

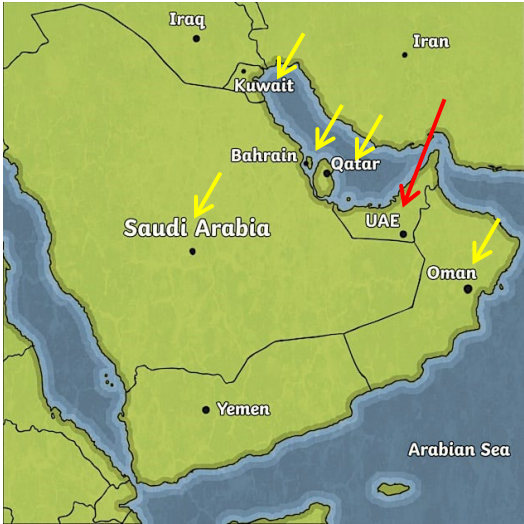
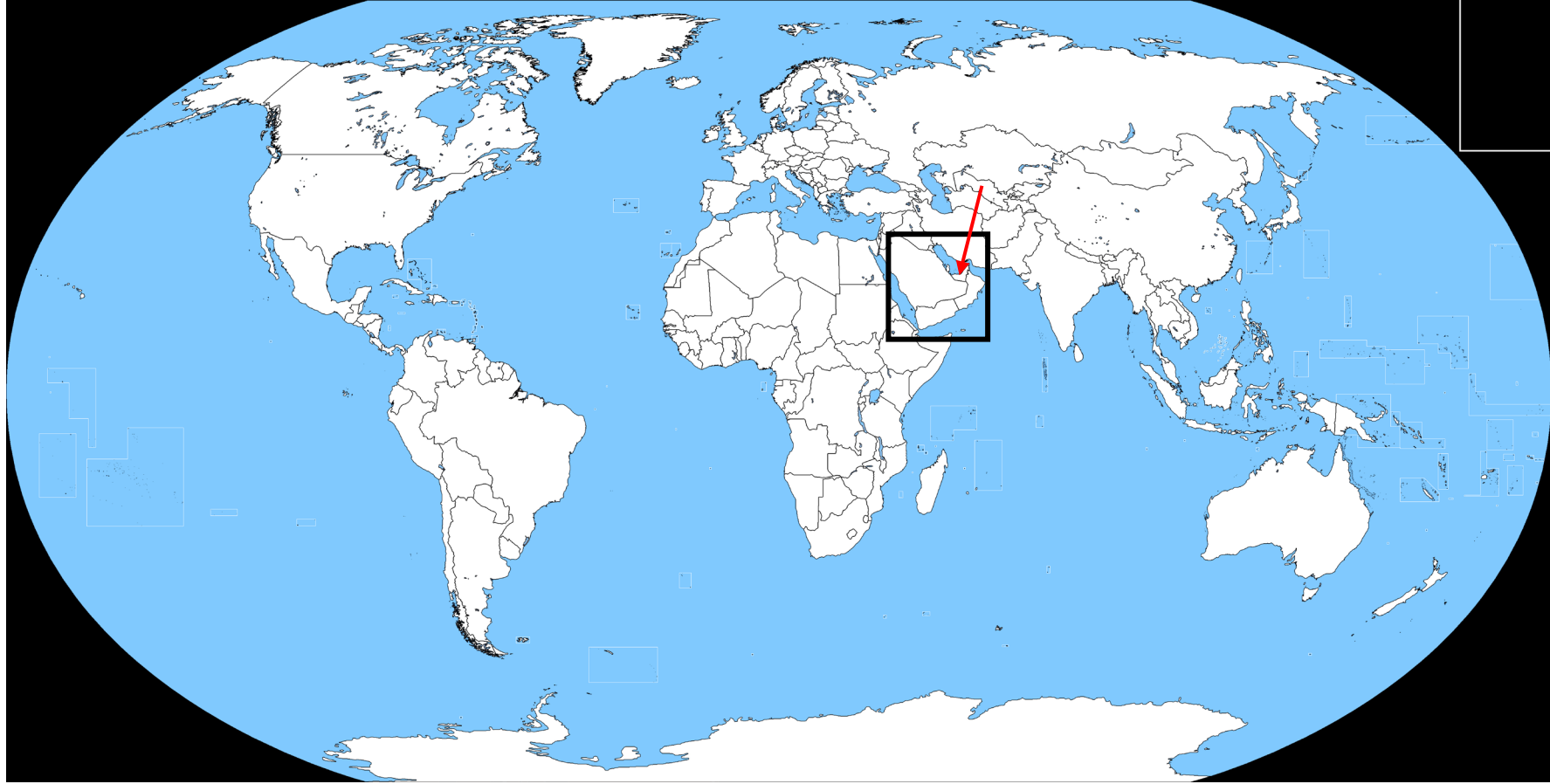
Interplay of Cultural Aspects & Road Safety:
The Case of Arab Countries
(case of the UAE)

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Q) To what extent cultural aspects play an important role in road safety?

(Answers based on data/information from the **United Arab Emirates, UAE**)

- **Representative** of Arabian/Persian Gulf countries
- **Not representative** of Arab Counties

Cultural aspects do play an important and sizable role in road safety in the UAE

- Cultural diversity
- Two cultural “structures”
 - 1.** UAE Nationals
 - 2.** Expatriate Communities
- They are distinct
 - Income/Economics
 - Social & cultural norms



1. UAE Nationals

- Less individualistic society
- Cultural values more communal and shared,
 - +ve and -ve Road Safety views and norms included
- Those values could potentially play a more instrumental role in addressing safety issues
- Not fully utilized
- Potential not recognized
- Mechanisms not developed



2. Expatriate Communities

- Diverse & distinct
 - Indian sub content
 - Philippines
 - Arab courtiers
 - Other
- Diverse safety & driving training and norms
- A Challenge & an opportunity
- Common Sub-cultural & communal shared values/interest within each
- Potential not recognized
- Mechanisms not developed



Q) What are the prioritized research needs or policies for the improvement of road safety in your region?

- How can we **bridge the gap** between modern infrastructure and safety trends, especially among UAE nationals?
- How can we **address intentions** to foster a safer culture?
- How can we **align values** and **intentions** early to tackle safety issues?
- How can we **counter misconceptions** and false beliefs that hinder safety?
- How can we **prioritize soft factors** like values, norms, education, and intentions to improve roadway safety?

Q) Are the new technological development (such as delivery services and micromobility) and the cultural adaptation of such modes creating emerging road safety issues?

- Yes,
- Some **new modes**, such as e-scooters, are seen largely as **fashionable**, cool, and novel
- **Not** necessarily considered **credible**, legitimate, or primary modes
- Still being explored, issues on
 - Ownership
 - Use
 - Equity
 - Priority
 - Cultural barriers

- **Tech integration** in transportation is **emerging** across development stages.
- **New modes**/technologies are mainly **addressed** in the planning phase.
- Design, construction, operation, and maintenance **lag in tech adoption**