



European Road Safety Charter

Our commitment saves *lives*



New strategy and development of road safety commitments

ERS Charter Seminar

European Road Safety Charter

Our commitment saves *lives*

Zagreb, 17 September 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

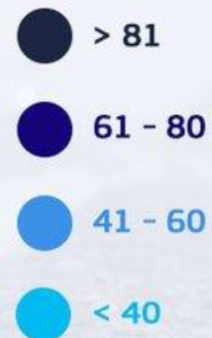
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ROAD FATALITIES BY EU COUNTRIES



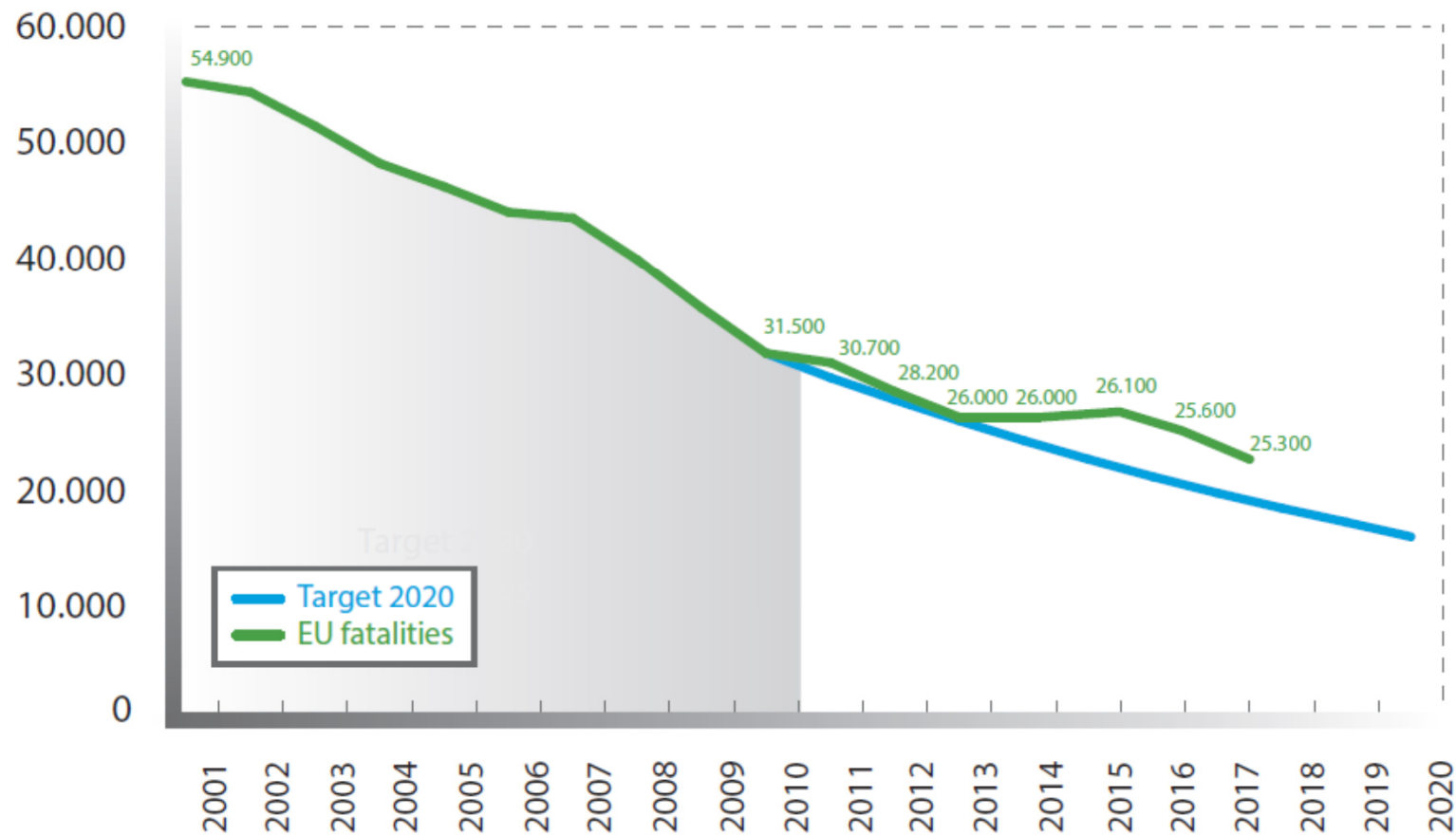
Road fatalities per million inhabitants:



#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 real 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.
- 14 Croatian members currently...

Target Audience	Country
- Any -	Croatia
Type of organisation	<input type="button" value="Apply"/>
- Any -	



V.D.C. Centar

Country Croatia
Member since: July 2014



Sigurnost u prometu

Country Croatia
Member since: March 2014



HAK - Hrvatski autoklub

Country Croatia
Member since: June 2009

European Road Safety Charter 2016 – 2019 milestones

- National seminars in 28 EU countries – Croatia 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 9 October 2019, 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; 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 though **visibility at European level**;
- Be featured on ERSC media channels, website, Facebook, Twitter, LinkedIn
- Explore similar actions of other ERSCharter 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!

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

Together we are Road Safety

> Yes, I want to join!

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. Confirm your subscription. You will receive an e-mail with a questionnaire asking some more details about your organization and your road safety activities. Once you have filled out this short form, you are a member of the European Road Safety Charter!

The screenshot shows the website's navigation menu with 'HOW TO JOIN' selected. Below the menu, there is a 'JOIN THE CHARTER' button and a 'JOIN!' call to action. The 'USER ACCOUNT' section contains the following fields:

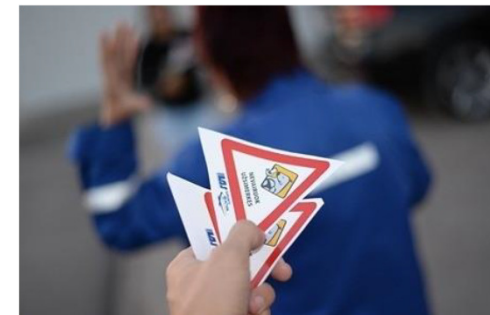
- Create new account** / **Request new password**
- Profile name** (text input)
- Type of organisation** (dropdown menu)
- Country** (dropdown menu)
- Your priority areas** (checkboxes for: 0-11 children and infants, 12-14 pre-teens, 15-17 teenagers, 18-25 young adults, adults, elderly)
- Contact person/Your Account** (fields for: First name, Last name, Telephone number, Username, E-mail address)
- Principles of the ERSC** (checkbox for 'I subscribe to the ERSC principles', dropdown for 'principles', dropdown for 'disclaimer')

What you can do for road safety?

- Government and authorities – main role!
- 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

- 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.

HOME ABOUT THE CHARTER ROAD SAFETY IN ACTION RESOURCES & KNOWLEDGE THE CHARTER ACROSS EUROPE

ROAD SAFETY IN ACTION GOOD PRACTICE

GOOD PRACTICES

Search for good practices

Language: - Any - Organisation name:

Target group: - Any - Type of organisation: - Any -

Country: Apply

APPLY NOW TO BE A GOOD PRACTICE!
Do you believe your organization merits the good practice label?
Fill out the form with the details of your action and evaluation plan. Someone from the Charter team will be on hand with personalized advice.
[> I want to start now!](#)

HIGHLIGHTED MEMBERS

20. April 2018
České sdružení obětí dopravních nehod, z.s.
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

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:** topic group reached?
2. **Effect evaluation:** goal(s) reached?
3. **Before-after measurements** for each action

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.



MOBILITY AND TRANSPORT

European Road Safety Charter

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Join!

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THE CHARTER ACROSS EUROPE ▾



Guidelines and tools

Open library

Media & Press

RESOURCES & KNOWLEDGE

RECENT MEMBERS' ACTIVITIES

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](#)



10. September 2018
Λωρίδα έκτακτης Ανάγκης-
emergency lane
#projectEdward2018

> More





Thank you for your attention !

charter@vias.be

European
**Road Safety
Charter**

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Zagreb, 17 September 2019