

## European Road Safety Charter

Call for Good Practices - to enter the selection for the:

### **Excellence in Road Safety Awards 2017**

Deadline to submit nominations: March 31<sup>st</sup>, 2017

Submit to [charter@paueducation.com](mailto:charter@paueducation.com)

#### **SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION**

	Please fill in here	Instructions										
Name of the organization	European Tyre and Rubber Manufacturers' Association - ETRMA											
Type of organization	<table border="1"> <tr> <td>SME</td> <td></td> </tr> <tr> <td>Large business</td> <td></td> </tr> <tr> <td>Association</td> <td>X</td> </tr> <tr> <td>Education/Research institution</td> <td></td> </tr> <tr> <td>Local/regional authority</td> <td></td> </tr> </table>	SME		Large business		Association	X	Education/Research institution		Local/regional authority		Please tick one box
SME												
Large business												
Association	X											
Education/Research institution												
Local/regional authority												
Organization main activity	ETRMA is the voice of the Tyre and Rubber industry in Europe. It's primary objective is the representation of the regulatory and related interests of manufacturers at European and international levels.	Activity field										
Country	Belgium	Country of the organization										
Website	<a href="http://www.etrma.org">www.etrma.org</a>	Organization website										
Contact person	Fazilet CINARALP	For the follow-up of the application										
Contact person's position	Secretary General											
Contact person's email address	<a href="mailto:info@etrma.org">info@etrma.org</a>											

Contact person's phone number	+32 2 218 49 40	
Partners in the initiative	National tyre industry associations of Belgium, Finland, France, Germany, Hungary, Italy, The Netherlands, Poland, Spain, UK, as well as tyre manufacturers own websites.	Your main partners in delivering the road safety activity

## SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	May 2016 and still ongoing.	The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process.
Departments/persons involved internally	Ms. Fazilet CINARALP, Secretary General Ms. Marta CONTI, Coordinator Trade and Parliamentary Affairs	In the case of persons, indicate their positions.
Geographical scope of the activities	Europe, especially in Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, The Netherlands, Poland, Romania, Spain, Sweden, Turkey and UK.	Indicate where the activities were implemented.
Summary of the initiative	To promote good practice with regards to tyre use and maintenance, the ETRMA has launched the TyreAWARE campaign, which consists of guidelines and recommendations. The materials available on the dedicated website are intended to help the value chain to share best practices about tyre handling and storage, service life and tyre safety, and maintenance for consumers.	Describe the initiative indicating the subject, its aims and the main activities it involves.  Max: 100 words

<p>Innovative character</p>		<p>If applies, describe to what extent the proposed initiative will lead to new approaches and practices in road safety.</p> <p>Max: 100 words</p>
<p>Issues that are addressed with the initiative</p>	<p>Tyres are the only point of contact between the vehicle and the road, which is no larger than the surface of a postcard. It is therefore essential that drivers choose the right tyres and make proper use of all information available to them, starting with the information on the tyre label. Furthermore, once purchased, drivers are required to maintain their tyres in good service conditions.</p> <p>It encourages and explains, through easily understandable text, pictures and videos, how to check e.g. tyre pressure, tyre tread depth, tyre damage, and what to do in case of problems.</p>	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>
<p>Activities developed</p>	<p>Creation of TyreAWARE website (<a href="http://www.tyreaware.org">www.tyreaware.org</a>), online since May 2016.</p> <p>Two information campaigns carried out since launch.</p> <p>Information material available in 14 languages.</p> <p>Interactive participation through a quiz and videos.</p>	<p>Describe all the activities involved in the initiative, and where appropriate indicate the arrangement for each partner's participation.</p> <p>Max: 600 words</p>

<p>Genesis</p>	<p>Industry surveys showed the need to raise awareness of the importance of tyres, of their maintenance and their service life in order to improve overall road safety and tyre performance. E.g.: in 2012, 78% of vehicles run with underinflated tyres and 25% on overworn tyres.</p>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
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Transferability and multiplier effect	<p>The information material has been translated in 14 languages and is available on the website for all to use.</p> <p>The European Commission promoted the website through the national Road Safety Authorities.</p> <p>UNECE is planning to build on the information from TyreAWARE for a brochure “All you need to know about tyres”.</p>	<p>Describe to what extent the proposed initiative will allow the transfer, dissemination or application of the results, experience and knowledge gained as well as the good practices on a larger scale.</p> <p>Max: 200 words</p>
Promotion and dissemination	<p>The project has been disseminated through its dedicated website, through communication by the press and by the Authorities.</p>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>The project started in May 2016 and is ongoing. Newer information will be added as appropriate.</p>	<p>Indicate if there is a plan to continue some activities in the coming years.</p> <p>Max: 100 words</p>
Evaluation of the activities	<p>Evaluation through the number of articles in the press, through the number of visits on the website and through the number of quiz taken.</p> <p>To date, 67 articles were published on the project. The number of visits on the TyreAWARE website amounted to 4.587 and 152 people took the quiz.</p>	<p>If relevant, describe the proposed evaluation method and the performance indicators in relation to the expected objectives.</p> <p>Max: 100 words</p>

<p>Other important aspect that you want to underline</p>		<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>
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