



# Theme 1: 1.1 Education & Training

President: Mark NORMAN (TRB - USA)

Moderator: Luis PICADO-SANTOS (IST - Portugal)

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## AGENDA

11.00-11.05 President's introduction

11.05-11.15 Moderator's Introduction to the papers

11.15-11.31 Paper 312- WIKIVIA, THE ROAD ENCYCLOPEDIA

Enrique **MIRALLES OLIVAR**, Spanish Road Association, **Spain**

11.31-11.47 Paper 79 - DRIVING MANAGEMENT SCIENCE COURSES

Godfred **AKYEA-DARKWAH**, Road Safety & Transp. Cons. LTD, **Ghana**

11.47-12.03 Paper 558 - IS AN ITS SIMULATION PLATFORM REALLY  
NECESSARY?

Joaquín **PONZ**, Indra Sistemas S.A., **Spain**

12.03-12.19 Paper 562 - APPLICATION OF SCENARIOS SIMULATION  
FOR THE OPERATORS TRAINING

Pedro Rosa **FERRERO**, Grupo ETRA, **Spain**

12.19-12.35 Paper N°580 – SOCIAL MARKETING INFLUENCE

Siobhan **McKELVEY**, Nynas, **Belgium**

12.35-12.52 Discussion

12.52-13.00 Final remarks by the President

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## Paper 312

### WIKIVIA, THE ROAD ENCYCLOPEDIA

Enrique **MIRALLES OLIVAR**, Spanish Road Association, **Spain**

- The paper describes the **framework** leading to creation of a website (**Wikivia**), similar to Wikipedia, dedicated to **spreading** the **knowledge** on **roads** among the Latin-American community.
- The main and first scope was to incorporate as much information as possible for the **Spanish** and **Latin-American** users (and also for the **Portuguese** speaking countries as the languages are similar). However, for a next stage, plans were established to spread the knowledge around the world by also using the **English** language.
- The articles included will focus on the history of roads, best practices carried out in different countries, information about road networks in each country, road and traffic engineering, guidelines, congresses and seminars, books, technical magazines, road terms, among other aspects.
- The objective was to **launch** the website ([www.wikivia.org](http://www.wikivia.org)) with more than 3.500 articles in late **2009**.

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## Paper 79

### DRIVING MANAGEMENT SCIENCE COURSES

Godfred **AKYEA-DARKWAH**, Road Safety & Transp. Cons. LTD, **Ghana**

- The paper addresses DMS (**Driving Management Science courses**), a new methodology developed to achieve a drastic **reduction** of the roads **bloodshed** and **enhance** the professionalism in **driving**.
- **DMS** is described as a tool to **enhance** drivers' **competencies** and call for **behavioral changes** which translate into the driver's performance.
- In reality, DMS is introduced as **top-up programme** for **defensive driving courses** and was designed to **fit** the total elements of **professional** driving skills.

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## Paper 558

### IS AN ITS SIMULATION PLATFORM REALLY NECESSARY?

Joaquín **PONZ**, Indra Sistemas S.A., **Spain**

- **Training** necessities for the **operator** before a new infrastructure begins its operation is addressed by this paper.
- The **questions** to the **owners** that this paper want to deal with are:
  - How much **rigor** do they want for the **training** of their operators?
  - Can they be assured that operators **know** how to **manage** an **incident** in the very **first day**?
- If answer is close to “no” for the second question, does an **owner need** to have a simulator platform or even an organization which could **certify the minimum requirements** to an operator in order to be ready to deal with the ITS environment (or other) implemented?
- The paper discuss those aspects.

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## Paper 562

### APPLICATION OF SCENARIOS SIMULATION FOR THE OPERATORS TRAINING

Pedro Rosa **FERRERO**, Grupo ETRA, **Spain**

- The paper addresses the development of a support **tool** developed to perform the **operator's training** for driving **tunnel** control systems
- The tool is able to **simulate any** type of **scenario** and specifically, the critical situations, in which the operator should make crucial decisions in a limited time.
- The paper underlines the fact that a **powerful** application was achieved to enhance a **trained** and **competent operator** with the aim to get an **optimal exploitation** of the control systems and **a maximum safety** of the users.

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## Paper 580

### SOCIAL MARKETING INFLUENCE

Siobhan **McKELVEY**, Nynas, **Belgium**

- The paper emphasizes that there is a significant opportunity through **social media platforms** for the international road industry to engage and **influence** the general public and key influencers **about roads** and the economic benefit they bring.
- Through the analysis of three major countries in Europe - UK, France and Germany - the paper stresses that opportunity could be **achieved** by building **engagement** among existing (e.g. **industry**) audiences and new audiences such as the **general public** with the overall aim to create 'brand loyalty' to create **positive attitudes** and action to talk about roads