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
   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
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) with more than 3,500 articles in late 2009.
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.
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.
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.
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.