European Road Safety Charter

Our commitment saves lives
New strategy and development of road safety commitments

ERS Charter Seminar

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Our commitment saves lives

Lisbon, 4th June 2019
Content of the presentation:

➢ 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
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.

• 100 Portuguese members currently, mainly enterprises...
European Road Safety Charter 2016 – 2019 milestones

- National seminars in 28 EU countries – Portugal 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](http://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
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 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.
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!
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.
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

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<tr>
<th>Description</th>
<th>Target group</th>
<th>Tools and methods</th>
<th>Persons involved</th>
<th>Measuring success/indicators</th>
<th>Potential risks</th>
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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.
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
Thank you for your attention!

charter@vias.be

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