



Excellence in Road Safety Awards 2024



Welcome



Welcome to the Excellence in Road Safety Awards 2024. My name is Kristian Schmidt, I am the Director for Land Transport at the European Commission's Directorate-General for Mobility and Transport, and the European Road Safety Coordinator.

I am thrilled to return to host these prestigious awards. The initiatives

outlined in this brochure are leading the way towards safer roads for all and it is my pleasure to celebrate their achievements during this year's Excellence in Road Safety Awards.

I'd like to also take this opportunity to thank our panel of judges whose expertise was invaluable in helping us in judging the entries to this year's awards.

The European Road Safety Charter, led by the European Commission, is the largest civil society platform on road safety and our members are leading the way to safer roads in Europe.

Around 4,100 companies, associations, local authorities, research institutions, universities, and schools have committed to the Charter, and their actions have strengthened road safety culture across Europe, improved knowledge about the causes of accidents, and helped to create preventative measures and solutions.

Our annual awards are the perfect opportunity to recognise and celebrate the incredible achievements of its members towards our shared goal of improved road safety across Europe.

The finalists we showcase below are great examples of what organisations of all kinds can do. They will hopefully inspire even more road safety initiatives and help us build greater momentum towards our

Vision Zero goal – halving road deaths and serious injuries by 2030 and eliminating them altogether by 2050.

The categories of the awards vary each year to shine a spotlight on different aspects of road safety. The 2024 categories are:

- ★ Best project promoting road safety education
- ★ Best project supporting road safety in motorcycling
- ★ Best project supporting road safety for vulnerable road users: pedestrians and cyclists
- ★ Best use of technology and innovation to promote road safety
- ★ Urban road safety award (open to municipal, city and regional authorities)

We had 105 applications this year, each of which is making a real difference every day.

Meet the judges

Juan Caballero



Organisation: Eurocities

Bio: Juan works at Eurocities where he has focused on sustainable urban mobility since 2015. He has coordinated the EUROPEANMOBILITYWEEK Secretariat for nine years, gaining experience in awareness campaigns, behavioural change, and citizen participation. Eurocities addresses urban road safety through various projects, working groups, and task forces.

Wim Taal



Organisation: Federation of European Motorcyclists' Associations (FEMA)

Bio: Wim is currently the General Secretary for the Federation of European Motorcyclists' Associations (FEMA) and has been involved in motorcycle issues since 1997. FEMA represents twenty motorcyclist organisations from across Europe and focuses on the machine, the rider, and the infrastructure.

Giovanni Pintor



Organisation: AdessoBasta NGO

Bio: Giovanni works in the field of international partnerships and resource mobilisation in the automotive and public transport sectors. He served as a strategic partnerships consultant for the United Nations Road Safety Fund for the last three years. He is the founder of AdessoBasta NGO, which advocates for safer road infrastructure in Sardinia, Italy. In 2022, he was elected by the EU Commission as the Young Leader for green and safe mobility in LMICs.

Our finalists

The European Road Safety Charter would like to thank every organisation who applied for this year's Excellence in Road Safety Awards and wish all the finalists the best of luck in Brussels and online at the awards ceremony on Thursday 14th November 2024.



Education

Education is the foundation of lasting road safety improvements. This award recognises programmes and campaigns that empower individuals with the knowledge and skills needed to navigate roads safely, fostering a culture of responsibility and awareness.



Awareness campaign about aggressive drivers



Organisation: Platforma VIZE 0

Organisation type: Association

Country: Czech Republic

Target audience: Car drivers

Due to aggressive driving, drivers often face dangerous road situations. Nearly 60% of drivers under 30 admit to not always maintaining a safe distance, and 20% accelerate when another car tries to overtake them. Platforma VIZE 0 ran a campaign from May to December 2023 to address these issues, focusing on aggressive driving through preventive and educational activities. The campaign identified six types of aggressive drivers: the Tailgater, Lane-hopper, Harsh-braker, Snail, Racer, and Left-laner.

The campaign included a catchy jingle, engaging videos, and a creative competition inviting the public to describe new types of aggressive drivers, called “DriveArse.” Two websites supported the initiative with information, tips, and an e-learning platform for practising responses to traffic aggression. The campaign was enhanced through radio broadcasts, influencer collaborations, and partnerships with OMV petrol stations, which offered prizes and encouraged public participation.



LEARN!



Organisation: European Transport Safety Council

Organisation type: Association

Country: Europe

Target audience: Policy Makers

Road safety education for children varies widely across Europe, with no standardised terminology or methodology. The LEARN! - Leveraging Education to Advance Road Safety Now! - project aims to improve traffic safety and mobility education by addressing this gap. It provides detailed reports, recommendations, and resources for education professionals, along with policy suggestions for decision-makers.

The project's main publications, the LEARN! Key Principles and LEARN! Manual, are comprehensive guides for effective road safety education. The LEARN! Flash series offers brief reports on specific topics.

Since 2019, the LEARN! project has organised the annual European Traffic Education Seminar to exchange ideas and best practices. LEARN! materials have helped shape national learning goals, promoting a more standardised approach to road safety education in Europe.



Protecting wildlife and humans



Organisation: ANDC

Organisation type: Enterprise

Country: The Netherlands

Target audience: All drivers

Nature in Gelderland is flourishing, but the increasing number of wild animals has raised the risk of wildlife-related accidents, leading to significant damage and serious consequences for drivers. Despite measures like warning signs, more action is needed, as many drivers underestimate the risk and ignore speed limits.

To address this, ANDC, in collaboration with Dijksterhuis and Van Baaren, developed behaviour-oriented interventions such as welcome messages on pillars, dynamic messages, and fake animal signs to encourage adherence to speed limits. The impact on motorists' speed was measured on three roads with an 80 km/h speed limit and a 60 km/h advisory limit. Results showed that the interventions effectively reduced motorists' speeds, with the dynamic message being key for long-term impact.

Motorcycling

Motorcyclists are particularly vulnerable due to their exposure and mobility on the roads. This award highlights efforts to improve motorcyclist safety through better infrastructure, awareness, and protective measures, helping to reduce accidents and fatalities.


Brittany Ferries

A guide for UK motorcyclists



Organisation: Brittany Ferries and the Directorate-General of Traffic

Organisation type: Enterprise and Government

Country: Spain

Target audience: Motorcyclists

Cantabria is a popular destination for foreign motorcyclists, thanks to its scenic mountain passes and charming towns. Brittany Ferries transports around 8,500 motorcyclists from the UK to Santander each year. In response to the 286 motorcyclist fatalities in Spain in 2023, a project was launched to enhance rider safety by developing a comprehensive tourist guide.

This guide provides crucial information on Spanish traffic laws, emergency contact numbers, mandatory helmet use, legal alcohol limits, and speed limits for various types of roads. It is distributed to all motorcyclists boarding the ferry, allowing them ample time to familiarise themselves with local regulations before they arrive in Spain.



Motorcyclists' safety project



Organisation: Slovenian infrastructure agency

Organisation type: Local authority

Country: Slovenia

Target audience: Motorcyclists

This project implemented several pilot activities designed to improve motorcycle safety. One key initiative involved introducing specialised road markings on 15 curves to encourage motorcyclists to navigate turns more widely.

This adjustment resulted in a 21% reduction in motorcycle accidents on those marked curves. Additional measures included optimising traffic signs, installing safety chevrons and bollards in curves, lowering speed limits, and placing iron grids and mesh panels to prevent sand and rocks from contaminating the road.

The project also produced informative videos on first aid specifically for motorcyclists, further enhancing rider safety and preparedness.

Special road markings on bends



Organisation: KFV

Organisation type: Association

Country: Austria

Target audience: Motorcyclists

Research has shown that motorcycle riders often ride too close to the centre line on left-hand bends, especially when poor visibility increases the risk of collisions and loss of control. To improve safety, the project aimed to reduce these risks by introducing additional W-shaped road markings next to the centre line. These markings guide riders away from the centre, preventing them from leaning into oncoming traffic.

Since the implementation of these markings, injury crashes on such bends have decreased by 80%. This measure is effective because it is intuitive and easy for riders to follow, requires no additional training, can be applied in various road conditions, and has been widely accepted by motorcyclists. The project has significantly improved road safety for motorcycle riders by addressing specific risky behaviour with a targeted solution.

Pedestrians and cyclists

This award emphasises the importance of protecting those most at risk on our roads. Pedestrians and cyclists face unique dangers, and safeguarding their lives is crucial to building safer, more inclusive communities where everyone can move freely and safely.



Bicycle Helmet Day



Organisation: Dutch bicycle helmet coalition
Organisation type: Association
Country: The Netherlands
Target audience: Cyclists

In the Netherlands, cycling is the primary mode of daily transportation. However, bicycle-related injuries have surged by 40% over the past decade. When the campaign began in 2022, only 2% of cyclists wore helmets. To address this, Bicycle Helmet Day saw healthcare professionals leading by example by wearing helmets to work. Hospitals and non-medical organisations hosted various events to promote helmet safety, including theatre performances, helmet discounts, informative presentations, quizzes, and cycling tours.

In 2023, a symposium featured speakers from Denmark and Australia who shared insights on helmet legislation and voluntary promotion strategies. Since the campaign's inception, helmet use among healthcare professionals has increased from 3% to 15%, and usage among the elderly has risen to 20%. There is also ongoing collaboration with the Belgian healthcare sector to further these efforts.



Alternative Mobility Strategy



Organisation: Axencia Galega de Infraestruturas

Organisation type: Local authority

Country: Spain

Target audience: Pedestrians and cyclists

Many routes connecting interurban areas with schools, health centres, and public facilities are designed primarily for motorised vehicles, making them unsafe for pedestrians and cyclists. To address this issue, Axencia Galega de Infraestruturas has prioritised the development of dedicated pedestrian and cycle paths along these routes. These paths allow vulnerable road users to travel independently without sharing the road with motorised traffic.

Since 2014, the agency has invested over 143.4 million euros in developing 280.2 km of pedestrian and cycle paths. Impressively, no accidents involving vulnerable road users have occurred on these newly developed paths, and the number of pedestrians and cyclists using these routes has increased significantly.



The School Cup



Organisation: La sécurité routière

Organisation type: Association

Country: Luxembourg

Target audience: Children

The School Cup is designed to educate children on the safe use of bicycles on public roads, offering a comprehensive programme that includes both theoretical and practical courses. These courses and tests are conducted at school, on the road, and even at home. The top-performing students from across Luxembourg can compete in the final tests, where they can win a bicycle.

In 2023, The School Cup saw participation from 70 schools, with 71 students advancing to the finals. A total of 10,400 students participated in the theoretical component of the competition. Local road tests and final exams are announced on the radio to increase motorists' awareness of the presence of children in traffic, promoting a safer environment for all road users.

Technology and innovation

Advancements in technology and innovation are key to the future of road safety. This award celebrates groundbreaking solutions that enhance safety, from smart vehicles to innovative traffic management systems, driving progress towards safer roads for all.

The ALSA logo consists of the word "als" in a light blue, lowercase, sans-serif font, followed by a white square containing the letter "a" in the same light blue font.

Driving out harm

Organisation: ALSA

Organisation type: Enterprise

Country: Spain

Target audience: Employees



ALSA has invested in advanced technology across over 3,700 vehicles in Spain to enhance driving safety. This includes the deployment of smart cameras utilising “machine vision” and “artificial intelligence” (MV+AI) systems, capable of detecting 40 different types of driver behaviour. These cameras measure speeding, monitor various driving parameters, and identify unsafe driving practices.

The data collected is used to assess each driver’s risk profile. ALSA then tailors personalised interventions, such as targeted training, specific vehicle and route assignments, and increased follow-up and monitoring. High-performing drivers are recognised and rewarded for their efforts.

This initiative has resulted in a 36% reduction in crash frequency and a 66% decrease in crash severity, significantly improving overall road safety.



Traffic lights of the future



Organisation: Center for Traffic Management Bavaria

Organisation type: Local authority

Country: Germany

Target audience: All road users

Vulnerable road users, such as pedestrians and cyclists, face significant safety challenges, particularly at intersections and road crossings. Issues like poorly designed or inadequately marked road crossings, suboptimal traffic light planning, and insufficient pedestrian priority measures elevate these risks.

To address these concerns, the Center for Traffic Management Bavaria has equipped traffic lights with advanced intelligent systems to improve traffic management and enhance safety for all road users. These systems include emergency vehicle prioritisation, collision warning systems, green time requests for pedestrians, green time prioritisation for cyclists, and an intelligent bicycle totem.

These features are especially beneficial for large groups, schoolchildren, wheelchair users, and the elderly, ensuring safer and more efficient interactions between different types of road users.



Mobilidata



Organisation: Interuniversitair Micro-Electronica Centrum vzw (IMEC)

Organisation type: School / Research Centre

Country: Belgium

Target audience: Car drivers and motorcyclists

The Mobilidata programme in Flanders addresses the lack of centralised, real-time traffic warnings by implementing the standardised C-ROADS Cooperative ITS model across the entire region. Mobilidata integrates road safety information from governmental, private, and community sources to provide comprehensive and timely traffic alerts. This information, which includes input from traffic controllers, vehicle sensors, and road user reports, is combined and distributed in a neutral, non-commercial environment to enhance road safety.

The programme covers 31 use cases, categorised into road regulations and policies, warnings of dangerous situations, and connected infrastructure/traffic lights.

Urban

In 2023, more than 7,752 people lost their lives on urban roads. Cities, municipalities, and regional authorities play a key role in developing actions to decrease this number drastically. This award celebrates the outstanding and innovative achievements of local authorities in Europe.



Bologna Città 30



Organisation: Comune di Bologna

Organisation type: Local authority

Country: Italy

Target audience: All road users

In Italy, 73% of road crashes occur on urban roads, with Bologna experiencing the third highest road death rate among the country's fourteen largest cities. To tackle this issue, the Città 30 initiative has been launched with four main strategies: designating 70% of the city as a 30 km/h zone, investing 24 million euros in new pedestrian areas and cycle paths, launching public communication campaigns and an ambassador programme for sustainable mobility, and increasing police patrols to enhance awareness and enforce traffic laws.

The initiative has attracted significant public engagement, with nearly 20,000 citizens participating in an online questionnaire and the project website receiving 114,672 unique visits. Early results are promising in the first three months of 2024, the city saw a 14.5% reduction in crashes and a 12.6% decrease in injuries compared to the same period last year.



AI road inspections



Organisation: Faxe Kommune

Organisation type: Local authority

Country: Denmark

Target audience: Road workers

Traditionally, road work inspections are conducted manually, often exposing employees to danger as they had to physically enter the street to take photographs or drive while searching for hazards. This manual approach compromises safety and limits the thoroughness of hazard detection.

AI-powered automatic road safety inspections have transformed this process, created a safer working environment, and enhanced efficiency. Inspection vehicles equipped with advanced AI technology now identify and catalogue over 60 different types of road hazards, including potholes, cracks, and debris. The AI system analyses real-time data and generates a priority list, which helps road workers address the most critical issues first. This technological upgrade has reduced working time by 50% and identified over 1,569 potholes over a 12-month period. The result is a more effective and safer approach to road maintenance.



The Strategic Road Safety Plan 2021-2030



Organisation: cuerpo de Policía Municipal de Madrid

Organisation type: Local authority

Country: Spain

Target audience: All road users

The Strategic Road Safety Plan 2021-2030 for Madrid implements a comprehensive prevention policy focused on enhancing urban road safety and sustainable mobility, with a particular emphasis on protecting vulnerable groups. It promotes innovative participation, action, and evaluation methods, ensuring coordinated emergency services and the development of a road safety services charter with commitments to citizens.

The plan emphasises transparency by actively publishing results and includes measures addressing all aspects of urban road safety, including occupational road accidents, in one of Europe's largest and most mobile cities. The initiative has reached a large portion of the population and visitors through various internal and external channels. All actions are measured and evaluated using a range of internal and external tools.

**Together we are
road safety**



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