

Guidelines for a Road safety commitment

How do I plan, implement and evaluate my road safety actions – Short Version

The European Road Safety Charter

The European Road Safety Charter, led by the European Commission, is the largest civil society platform on road safety. To date, more than 3,400 public and private entities have committed to the Charter and carried out road safety actions and initiatives targeted at their members, employees and the rest of society.

These actions have strengthened road safety culture across Europe, improved common knowledge about the causes of accidents and helped to create preventative measures and solutions.

The Charter's diverse community of members is made up of companies, associations, local authorities, research institutions, universities and schools. All committed entities are given genuine recognition and their actions are made publicly visible on our site, enabling others to learn and become inspired.

The mission of the European Road Safety Charter now is to further encourage, foster and broaden this community, with an ultimate vision of reducing the number of road casualties by 2020.

Making a ERSCharter commitment

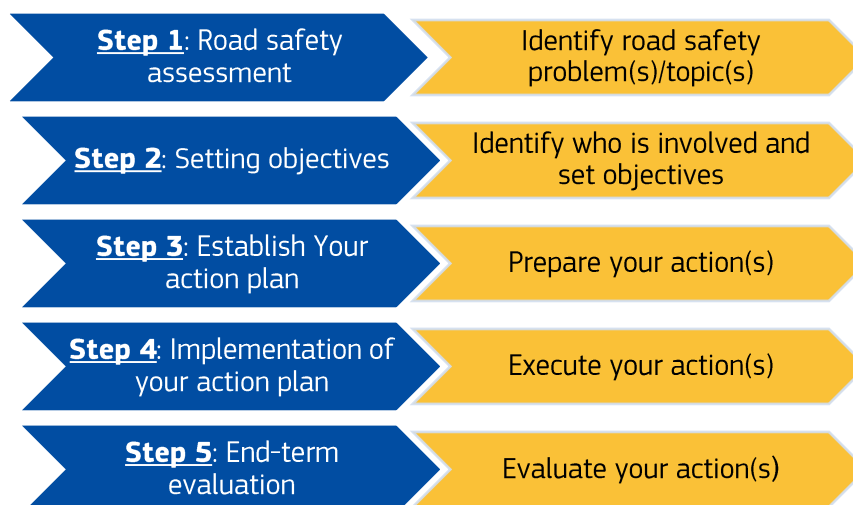
Four characteristics of an ERSCharter commitment

The commitment's actions must be designed regarding these four key characteristics:

1. Respond to a road safety problem
2. Include clear objectives
3. Include an action plan
4. Include an evaluation/monitoring plan

Five steps to prepare your road safety actions

We can identify 5 steps to prepare a road safety action plan:



Step 1: Road safety assessment

The first step in preparing your road safety action program is to identify either objective road safety problems in your environment (e.g. as a company I want to lower the number of accidents concerning my staff) or to choose a topic that you want to address (e.g. as a youth association I want to tackle drunk-driving); then to gather the required (scientific) knowledge about these problems.

Ask yourself:

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: Setting objectives

Before setting your action plan, defining clear and measurable objectives is a key step of your commitment. All objectives should be SMART:

- **S**pecific: objectives must be linked to the specific problems/target groups you identified
- **M**easurable: you should be able to quantify what will be achieved
- **A**chievable: the objectives are realistic.
- **R**elevant: the objectives have to be worthwhile, related to road safety improvement and related to your organization priorities.
- **T**ime-bound: a clear time frame and target date for each objective/goal is necessary.

Ask yourself:

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

Step 3: Action plan

Once you have defined clear, relevant and measurable goals, it is time to establish your action plan. As this action plan has to be clear and relevant, we recommend you to describe every action in the following matrix.

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

Step 4: Implementation of the action plan

Once you have described all your actions you have to make a clear implementation plan:

1. **Prioritize your actions**
2. **Define a time-frame:** the efficiency of your actions can be influenced by their timing. Therefore, you carefully have to define a time-frame for each action. The ideal timing and duration depends on: the problem, the topicality and your budget. An action/campaign can be continuous or in several waves.
3. **Include a communication plan:** you will need to communicate before, during and after your action. As the success of your actions can be strongly related to your communication strategy, it is important to know what, how and when you will communicate about your actions.
4. **Include a formative evaluation:** we strongly recommend a follow-up or monitoring of your actions during their development or early implementation phases. Ask yourself whether everything is going according to the plan, and make adjustments if necessary.

Step 5: Summative evaluation

Part of the ERSCharter commitment, the evaluation has the following objectives:

1. measure the degree of achievement of the proposed goals and objectives;
2. if possible, explain why the actions are efficient or not;
3. be used as input for future commitments and improve future actions;

A good evaluation includes at least one of those aspects:

1. **Process evaluation:** Target group(s) reached? To what extent? Why (not)?
2. **Effect evaluation:** Goals and Objectives achieved? To what extent? Why (not)?
3. **Before-after measurements** for each action if possible (according to the type of actions)

How do I define my indicators?

Defining your indicators should not be too complicated if you have properly set up your SMART goals (Step2) and developed the action plan following the matrix exposed in Step3. However it is important to take your time to choose the right indicators and be sure that they are in the scope of your financial and organizational possibilities. The evaluation of your actions is not necessarily expensive.

Your commitment on the Charter's website

Become a member of the Charter

1. Go to the ERSCharter's website: <http://www.erscharter.eu/> (you can change the language on the upper right of the website)
2. Create an account by selecting the "Join!" button above the search-bar
 - Give information about your organisation
 - 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 will be a member of the European Road Safety Charter!

What can you do in the My Charter section of the ERS website?

- ➔ Share information about your road safety activities
- ➔ Store Information about your previous commitments
- ➔ Share information about your road safety events, make them public and invite participants
- ➔ Inspire others by sharing a testimonial about any aspect of your road safety commitment and the process of developing and implementing your actions
- ➔ Access your customized toolkit for promotional material and commitment guidelines
- ➔ Participate in the annual Excellence in Road Safety Award by submitting a good practice.
- ➔ Explore similar actions of other ERSCharter Members