



European Road Safety Charter – Excellence in Road Safety Awards 2025 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 Charter organises the Excellence in Road Safety Awards annually to reward our members for their commitment and give initiatives the ultimate international recognition. A jury of road safety experts, together with 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 16 October 2025**.

The initiatives submitted for the awards will demonstrate that they have successfully addressed a road safety problem. This can be an action, project, strategy, campaign, method, or innovative approach where the results are visible and measurable.

The main criteria used for the evaluation of submissions are:

- **Impact and scale:** What are the initiative's results and realised or expected impact?
- **Originality:** How unique and innovative is the initiative in your region or country?
- **Visibility and dissemination:** To what extent 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.

Award categories 2025

The categories for the awards differ each year to include as many initiatives as possible. For 2025, the categories are:

Driving under the influence (DUI) and/or distraction

This award category recognises the best road safety initiatives targeting driving under the influence (DUI) and/or distraction. It celebrates initiatives, campaigns, and projects that focus on either raising awareness or enforcing these dangerous behaviours, which result in a significant number of casualties and fatalities each year. Initiatives should demonstrate a clear impact in reducing dangerous driving across Europe's roads, targeting all road users and age groups.



Education

This award category recognises the most impactful road safety education initiatives across Europe. It celebrates efforts that enhance road users' skills and knowledge through innovative educational activities. Initiatives targeting all types of road users across every age group are encouraged to apply and demonstrate their commitment to improving road safety.

Older people

This award category recognises the best road safety initiatives focused on improving the safety of older people. It celebrates efforts to reduce risks for older road users while enhancing their knowledge and skills to navigate the roads more safely. Initiatives should demonstrate a clear commitment to addressing the unique challenges older people face in road safety.

Technology

This award category recognises the best road safety initiatives that leverage technology to enhance road safety. It celebrates groundbreaking solutions, including new products, technologies, systems, or processes, that improve the effectiveness and reach of road safety measures, research, or activities. Initiatives can target all types of road users across every age group and are encouraged to demonstrate how technological innovation is driving progress in road safety.

Urban (open to municipalities, cities and regional authorities)

This award category recognises the best urban road safety initiatives. Cities, municipalities, and regional authorities are invited to submit their impactful road safety activities, campaigns, and strategies. These initiatives can target all road users and age groups, demonstrating a commitment to improving safety in urban environments.

Practical information

- The awards are only accessible to members. If you are not yet a member, please [register here](#) so you can 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 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 Friday 16 May 2025**. The Charter team and the National Relays can 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, 16 October 2025**, in Brussels and online.

Winners will be presented with a prestigious trophy, a digital winners' badge, professional photographs, and a winner's video. Their achievements will also be prominently featured on the European Road Safety Charter website and across our social media platforms, celebrating their success and amplifying their efforts to advance road safety.

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 for which you want to apply. Please select the one that best fits with your initiative.

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, regarding 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 evaluating the initiative's results and expected impacts. This evaluation can lead to modifying your activities to create an even bigger positive impact down the road. It can also help you convince 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

These can be 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 want to save your application but are not ready to submit it, 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