



ZAVOD VARNA POT

Annual report 2023



INTRODUCTION

Dear Sir or Madam,

Before you is an overview of the work and activities carried out in 2023. There is no doubt that it was marked by numerous tasks that we carried out, together with our partners and experts, primarily obtaining various agreements and necessary documentation, which is a prerequisite for obtaining the construction permit for the Safe Mobility Park. The application was successfully submitted to the administrative unit in December for which we would like to sincerely thank all those who participated in this entirely new and challenging process for us. This also gave us new initiative on the EU stage, where we successfully continued with the Erasmus+ project NEAR, successfully concluded the bilateral Erasmus+ project Slow city, and obtained four new calls at the national level (Public Agency of the Republic of Slovenia for Road Safety: projects Memory as a Reminder, Together in Need, Safe Steps, and Clean Zero, Clear Conscience, Ministry of Education, Science and Sport – KATIS: Learn from Life program, and Ministry of Public Administration: Safe into the World project, which unfortunately was later annulled by the Government of the Republic of Slovenia), and two new ones at the international level (CNVOS call under Impact4Values: "YOU ARE NOT ALONE" – Advocacy program for the appropriate legal treatment of victims in the field of safe mobility, and the MO Ljubljana call: public-private partnership with the City Municipality of Ljubljana for the implementation of the project » [Park varne mobilnosti](#)« (Safe Mobility Park).

The year 2023 will undoubtedly be recorded in the history of safe mobility on at least three key points, namely:

- The promise made by the Prime Minister of the Republic of Slovenia, Robert Golob, during the commemoration of the **World Day of Remembrance for Road Traffic Victims in 2022**, has been fulfilled. After a year without a national program, which concluded at the end of **2022**, the National Assembly adopted a **new Resolution on the National Road Safety Program** until **2030** (hereinafter ReNPVCP) in November. In doing so, we joined the stream of EU countries pursuing two goals: reducing the most severe consequences by 50% by 2030 and achieving the Vision ZERO by 2050, which is now becoming a strategic focus for action.
- For the first time in our history, statistics have recorded a reduction in the number of severe road traffic crashes across all three pillars, including fatalities, and seriously and lightly injured participants in road traffic. In accidents, **82 road users died** (compared to 85 the previous year; -3.5%), **829** (compared to 873; -5%) **suffered severe injuries**, and **6,391** (compared to 6,487; -1.48%) sustained **light injuries**.
- The most statistically positive result in Slovenia occurred in the year **when we did not have the ReNPVCP** in place (2023). Uniqueness within the EU countries, the new ReNPVCP until 2030, expresses with the words "ambitiously set goal," where the target for the year 2024 is set to have a higher number of fatalities than achieved in the years 2022 and 2023. Therefore, the content, statistics, the actual situation, and the planned ambition in preserving lives **unfortunately do not align with the principles of the UN, WHO, and EU**, where the reduction of the most severe consequences was set as a goal from 2009 to 2050 (Decade of Action for Road Safety 2011-2020, 2021-2030).



Consequences of road collisions by causes

The police defines inappropriate speed as the most common cause of the deadliest road crashes, resulting in the deaths of 32 road users (27; +18.5%), followed by improper side and direction of travel, causing the death of 22 road users (33; -33.3%). Interestingly, **alcohol** was present in 21 (17; +23.5%) fatal crashes, but **legally, it is still not considered the cause of the crash** but rather a contributing or secondary factor, as we have been warning out it **for many years**. Among the 19,745 (18,757; -3.5%) road crashes investigated by the police, alcohol-impaired road users caused 1,503 (1,581; -4.9%) crashes. In these crashes, 126 (130; -3.1%) suffered severe injuries, and 583 (628; -7.2%) sustained minor injuries. The average blood alcohol level decreased to 1.38g/kg (1.44 g/kg).

Out of 345,011 (395,130; -12.7%) violations identified by the police, 11,856 (13,328), or 11% less than the previous year, were related to alcohol violations. Police ordered 1,499 (1,386; +8.2%) drug tests, of which 262 (245; +6.9%) tested positive, and 811 (721; +12.5%) declined testing, indicating an increase in the use of prohibited substances among the road users.

And what does the statistical data for the year 2023 tell us in relation to the ReNPVCP goals?

The majority of the signatory countries of the UN Decade of Action for Road Safety 2011-2020 and 2021-2030 have designated the year 2009 as the statistical baseline year for the related goals of 2030 and 2050. Slovenia adopted the Resolution on the National Road Safety Program (NPVCP) for the period 2013-2022 with the baseline year set as 2011, although with some delay. The program, which concluded on **December 31, 2022**, anticipated that the roads would claim:

- **a maximum of 70 lives** (however, there were 85, representing an increase of 21.4%), and
- **460 seriously injured** road users (however, there were 862, representing an increase of 87.4%)

The year that followed, so **2023**, was the first year on Slovenian roads **without the Resolution** and, consequently, without clearly defined and measurable goals that was statistically the most favourable in our history. Regardless, **it is reasonable to understand the content and goals of the National Road Safety Program (ReNPVCP) 2013-2022 so that the dynamics from the baseline year 2011 at the EU level in the trending % reduction continue in 2023 and until the conclusion of the decade in 2030**. From a systemic perspective within the EU and the goals of the past ReNPVCP, the seemingly 'favorable' statistical indicators have actually shown that even in 2023, we did not achieve the desired and set goals of the ReNPVCP until 2022. This can be attributed, truth be told, to the ambitious nature of the program's goals and the planned dynamics of EU countries, which are attainable only for a few selected nations. Without recalculated percentage reduction goals in 2023, linked to the previous decade or the baseline year of 2011, **Slovenian roads in 2023, at a strategic level, required at least 12 more lives (+17%) and 422 more seriously injured individuals (+104%).**



*In the light of our role and mission, it is understandable that the increase, success/failure, as well as trends or goals of strategies, can only be accepted and understood **from the point of view of the individual, the person, and their loved ones**. Here, we will always be faced with the question of whether any of the mentioned crashes could have been prevented, which measures could have been more effective, why we don't have measurable analyses and evaluated measures and countermeasures (SWOT analysis), etc. If we truly want to **prioritize the individual and life as the highest civilizational value**, then we must seek answers to these questions and direct them towards its protection. Only in this way do strategies, resolutions, and action plans have meaning. Otherwise, they are merely administrative letters on paper, which is unacceptable to us, as numbers quickly transform into letters that form concrete names, surnames, and life stories.*

In this regard, it will be interesting to listen (if we will be able to) to expert analyses on which measures in the ReNPVCP have been successful and contributed to the positive trend of reducing the most severe consequences, which have not been successful, and what new initiatives should be introduced. It is worth highlighting a fact that we, at the Safe Journey Institute, have been pointing out annually, namely the lack of a follow-up strategy and the measurability of the effectiveness of measures, especially from various state authorities and organizations. These entities should express, over a specific time period, whether the direction of the measures is correct or not, which measures and their dynamics yield positive results, consequently leading to efficiency, goal implementation, and accountability. Perhaps this deficiency can be addressed in the Action Plans for each specific year.

Resolution of the National Road Safety Program 2023 – 2030

In principle, the Resolutions of EU member states until 2030 have very similar areas of activity. Programs mostly differ in the number and scope of activities, often tied to the country's GDP, established priorities, plans for additional measures when the set ones do not yield the desired results, as well as the tracking and measurability of specific measures, thereby ensuring accountability and co-responsibility at the local, regional, and national levels. There is no doubt that, with all our programs, we at the Safe Journey Institute will strive to contribute our share to achieving the set goals. We consider the program fair, and we believe that the key to success and implementation lies primarily with the responsible decision-makers and implementers. However, there is one important restraint from our side in the program, which we will express about the chapter 3.5. Objectives of the resolution for the period from 2023 to 2030 where it is stated that these are 'ambitiously set goals...'

The fact is that 85 people died on Slovenian roads in 2022, and in 2023, the number was 82. The previous ReNPVCP 2013-2023 had a target of 70 deaths by 2023.

The new ReNPVCP until 2030 has set itself an 'ambitious goal,' planning for 89 deaths in 2024, which is 7 more than the previous year. Unfortunately, this turns the program into a non-ambitious one and places it in a very unfavourable, professionally, morally, and ethically questionable position regarding at least 'strategically set ambitious goals'



INTRODUCTION

Our programs

With the commemoration of [the World Day of Remembrance for Road Traffic Victims](#), we have also launched a campaign for the **EU project 'YOU ARE NOT ALONE'**, which aligns with our activities and efforts to implement the rights from [Directive 2012/29/EU](#) on minimum standards for the rights, support, and protection of victims of crime. The rights and how individuals understand the term 'traffic accident' have been highlighted in the program with the children of Rihard Jakopič Elementary School and our ambassadors. It is a fact that WHO, the UN, and the EU changed the term 'traffic accident' to 'traffic collision' or 'crash' some years ago, and we aim to encourage similar changes here. We officially urged various stakeholders to reflect on wordings (traffic incident, collision/crash of two vehicles, etc.), but judges should determine the degree of guilt, mitigating circumstances, 'accident', etc., in subsequent proceedings. Statistical numbers are silent, but wordings change their meaning through the psychological assistance program ['Together in Need'](#), which truly demonstrates its role and significance. Until you experience it, you cannot understand and comprehend the value of an individual's life or health. Therefore, sincere thanks to all those who gather the courage to contact us, seek help from professionals, or simply support each other on the new 'unexpected' path of life. We also paid special attention to marking the 10th anniversary of the placement of the Central Memorial for the Victims of Road Crashes at Žale Cemetery in Ljubljana accompanied with a [commemoration event](#) and the release of a [new brochure](#).

This report also illustrates where we have been active in the areas of preventive educational programs, activities, campaigns, media, collaborations with various stakeholders at home and abroad, etc. Take a look. I personally assess that we have achieved the set goals. We accomplished them with the support of programs and projects for which we successfully secured funding. We were able to carry them out due to the financial support of our loyal and also new partners, sponsors, and supporters. We executed them because you, who are with us, give us purpose, will, support, motivation, and the strength to do what we are 'called' to do, what we feel and love.

Just as we love life, I am confident that we will continue to strive for the preservation of health and life on Slovenian roads. Most and preferably with children, young people, and... all of us. From the bottom of my heart thanks to the entire team, ambassadors, moderators, volunteers and supporters.

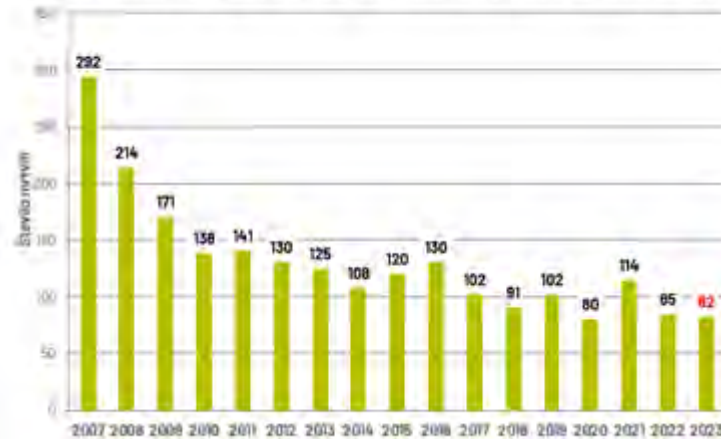
Robert Štaba
president



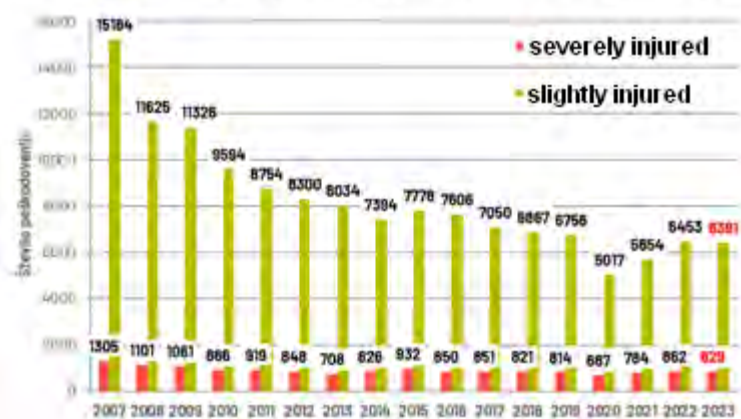
ROAD SAFETY STATISTICS

- based on data from Slovenian Police, we post weekly publication of statistics on road safety on our website www.varna-pot.si

The number of deaths in road crashes 2007-2023



The number of injured in road crashes 2007-2023



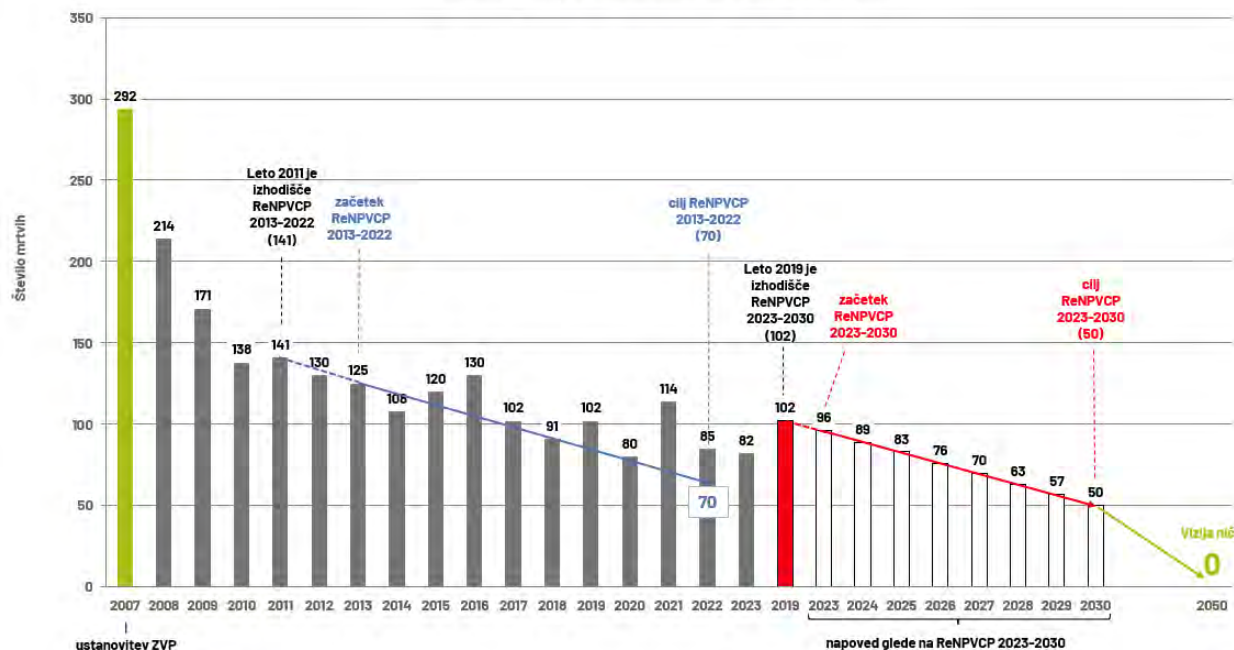
BEHIND THE NUMBERS ARE PEOPLE

– OUR AMBASSADORS, MODERATORS, SUPPORTERS.

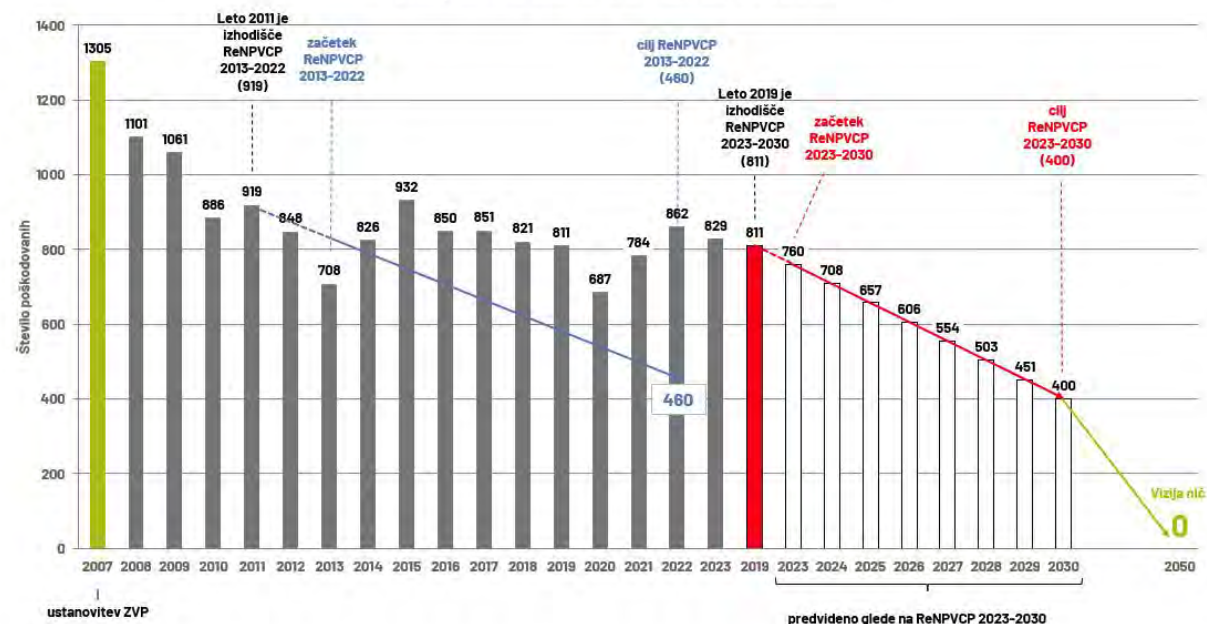


Implementation and plan of the The National Road Safety Program

Število umrlih v PN 2007 - 2023
in napoved ReNPVCP 2023 - 2030



Število hudo telesno poškodovanih v PN 2007 - 2023
in napoved ReNPVCP 2023 - 2030



BASIC INFORMATION

- **Zavod Varna pot (Safe Journey Institute)** is a civil, non-profit, humanitarian, non-political organization
- Founded in **2007**.
- Uniting **individuals most severely affected by the consequences of road crashes**.
- We carry out **activities to reduce the consequences, the number of fatalities and injuries in road crashes** in order to contribute to the promotion of **safe mobility**.
- We are committed to achieving goals: **a 50% reduction in the most severe consequences by 2030 and the realization of the Vision ZERO by 2050**.
- Since 2017 we are a holder and promotor of the FEVR program **We Live Vision ZERO**.
- We have the status of **an organization working in the public interest in the field of youth work** (MIZŠ – URSM) and in the **field of safe mobility** (MZI).

Areas of our work and mission:

- psychosocial support program for road crash victims **Together in Need**,
- preventive-educational **events We Live Vision ZERO**,
- educational **programmes We Live Vision ZERO**,
- implementation of the **programme We Live Vision ZERO**,
- Safe Mobility Park,
- advocacy,
- national cooperation,
- international cooperation,
- online communication and (social) media presence.

Address: Linhartova cesta 51, 1000 Ljubljana,

Contact: **info@varna-pot.si**; 00386 5 99 55 022, 00386 40 302 361

Websites and social media handles: www.varna-pot.si, www.vizijanic.si, www.nazdravi.si, www.cistanulacistavest.si



[@VarnaPot](https://www.facebook.com/VarnaPot)



[@zavodvarnapot](https://www.instagram.com/zavodvarnapot)



[@VarnaPot](https://twitter.com/VarnaPot)



[TikTok @zavod_varnapot](https://www.tiktok.com/@zavod_varnapot)



[Zavod Varna Pot](https://www.youtube.com/ZavodVarnaPot)



[Zavod Varna Pot](https://www.linkedin.com/company/ZavodVarnaPot)



STAFF AND EQUIPMENT

- **3** employees
- **9** experts from different disciplines
- **41** qualified moderators - students of various fields (pedagogy, psychology, medicine, sports, communication...),
- **250** ambassadors, volunteers and other supporters
- **The Management Board** (2 members):
 - Breda Marija Kovše - president
 - dr. Urša Čižman Štaba - member
- **The Expert Council** (11 members):
 - Prof. Matija Svetina, (Faculty of Arts, University of Ljubljana) - the president of the Expert Council
 - Prof. Milan Batista, (Faculty of Maritime studies and Transport, University of Ljubljana) - member
 - dr. Vesna Radonjić Miholič, clinical psychologist specialist, (University Rehabilitation Institute RS - Soča RS za rehabilitacijo) - member
 - Breda Marija Kovše - member and the president of the Management Board
 - Vesna Džakulin Pekarović, dr. med., Specialist in Family Medicine and Occupational and Sports Medicine - member
 - Teja Tamše - member
 - dr. Urša Čižman Štaba, clinical psychologist specialist, university graduate psychologist, (University Rehabilitation Institute RS - Soča) - member
 - Tihomir Kovačič, (Proevent) - member
 - Assist. Prof. Peter Lipar, (Faculty of Civil and Geodetic Engineering, University of Ljubljana) - member
 - Roman Mavec - member (until 30. 11. 2023)
 - Lilijana Mavec - member (until 30. 11. 2023)
 - Marija Milena Kepić - member (from 1. 12. 2023)
 - Uroš Krmelj - member (from 1. 12. 2023)
- **2** offices rented from University Rehabilitation Institute RS Soča
- **3** owned vehicles and various demonstration equipment for the implementation of our programmes



SUMMARY OF OUR ACTIVITIES

1. The psychosocial support program for road crash victims „Together in Need“:

- As part of the „Together in Need„ programme (assistance, counselling, and support for individuals affected by the consequences of road crashes), we helped **1,099** people (**1,065 in 2022**). We conducted **3,753 (3.915)** hours.

2. Preventive-educational events **We Live Vision ZERO**:

- We organized or participated in **44 (49)** preventive-educational events and **2** campaigns (Clean zero, clean conscience, Safe mobility park, World Day of Remembrance for Road Traffic Victims, Safety is always right – 3D zebra crossings, My world on two wheels, 30 years of Porsche Slovenia, Living with the consequences, ...), directly reaching **18,988 (14.761)** attendees. With the support of social networks and websites of ZVP and partners, supporters, we collectively reached more than **2,076,420 (451,871)** people.

3. Educational activities **We Live Vision ZERO**:

- We carried out **218 (170)** preventive-educational activities in kindergartens, elementary and high schools.
- We included **8,583 (6.330)** children and youngsters, adults (parents, teachers, youth workers, others).

4. Programme **We Live Vision ZERO**:

- We conducted **14 (18)** workshops and educational seminars and reached **571 (479)** people.

5. Safe Mobility Park:

- Based on a successful application for the City Municipality of Ljubljana's tender to select a concessionaire for the implementation of the project [»Safe Mobility Park«](#) **in February 2023, we signed a contract** for the implementation of a public-private partnership for the project **„Safe Mobility Park“** on **May 3, 2023**, following coordination and negotiations.
- In **December 2023**, we submitted an application for the issuance of a building permit to the administrative unit.

6. Advocacy:

- In the field of EU directives, the preparation and amendments of legislation related to the rights of road crash victims and safe mobility, we provided **20 (24)** expert opinions, public letters, and presentations of our positions and views in the media.



SUMMARY OF OUR ACTIVITIES

7. National cooperation:

- With 9 state authorities, 155 local communities, 18 business companies, and 587 different organizations.
- Implementation of **the National Road Safety Program**.
- **4** successful applications for state tenders.
- Participation in official meetings and visits.

8. International cooperation :

- **2** successful applications for EU tenders.
- Continuation of the implementation of EU Erasmus+ projects NEAR and Slow City.
- Participation in **51** meetings, conferences, and events.

9. Online communication and (social) media presence:

- **On our websites** www.varna-pot.si, www.vizijanic.si, www.nazdravi.si and www.cistanulacistavest.si **and social media platforms** we published **943** news, speeches and photo and video content related to our work and activities, through which we addressed and reached approximately **560,300** views.
- **NEW:** TikTok profile, on which we posted **45 videos**, reaching **474 followers**, **335,000 views** and **20,500 »likes«**.
- Altogether approximately **5,240,000** views of our own content and other media appearances.



SUMMARY OF OUR ACTIVITIES

- 11 members of The Expert Council
- 2 members of The Management Board
- 3 employees
- 9 contracted experts from different disciplines



ambassadors, volunteers and other supporters.



qualified moderators - students of various fields (pedagogy, psychology, medicine, sports, communication...),



individuals most severely affected by the consequences of road crashes



SUMMARY OF OUR ACTIVITIES

ZAVOD VARNA POT

VARNA MOBILNOST.

Psychosocial support

Support to **1,099** individuals
completed **3,753** hours

Events

42 events
18,988 participants
2 campaigns

Programme We Live Vision ZERO

14 workshops and
educational seminars
571 participants

Preventive-educational programmes

218 preventive-
educational activities in
kindergartens, elementary
and high schools with
participation of
8,583 children,
youngsters and adults

Advocacy

20 expert opinions,
public letters and
presentations of our
positions and views in the
media

National cooperation

4 successful applications
for state tenders,
Implementation of the
**National Road Safety
Program**

International cooperation

2 successful application
for EU tenders,
implementation of
Erasmus+ projects **NEAR
and Slow City**

Online communication and media presence:

560,300 views of
our own content
5,240,000 views
of all media content

Safe Mobility Park

3rd of May: signing
of the contract
December:
application for the building
permit



REPORTS BY AREAS OF WORK

ZAVOD VARNA POT

VARNO ŽIVLJENJE. VARNA MOBILNOST.



1. THE PSYCHOSOCIAL SUPPORT PROGRAM FOR ROAD CRASH VICTIMS „TOGETHER IN NEED“

ZAVOD VARNA POT
VARNO ŽIVLJENJE. VARNA MOBILNOST.

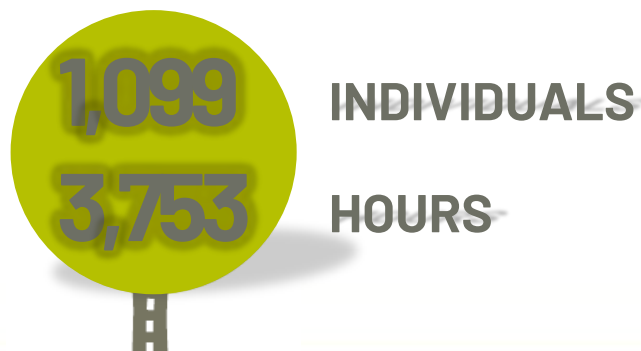
The program is intended for:

- people who have lost a loved one in a road crash
- people who have been injured in a road crash and their family members
- people who have caused a road crash

Implementation:

- **159 hours** of individual psychological therapy sessions
- **77 hours** counselling and supportive therapy
- **19 hours** group therapy sessions
- **81 (2.986 hours)** informal meetings of the self-help and socializing group in person, related to the World Day of Remembrance for Road Traffic Victims, for **36** individuals
- **1712 (512 hours)** of advice provided through telephone assistance and counselling via email to **943 individuals**.

120 people



The project involves:

- **2** professional associates - clinical psychologists
- **3** employees
- **19** ambassadors

The Project is supported by:

- Javna agencija RS za varnost prometa (The Slovenian Traffic Safety Agency)
- DARS (Highways Company of the Republic of Slovenia)
- Police



1.1 Spiritual support

- Traditional collaboration with the Catholic, Orthodox, Evangelical, and Muslim religious communities in Slovenia.
- Addresses by religious leaders at the commemoration of the World Day of Remembrance for Road Traffic Victims at the central monument at Žale Cemetery in Ljubljana, traditionally on the third Thursday in November (16th November 2023).
- Regular visits to and appropriate maintenance of the central monument in collaboration with Žale (public company).
- We regularly updated the e-monument for those who died in road crashes on Slovenian roads.
- The traditional central mass took place at the Church of St. Nicholas in Ljubljana on Sunday, 19th November 2023.
- Holy masses on the World Day of Remembrance for Road Traffic Victims in numerous parishes throughout Slovenia.
- Since 2018, daily prayers for the victims of road crashes by sisters „klarise“ in their Monastery „Brezmadežne“ in Nazarje, Slovenia.
- Distribution of brochures „Together in Need“ and booklets on grief during visits to educational institutions, companies and other organizations.
- The area of work is coordinated by our ambassador Milena Marija Kepic.



2. PREVENTIVE-EDUCATIONAL EVENTS „WE LIVE VISION ZERO“

ZAVOD VARNA POT

VARNO ŽIVLJENJE. VARNA MOBILNOST.

- **4** commemorations of the World Day of Remembrance for Road Traffic Victims
- campaign *Living with the consequences* during the World Day of Remembrance for Road Traffic Victims
- **24** field activities Clear Zero, Clear Conscience
- **6** Safe Mobility Park events
- **5** openings of 3D zebra crossroads
- participation in the campaign 30 years of Porsche Slovenia: Supporting good projects that are changing the future
- participation in the event *Happy day of volunteering* in Ljubljana
- event *My world on two wheels* at Rihard Jakopič Elementary School in Ljubljana
- **obstacle course with toy cars** on Traffic Day organized by Kindergarten Mladi rod.



EVENTS

PEOPLE ADDRESSED/REACHED



2.1 World Day of Remembrance for Road Traffic Victims

- design and overall branding (poster, logo): FEVR
- design and translation of printed and online materials: ZVP
- design and overall branding of video content: FEVR, IRVP
- translation of video content: ZVP
- global sponsors and supporters of the project: United Nations (UN), World Health Organization (WHO), European Commission, European Federation of Road Traffic Victims (FEVR)



**SVETOVNI DAN SPOMINA
NA ŽRTVE PROMETNIH NESREČ**



**Fundación
MAPFRE**



2. 1 World Day of Remembrance for Road Traffic Victims

ZAVOD VARNA POT

VARNO ŽIVLJENJE. VARNA MOBILNOST.

Implementation:

- traditionally, on the third Thursday in November, paying tribute to the victims at the [Central Monument for Road Traffic Victims in Slovenia](#).
- NEW: brochure *In memory and warning* issued on the 10th anniversary of the placement of the monument at Žale Cemetery
- traditionally, on the third Saturday in November, activities in front of the City Hall and [the central commemoration of the World Day of Remembrance for Road Traffic Victims](#) in the Red Hall of the City Hall in Ljubljana
- campaign *Living with the consequences* during the World Day of Remembrance for Road Traffic Victims
- traditionally, on the third Sunday in November, the central mass in memory of the victims of road crashes takes place in the Church of St. Nicholas in Ljubljana
- numerous masses across Slovenia (Šinkov Turn Vodice, Senožeče, Mislinja, Nazarje, ...)
- numerous activities in kindergartens, schools and local communities with whom we shared our material, resources and instructions for marking the World Day of Remembrance for Road Traffic Victims, from November 14th to 18th



2. 1 World Day of Remembrance for Road Traffic Victims

Communication and promotion:

- **61** posts on websites and social media platforms
- multiple press releases, interviews, reports, statements, and excerpts from materials in various media (RTVSLO 1, RTVSLO Panorama, 24ur, Večer, Slovenske Novice, Siol.net, Avto.info, Radio Aktual, Val 202, Radio Ognjišče)
- more than **100** billboard posters across Slovenia and **30** metrolight posters with a reach of around 46% of people in the age group of 15-64 years, nearly 60% in central Slovenia
- the reach of publications through ZVP channels and campaigns (billboard, metrolight): **438,000**
- with the support of the media and partner organizations, we have collectively achieved approximately **1,830,000** views



The project is supported by:

- Ministry of Health
- Office for Youth
- The Slovenian Traffic Safety Agency
- Carglass
- Police
- Slovenian Karitas
- City Municipality of Ljubljana
- Slovenian Insurance Association
- Alliance ZŠAM Slovenia



2.2 Clear Zero, Clear Conscience

- the area of reducing the consequences of road crashes caused by excessive alcohol consumption and the use of other psychoactive substances,
- intended for all active participants in traffic,
- is implemented at events where increased consumption of alcohol and prohibited substances is anticipated, and at trade fairs

Implementation:

- **19** moderators participated
- **24** field activities in **5** Slovenian cities (Ljubljana, Vrhnika, Kranj, Celje, Koper)

at different holiday celebrations and other events: Carnival celebrations in Ljubljana, „Škisova tržnica“ student event, „Noč na Vrhniki“ event, Ljubljana highschool graduates parade, Ljubljana sports festival, Slovenian wine festival, Festival of the 3rd age, Informativa – educational fair, Ljubljana wine route, Happy December in Ljubljana Celje, Kranj and Koper

- With our presence, we addressed **95,000** participants.
- **10,240** active participants (surveys, alcohol tests – breathalyser, distributed prizes)

Posts:

- **130** posts on websites and social media
- reach of ZVP channel posts: **75,800**
- reach on the field, ZVP posts, and media coverage: approximately **1,500,000**

The project is supported by:

- | | |
|---------------------------------------|----------------------------------|
| • Ministry of Health | • City Municipality of Ljubljana |
| • Office for Youth | • Porsche Slovenia |
| • The Slovenian Traffic Safety Agency | • Generali insurance company |
| | • Police |

ZAVOD VARNA POT
VARNO ŽIVLJENJE. VARNA MOBILNOST.



2. 3 Safe Mobility Park event

- we raise awareness among children, teenagers, their parents and other adults about responsible behaviour and conduct in traffic
- various traffic courses and stations are set up, including presentation of impact forces, demonstrations of the proper use of seat belts, displays of correct helmet usage, demonstrations of the impact of alcohol and drugs on an individual's visual perception, measurement of reaction time with special demonstration tools as well as a creative corner.

Implementation:

- **6** events
- **1.495** participants
- **1. 9. 2023**: Supernova Mercator Postojna
- **2. 9. 2023**: Supernova Mercator Savski otok Kranj
- **9. 9. 2023**: Supernova Ptuj
- **16. 9. 2023**: Občina Ig
- **26. 9. 2023**: Jurij Dalmatin elementary school Krško
- **4. 10. 2023**: Galjevica kindergarten

Posts:

- reach of ZVP channel post: **10,000**

Demonstration equipment was provided by companies:

- Baby center (baby car seats, leaflet)
- Enim (traffic signs, balance bikes and helmets)
- Wheel Bee (different demonstration tools)



2. 4 30 years of Porsche Slovenia

ZAVOD VARNA POT
VARNO ŽIVLJENJE. VARNA MOBILNOST.

- cooperation in campaign **30 years of Porsche Slovenia: Supporting good projects that are changing the future**
- during the celebration of the 30th anniversary, Porsche Slovenia highlighted and supported six outstanding projects backed by dedicated individuals and organizations. Among these six projects, the [Safe Mobility Park](#) also found its place.

ROBERT ŠTABA,

Zavod Varna pot; projekt: Park varne mobilnosti

Robert Štaba je človek na varni misiji, in to dobesedno, saj je mednarodno priznani strokovnjak za mobilnost in varnost v prometu ter pobudnik, ustanovitelj in predsednik **Zavoda Varna pot**. Med drugim se zavzema tudi za Vizijo nič, katere cilja sta nič smrtnih žrtev in nič hudo poškodovanih zaradi prometnih nesreč. Robert poudarja pomembnost preventive in zavedanja, da imamo v prometu moč vsi, da nikoli nismo sami in da so varnostna pravila osnova za dejanja, ne samo besede. To je naložba za varno skupno prihodnost – ne le na ravni države, kjer varne ceste in kolesarske steze ne smejo ostati samo predvolilni bombončki, ampak tudi v šolah, saj je o varnosti v prometu treba začeti poučevati že najmlajše.

Zavod Varna pot je tako s podporniki, med katerimi je tudi Porsche Slovenija, ustvaril interaktivni izobraževalni projekt z imenom **Park varne mobilnosti**. Tu se bodo otroci in mladostniki lahko izobraževali in preizkusili na poligonih praktične vožnje s kolesi, skiroji, pogonjalčki, rolkami, električnimi dvokolesi in drugimi vozili. V parku bodo svoje mesto dobili tudi tisti, ki so jih zaznamovale posledice prometnih nesreč, saj bo poskrbljeno za podporo, pomoč in posebej zanje pripravljene programe.

Mlade je treba opolnomočiti z znanjem in jim pomagati, da bodo v prometu varni. Robert Štaba vas nagovarja s to vizijo varne mobilnosti.

Source: poslo.si



- reach: approx. **1,500,000** views



2. 5 3D zebras

- The beginning of the **Safe is always right** project in 2021 (Generali Insurance Company and Safe Journey Institute)
- The events were attended by mayors from participating municipalities, the leadership of Generali Insurance, principals, teachers, students from primary schools as well as educators and preschool children.
- Collaboration with the rapper Rok Terkaj with the song '**Varno Prav**' (Safe is Right).

Implementation:

5 openings of 3D zebra crossroads:

- **24. 5. 2023**, Nova Gorica
- **25. 5. 2023**, Celje
- **2. 6. 2023**, Bled
- **8. 6. 2023**, Trebnje
- **8. 6. 2023**, Krško

Posts:

- **28** posts on websites and social media platforms
- reaching approximately **400,000** views



2. 6 Other preventive-educational events WE LIVE VISION ZERO

ZAVOD VARNA POT
VARNO ŽIVLJENJE. VARNA MOBILNOST.

- *Happy day of volunteering* in Ljubljana
 - *My world on two wheels* at Rihard Jakopič Elementary School in Ljubljana
- obstacle course with toy cars on Traffic Day organized by Kindergarten Mladi rod.



EVENTS

PARTICIPANTS



3. EDUCATIONAL PROGRAMMES WE LIVE VISION ZERO

ZAVOD VARNA POT

VARNO ŽIVLJENJE. VARNA MOBILNOST.

- The implementation takes place in educational institutions such as kindergartens, primary and secondary schools, universities, and other establishments

Implementation:

- **16** puppet shows *On the road with ladybird - no crashes today!* (kindergartens, first triad of Elementary School)
- **16** live preformances *Vilko shines in traffic!* (kindergartens, first triad of Elementary School)
- **17** workshops *4 leaf traffic clover* (first triad of Elementary School)
- **28** workshops *2morrow on the road* (second triad of Elementary School)
- **87** workshops *5x STOP is COOL* (third triad of Elementary School, High Schools)
- **35** workshops *Better safe than sorry* (third triad of Elementary School, High Schools)
- **4** workshops *Be YOU* (third triad of Elementary School, High Schools)
- **4** educational seminars *Red light for parents*
- **3** professional conferences *We learn by living* for professionals
- **8** trainings for moderators



JU³ NA CESTI[→]



Iz življenja
SE UČIMO



PROGRAMME
IMPLEMENTATIONS
PARTICIPANTS



3. 1 Puppet show On the road with ladybird - no crashes today!

ZAVOD VARNA POT
VARNO ŽIVLJENJE. VARNA MOBILNOST.

- age of children: 3 – 6 years
- in a simple and fun presentation, the show highlights the most important elements of safe mobility
- the show encourages children to be cautious, attentive and to use safety systems such as helmets, seat belts/car seats, and reflective accessories



SHOWS

PARTICIPANTS

The project is supported by:

- City Municipality of Ljubljana, Municipal Council for Road Traffic Prevention, Education and Training
- municipal councils for road traffic prevention, education and training
- kindergartens and elementary schools



3. 2 Live preformance *Vilko shines in traffic!*

- age of children: 4 – 8 years
- in a simple and fun presentation, the show highlights the most important elements of safe mobility.
- the show encourages children to be cautious, attentive and to use safety systems such as helmets, seat belts/car seats, and reflective accessories.



16
2163

SHOWS

PARTICIPANTS

The project is supported by:

- City Municipality of Ljubljana, Municipal Council for Road Traffic Prevention, Education and Training
- municipal councils for road traffic prevention, education and training
- kindergartens and elementary schools
- Wheel Bee



3.3 Workshop 4 leaf traffic Clover

- age of children: 4 – 8 years
- introducing students to various roles they have in traffic
- providing students with an experience of different traffic situations
- encouraging to learn about safe and cultural behaviour in road traffic

ZAVOD VARNA POT
VARNO ŽIVLJENJE. VARNA MOBILNOST.



WORKSHOPS
PARTICIPANTS

The project is supported by:

- City Municipality of Ljubljana
- municipal councils for road traffic prevention, education and training
- kindergartens and elementary schools
- Wheel Bee



3. 4 Workshop 2morrow on the road

- 4. – 6. grade (age: 9 – 11 years)
- by presenting the meaning of basic traffic signs, experiencing various traffic situations, teaching tolerant behavior and actively playing the role of a responsible road user, we aim to ensure a safe tomorrow on the road for the students

assessment

4,7/5



28
853

WORKSHOPS
PARTICIPANTS

The project is supported by:

- City Municipality of Ljubljana,
- municipal councils for road traffic prevention, education and training
- kindergartens and elementary schools
- Wheel Bee



3. 5 Workshop 5x STOP is COOL

- 7. – 9. grade of Elementary School 1. – 4. grade of High School (age: 12 – 19 let years)
- through entertaining exercises we aim to encourage students to form a positive attitude towards safe mobility, to recognize values such as life, health, and safety, and actively seek solutions that align with the goals of the Vision ZERO

ZAVOD VARNA POT
VARNO ŽIVLJENJE. VARNA MOBILNOST.

assessment

4,8/5



87
1,896

WORKSHOPS
PARTICIPANTS

The project is supported by:

- Ministry of Health
- Office for Youth
- The Slovenian Traffic Safety Agency
- City Municipality of Ljubljana
- municipal councils for road traffic prevention, education and training
- kindergartens and elementary schools
- Wheel Bee



3. 6 Workshop *Better safe than sorry*

- 7. – 9. grade of Elementary School 1. – 4. grade of High School (age: 12 – 19 let years)
- we aim to encourage students to form a positive attitude towards safe mobility and allow them to listen to a peer who has experienced a serious road crash – this aims to raise awareness about necessary measures to prevent the causes of road crashes and actively seek solutions aligned with the goals of the Vision ZERO

assessment

4,7/5



35
1,589

WORKSHOPS
PARTICIPANTS

The project is supported by:

- Ministry of Health
- Office for Youth
- The Slovenian Traffic Safety Agency
- City Municipality of Ljubljana
- municipal councils for road traffic prevention, education and training
- kindergartens and elementary schools
- Wheel Bee



3. 7 Workshop Be YOU

- 9. grade of Elementary School 1. – 4. grade of High School (age: 14 – 19 let years)
- we aim to comprehensively address the issue of alcohol and illegal drugs among students, especially in traffic, involving all active traffic participants (pedestrians, cyclists, scooter riders, drivers of cars, motorcycles, etc.).
- the goal is to debunk myths about alcohol and other illegal drugs and empower young people to develop critical thinking towards these situations

assessment

4,7/5



4
122

WORKSHOPS
PARTICIPANTS

The project is supported by:

- Ministry of Health
- Office for Youth
- City Municipality of Ljubljana
- municipal councils for road traffic prevention, education and training
- kindergartens and elementary schools
- Wheel Bee



3. 8 Educational seminar *Red light for parents*

- to enlighten **parents** on the role and importance of professionals in promoting and strengthening the relationship between them and the institution in the field of safe mobility
- to encourage the involvement of parents in education about safe behaviour in road traffic
- to raise awareness among parents about their role, example, and responsible behaviour in traffic
- to empower parents to start thinking about incorrect beliefs, actions, and examples (to their) children



SEMINARS

PARTICIPANTS

The project is supported by:

- Ministry of Health
- municipal councils for road traffic prevention, education and training
- kindergartens and elementary schools



3. 9 Experts meetings *We learn by living*

- **professional workers** in educational institutions
- collaborating to shape the culture of behaviour in schools with the aim of realizing and implementing the Vision ZERO
- empowering managerial and professional staff for appropriate actions in the aftermath of road crash
- raising awareness among managerial and professional staff about the importance and role of professional workers in primary schools and kindergartens in relation to road traffic victims
- informing professional workers about approaches in case of a road crash

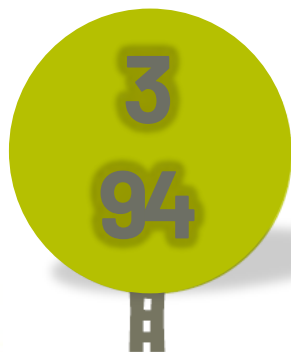


Mateja Istenič,

The principal of Škofja Loka – Mesto Elementary School



Iz življenja
SE UČIMO



MEETINGS

PARTICIPANTS

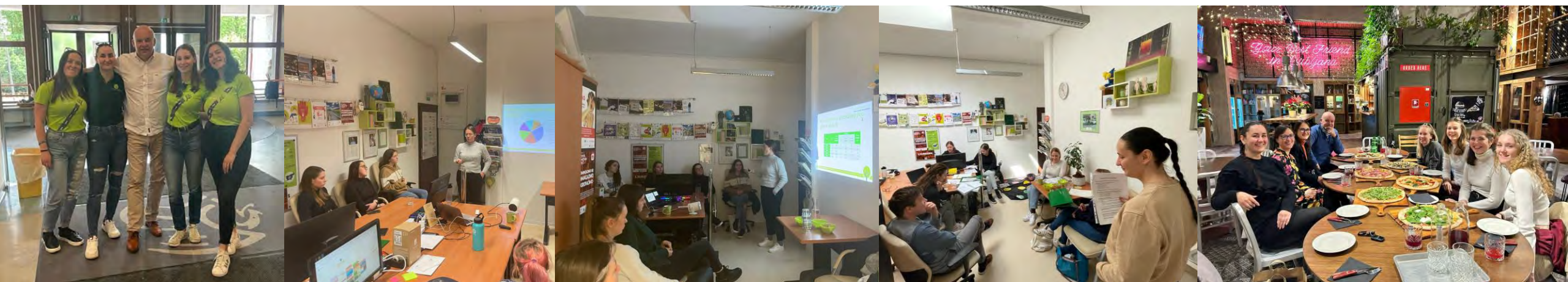
The project is supported by:

- Ministry of Health



3. 10 Trainings for moderators

- the educational program carried out by Institute employees, contracted experts and members of the professional council
- acquisition of new knowledge
- upgrading existing knowledge
- in the areas of safe mobility, working with road traffic victims, preventive-educational content on safe mobility, working with children and youth, alcohol and illegal drugs, media, and communication



8
39

TRAININGS

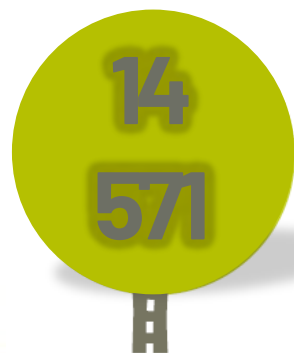
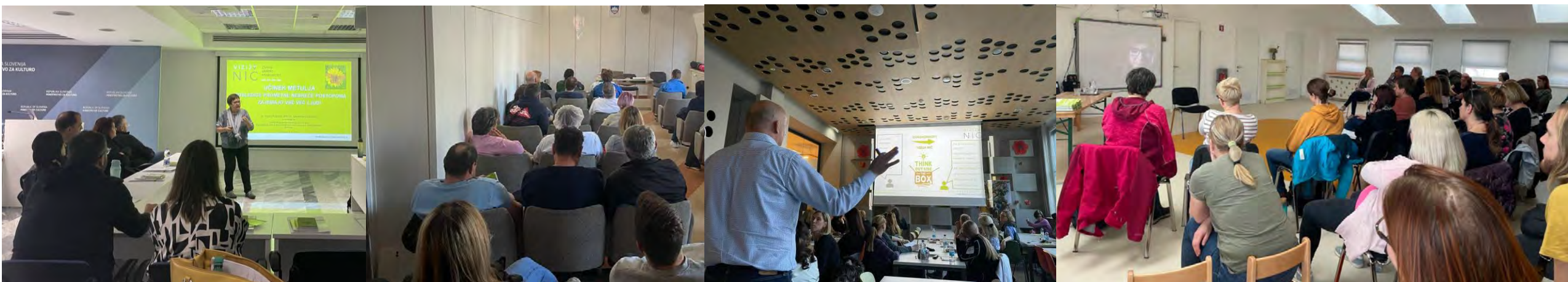
MODERATORS



4. PROGRAMME WE LIVE VISION ZERO

ZAVOD VARNA POT
VARNO ŽIVLJENJE. VARNA MOBILNOST.

- intended for professionals and teams from various organizations and companies
- to raise awareness about the importance of providing content on safe mobility and co-creating a culture of behaviour within teams and in society
- to raise awareness among individuals that they can do a lot to protect their own health and lives
- to raise the standard and quality of life in our society, strengthen and protect health, and reduce injuries and sick leave among staff



SEMINARS
PARTICIPANTS

Izobraževalne institucije	Lokalne skupnosti	Podjetja	Državne institucije	Nevladne organizacije
Soustvarjanje družbe varne mobilnosti – osveščanje/usposabljanje zaposlenih v izobraževanju, ter celovita vloga otrok in mladih ter vseživljenjsko učenje za varno mobilnost.	Zagotavljanje varnega okolja za prebivalce in višje kakovosti bivanja v skupnosti.	Odgovornost do zaposlenih in lokalne skupnosti – promocija varne mobilnosti med zaposlenimi, boljši odnosi, prihranki, podpora v skupnosti.	Odgovornost za oblikovanje in udeležanje politik varne mobilnosti, podpora varni mobilnosti na nacionalnem nivoju.	Družbena odgovornost na področju varne mobilnosti, povezovanje z ostalimi deležniki v lokalnem okolju.

The project was supported by:

- Ministry of Health
- City Municipality of Ljubljana, Municipal Council for Road Traffic Prevention, Education and Training



5. SAFE MOBILITY PARK

- we successfully obtained the tender from the City Municipality of Ljubljana for selecting the concessionaire to implement the project [»Safe Mobility Park«](#)
- the project was actively supported by partners: [Riko d.o.o.](#), [Porsche Slovenija d.o.o.](#), [Generali Insurance Company d.d.](#)
- the project was chosen by [Porsche Slovenija](#) as one of six outstanding projects supported by dedicated individuals and organizations.
- it is an interactive educational project designed for children and adolescents
- it includes a practical driving lessons with bicycles, scooters, skateboards, rollerblades, balance bikes, and other vehicles on training grounds
- it also includes psychosocial support program for road crash victims

Activities:

- based on the successful application for the tender from the City Municipality of Ljubljana for selecting the concessionaire to implement the project [»Safe Mobility Park«](#) in [February 2023](#), in subsequent coordination and negotiation processes, the contract for the implementation of a public-private partnership for the [»Safe Mobility Park«](#) project was signed on [May 3rd, 2023](#)
- active preparation of [project documentation, consents, and the application for a building permit](#) (February - December)
- [in December 2023](#), a building permit application was submitted to the administrative unit

BEFORE:



AFTER:



6. ADVOCACY

We have provided opinions to the media and the general public:

- January 23th 2023: [Robert Štaba on the topics of the consequences of car crashes, Vision ZERO](#)
- January 27th 2023: [Visit and working meeting with the President of the National Assembly of the Republic of Slovenia, Mag. Urška Klakočar Zupančič](#)
- February 8th 2023: [How much is life worth?](#)
- February 21st 2023: [Two deaths, alcohol and a probated sentence](#)
- March 7th 2023: [Driving culture: what do Slovenians think of themselves?](#)
- March 7th 2023: [Driving licences and alcohol locks - Robert Štaba](#)
- April 29th 2023: [The Mayor of Koper drove drunk - opinion of Dr. Alenka Sever, Specialist Clinical Psychologist](#)
- June 2nd 2023 : [About the Safe Mobility Park in the Delo newspaper](#)
- September 25th 2023: [Faces of NGOs: Kaja Kobal, Safe Journey Institute: Safe mobility is linked to a safe, healthy lifestyle](#)
- October 2nd 2023: [Robert Štaba for Dnevnik on the consequences of car crashes for the individual, family, loved ones and society](#)
- November 7th 2023: [Alcohol locks](#)
- November 13th 2023: [Vision Zero: zero road deaths in 2050](#)
- November 18th 2023: [Ahead of World Day of Remembrance for Road Traffic Victims, a call for responsible road behaviour for fewer road casualties](#)
- November 19th 2023: [World Day of Remembrance for Road Traffic Victims, 24ur](#)
- November 19th 2023 : [World Day of Remembrance for Road Traffic Victims, RTVSLO](#)
- November 20th 2023: [Minister Asta Vrečko: This is the saddest day of my life](#)
- November 29th 2023: [Comment on the adoption of the Resolution on the National Road Safety Programme for the period 2023-2030](#)
- November 30th 2023: [Robert Štaba, President of the Safe Journey Institute, on the Resolution on the National Road Safety Programme for the period 2023 to 2030](#)
- December 3rd 2023: [Robert Štaba for Vestnik on the alcohol problem and alcohol locks](#)
- December 18th 2023: [On the 0.0 for all drivers proposal - Robert Štaba for Večer](#)

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**EXPERT OPINIONS, PUBLIC LETTERS,
PRESENTATIONS OF OUR VIEWS IN THE MEDIA**



7. NATIONAL COOPERATION

- **since 2013** we have **status of an organization operating in the public interest in the field of youth work** (Office for Youth, Ministry of Education)
- **since 2022** we have **status of a non-governmental organization in the public interest in the field of traffic safety** (Ministry of Infrastructure)
- Zavod Varna pot is placed on the list of beneficiaries of funds for deferred prosecution

Our activities and programmes are listed in:

- Catalogue of compulsory elective subjects or extracurricular activities for high school students (National Education Institute Slovenia)
- Collection „Youth Sector in Schools“ (Office for Youth, Ministry of Education)
- Catalogue of Continuing Education and Training Programs (Ministry of Education)



ZAVOD VARNA POT
VARNO ŽIVLJENJE. VARNA MOBILNOST.

NEW: Resolution on the National Road Safety Program for the period from 2023 to 2030



28. 11. 2023: The National Assembly unanimously adopted the [Resolution on the National Road Safety Program for the period from 2023 to 2030](#)



7.1 National tenders

- **Public tender for co-financing projects and activities in the field of road safety for the years 2023 and 2024, The Slovenian Traffic Safety Agency.** We successfully applied for the tender with the projects: "Spomin v opomin" (Memory as a Reminder), "Skupaj iz stiske" (Together in Need), "Varni koraki" (Safe Steps), and "Čista nula, čista vest" (Clean Zero, Clean Conscience). (Duration: January 1st 2023 – December 31st 2024; funds in 2023: €26,557.65)
- **Public tender for co-financing youth work programs in the years 2024 and 2025, Ministry of Education – Office for Youth.** We successfully applied for the tender with the program "Živimo Vizijo NIČ – Varna mobilnost mladih" (We live Vision ZERO – Youth Safe Mobility). (Duration: January 1st 2024 – December 31st 2025; funds: €27,950.00)
- **Public tender for the selection and co-financing of professional training programs for the school year 2023/24, Ministry of Education.** We successfully applied for the tender with the program "Iz življenja se učimo" (We learn by living). (Duration: September 1st 2023 – June 25th 2024; funding depends on the number of participants)
- **Public tender for strengthening active citizenship rights and empowering non-governmental organizations in this field, Ministry of Public Administration.** In collaboration with the Safe Play Institute, we successfully applied for the call with the project "Varno v svet" (Safe into the World). (Duration: 24 months; funds: €111,984.00) – The public call was annulled on January 16, 2024.

Activities of tenders from past years that were still active in 2023:

- Programme "Safe Mobility without Alcohol and Prohibited Substances" (Public tender for Co-Financing Health Protection and Health Strengthening Programs until 2025, Ministry of Health)
- Programme "We live Vision ZERO – Youth Safe Mobility" (Public tender for Co-Financing Youth Work Programs in the Years 2022 and 2023, Ministry of Education, Science, and Sport – Office for Youth)
- Program "We live Vision ZERO – Safe Life. Safe Mobility." (Public tender for Co-Financing Programs and/or Projects in the City of Ljubljana for the years 2021-2023: Social Care and Health Protection – Ljubljana – Healthy City)



SUCCESSFUL NEW APPLICATIONS FOR NATIONAL TENDERS

PROJECTS IN PROGRESS



7.2 Official meetings and visits

We met with/in/at or attended:

- the president of the National Assembly, mag. Urška Klakočar Zupančič
- representatives of the Supreme State Prosecutor's office
- representatives of Probation Administration
- representatives of Slovenian Traffic Safety Agency (AVP)
- day of non-profit organizations Together for Traffic safety (AVP)
- various stakeholders for the preparation of the Resolution on the National Road Transport Program for the period 2023-2030 (Ministry of Infrastructure)
- conference on the preparation of the Strategy for Volunteering 2024-2028 (Slovenian Philanthropy)
- training 'The digitalization of non-governmental organizations' (IPM Group)
- training 'The secrets of effective strategic planning' (MOVIT)
- training 'Inclusion+' (MOVIT)
- conference on Mental health of youth (MSS)
- presentation of the tool 'Mladim' (MaMa Network)
- farewell meeting concluding of the Erasmus+: Youth
- presidents of municipal municipal councils for road safety and education
- mayors of local communities
- representatives of kindergartens, schools, teachers
- employees of ministries and authorities
- press conferences before the start of the new school year
- partners, sponsors, company leaderships
- other state, political, religious representatives



7.3 Implementation of the national road traffic safety program and collaboration with other organizations

ZAVOD VARNA POT
VARNO ŽIVLJENJE. VARNA MOBILNOST.

With our activities we supported NPVCP areas:

- Pedestrians
- Use of smart mobile phones
- Drivers of single-track vehicles
- Safety of cyclists
- Safety belt
- Speed
- Alcohol
- Children safety at the beginning of new school year
- European Mobility Week
- Safety of e-scooter drivers
- Safety of bus and cargo drivers
- World Bicycle Day
- Project EDWARD
- International Day for Tolerance
- World Day of Remembrance for Road Traffic Victims
- International Day of Persons with Disabilities



8. INTERNATIONAL COOPERATION

ZAVOD VARNA POT

VARNO ŽIVLJENJE. VARNA MOBILNOST.

- **since 2008** full members of the European Federation of Road Traffic Victims ([FEVR](#))
- **2010 – 2021** Robert Štaba member of the Board of Directors FEVR
- **2016 – 2021** Robert Štaba Vice-President FEVR
- **2017 – 2021** Kaja Kobal public relations FEVR
- **2015 – 2024** Robert Štaba's term in [EuroRAP](#) as a member of the Board of Directors
- Long-standing collaboration with [MADD Canada](#) and [MADD New York](#), exchanging best practice examples



We are signatories of:

- Commitment within the Decade of Action for Road Safety 2011 – 2020 and subsequent period 2021 – 2030
- European Road Safety Charter
- NGO Brussels Declaration
- European Youth Declarations for Road Safety

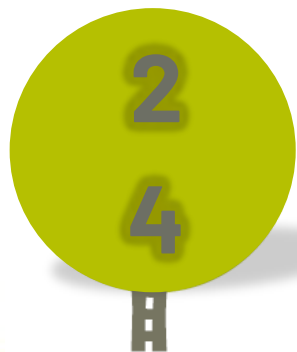


8.1 International tenders

- Public tender for small and medium projects **IMPACT4VALUES** within the EU program **Citizens, Equality, Rights, and Values**. We applied to the call with the project "YOU ARE NOT ALONE" - Advocacy program for the appropriate legal treatment of victims in the field of safe mobility (duration 1. 10. 2023 – 31. 12. 2024, funds 40,199.90 €).
- Public tender from the City Municipality of Ljubljana for the selection of a concessionaire for the implementation of the project »Safe Mobility Park«. We successfully applied for the call and concluded a public-private partnership agreement with the City Municipality of Ljubljana for the implementation of the 'Safe Mobility Park' project (concession agreement for a period of 30 years).

Activities of tenders from past years that were still active in 2023:

- Erasmus+ 2022 Call KA220 YOU Cooperation partnerships in youth. We successfully applied to the tender as the project leader with partners from Austria, Serbia, and Bosnia and Herzegovina for the project New Education Approaches for Road Safety (NEAR).
- Erasmus+ 2022 Call 3 ES02 KA210 YOU Small scale partnerships in youth. We successfully applied to the tender with a partner from Spain for the project 'Benefits of a Slow City'.



SUCCESSFUL NEW APPLICATIONS FOR INTERNATIONAL TENDERS

PROJECTS IN PROGRESS



8. 2 Meetings, conferences, events

- more than 20 video meetings with partners from Austria, Serbia and BiH for the Erasmus+ project NEAR
- „Young people's safe mobility training for youth workers" training as part of the Erasmus+ project NEAR (Novi Sad, Serbia)
- „Support for young victims of a road crash" training as part of the Erasmus+ project NEAR (Ljubljana, Slovenija)
- Development Laboratory "Models of Prevention and Support" within the Erasmus+ project NEAR (Srbac, Bosnia and Herzegovina)
- bilateral virtual meetings with FEVR and EuroRAP members
- meeting RAP in Europe, Advancing Road Infrastructure Safety towards 2023 (Windsor, England)
- 10 virtual meetings as part of Slow City project
- 2 student exchanges as part of Slow City project
- International conference for parents Safety of the youngest children in traffic (Zagreb, Croatia)
- International conference "Alcohol Interlocks – European and Advanced Strategies for Reducing Alcohol-Impaired Driving,, (Ljubljana, Slovenija)
- Visit and tribute at the Central Monument to the Victims of Traffic Accidents at the Žale Cemetery with Antonio Avnoso, president of ETSC
- online workshop of European Charter for Road Safety "Safety on the Roads for all"



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**MEETINGS, CONFERENCES,
EVENTS**

8.3 NEAR

ZAVOD VARNA POT
VARNO ŽIVLJENJE. VARNA MOBILNOST.

- **Erasmus + project in the field of youth**

- Name: **New Education Approaches for Road Safety**
- Partner organisations: Zavod Varna pot (SLO), Aktiv NS (SRB), Vision5 (AUS), CEZAR (BIH)
- Duration: 1.9.2022-31.8.2024
- Language: english
- Website: near-campaign.eu



The central theme of the project is safe mobility for young people: **improving their attitudes, habits, and behaviour in traffic and providing psychological support for young individuals who have encountered the consequences of road crashes in any way.**

Through the project we aim to introduce new and innovative ways to reach young people in terms of preventing risky behaviour in traffic. Additionally, the project aims to provide support to those who have already experienced a road crash, whether they were directly involved or know somebody who suffered severe injuries or lost their life in a road crash.

Activities:

- regular video meetings with partners from Austria, Serbia and BiH
- Investigation on the state of safe mobility among young people (including surveys, focus group discussions, and documentation of existing models)
- organizing training sessions such as "Young people's safe mobility training for youth workers" (January - Novi Sad, Serbia)
- training „Support for young victims of a road crash“ (March – Ljubljana, Slovenia)
- Development Laboratory "Models of Prevention and Support" within the Erasmus+ project NEAR (May, Srbač, Bosnia and Herzegovina)
- Designing new preventive and support models.



Co-funded by
the European Union



8. 4 Slow City

- **Erasmus + project in the field of youth**

- Name: **Slow City**
- Partner organisations: Zavod Varna pot (SLO), P(A)T (Spain)
- Duration: 1.2.2023-30.11.2023
- Language: English
- Goals of the project:
 1. To involve students in creating an educational campaign about the necessity, importance, and benefits of reducing speed in urban areas.
 2. To present the campaign to young people, primarily through workshops and social media..

Activities:

- Presentation of the project and literature review
- Technical conference with a road crash victim testimony
- designing the campaign in form of a short video
- Selection of the winning **video** 
- Spanish and Slovenian student exchange (Barcelona-Ljubljana)
- Presentation of the campaign through workshops and social media platforms

- Goals of the campaign:

1. To raise public awareness about the importance of reducing speed in urban areas, initially focusing on mobility and then extending to the pace of life.
2. To educate the public about the benefits of reducing speed:
 - + Improves coexistence among different road users; roads with a speed limit of 30 km/h enhance coexistence and are safer, crucial for the transformation towards carbon-neutral mobility.
 - + Contributes to reducing the number of road crashes accidents in cities.
 - + Achieves sustainable development goals.
 - + Works towards sustainable, healthy, and safe mobility.



 Co-funded by
the European Union



8.5 „YOU ARE NOT ALONE“

- **Program Impact4values, financed by European Union**

- Name of the project: „YOU ARE NOT ALONE“ – Programme of advocacy for Adequate Legal Treatment of Victims in the Field of Safe Mobility
- Duration: 1. 10. 2023 – 31.12. 2024
- Language: Slovene
- Goals of the project:
 1. Advocacy for adequate legal treatment of victims in the field of safe mobility and the proper implementation of EU Directive 2012/29/EU on establishing minimum standards on the rights, support, and protection of victims of crime into practice in Slovenia.
 2. Raising awareness and educating authorities, state institutions, local communities, etc., to prevent the causes and consequences of traffic accidents through appropriate strategies, national programs with clearly defined goals, tasks, and measurable measures.
 3. Raising awareness among citizens about the consequences of road crashes.

IMPACT
4VALUES



Co-funded by
the European Union

Activities:

- analysis of the current state and preparation of an action plan
- communication with relevant institutions
- workshops to raise awareness among responsible institutions about the implementation of the Directive in practice
- advocacy to reduce the number of road crashes – raising public awareness
- monitoring the situation and measuring effectiveness



ZAVOD VARNA POT

VARNO ŽIVLJENJE. VARNA MOBILNOST.

Campaign *Living with the consequences* (World Day of Remembrance for Road Traffic Victims)

- **4** commemorations of the World Day of Remembrance for Road Traffic Victims
- speeches – road crash victims testimonies
- recitals by elementary school students about the rights of victims of traffic accidents
- advocacy by ZVP moderators for the appropriate legal treatment of victims of road crashes
- **61** posts on websites and social media platforms
- numerous press releases, interviews, reports, statements, and excerpts of materials in various media outlets (RTVSLO 1, RTVSLO Panorama, 24ur, Večer, Slovenske Novice, Siol.net, Avto.info, Radio Aktual, Val 202, Radio Ognjišče)
- more than **100** billboard posters across Slovenia and **30** metrolight posters with a reach of around 46% of people in the age group of 15-64 years, nearly 60% in central Slovenia
- the reach of publications through ZVP channels and campaigns (billboard, metrolight): **438.000**
- with the support of the media and partner organizations, we have collectively achieved approximately **1.830.000** views

The recording of the live
stream



9. ONLINE COMMUNICATION AND (SOCIAL) MEDIA PRESENCE

ZAVOD VARNA POT

VARNO ŽIVLJENJE. VARNA MOBILNOST.

- **315** different news, reports, and comments on safe mobility on the websites varna-pot.si, nazdravi.si, vizijanic.si, cistanulacistavest.si
- up-to-date publication of traffic safety statistics (source: Police) and information about the consequences of road crashes
- **628** news, commentary, interesting facts,... on our own social networks
- NEW: We joined the social network TikTok, where we posted **45 videos**, reached **474 followers**, **335,000 views**, and **20,500 likes**
- reach of all posts: more than **560,300 views**



[@VarnaPot](https://www.facebook.com/VarnaPot)



[@zavodvarnapot](https://www.instagram.com/zavodvarnapot)



[@VarnaPot](https://twitter.com/VarnaPot)



[Zavod Varna Pot](https://www.youtube.com/ZavodVarnaPot)



[Zavod Varna Pot](https://www.linkedin.com/company/ZavodVarnaPot)



 TikTok

[@zavod_varnapot](https://www.tiktok.com/@zavod_varnapot)



POSTS

VIEWS



9. ONLINE COMMUNICATION AND MEDIA PRESENCE

ZAVOD VARNA POT
VARNO ŽIVLJENJE. VARNA MOBILNOST.

We presented our opinions and activities to the media through:

- statements, tips, and interviews on radio stations (Radio Slovenija 1 in Val 202, Radio 1, Radio SI, Radio Kranj, Radio Ognjišče, Radio Eter, Radio Zeleni val, and other regional and local radio stations...),
- statements on TV stations and participation in TV shows (TV Slovenija, POP TV, Kanal A, Planet TV, Ptujška TV ...),
- in print and online media (Delo, Dnevnik, 24ur, STA, rtvslo.si, Večer, Primorske novice, N1 Slovenija, Novice Svet24, Si24 news, Siol.net, žurnal24, Metropolitan, glasilo Ljubljana, Planet.si, Družina, Primorski val, avto.info, mlad.si ...).



MEDIA APPEARANCES

VIEWS



9. ONLINE COMMUNICATION AND MEDIA PRESENCE

Zavod Varna Pot

Objavi Kaja Kobal · 19. november ob 17:47

»O današnjem Svetovnem dnevu spomina na žrte prometnih nesreč nas je nagovorila predsednica Republike Slovenije Nataša Pirc Musar.«

Podpora varnosti političnih predstavnikov je temelj za nadgradnjo aktivnosti ki ciju Vijeze nidi



»Varnost v prometu je odgovornost vsakega od nas.«

Svetovni dan spomina na žrte prometnih nesreč 19. november 2023

Nataša Pirc Musar

19. november ob 12:22

Trejo nedeljo v novembru obeležujemo svetovni dan spomina na žrte prometnih nesreč. Vsako leto se na cestah zgodi preveč nesreč, ki puščajo globoke posledice za žrte, njihove družine in skupnosti.

Vsak dan se zavedamo, da je varnost v prometu odgovornost vsakega od nas. Zavezujemo se za preventivo, ozavečanje in spoštovanje prometni pravil.

Pomislimo na žrte prometnih nesreč ter podkročimo empatijo do njihovih družin in prijateljev. S skupnimi prizadevanji lahko tudi na pot potaknemo varnostno mobilnost.

Agencija za varnost prometa

Zavod Varna Pot

FVR

Zavod Varna Pot

Objavi Kaja Kobal · 20. november ob 17:27

»Nikoli nisi pripravljen na občutek, ko ti izguba ali poškodba za vedno zaznamuje.« se je začel slogan Svetovnega dne spomina na žrte prometnih nesreč. Tako se starši, bratje, sestre, stari starši in drugi sorodniki, prijatelji, sodelavci, sosede, skrite ljubezni in simpatije, znajdemo v okolju z izkušnjo, ki si jo nikoli nismo želeli spoznati. Zato tiste številke, ki prikazujejo statistiko žrtv prometnih nesreč nikoli in nikdar ne izražajo trpljenja, ki jo nema enica, desetica ali stotica izkazuje življenjske zgodbe, ki jih zaznamovani pogumno predstavljajo imajo velik namen in pomen.

V družbi v kateri obstaja empatija, razumevanje odgovornost tam se za zgodbu naredijo koraki in rešitve, ki minimalizirajo možnosti, da se tovrstne nesreče, triki in posledice jutri pripetijo vami. Zato so ZN, Svetovna zdravstvena organizacija, EU in številne države EU že pred leti izbrislali besedo "prometne nesreče", kjer so alkohol, droge in agresija vzrok, in jo nadomestili z besedo huda malomarnost v trčenju. Nesreča pa so pustili v primeru, kjer tudi mi, vsak posameznik in otrok razume, kaj dejanska nesreča je.

Stopiti na oder ob Svetovnem dnevu in predstaviti izpoved je pogum, je odvzeta molčečnosti svojega srca in duše v dobru drugih in za druge. V spomin in opomin.

Asta Vrečko, hvala ti, kot sestrji, hčerki, materi, ženi, ženski in skupinski.



SVOLNET

Ministrica Asta Vrečko: To je najbolj žalosten dan v mojem življenju

Ob svetovnem dnevu spomina na žrte prometnih nesreč je spregovorila tudi ministrica za kul...

Zavod Varna Pot

Objavi Kaja Kobal · 20. november ob 17:27

[ZAGOVORNIŠTVO] ZA - Glas zaznamovanih

»Slovenske ceste so v vseh letih zahtevale 7.803 - vljenj, 322.538 ljudi pa se je v trehletnih telesno poškodovano. Vendar številke ostajajo nami maten stični izraz vse, dokler jim ne dodamo življenja. Te dobajo z imeni in primki, pa vendar tudi z njeni ostane le en svet, ki ga ne številka ne ime ne trčaja. Za njimi, pravijo, trčkovniki, pa se skrivajo vsaj 10 neposredno zaznamovanih, fizično, psihično, zdravstveno, socialno, ekonomsko.«

So njihovi najbližji sorodniki, prijatelji, sodelavci, kolegi, sosede, skrite simpatije in ljubizne.

<https://youtu.be/8P4duq9681s?si=0i8V7n81Bj80K9>

Slednjim številka zakon, pravilnik določajo pravice, dodatke, odškodnine itd. Pa se so od države do države drugače. Zato je EU izdala Direktiva EU 2012/29/EU, o določitvi minimalnih standardov na področju pravic, podprto in zaščit žrtv kaznivih dejanj. V EU projektu NISI SAM - Program zakonodajstva za usrezno pravno obravnavo žrtv v področju varne mobilnosti bomo do konca prihodnjega leta ugotovili, kako je s tem pri nas. Začeli smo s Svetovnim dnem spomina na žrte prometnih nesreč

V oddaji Panorama - Črna kronika <https://365.rtvslo.si/ahivi/crna-kronika/175000893>

V oddaji 24ur zvečer <https://www.24ur.com/video/63144538>

V oddaji 24ur <https://www.24ur.com/video/63121762>

V oddaji Prvi dnevnik <https://365.rtvslo.si/ahivi/prvi-dnevnik/175002265>



MLADJESKI

Povabljeni ste na kavo

Robert Štoba, izvajalec in predpisnik zavoda Varna Pot

Prometne nesreče niso le številke

Triptjo tako žrtve kot povzročitelji - Čedalje več nesreč z električnimi skiroji



»Prometne nesreče niso le številke, ampak ljudje, ki so jih izgubili ali poškodovani.« Robert Štoba, izvajalec in predpisnik zavoda Varna Pot, pravi, da je prometna nesreča vedno tragedija, ki jo ne moremo pozabiti. Varnost v prometu je odgovornost vsakega od nas. Zavezujemo se za preventivo, ozavečanje in spoštovanje prometni pravil. Prometne nesreče niso le številke, ampak ljudje, ki so jih izgubili ali poškodovani. Varnost v prometu je odgovornost vsakega od nas. Zavezujemo se za preventivo, ozavečanje in spoštovanje prometni pravil.

MLAD SI

Križišče mladosti

11. 11. 2023

avtor: Zavod Varna Pot

Čista nula med študenti na Škisovi tržnici: le tretjina pod mejo zakonske regulative



V obdobju v zavodu študentov Mladost Slovenije (Zveza) študijsko na modifikaciji Čista nula. Čista nula v Ljubljani, 9. maja 2023, priložnost za odpravo motne prometne varnosti. Varnost v prometu je odgovornost vsakega od nas. Zavezujemo se za preventivo, ozavečanje in spoštovanje prometni pravil.

22 Svet vozil

17. 11. 2023

Svet vozil

Uničujoč učinek za družine žrtv in družbo



Število smrtnih žrtv na cestah Evropske unije se vsake tri leta podvoji. Varnost v prometu je odgovornost vsakega od nas. Zavezujemo se za preventivo, ozavečanje in spoštovanje prometni pravil.

DELO

17. 11. 2023

LJUBLJANA

Prvi otroški park varne mobilnosti pri nas

Edinstveni projekt Zavod Varna Pot je od MOL pridobil koncesijo za delovanje prometnega poligona - Žauzel bo prihodnje leto



»Varnost v prometu je odgovornost vsakega od nas. Zavezujemo se za preventivo, ozavečanje in spoštovanje prometni pravil.«

DANES

17. 11. 2023

11

Za volan le popolnoma trezni?

Pokopališče alkoholov v krvi za običajne voznike, prikazano v gramih alkohola na kilogram krvi



»Varnost v prometu je odgovornost vsakega od nas. Zavezujemo se za preventivo, ozavečanje in spoštovanje prometni pravil.«

MLAD SI

Križišče mladosti

11. 11. 2023

avtor: Zavod Varna Pot

Za volan le popolnoma trezni?

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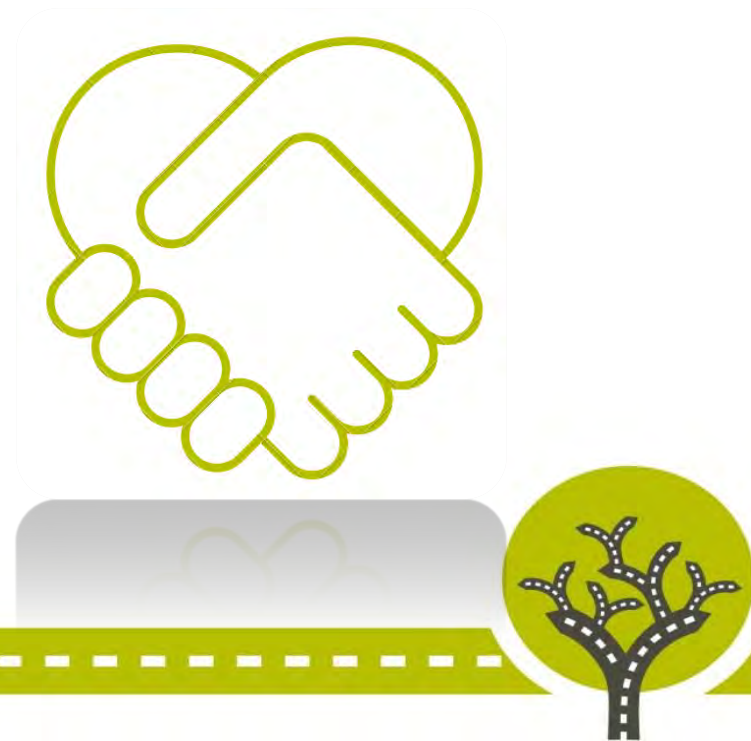
»Varnost v prometu je odgovornost vsakega od nas. Zavezujemo se za preventivo, ozavečanje in spoštovanje prometni pravil.«

To each and everyone of you, who have a big  and enable us to carry out our vision, we would like to express a big THANK YOU.

There is no doubt that without your support, help, understanding, respect, and compassion towards us and our programs, this annual report and its results would not exist. These achievements are gradually and consistently evolving each year in line with our vision. We are reminded of the Chinese proverb that says: "Do not be afraid of slow growth, be afraid of standing still."

There are still many challenges in society, each within its own context, in the field of road safety, and in supporting vulnerable groups. We have a long way to go to achieve the Vision ZERO, which is the only ethical, moral, and meaningful civilization goal. Let's not look back, as it is clear that together we have already taken many steps forward. Let's look to the future and collectively do even more and better.

Contribute your share to reaching Vision ZERO, each one of us counts!



ACTIVITIES FROM 2007 TO 2023

ZAVOD VARNA POT

VARNO ŽIVLJENJE. VARNA MOBILNOST.

1. The psychosocial support program for individuals affected by the consequences of road crashes „*Together in Need*”



PEOPLE
INCLUDED

2023



2007

2. Preventive-educational events *We Live vision ZERO*

VISITORS
ADDRESSED



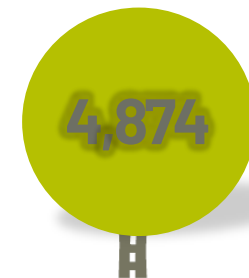
3. Educational programmes *We Live vision ZERO*



CHILDREN, STUDENTS,
YOUNGSTERS AND
PARENTS

4. Programme *We Live vision ZERO*

PARTICIPANTS



The report was prepared by:

Kaja Kobal, program manager



Tina Klemenčič, project manager



Robert Štaba, president



Ljubljana, February 12th, 2024



- financial statements and explanations to financial statements prepared in accordance with SRS 34
- annual financial report – Accounting Service Proevent d.o.o. (Annex 1)
- explanations to financial statements for the business year 2023:

Incomes from own activities (amounts in euros)

Sponsorships and workshops	87,453.66
Donations by individuals and legal entities	28,689.09
Received funds from tenders	160,834.95
Other	6.83
Total	276,984.53

Expenses from own activities (amounts in euros)

Cost of materials	19,534.26
Service costs	154,734.40
Amortisation	20,388.34
Salary costs	77,899.39
Other costs	6,948.79
Total	279,505.18

There is a deficit of expenses over revenues in the amount of €2,908.79.

Ljubljana, February 12th, 2024

