them and for which FEVR's Justice Lead wrote a document on the important role of justice in achieving the Decade of Action's goals.

**FEVR's significant work for the World Day of Remembrance for Road Traffic Victims – on behalf of all road victims worldwide - is being recognized.**

On 17<sup>th</sup> November 2015 – just 2 days after this year's World Day of Remembrance for Road Traffic Victims (WDR) and on the eve of the 2<sup>nd</sup> Global High-level Conference on Road Safety in Brasilia – FEVR is to receive an esteemed Prince Michael International Road Safety Award for its key part in the creation, development and promotion of the World Day of Remembrance for Road Traffic Victims over the past two decades, also for creating and maintaining the dedicated website for the World Day: <http://worlddayofremembrance.org/>, designed to be an archive of annual worldwide commemorations and a source of help and inspiration for all organizers of World Day events.

FEVR president, Jeannot Mersch, said:

*"This year's 20<sup>th</sup> anniversary of the World Day is for me the opportunity to pay a huge tribute to Brigitte Chaudhry, former FEVR president and initiator of WD more than 2 decades ago. Without Brigitte there would be probably no WDR, at least not in such a huge global dimension. Thank you so much Brigitte, I believe I can say this in the name of all the victims – the seriously injured and those who never came back home to their families and friends."*

Contacts: [president@fevr.org](mailto:president@fevr.org) [editor@worlddayofremembrance.org](mailto:editor@worlddayofremembrance.org)

**Some proposed Global Initiatives**

Light of Hope Initiative <http://worlddayofremembrance.org/about/light-of-hope/>

Call for Official Recognition and National Memorials

<http://worlddayofremembrance.org/worldwide-actions/official-world-day-recognition/>

**Publicity materials and links to social media sites**

For this year's World Day, the European Federation of Road Traffic Victims (FEVR) has offered a poster and video to all WDR event organizers to share.

Link to **WDR 2015 Poster** in over 25 languages:

<http://worlddayofremembrance.org/posters-to-share/>

Link to poster in English: <http://goo.gl/5qABvi>

Youtube links to **WDR 2015 Video**:

<https://www.facebook.com/video.php?v=961358463920744>

<https://www.youtube.com/watch?v=Z8Wju4R32dk>

**WDR 2015 Video** in many languages: <http://worlddayofremembrance.org/wdr-2015-videos/>

**World Day social media links:**

WDR Facebook ([Facebook.com/WorldDayofRemembrance](https://www.facebook.com/WorldDayofRemembrance))

WDR Twitter ([Twitter.com/WDRemembrance](https://twitter.com/WDRemembrance))

WDR Google+ ([Plus.Google.com/+WorldDayofRemembranceORG](https://plus.google.com/+WorldDayofRemembranceORG))

WDR YouTube ([Youtube.com/c/WorldDayofRemembranceORG](https://www.youtube.com/c/WorldDayofRemembranceORG))