



European Road Safety Charter

Our commitment saves *lives*



New strategy and development of road safety commitments

ERS Charter Seminar

Budapest, 19 March 2019



Content of the presentation:

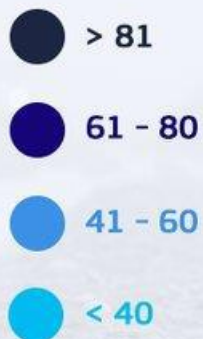
- Road Safety in the EU
- What is the Charter
- Who are our members
- 2016-2019 milestones
- Why and how can you join
- What you can do for road safety
- Developing an ERSC good practice



ROAD FATALITIES BY EU COUNTRIES



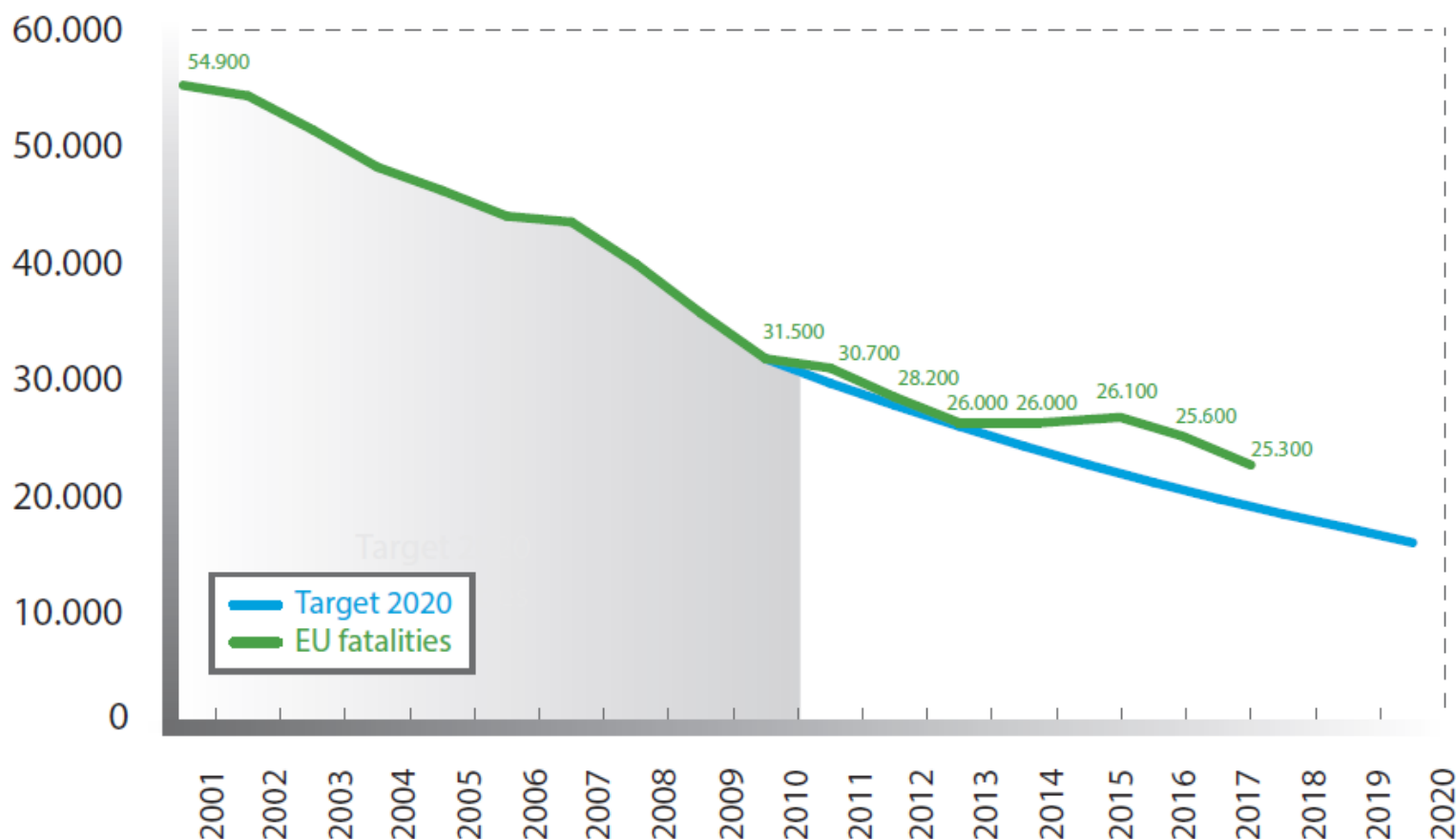
Road fatalities per million inhabitants:



#RoadSafety

Source: European Commission, Directorate-General Mobility and Transport

Progress towards 2020 target







Source – CARE (EU road accidents database)

What is the ERSCharter?

- Largest civil society platform on road safety
- Launched in 2004 by the European Commission as part of the Road Safety Action Program 2003 – 2010
- Based on the principal of shared responsibility and mobilization of all stakeholders in improving road safety.
- Encourages civil society to take action on road safety; facilitates acquisition and sharing of knowledge on road safety; encourages dialogue and exchange of road safety experiences and good practices

Who are the ERSC members?

- Over 4.000 Charter members representing: Companies, Associations, Local and National Authorities, Research Institutions, Universities and Schools and other groups of civil society committed to take actions for road safety.
- Members carry out road safety actions and initiatives targeted at their members, employees and the rest of civil society.
- 40+ Hungarian members currently, mainly enterprises

HOME	ABOUT THE CHARTER ▾	ROAD SAFETY IN ACTION ▾	RESOURCES & KNOWLEDGE ▾
Member since: May 2009			
<hr/>			
		Shell Hungary Zrt. Country Hungary Member since: May 2009	
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		Révész Trans kft. Country Hungary Member since: May 2009	
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		KTI Institute for Transport Sciences Non-profit Ltd - Közlekedéstudományi Intezet Non profit kft Country Hungary Member since: April 2009	
<hr/>			
		Henkel Hungary Ltd. Country Hungary	

European Road Safety Charter 2016 – 2019 milestones

- National seminars in 28 EU countries – Hungary today!
- Annual good practice campaign
- **Annual Excellence in Road Safety Awards** - call for good practice at the beginning of the year
- Excellence in Road Safety Awards Ceremony 26 June 2018, Brussels
- Webinars on Road Safety topics
- Newsletters and Social media (Facebook, Twitter)
- Website www.erscharter.eu



Why join the ERSC?

- Contribute to reducing the number of deaths and serious injuries every year; lessen the environmental impact of traffic crashes, reduce the hefty financial cost;
- Share information about your road safety activities;
- Share information about your road safety events, make them public and invite participants
- Access your customized toolkit for promotional material and commitment guidelines

JOIN!

And make a difference!

Join thousands of european organisations, associations and companies to save lives!

Together we are Road Safety

> Yes, I want to join!

Why join the ERSC?

- Participate in the **Excellence in Road Safety Awards** held annually;
- Receive genuine recognition for your efforts through visibility at European level;
- Be featured on ERSC media channels, website, Facebook, Twitter, LinkedIn
- Explore similar actions of other ERSC charter members and get inspired
- Inspire others by sharing a testimonial about your road safety commitment and the process of developing and implementing your action.

JOIN!

And make a difference!

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How to become a member of the Charter?

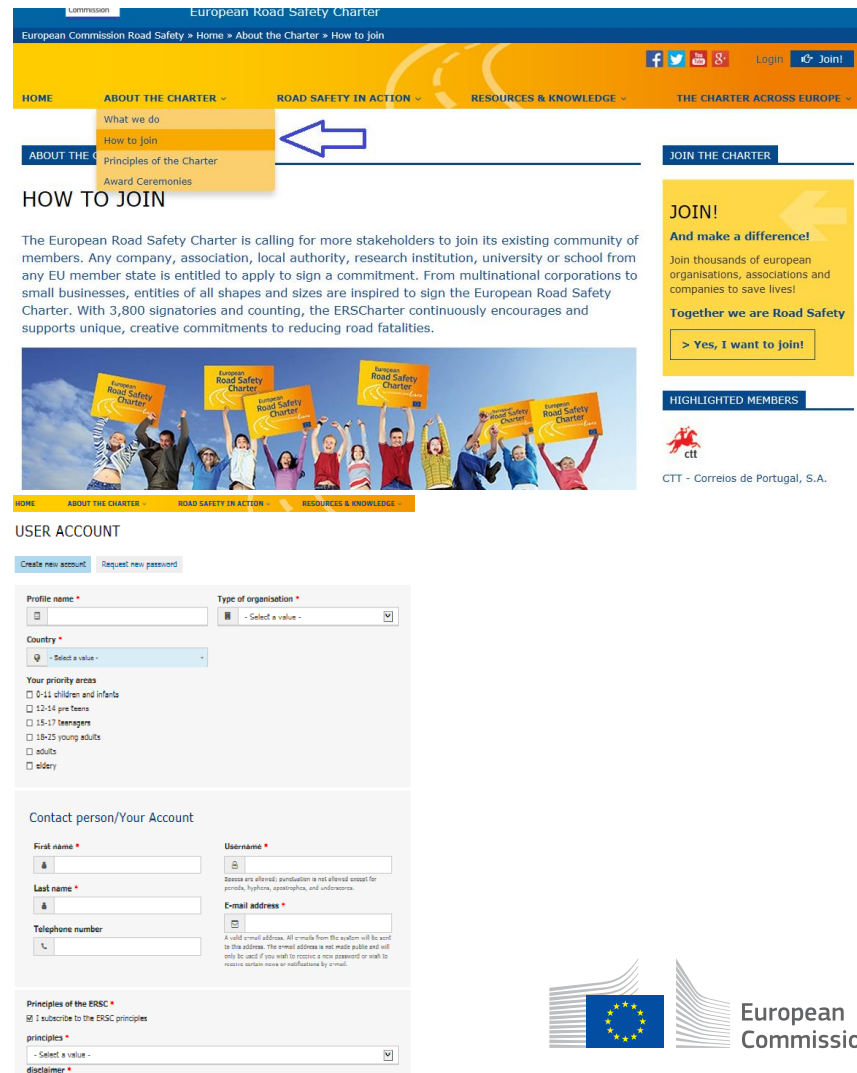
1. Go to the ERSCharter's website:

<http://www.erscharter.eu> (change the language on the upper right side of the website).

2. Create an account by selecting the “Join!” button

- Give information about your organization;
- Read and accept ERSCharter's principles;
- Select your target group(s) and topic(s).

3. You will receive an e-mail with a confirmation of your membership; you are now a member of the European Road Safety Charter!



The screenshot shows the European Road Safety Charter website. The top navigation bar includes links for HOME, ABOUT THE CHARTER, ROAD SAFETY IN ACTION, RESOURCES & KNOWLEDGE, and THE CHARTER ACROSS EUROPE. A purple arrow points to the 'How to join' link in the 'ABOUT THE CHARTER' dropdown menu. Below this, the 'HOW TO JOIN' section is displayed, featuring a large image of people holding 'European Road Safety Charter' signs. To the right, a 'JOIN THE CHARTER' sidebar contains a 'JOIN!' button and a 'HIGHLIGHTED MEMBERS' section listing CTT - Correios de Portugal, S.A. Below the main content, the 'USER ACCOUNT' section is visible, containing a 'Create new account' button and a registration form. The form includes fields for Profile name, Type of organisation, Country, and Your priority areas (with checkboxes for 5-14 children and infants, 15-17 teenagers, 18-25 young adults, adults, and elderly). It also has a 'Contact person/Your Account' section with fields for First name, Last name, Telephone number, Username, and E-mail address. At the bottom, there are checkboxes for 'Principles of the ERSC' and 'disclaimer'.

What you can do for road safety?

- Government and authorities – main role!
- Other stakeholders' involvement boost the efforts of the government;
- Private companies - employees targeted measures or corporate-level measures impacting the society at large;
- NGOs - critical role in pushing for progress and providing alternative services;
- Schools and academic institutions - vital role in educating road users and future drivers;
- **Cooperation between stakeholders brings the best outcomes.**

Possible problems/topics to tackle

- Vulnerable road users (VRU): children, young adolescents, elderly, cyclists, pedestrians
- Dangerous behavior in traffic: excessive or inappropriate speed, driving under the influence of alcohol or drugs; the lack of use of seat belts, distracted driving
- Infrastructure design
- Vehicle safety



ERS Charter Good Practice

- Addressing risky behaviour and developing awareness-raising campaigns remains a key focus for ERSC members. Members are encouraged to develop specific commitments and share good practices.
- The ERSC good practices are commitments which bring an **innovative** set of resources, are supported by **evaluation** measures and respond to key road safety challenges and so have a **meaningful** impact.
- Answering the call for good practices is the first condition to participate in the ERSC Excellence in Road Safety Awards.

The screenshot shows the 'GOOD PRACTICES' section of the ERSC website. At the top is a navigation bar with links: HOME, ABOUT THE CHARTER, ROAD SAFETY IN ACTION (selected), RESOURCES & KNOWLEDGE, and THE CHARTER ACROSS EUROPE. Below the navigation bar is a sub-header 'GOOD PRACTICES'. The main content area is titled 'Search for good practices' and contains a search form with the following fields:

- Language:** A dropdown menu with '- Any -' selected.
- Target group:** A dropdown menu with '- Any -' selected.
- Country:** A text input field with a search icon.
- Organisation name:** A text input field.
- Type of organisation:** A dropdown menu with '- Any -' selected.
- Apply:** A blue button to submit the search.

Below the search form, there is a section for a highlighted good practice. It features a small logo on the left, the date '20. April 2018', and the title 'České sdružení obětí dopravních nehod, z.s.'. The description reads: 'We solved in our project deaths of young people in two risk regions roads (Central Bohemian Region and Ústecký (Northern) Region, preparedness of young people to...'. To the right of this section is a blue box with the text 'APPLY NOW TO BE A GOOD PRACTICE!' and 'Do you believe your organization merits the good practice label?'. Below this is a link '> I want to start now!'. At the bottom right, there is a section 'HIGHLIGHTED MEMBERS' featuring the logo of the International Road Federation (IRF) and the text 'International Road Federation - IRF'.

Developing an ERSC good practice

Step 1: Road safety assessment

1. What problems/topics do I identify?
2. Why is it relevant for my organization to address those problems/topics?
3. Do I have enough knowledge about the problems I identified?
4. How can I improve my knowledge about the problems I identified?
5. Which problem(s)/topic(s) do I want to address?

Step 2: Objectives

Ultimate goal should be less road deaths and injuries

1. Who is involved?
2. What do I want to achieve?
3. Why is this goal important?

All objectives should be
SMART:

Specific
Measurable
Achievable
Relevant
Time-bound

Step 3: Action plan

	Description	Target group	Tools and methods	Persons involved	Measuring success/indicators	Potential risks
Action 1						
Action 2						
Action 3						
....						

Step 4: Implementation of action plan

1. Prioritize your actions
2. Time-frame: the efficiency of your actions can be influenced by their timing.
3. Include a communication plan
4. Include a formative evaluation: Ask yourself whether everything is going according to the plan, and make adjustments if necessary.

Step 5: Evaluation

1. Process evaluation
2. Effect evaluation
3. Before-after measurements

Objective indicators

- Decrease in number of collisions and victims
- Decrease in traffic safety offences
- Decrease in costs of collisions
- Decrease in level of risk exposure
- Indicators measuring participation
- Visibility on social media
- Decrease in level of air pollutants emissions

Subjective indicators

- Increase in road safety knowledge: attitudes to road safety and habit changes
- Based on perception of external observers: degree of compliance with goals and objectives; compliance with the initial action plan, relevance of actions, communication efforts.



European
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MOBILITY AND TRANSPORT

European Road Safety Charter

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Join!

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[ABOUT THE CHARTER](#) ▾

[ROAD SAFETY IN ACTION](#) ▾

[RESOURCES & KNOWLEDGE](#) ▾

[THE CHARTER ACROSS EUROPE](#) ▾

RESOURCES & KNOWLEDGE

Guidelines and tools

Open library

Media & Press

RECENT MEMBERS' ACTIVITIES



10. September 2018

Λωρίδα έκτακτης Ανάγκης-
emergency lane

#projectEdward2018

> More



GUIDELINES AND TOOLS

In this page you can find all the Guidelines and Tools you need to design, implement and evaluate your road safety actions. Especially useful for existing members, or any organization considering joining the Charter.

Guidelines - Candidates for Good Practice (PDF)

[candidates_for_goodpractice_guidelines.pdf](#)



European
Commission



Thank you for your attention !

charter@vias.be

European
**Road Safety
Charter**

Our commitment saves *lives*



Budapest, 19 March 2019