Foreword

Sometimes an idea becomes a powerful reality and this is what the World Day of Remembrance for Road Victims has become over the past 25 years.
The idea for a regular remembrance day for road traffic victims was born because the scale and impact of road deaths and injuries is so enormous. This carnage represents a worldwide permanent civil war on the roads and a Day on which this fact would be highlighted was aimed at stopping the shocking indifference to this carnage and eventually lead to an end of all preventable road deaths and injuries.
The World Day of Remembrance was established by road victim NGOs and will be observed for the 25th time in November 2018. For this reason, we are looking back at World Day commemorations of the past.
Thanks go to Mr. Jeannot Mersch, FEVR President since 2010, for the idea of creating this booklet and the work of compiling it from the massive store of materials spanning 25 years – a huge task!
The purpose of this booklet is to remind, inform and enthuse: remind ourselves of the varied wonderful, powerful and creative events that were held in the past, inform new event organisers and all other stakeholders of what has been done before and enthuse all past and new road safety actors to become even more imaginative and industrious in respect of future World Day commemorations, as well as their widest publicity and, most of all, their effectiveness.
Since the main source of this booklet is the World Day website https://worlddayofremembrance.org/ please visit its many pages and also ensure that events in your country and by your organisation are included.

Concerning publicity of our World Day – the visitor map on the website has recorded visits from 205 countries – this represents arguably visitors from all countries in the world – may each one of them publicise the World Day and its messages throughout their own country!

Concerning effectiveness of our World Day – together with many NGO colleagues, I am deeply disappointed that the scourge of road deaths and injuries continues day in and day out and that an end is still much too far away. May the next 25 years of World Day observance bring us very much closer!
About the beginning of World Day and about this booklet.

From 1993 onwards, Mrs. Brigitte Chaudhry, founder of RoadPeace, UK’s charity for road crash victims, pursued the objective of a common Day of Remembrance for Road Traffic Victims. As she was at this time also strongly involved in the work of FEVR, the European Federation of Road Traffic Victims (which Prof. Marcel Haegi, a bereaved father, had founded in 1991 in Geneva, Switzerland), FEVR became also part of this plan and hence its success - more info here: https://worlddayofremembrance.org/teams/brigitte-chaudhry/
The 3rd Sunday of November became the designated World Day of Remembrance for Road Traffic Victims, with commemoration events held on that day and during the weeks before and after. This booklet is a compilation of texts and photographs from many sources, but primarily from the World Day website, launched on 26th October 2008 to coincide with the UN adoption of the World Day on that day.
The current version of the website is its 3rd which was called for by event organisers. Mrs. Brigitte Chaudhry is the creator and author of the website and was its editor and coordinator for 10 years – from the launch in 2008 until the end of 2017. Because the text comes from individual website pages, there are repetitions here and there.

Victim organisations establish this day

Observed for ten years from 1993 by victim organisations under the umbrella of the European Federation of Road Traffic Victims, FEVR, this Remembrance Day has become a very important day for bereaved and injured victims and all those supporting them. Gradually it has also come to be seen by many others as an important day on which to highlight the huge scale of road death and injury, its impact and cost, and as an opportunity for taking action.

WHO and UN promote global recognition

From 2003 onwards the World Health Organisation has been supporting the recognition of this day by the United Nations and this recognition came with UN resolution 60/5, adopted by the General Assembly on 26 October 2005 who welcomed the proposal to designate the third Sunday in November as the World Day of Remembrance for Road Traffic Victims, in recognition of road traffic victims’ and their families’ loss and suffering and invited Member States and the international community to recognize this day.

World Day is observed worldwide

World Day observance has already spread to all continents and is spreading to more countries with every year - the Archive on the World Day website shows their rising number as does online research. The World Day itself is known in every country of the world - the website’s visitor map has recorded visits from 205 countries – this is testament to the absolutely global spread of the World Day as there are only 206 sovereign states in the world.
Importance of official World Day recognition by governments
Giving significance to this Remembrance Day will signal the importance governments accord to the issue of road danger reduction, therefore their response to the call for official World Day recognition will be closely observed.

Invitation to join in the Global observance of this Day
World Day observance has already spread to all continents and is extending to more countries on each continent with every year. This Day is not only significant for bereaved and injured victims and all those supporting them, but gradually it has also come to be seen by many others as an important day on which to highlight the huge scale of road death and injury, its impact and cost, and as an opportunity for taking action. Please join in the observance of World Day!

Guide for organizers of events on World Day
The World Health Organisation, RoadPeace and the European Federation of Road Traffic Victims have developed a guide for those wishing to plan an event of remembrance and develop related advocacy material to mark the day.
WHO guide in English, Russian & Spanish
The Early Years

Mrs. Brigitte Chaudhry, founder of RoadPeace (UK) introduced the idea of a joint Remembrance Day to her colleagues at a FEVR assembly in 1994. Everyone welcomed the observance of such a Day and after discussions it was also agreed that this Day should be the 3rd Sunday in November each year.
Simona Murialdo, a graphic designer from Italy and Brigitte’s friend developed the first official logos:

The candle logo was approved as the main one.
First named European Day of Remembrance, by the year 2000 the Day was known as World Day since the Pope in his Angelus on the 3rd Sunday of November remembered road victims everywhere and spoke about road crashes as a worldwide problem that should be addressed globally.
In the early years, there were no common slogans or common campaigns, but the website created by Brigitte already gave useful information about the why and how of “our” Day of Remembrance.
The World Day of Remembrance for Road Traffic Victims is commemorated on the third Sunday of November each year - to remember the millions killed and injured on the world’s roads, their families and the many others who are also affected.

In 2015 we were therefore celebrating the 20th anniversary of observing the World Day internationally and the 10th anniversary of its adoption by the United Nations.
World Day of Remembrance for Road Traffic Victims

November 15

Key Road Crash Factors
- Speeding
- Impaired Driving (alcohol, drugs, fatigue)
- Defective Road Infrastructure
- Non Use of Seat Belts
- Non Use of Child Restraints
- Failing to Wear Motorcycle Helmets
- Cell Phone Use/Taxing

#SDGsNigeria
Highlights

A highlight was certainly when on 17th November 2015, in Brasilia, FEVR was given the Prince Michael International Road Safety Award for the World Day of Remembrance, which was presented by Prince Michael of Kent to Brigitte Chaudhry and Jeannot Mersch.

FEVR receiving the Prince Michael Road Safety Award for the work on WDoR, Brasilia 2016

Common themes

The common slogans agreed for the “Decade of Action 2011-2020 are:
From Global Remembrance to Global Action across the Decade
Let’s make 2011-2020 a Decade to remember!
A main theme is then chosen each year – it is based in turn on the 5 Pillars of the Global Plan for the Decade of Action for Road Safety and is agreed, shared and used on common posters, videos and publicity materials.

For more information on past themes:
https://worlddayofremembrance.org/about/themes/past-themes/

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**Involve Road Safety Stakeholders**

- Observance of the World Day of Remembrance offers a great opportunity for all who work at reducing road danger and road casualties to highlight their work and the reasons for that work.
- Celebrating the annual World Day of Remembrance for Road Traffic Victims is one of the international activities proposed in the Global Plan for the Decade of Action; themes during this decade could therefore be connected with the Plan.
- A common WDR theme can be a useful tool to boost this international initiative and the UNRSC is thus invited to discuss and vote on this.

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**Why is the Day important, according to victims?**

- “because lack of information about this catastrophe provokes social indifference”
- “because road victims, like other victims, need to feel that they are not alone and that their suffering is considered by the community”
- “because people are reminded to honour the dead and injured by promising to behave correctly on the road to prevent future tragedies”

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**World Day website**

**www.wdor.org**

re-launched on 26th October 2012

4 years after its first launch on the same date, chosen to coincide with the UN recognition on 26.10.2005.

Video spots: http://www.youtube.com/watch?v=ji6MqDr5Egk

WD in social networks

https://www.facebook.com/worlddayofremembrance

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**Global Initiatives**

- Light of Hope
- Government recognition
- A national memorial
- Official Messages (Pope, UN Secretary General, Minister, Politicians, ETC, TISPOL,)
- Support by many Organisations (Yours, PRL, Global NGO Alliance)
World Day now:

The number of countries observing World Day grows with every year

WD offers the opportunity – to road safety campaigners and to governments:

- To point to the devastation caused by crashes
- To offer recognition to road crash victims and
- To give thanks to all those who help victims

Themes:

2006: A road death is not a normal death
2007: Remember and Reflect; Remember and Respond (Joint theme of the 22 members of FEVR)
2009: From global remembrance to global action
2010: Remembering lives lost and broken; do not forget the injured!

**From Global Remembrance to Global Action across the Decade**

**Let’s make 2011-2020 a Decade to remember!**

2011: Let’s make 2011-2020 a Decade to remember

2012: Now is the time to learn from the past

2013: Let’s have roads that are safe for all

2014: Speed kills – design out speeding

2015: It’s time to remember – say NO to road crime!

2016: Vital post-crash actions: Medical Care, Investigation, Justice!

2017: Reduce road fatalities AND serious injuries by 50% till 2020

2018: Roads have stories
2009

From global remembrance to global action
2010

Remembering lives lost and broken; do not forget the injured!
2011

The common slogans proposed for the “Decade of Action 2011-2020 are:

*From global Remembrance to Global Action
Let’s make 2011-2020 a Decade to remember*
*with a main theme chosen annually (based on the Pillars of the Global Plan) until 2020.

This year’s theme is “Remembering Lives lost and broken”
FEVR chose a further specific topic: United to improve crash prevention, investigation and victim services
World Day of Remembrance for Road Traffic Victims

“Road deaths and injuries shatter lives!”

Road victims are remembered on World Day

3rd Sunday of November

The World Day of Remembrance for Road Traffic Victims (WDR) is a day to remember the lives lost and injured in road traffic accidents. It is observed on the third Sunday of November every year. The day serves as a reminder of the significant impact of road accidents on individuals, families, and communities worldwide.

Why is the World Day of Remembrance Important?

Because:

- Lack of information about this catastrophe provokes social indifference.
- Remembering the fallen and talking about them is collective prophylaxis.
- It draws attention to the devastation caused and calls for government action.
- This day creates a link between road crash victims throughout the world.
- The conspiracy of silence over road deaths is part of a collective victimisation.
- It makes clear to society that the road death and injury toll is unacceptable.

WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC VICTIMS

3rd Sunday of November

HISTORY OF WORLD DAY
Victim organisations establish this day

WHO and UN promote global recognition
World Day of Remembrance is now observed worldwide

www.worlddayofremembrance.org

Supported by FEVR and RoadPeace

Photography by Richard Archer, www.richardarcher.co.uk