

# ADVERTS

Assessing Distraction of Vehicle drivers in Europe from Roadside  
Technology-based Signage

## Welcome to the ADVERTS workshop

Dear Sir or Madam,

You are kindly invited to attend the ADVERTS workshop that will be held at Vias institute in Brussels on **October 11, 2018**.

ADVERTS or "Assessing Distraction of Vehicle drivers in Europe from Roadside Technology-based Signage" is a project commissioned by CEDR, the European platform for cooperation between national road authorities. The project is being realised by a consortium of three research institutes (SWOV, TRL and Vias institute).

During this workshop you will gain the newest relevant insights on the road safety issues related to distraction from roadside billboards and on how road authorities can deal with these. The ADVERTS Team will present a first set of **safety recommendations**.

We will be very pleased to hear your thoughts about how these recommendations **fit in current practices**, and the barriers that may be encountered. With your contributions during the workshop we will finalise our recommendations and maximise the potential for implementation throughout Europe.

You are kindly invited to join us from 13:00 hours onwards to participate in the following **programme**:

**13:00 – 14:00: Welcoming sandwich lunch and registration**

**14:00 – 15:00: Overview of current knowledge, practices and safety recommendations**

**15:00 – 16:15: Exchange of thoughts and experiences followed by coffee break**

**16:15 – 16:45: Conclusions**

Register now for the workshop on [www.cedr-adverts.eu/en/events](http://www.cedr-adverts.eu/en/events).

Thank you very much for your interest and participation.

Kind regards,

The Adverts Team

*PS You might also be interested in participating at the IRIS workshop about "IncurSION Reduction to Increase Safety in road work zones": [www.cedr-iris.eu](http://www.cedr-iris.eu).*



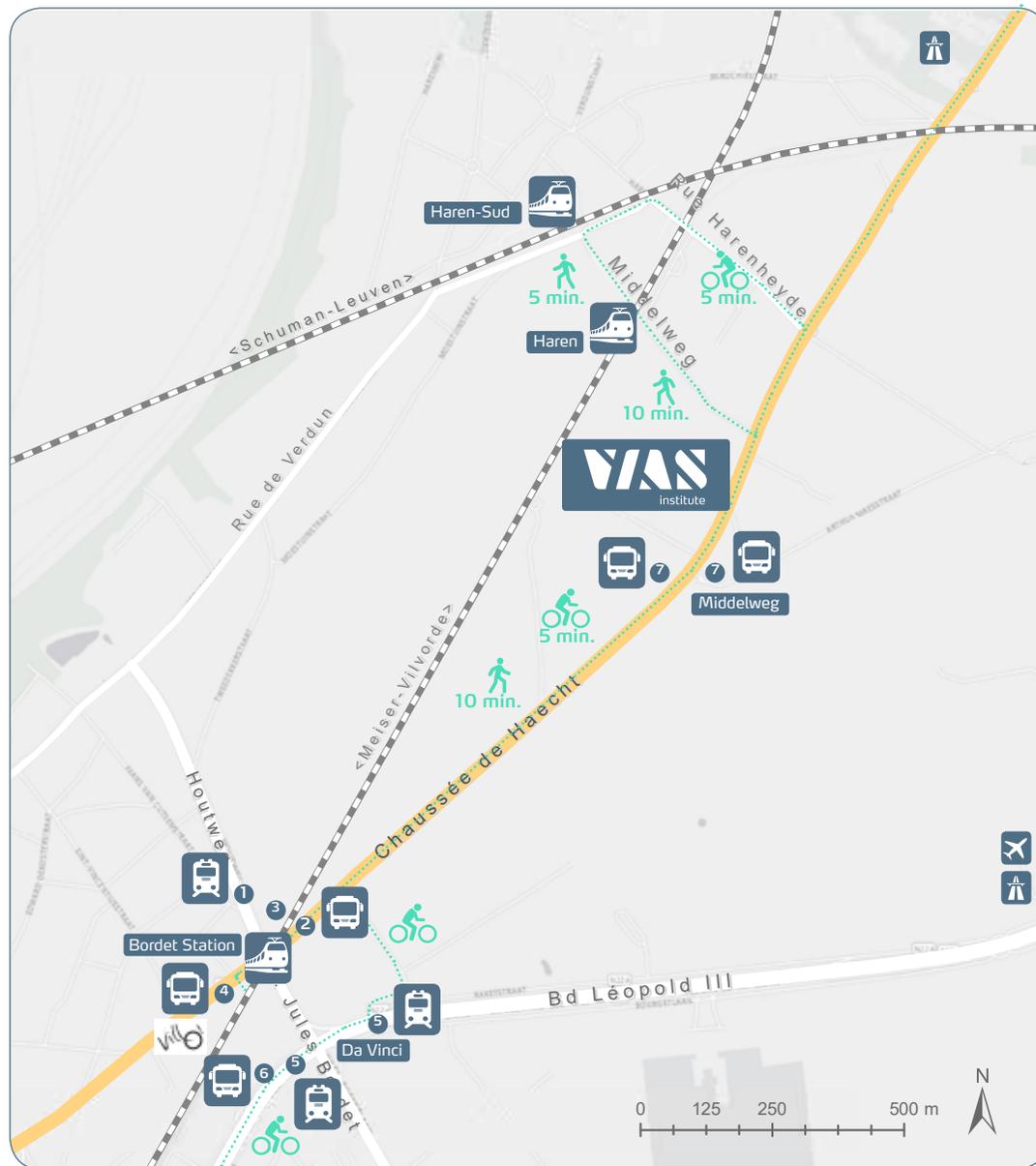


# Access map Vias institute

**ATTENTION :**  
from 01/01/18 onwards  
some (old) cars are no  
longer allowed to enter  
Brussels due to the low  
emmission zone.

You can find all information  
on: <https://lez.brussels>

**Vias institute**  
Chaussée de Haecht 1405  
1130 Brussels  
02 244 15 11  
info@vias.be  
www.vias.be  
GPS : 50.883932 / 4.419263



Bordet Station	
1	55
2	80
3	270 271 272 470 80
4	270 271 272 470

Da vinci	
5	62
6	12 21 65

Middelweg	
7	STIB 80 De Lijn 270 271

Parking space	
	Covered, at the entrance
	Accessible to all, no reserved spaces
	Accessible to all



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### Bordet

- At 1.5 km
- Etterbeek, Charleroi-Sud, Dinant, Halle, Mechelen, Braine-l'Alleud



- Bus 80, direction MAES
- Bus stop Middelweg
- Time : 4 min. 3-6 busses/h



- Time : 10 min. via Ch. de Haecht (see map)



- 5 min. via Ch. de Haecht (see map)

### Brussels North

- At 6 km
- Frequent trains running from the entire country



- Bus 270 (Keerbergen), 271 (Kampenhout) (platform 5, Place Solvay, near the station)
- Bus stop Middelweg
- Time : 20-35 min. 4 busses/h



- Time : 9 min.
- 2 trains/h



- Time : 15-20 min.

### Haren-Sud

At 1,5 km



- 5 min. (see map)



- 15 min. via Middelweg (see map)



+



BRUSSELS AIRPORT  
(level -1)

+



BORDET

- Direction Charleroi-Sud/Dinant
- 2 trains/h
- Time : 8 min.



### From the North side

- E19 exit 12 Vilvoorde-Steenokkerzeel
- Drive in the direction of Steenokkerzeel
- On the 'big' cross road, turn right (on the Chaussée de Haecht)
- Vias institute is located on the right side at about 4-5 km

### From the south side (Charleroi, Tournai...) or the east side (Liège...)

- RO exit 4 Diegem/Woluwelaan
- Turn left in the direction of Evere on the Chaussée de Haecht
- Vias institute is located on the right side at about 1.5 km

### From the west side (Ostende, Bruges, Gand...)

- RO exit 5 Machelen
- Turn left - Woluwelaan
- At the second cross road, turn left - Chaussée de haecht
- Vias institute is located on the right side at about 1.5 km



- Taxis from Brussels region and the airport
- Taxi verts : 02 349 49 49
- Taxi pooling in Brussels : [SPLYT](http://SPLYT)



### Public transport (buses and trams nearby)

- Tram 55 | Da Vinci – Rogier | Tram stop "Bordet station"
- Tram 62 | Eurocontrol – Cimetière de Jette | Tram stop "Da Vinci"
- Bus 272 | Brussels – Zaventem | Bus stop "Bordet station"
- Bus 470 | Brussels – Haecht | Bus stop "Bordet station"
- Bus 59 | Hôpital Ett/Ixelles – Bordet Station | Bus stop "Bordet station"
- Bus 64 | Porte de Namur/Naamsepoort - Machelen | Bus stop "Bordet station"
- Bus 12 | Brussels airport – Brussels city | Bus stop "Da Vinci"
- Bus 21 | Brussels airport – Luxembourg | Bus stop "Da Vinci"
- Bus 65 | Gare centrale (central station) – Bourget | Bus stop "Da Vinci"



- Cycling path on the Chaussée de Haecht and surrounding areas
- Regional cycle route 1a : city center – Bordet.
- Info : [www.bruxellesmobilite.irisnet.be/velo](http://www.bruxellesmobilite.irisnet.be/velo)



- Secured and covered bicycle storage room



- Bicycle rentals at Bordet Station



### Planning your journey

- [maps.google.be](http://maps.google.be)

### Planning your journey by public transport

- [www.stib.be](http://www.stib.be) - 070 23 2000
- [www.delijn.be](http://www.delijn.be) - 070 220 200
- [www.sncb.be](http://www.sncb.be) - 02 528 28 28