



European Road Safety Charter – Excellence in Road Safety Awards 2024

Submission Guidelines

The European Road Safety Charter is the largest civil society platform for road safety. Led by the European Commission, more than 4 000 public and private entities have joined the Charter. Together, our members form a community where they can share their road safety expertise and good practices, inspiring and learning from each other.

The European Commission organises the Excellence in Road Safety Awards to reward our members for this commitment and give initiatives the ultimate international recognition. A jury of road safety experts and the European Commission will select the winners based on the criteria described below. The winning initiatives will be announced during the annual awards ceremony in Brussels on **Thursday, 14 November 2024**.

The initiatives submitted for the awards can be an action, project, strategy, campaign, method or approach where the results are already visible and measurable. This should also demonstrate that the initiative has successfully addressed a road safety problem. All types of entities that are members of the Charter can submit their initiatives.

The main criteria used for the evaluation of submissions are:

- Impact and scale: What are the initiative's results and expected impact?
- Originality: How unique is the initiative in your region or country?
- Visibility and dissemination: How has the initiative been promoted and disseminated?
- Continuity and growth potential: Is there a plan to continue activities in the coming years?

During the evaluation of an application, the type of entity submitting the initiative and the national road safety situation will also be considered.

The categories for the awards differ each year to include as many initiatives as possible. For 2024, the categories are:

1. Best use of technology and innovation to promote road safety

Technology and innovation play an important role in advancing road safety by introducing cutting-edge solutions. Initiatives for this category can take the format of new products, technologies, systems or processes that increase the efficiency and impact of road safety measures, research or activities. The actions can be organised for all types of road users and for all age categories.

2. Best initiative supporting road safety for vulnerable road users: pedestrians and cyclists

This category welcomes a wide range of initiatives dedicated to enhancing the safety of pedestrians and/or cyclists, as well as actions to increase the knowledge and skills of these two groups.

3. Best initiative supporting road safety in [motorcycling](#)

This category invites members to submit activities that improve the safety of motorcyclists or increase the knowledge and skills of motorcyclists themselves.

4. Best initiative promoting road safety [education](#)

Initiatives that focus on increasing the skills and knowledge of road users through educational activities can apply for this category. The actions can be organised for all types of road users and all age groups.

5. [Urban Road Safety Award](#) (open to municipalities, cities and regional authorities)

Cities, municipalities and authorities can submit their impactful road safety activities, campaigns and strategies in this category. The actions can be organised for all types of road users and for all age groups.

The awards

The winners of the awards ceremony in Brussels will be announced and rewarded with a personalised trophy. Apart from this award, they will receive a digital winners' badge and an after-movie that they can use for their own communication purposes. We will highlight the winners on the European Road Safety Charter website and on our social media channels.

Practical information

- The awards are only accessible for members. If you are not yet a member, please [register here](#) so you are able to create a submission.
- Registered members must log into their Charter account and select "**Add a new award submission**" under '**My account**'.
- You can also access the award application directly [here](#) – you **MUST** be logged in to your Charter account before clicking this link.
- Only applications of an EU Member State, an EFTA country (Iceland, Liechtenstein, Norway and Switzerland) or an Accession State (Albania, the Republic of North Macedonia, Montenegro, Serbia and Turkey) are eligible for an award. Submissions from outside one of these countries can still be published on the Charter's website as a valuable inspiration for others but will not be considered for an award. To submit a good practice, [click here](#) – you **MUST** be logged in to your Charter account before clicking this link.
- Submissions are welcome in any official EU-language.
- If you need support with your submission, you can contact the Charter helpdesk at ersc-helpdesk@ricardo.com.



Timescales

The **deadline for the submissions is Monday 17 June 2024**. The Charter team and the National Relays will be able to support your submission.

The shortlisted candidates will be contacted in September to prepare their attendance and participation at the awards ceremony, which will be held on **Thursday, 14 November 2024**, in Brussels and online.

Submission process

Title and Award category

In this section, you are required to provide an initiative/ activity title. This can be in your chosen EU language, however, you will also be required to provide a title for your initiative later in the form in English. Please ensure this title is clear and provides some insight into your activity.

You will also be asked to select the award category you would like to apply for. You can select multiple categories should your initiative qualify for more than one.

Organisation details

To approve your application for the awards, it is important to have the necessary and correct contact information in your application. The Charter team may contact you to request additional information to complement your application and inform you of your submission's evaluation.

Scope

In this section, you can provide more background information on your initiative. What was the main road safety challenge you wanted to address, and which target audience(s) did this include? The motives behind initiating the initiative will help the judges better understand why you have chosen to set up certain activities.

Project activities

This section provides an opportunity for you to give a detailed description of the activities you have carried out. The information on the operational execution, the tools used, the timeframe of the initiative and the inclusion of other partners and organisations will create a clear image of your initiative.

In addition, insights regarding the implementation, in terms of what worked well and what challenges you needed to overcome, will be valuable in understanding the potential for replicating your initiative in other geographies.

For each question, an approximate word count is given in the submission form to help you summarise all information in a concise yet sufficiently detailed manner.

Evaluation

An important part of an action plan is the evaluation of the results and expected impacts of the initiative. This evaluation can lead to a possible modification of your activities to create an even



bigger positive impact on the road. It can also support you in convincing others to support the initiative.

In this section, describe how your initiative was evaluated, how effective it was and how you communicated it. Indicate how other members could learn from your initiative and whether it would be possible to implement it elsewhere.

Supporting material

Any additional visuals (such as photos, videos) or links to posts, web pages or online accounts. They support the transferability of your submission.

Creativity

Creativity is crucial to explore new ways to make our roads safer. In this section, you can describe the elements that make your activities stand out.

Further steps

In this section, you are asked to explain your plans for the future. This part of your application is important for the judges to understand how you will continue improving road safety.

Submitting your application

Please ensure all the fields in the application are filled out in as much detail as possible.

If you would like to save your application but are not ready to submit it, then ensure the status is 'Draft (Current)' in the Publishing options tab and click Save.

When you are ready to submit your award application for review, please set the status to "Needs Review" in the Publishing options tab at the bottom of the form.

Contact information

Charter helpdesk: ersc-helpdesk@ricardo.com