

**PARTNERSHIPS AGAINST DRINK DRIVING IN EUROPE**  
**Enforcement, Engagement, Education**  
*3 December 2010*

**Speaker Biographies**



**Martin Van Houtte**

*Executive Director, Belgian Road Safety Institute*

The Belgian Road Safety Institute (BRSI) is a non-profit organisation whose mission is to improve road safety in Belgium through research, advice to authorities, information and education. The BRSI is a consultative instance for federal, regional, provincial, and local authorities and informs the public by means of awareness raising initiatives. The main objective consists of establishing local networks of volunteers who organise road safety activities. For its awareness-raising campaigns, the BRSI calls upon volunteers to ensure the local diffusion of these campaigns: the BRSI sets up training modules and provides the necessary material to ensure that the message is properly conveyed. The BRSI is also co-supporter of the BOB designated driver campaigns run in Belgium in partnership with Assuralia and the Belgian Brewers. Mr. Van Houtte is also Managing Director of MCC BVBA and Foreign Trade Advisor to the Ministry of External Relations of the Kingdom of Belgium. He has worked in Export Promotion & International Trade, Textiles, Chemical industry, Automotive, the Maritime Supply Chain ICT, and the European Union Institutions.



**Alberto da Ponte**

*President, The Brewers of Europe*

Currently Managing Director of Central de Cervejas (Heineken Portugal), Mr da Ponte is a graduate in Management from the Instituto Superior Ciências Económicas e Financeiras, has a Senior Finance Degree from the Harvard Business School and a Proficiency Degree from the British Institute. Before joining Central de Cervejas in May 2004, he was Managing Director of Unilever Bestfoods and Lever Elida Portugal, CEO of Cadbury Schweppes Portugal and Member of the Euroboard of Schweppes Beverages, CEO of Jerónimo Martins Distribuição, Marketing and Sales, Director of Elida Fabergé and was an expatriate for Unilever in Belgium, Spain and Malaysia. Alberto da Ponte is also President of The Brewers of Europe, President of the Portuguese Beer Association (APCV), Board Member of The Fladgate Partnership, Member of the Consulting Council of ISEG (Lisbon University of Economy and Management), Member of the Assembly of ICS (University of Lisbon – Institute of Social Sciences), President of Fundação Luso and Member of the Directive Council of the Portuguese Cardiology Foundation.

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**Maria Cristina Marolda**

*Policy Officer in charge of road safety  
European Commission DG MOVE*

Ms. Marolda is at present active as Policy Officer in charge of Road Safety in EC Directorate General for Transport. She graduated in Technology of Architecture at the University of Rome, where she started her professional career, before joining the Italian Ministry for University and Research in 1988 where she was EUREKA National Project Co-ordinator for Italy. In 1991 she joined the Directorate General for Research at the European Commission and was in charge of the International Co-operation activities. From November 2005 to November 2008 she has been Programme Officer in the EC RTD Framework Programme 7 Theme "Sustainable Surface Transport" where she was following up issues relating to transport safety and road infrastructure.



**Ilona Buttler**

*Polish Motor Transport Institute, Road Traffic Safety Centre*

Psychologist, senior researcher in Motor Transport Institute (Warsaw). Work in Road Safety Centre for ten years, earlier – in Traffic Psychology Department. Main areas of interest : road users behaviour, road safety education, communication in road safety and road safety management. Co-author of Road Safety Improvement Programme for Poland GAMBIT and regional road safety programmes for Warsaw and Mazovian region. Participant in international projects : SARTRE 2 and 3, BEST – Benchmarking European Sustainable Transport (BOB Road Safety Pilot), NICHES (New and Innovative Concepts for Helping European Transport Sustainability), SEC-Belt Project (ETSC), Road Safety Performance Index PIN (ETSC), DRUID Driving under the influence of drugs, alcohol and medicines.



**Agnes Reikl**

*International Commission for Driver Testing (CIECA)*

CIECA is the International Commission for Driver Testing Authorities, active in the fields of road safety and driver testing. CIECA members include driver testing authorities from 37 countries worldwide. CIECA aims to play a leading role in enhancing road safety and to encourage the development of high, common standards for driving licences throughout its member countries.

As CIECA’s Project Officer Ms Reikl is in charge of CIECA’s external and internal projects. In her function as the Secretary of CIECA’s Expert Advisory Group, she participates in regular visits to audit the driving test in CIECA member countries.

Recent projects and activities include:

- The EU HERMES project for developing the coaching and communication skills of driving instructors which ended in February 2010.
- Workshops such as CIECA’s Workshop on Assessment or the yearly CIECA Congress (“Assessment for Novice Driver Safety, Budapest, 2010”)
- A range of internal projects such as new developments in Theory Testing and assessment in the practical driving license test.

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**Werner De Dobbeleer**

*Communications Department, Belgian Road Safety Institute*

The Belgian Road Safety Institute (BRSI) operates within the context of the Belgian Ministry for Mobility and Transport. The BRSI is charged with preparing and putting in place policy with regard to road safety.

The BRSI provides services to public authorities who intervene in areas having an impact on road safety. Road safety in Belgium is characterised by a large number of involved parties. The BRSI therefore seeks to profile itself as a relay and coordination body amongst the multiple involved stakeholders, at the Federal, regional, provincial and local levels.

For the last 15 years the BRSI has led since its birth, and now under the coordination of Werner, the BOB designated driver campaign against drink driving. The BOB concept has now been copied in over 15 other European countries and also beyond, to other parts of the world. The campaign is supported by the Belgian Brewers and Belgian Insurers.



**Jeannot Mersch**

*President, European Federation of Road Traffic Victims (FEVR) since 10.10.2010*

*President of Luxemburg road victim association ( since 1999 ) AVR*

FEVR's main aims are:

- to offer support and help to road crash victims and improve their situation
- to contribute to road safety by highlighting road danger and causes of crashes

The Federation is composed of national European associations of road traffic victims, including families of those killed and disabled, and has links to similar associations worldwide. It has the status of a Non-Governmental Organisation recognised (roster) by the Economic and Social Council of the United Nations and participates in relevant UN working parties, representing the unique road victim perspective. FEVR is also a member of the Road Safety Collaboration Forum set up in 2004 by the World Health Organisation (WHO).

Jeannot retired early (October 2009 ) from his job as a diploma sound engineer with Luxemburg Philharmonic Orchestra to have more time for helping to reduce the number of road crash victims in his country, through Europe and all over the world.



**Ramon Ledesma Muñiz**

*Deputy Director Regulatory Order, Transport Ministry of Spain*

Nace el 9 de julio de 1974 en Gijón (Asturias) Licenciado en Derecho por la Universidad de León (1997).

Desde 1999 es miembro de la Escala Superior de Técnicos de la Dirección General de Tráfico, desde la que desempeña los siguientes cargos: dirige la primera oficina de la Jefatura de Tenerife que se instala en la isla como Jefe Local de Tráfico de la Isla de La Palma (Santa Cruz de Tenerife) entre 1999-2001; Jefe de Servicio de Formación y Seguridad Vial de la Jefatura

Provincial de Tráfico de Cádiz entre 2001-2002 (dirige la seguridad vial y formación de conductores, autoescuelas y examinadores); Jefe Local de Tráfico de Sabadell (2002-2004), desde la que coordina la única oficina delegada de la Jefatura de Tráfico de Barcelona; Jefe Provincial de Tráfico de Cáceres (2004).

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**Torben Kølbæk**

*Brand Manager, FC Midtjylland football club, Denmark*

FC Midtjylland is a professional Danish football team from Herning and Ikast. The team is a result of a merger between Ikast FS and Herning Fremad. Currently FC Midtjylland play in the Danish Superliga.

FC Midtjylland in 2007 made a financial expansion in the region of 10 million EUR, to secure its current status as a challenger to the national football throne of Brøndby IF and F.C. Copenhagen. In 2008 FC Midtjylland adopted the local ladies handball team, which has 8 players from National Teams in Denmark, Norway, Sweden and Germany.

The ID of FC Midtjylland is "The Team of the region West and Middle Jutland", "The Challengers" and due to their Football Academy "The Developers of Talents" – among others Simon Kjaer in Wolfsburg.

Kølbæk has 20 years of experience in branding of professional sport - and was the founder of the cycling team today know as Team Saxo Bank.

FC Midtjylland is currently involved in a campaign against drink driving.



**Johnni Brun Bjerg**

*Communications Officer - Road Safety Committee Mid and West Jutland, Denmark*

MA in Corporate Communication. Mr. Bjerg works for the Road Safety Committee Mid and West Jutland in Denmark. They develop both regional and national campaigns in order to promote road safety. Currently they are involved in a drink driving campaign in partnership with FC Midtjylland and the Danish Brewers.



**Hans Keizer**

*General Manager Prevention and Consultation, Tactus Addiction Treatment, Netherlands*

Tactus is available for all questions or problems about alcohol, drugs, medications and gambling. Tactus calls these addiction agents. They provide information and advice. They also give support regarding any psychological problems associated with the use of addiction agents. And can help with problems involving work, school and relationships which have arisen through the use of addiction agents.

Tactus is there for people who themselves take the decision to seek our help. They also help people who have got into trouble with justice authorities because of their use of addiction agents. In the latter case, treatment can be 'forced'. In addition they support partners, family, school or employers, and also care providers. Tactus strives to find a solution to problems together.

Mr. Keizer works in the Prevention & Consultancy department and has experience both on Tactus's traditional drink drive training, but also the use of internet treatment in the battle against drink driving. Tactus has an evidence based, 'light' treatment system for, amongst others, offenders functioning on the internet. This is a completely new approach to the problem.

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**Ellen Townsend**

*Policy Director, European Transport Safety Council (ETSC)*

Ellen Townsend is Policy Director at ETSC, a Brussels-based independent non-profitmaking organisation dedicated to the reduction of the number and severity of transport crash injuries in Europe.

Founded in 1993, ETSC provides an impartial source of expert advice on transport safety matters to the European Commission, the European Parliament, and Member States. It maintains its independence through funding from a variety of sources including membership subscriptions, the European Commission, and public and private sector support for various activities.

ETSC seeks to identify and promote effective measures on the basis of international scientific research and best practice in areas which offer the greatest potential for a reduction in transport crashes and casualties. It provides factual information in the form of scientific reports, fact sheets and newsletters in support of high safety standards in EU harmonisation, the take up of best practice and transport safety research. ETSC also organises several conferences yearly, including the European Transport Safety Lecture, Road Safety PIN Conference and the European Transport Safety Lunches.

ETSC is running two projects dealing with drink driving. The objective of the "Safe and Sober" Campaign is to raise awareness amongst policy makers, the private sector as well as some key opinion leaders for a systemic approach to reduce alcohol misuse in road transport, especially in the less well-performing EU member states. Over a period of three years ETSC will work towards improving local, regional and national policies for the prevention of drink driving in Europe. "Safe and Sober" Campaign. The aim of the "Drink Driving Policy Network" is to contribute to reducing alcohol-related road deaths and injuries through the identification and promotion of best practice in both policy and advocacy. This focus is aligned with the EU Alcohol Strategy to reduce injuries and deaths from alcohol-related road traffic accidents. "Drink Driving Policy Network".

Ms Townsend holds a BA, MA and M.Phil in European Studies (German and Russian language focus) from the University of Bath and the Humboldt University, Berlin.

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