



European
Commission

European Road Safety Charter

Candidates for
Good Practice **Guidelines**

Contents

1	The renewed European Road Safety Charter p.3
2	Call for Good Practices p.4
2.1	Who are these guidelines for and why?
2.2	What is a Good Practice?
2.3	What characterises a Good Practice candidate?
2.4	How to apply to become a Good Practice?
2.5	Why become a Good Practice candidate?
2.6	What will I find in these guidelines?
3	Carrying out the evaluation p.8
3.1	What is evaluation about?
3.2	How shall I design my evaluation plan to measure the impact?
3.3	How do I select the target groups?
3.4	Who will carry out the evaluation?
3.5	How do I select evaluation indicators?
3.6	How do I select the evaluation tools?
4	Sharing knowledge p.14
5	Renovating your ERSCharter commitment p.15

1 The renewed European Road Safety Charter

The European Road Safety Charter (ERSCharter) is a civil society platform on road safety based on concrete commitments undertaken by businesses, associations, local authorities, research institutions, universities and schools. To date, more than 2,300 entities from all EU Member States have endorsed the ERSCharter with commitments aiming to improve road safety standards and to develop a road safety culture among European citizens. The new phase of the ERSCharter 2013 – 2016 has evolved from the experiences and lessons learnt from the two previous editions. The principle underlying the ERSCharter remains the same: that ownership and responsibility for road safety should be shared with all stakeholders, both experts and non-experts. The new slogan speaks for itself:

**Together we are
road safety**



2 Call for Good Practices

2.1 Who are these guidelines for and why?

These guidelines have been developed to help the ERSCharter members to apply for the **Good Practice** label.

They build on the experiences and knowledge gathered from the ERSCharter commitments and road safety activities submitted to date as well as on expert contributions from the scheme's scientific advisers.

By creating a quality mark, the ERSCharter wishes to endorse outstanding road safety practices: commitments characterised by the quality and effectiveness of their approach, by an innovative and creative set of resources, and responding to key road safety challenges.

2.2 What is a Good Practice?

The simplest way to define a **good practice** is to say that it is an action (activity, strategy, methodology, approach, technique, etc.) that has been assessed for effectiveness in addressing a road safety problem and proven to be successful. Thus, good practices are based on evidence and have clear indicators against which success is measured.

Hence, a key component of a good practice commitment is a **well-designed evaluation plan** that is inclusive of all aspects of the development process, clearly shows how the action progresses according to the initial plan and, above all, enables you to measure the impact of your actions.

A label of **Good Practice** will only be given once the commitment has produced sufficient results and information suitable for analysis by the ERSCharter team of experts and the European Commission. Apart from these guidelines, each candidate will receive personalised assistance from the charter's team throughout the application process.

All approved **Good Practices** will compete for the **Excellence in Road Safety Awards**, which will take place each year in Brussels.

2.3 What characterises a Good Practice candidate?

In order to be considered a Good Practice, a commitment should have:

- An evaluation plan demonstrating the effect of the action by using a pre/post comparison and/or intervention-control groups (impact assessment)
- Evaluation Indicators that are consistent and adequately measured, able to measure results and demonstrate the effect and impact of the actions
- A strategy for the communication and sustainability of the actions, with well documented indicators of the process such as number of actions undertaken, people reached, materials produced, staff involved, etc.

2.4 How to apply to become a Good Practice?

1 Register

Before applying for the Good Practice label you have to register to become an ERSCharter member and accept the ERSCharter principles.

2 Tell us your action plan

If you decide to assume this challenge, you are invited to fill in the Candidates for Good Practice form and indicate your objectives, scope, actions planned and your evaluation design.

3 Validation of your action plan

The ERSCharter team will review your proposal and help you to improve it if any modifications are required.

4 Share the progress of your actions

Once approved, your action and evaluation plan will become public on the ERSCharter website and you will upload information about the activities you are carrying out within your commitment.

5 Share your results

Once your activities are finished, you will be asked to examine their effectiveness according to the evaluation plan.

6 Evaluation of your commitment

Once the assessment of the effectiveness of your actions is finished your entire commitment will be re-evaluated by the charter's experts in order to consider it for the Good Practice label.

Good Practice!

7

Each year, a jury of experts will give awards to the most outstanding good practices and will invite the winners to participate in the Excellence in Road Safety Awards ceremony in Brussels.



2.5 Why become a Good Practice candidate?

Common responsibility

It's an opportunity to carry out a road safety project that truly illustrates the slogan *Together, we are Road Safety!*

Social corporate responsibility

It's a challenge for your organisation to join forces for a social objective, improving public health and reducing road accidents.

Sharing knowledge

It's an opportunity to share good practices, inspire and learn from others.

Learning experience

You can count on the support of experts to develop your actions.

Visibility

You will demonstrate your ability to act, both among the ERSCharter members and outside the ERSCharter community, by setting clear objectives and seeking effectiveness in your work.

Excellence in road safety

You can become a real example of road safety commitment.

Recognition

You can win an award and liaise with policy makers and other organisations committed to road safety at the Excellence in Road Safety Awards ceremony in Brussels.

2.6 What will I find in these guidelines?

The specific goal of these guidelines is to assist you in the definition and implementation of the **impact assessment** for the road safety commitment you will be submitting to the call for Good Practices.

This guide will not give you advice on how to design a road safety action - for this information you can consult the ERSCharter Commitment Guidelines. We recommend you plan your evaluation at the same time you plan your activities, so that these processes are parallel and mutually enriching.

These guidelines will provide you information on:

- Why is evaluation important?
- How to define the objectives of an evaluation?
- How to define target groups?
- How to design your evaluation to measure the impact of your actions?
- Which evaluation tools to choose for your objectives?
- How to go further: dissemination, sustainability and scaling up



3 Carrying out the evaluation

In this section we will provide you with practical advice to design your evaluation plan.

3.1 What is evaluation about?

Evaluation can help you to:

Find out the effectiveness and the efficiency of your actions ▼	Identify strengths and weaknesses of your action ▼	Decide if your actions are cost-effective to make investment decisions and decide about the future of your actions ▼	Decide whether your action can be replicated and under which condition ▼
Impact	Learning process; Improvement of performance	Guidance in investment decisions	Replication

3.2 How shall I design my evaluation plan to measure the impact?

There are basically two ways of determining the impact of your action:

- Measuring the problem before and after your intervention aiming to improve one of the road safety indicators in order to make comparisons. This strategy could be completed by another measurement to test the stability of the effect over time.
- Measuring the differences between the indicators in situations that affect two different groups: one that is exposed to change due to our actions (intervention groups) against another group with similar characteristics that is not exposed to such actions (control group). This could be extended to more groups or types of activities.

Both approaches have their strengths and weaknesses and may need extra measurements to guarantee their result. This is why a combination of both is frequently recommended, in a way that allows the following evaluation designs:

N° of groups ▾	Moments of measurements ▶		
	Only after intervention	Before and after intervention	Before and after intervention + monitoring
Intervention group only	+	++	+++
Intervention group + control group	*	++*	+++*

The strategies displayed in the table above range from most to least powerful in terms of impact assessment:

- +** Measurement after the intervention allows limited conclusions about the impact produced.
- ++** This design allows to evaluate short-term changes. You have to be very careful while drawing definite conclusions from this kind of evaluation due to the fact that different factors you had not controlled may have affected your population and contribute to the effect observed.
- *** This evaluation design is commonly used, but it does not consider the situation previous to your intervention. You have to be particularly careful when selecting the participants in both intervention and control groups, as they have to be as similar as possible so that the change (impact) observed may be attributable to your intervention and not to differences inherent to the groups.
- +++** This kind of design allows the evaluation of changes that are maintained over time. However, you have to make sure that the effects observed are due to your intervention and not to other factors you had not controlled.
- ++*** This kind of design is adequate to identify short-time effects.
- +++*** This is an ideal evaluation design, but it requires time and considerable efforts to be implemented. Its main hurdle is how to follow up participants of your actions over a long period of time.

The choice of the right evaluation strategy is far from being easy and depends largely on the type of intervention, the activities, as well as the target group. The ERSCharter team will help you select the appropriate impact evaluation design for your action. We also invite you to consult the resources that are being published on the ERSCharter website.

3.3 How do I select the target groups?

An ambitious commitment aims to reach as many people as possible and to extend its effect, but if you want to measure the impact it is important to follow some recommendations regarding the selection of the target groups who will participate in and benefit from your actions. It is especially important if you use the evaluation design with intervention and control groups. Thus, it is convenient to bear in mind that:

- Participants may respond differently to your actions. Your target group should be able to respond positively to the interventions you have planned, although diversity always means that there are people who are more able than others to assimilate change, either because of their general tendency to resist it or because their attitudes or habits are already positive and can hardly be improved. Targeting your intervention on people with average profiles often allows to see the effect more clearly.
- In order to obtain reliable results from your evaluation, it is important that the intervention and control groups are comparable. If there are previous differences it will be difficult to determine whether the effects obtained are attributable to your intervention. For example, it would be a bad idea to compare the results obtained from participants who volunteered to take part in your intervention against those that come from people who avoided participation in it, since the effects will be certainly connected to this initial difference of attitude. A good idea, on the other hand, would be to select participants for the intervention and control groups with similar characteristics in terms of age, sex, level of education, experience as car drivers, etc.
- A special follow up of the participants is needed for designs measuring the effect pre- and post-intervention, as participants tend to abandon the study on the second phase, when information is requested.
- When you carry out a longitudinal evaluation (pre- and post-intervention) it is much more effective and reliable if you compare exactly the same groups rather than different groups, even if they have similar characteristics. Besides, this form of evaluation can present you with problems related to confidentiality and anonymity. Information provided anonymously is much more reliable, but it is advisable to use codes to identify participants and match the information obtained before and after the intervention.

Testimonial of Chaves-Verín¹

–What have you learnt from your contacts with other members?

"We learned about the importance of solidarity, social engagement and those people who do very important work behind the scenes."

Testimonial of Passe-partout²

–How have your actions heightened awareness?

"Over 90% of participants said that the activities helped raise their road safety awareness."

¹ Verín, in Spain, and Chaves, in Portugal, are towns close to the border between the two countries. They jointly signed the Charter in April 2010.

² Passe-partout is a Polish-based international association running projects in road safety and other fields. It became a Charter member in July 2012.

3.4 Who will carry out the evaluation?

The process of carrying out an internal impact assessment can involve several players:

- Those responsible for designing, coordinating and analysing the results of the indicators used in the evaluation process (Assessment Team). These people can be members of the organisation that develops the commitment or, even better, belong to an external organisation. Experts may be needed for this role.
- The participants who benefit from the actions can provide information about themselves (attitudes, behaviours, habits, degree of satisfaction with the actions) using a questionnaire designed for this purpose.
- Other observers who have access to relevant information (data on accidents, pollution, infractions or risk exposure, etc.) or experts who may conduct an objective evaluation of the scope of your actions, processes, etc.
- The evaluation requires defining an Evaluation Team as a necessary part of planning. It is especially enriching if apart from members of your organisation you can include other players in your planning. All participants are involved in one way or another in the evaluation, but it is important to differentiate their contributions as they have different perspectives on the process.



3.5 How do I select evaluation indicators?

Below we include a list of indicators that could be used to measure the effectiveness of road safety actions.

Choose indicators that are in the scope of your financial and organisational possibilities. If you want to go further and make a commitment with a more complex evaluation plan, consult our Candidates for Good Practice Guideline or the ERSCharter team.

Objective indicators

- Decrease in the number of accidents and victims
- Decrease in the number of traffic safety offences, especially the most serious ones (seat belt use, speeding, alcohol and drug risk behaviours, etc.)
- Decrease in material and time related costs of accidents
- Decrease in the level of risk exposure: number of trips, types or length of trips, increased use of public transport, etc.
- Indicators measuring participation: number of participants and beneficiaries of your actions
- Increased visibility of your actions in social media or other communication means
- Decrease in levels of air pollutants emission related to the use or production of vehicles

Subjective indicators based on participants' or beneficiaries' insights and subjective perceptions:

- Increase of road safety knowledge, as manifested by:
 - Positive changes in attitudes related to road safety behaviours
 - Positive change in road safety habits
- Indicators based on perception of external observers or road safety programme managers/implementers:
 - Evaluation of the degree of compliance with the goals and objectives of your actions
 - Evaluation of the degree of compliance with the initial action plan
 - Evaluation of the relevance of the actions
 - Evaluation of the communication efforts or presence on the social media

Not all indicators are equally valid or important. There is no doubt about the final goal to reduce the number of accidents and their consequences, however its achievement requires time, means and joint commitment of all sectors of the society: *Together, we are Road Safety!*

3.6 How shall I select the evaluation tools?

The tools you will use depend on the indicators selected to measure the effectiveness of your actions. Two strategies are generally used:

- External or internal registration systems that keep objective records of any modification in the indicators (accidents, infractions, time, distances, number of users, etc.). In this case it is important to make sure you can access this information and to consider previously to what extent these modifications are attributable to your interventions (e.g. accidents are unlikely and much time is required to observe tangible changes).
- Through reporting on the basis of questionnaires or surveys filled in by the beneficiaries or other observers. In such questionnaires both objective (accidents, infractions, times, distances, number of users, etc.) and subjective (behaviours, attitudes, habits, knowledge) indicators may be used. They will also be a suitable assessment tool for both beneficiaries and any other observers.

You can also get more qualitative indicators through interviews or focus groups. These methods can be complementary to the previous procedures and help improving the results by detecting errors and omissions in the whole process.



4 Sharing knowledge

It is the interest of the project to promote and boost visibility of the Good Practice candidates, to inspire others and become examples of Road Safety Good Practice all over Europe.

All Good Practice commitments:

- Will be interviewed and showcased in the ERSCharter tri-monthly Newsletter disseminated to all members and subscribers;
- Will be featured in the weekly ERSCharter social media programme, that uses the most popular platforms, including a Facebook page, Twitter and Google+ accounts, together with a LinkedIn page and YouTube channel, to generate opinion and debate;
- Will compete for the ERSCharter Awards, created to give further recognition to the most inspiring Good Practices. All Awards candidates and winners will be in the spotlight during the Annual Conference; they will be highlighted in the dedicated section on the website and on social media, as well as announced in the newsletter;
- Will be invited to leave their testimonials in a dedicated section of the ERSCharter website that will gather their inspiring thoughts and opinions;
- Will be promoted in the section Highlighted Members of the homepage;
- Will be especially invited to post updates on their activities on their organisation's social media accounts (Facebook, Twitter) and share this content on the ERSCharter social media pages using the hashtag #ERSC to generate conversations

5 Renovating your ERSCharter commitment

The ERSCharter is a community of over 2,300 members who endorsed the project with concrete commitments that promote Road Safety. All Charter former signatories will find their previous commitments on their profile on the new website. We invite them to remain active and inspire others to act. How you can do it?

- By posting your road safety actions, organising road safety events and inviting others to join.
- By sending your testimonials about how having participated in the ERSCharter empowered your organisation to tackle road safety problems and act - others want to learn from you!
- By sharing your experience with new members, commenting on the achievements of the others, sharing knowledge.
- By renovating your road safety commitment: the ERSCharter will help you to replicate your actions or elaborate new commitments.
- By widening the scope of your commitment and targeting vulnerable road users such as youth.

Testimonial of STIVO¹

–Do you have any further ideas on how to improve road safety?

"We plan to keep up our preventive work aimed at transport users and our work in schools through Cahier de Route and to name road safety officers within our company. We are producing a film of a traffic emergency scenario together with the emergency services and we will make children more aware of safety rules on public transport and what to do in risky situations."

1 STIVO runs municipal bus services at Cergy-Pontoise in France. It signed the Charter in 2006.

These guidelines have been developed by P.A.U. Education in collaboration with European Road Safety Charter experts' team coordinated by Dr. Jaime Sanmartín, as part of the contract placed by European Commission, Directorate General for Mobility and Transport.

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