



European Road Safety Charter

**Your
commitment
counts**



© Pauli Education



© Pauli Education



© iStockphoto



© iStockphoto

The largest road safety platform

In 2004, the European Commission, through its Directorate-General for Energy and Transport, launched a major initiative: the **European Road Safety Charter**.

By March 2008, 1,000 companies of all sizes, local authorities and associations had signed the Charter and undertaken commitments, providing a concrete response to the road safety problems they encounter in their daily work and lives.

This grass-roots movement demonstrates Europe's dynamism and creativity when it comes to road safety actions, and is inspiring a growing number of participants.

A joint challenge

Road accidents affecting the entire territory of the European Union and all of its inhabitants per year (2007):

- 1,300,000 accidents
- 42,500 deaths
- 1,600,000 injuries

Since 2001, there has been a regular improvement in road safety. Fatalities have decreased by 21%, and there has been a 15% reduction in injuries on the roads. More can be done. The European Commission has implemented the Road Safety Action Plan, which sets the objective of halving the number of road accident victims in the European Union by 2010.

What is a road safety commitment?

A concrete action that positively influences road safety and benefits the signatory and society as a whole.

Your commitment counts



Christina Geronikola signs the Charter commitment on behalf of Jitracom Holdings in Athens, in February 2008.

Examples to us all

Pfizer, a British research-based pharmaceutical company, created an accidentology database to better target road safety training for its drivers, identify risks and find solutions, and use this knowledge for fleet purchase decisions and to train management.

Ikea, an international home furnishings producer, implemented a plan in Germany to increase knowledge about driving risks among its workers and associates. It also organised periodical workshops to discuss the problems faced by its employees in their daily work.

Euronet.cz is based in Prague (Czech Republic). Its main activity is the organisation of educational, cultural and social actions and audiovisual production. It has produced a multimedia show to raise awareness among young novice drivers. "The Action" targets young people between 15 and 24 years of age and shows the consequences of an accident.

Solidarité et Jalons pour le Travail is a French association for job market integration which focuses on helping young people and adults with low levels of qualification to enhance their chances of entering the labour market. It has set up driving schools to prepare these people for the driving test and offer support.

The Danish city of **Fredrikssberg** implemented several local and cross-community actions to provide information about road accident prevention. It devised an internal traffic plan for its 6,700 employees and produced annual reports describing all of the accidents occurring in the municipality.

What can you do?

Your commitment will positively influence one or several of these issues: user behaviour, vehicle safety or infrastructure safety. These three components are the backbones of the integrated approach to road safety:

Vehicle	Infrastructure	Behaviour
  <ul style="list-style-type: none"> ■ Innovation to increase the safety of cars and lorries. ■ Passive safety devices to protect drivers, passengers and third parties in the event of an accident. ■ "Active safety" devices designed to avoid accidents using the latest information technology. ■ Policies to ensure that fleets are built according to safety regulations. 	  <ul style="list-style-type: none"> ■ Innovation to construct safe road infrastructures: <ul style="list-style-type: none"> ■ "Self-explanatory" roads to influence and guide driver behaviour, ■ Improvement in road safety maintenance. ■ Road safety impact assessment and audits. 	  <ul style="list-style-type: none"> ■ Knowledge and understanding of traffic rules and situations. ■ Improvement of skills through training and experience. ■ Strengthening and/or changing attitudes toward risk: <ul style="list-style-type: none"> ■ At school, ■ In the workplace, ■ In society as a whole.

A lot is at stake

Each commitment contributes to public interest as a whole and generates specific **benefits** for the signatory:

- Occupational road safety is a public health issue, not just a workplace safety issue. It is estimated that between 25% and 33% of road traffic collisions involve somebody who was travelling for work purposes¹.
- Young people between 18 and 25 years of age are especially vulnerable and account for 20% of road fatalities².
- The direct and indirect costs of road traffic injuries as a result of road traffic accidents have been estimated at approximately 2% of the European Union GDP³.

¹ Source: Occupational Road Safety Alliance (ORSA), data available for the United Kingdom only.

² Source: Cene, EU database on road accidents.

³ Source: White Paper: European Transport Policy for 2010.

There is much to be gained

Road traffic accidents and injuries are **preventable**. Some of the **advantages** of taking action include:

- A reduction in the number of accidents.
- A reduction in damage to the environment through road safety action.
- A reduction in the cost of material damage (cars or roads).
- A reduction in loss of time due to road injuries.
- An improvement in public health through road safety action (e.g. reduction in drink driving).
- An increase in public attention to risk (e.g. road safety education).
- An increased sense of responsibility through training (e.g. campaign against uninsured drivers).
- Enhanced corporate social responsibility.

A community in action

The **Annual Excellence in Road Safety Awards ceremony**, chaired by the EU Commissioner for Transport, acknowledges the six most innovative and successful initiatives undertaken by the European Road Safety Charter signatories.

A series of events throughout the year in Brussels and in all the Member States enables signatories to meet, exchange ideas about their practices and learn about existing innovations.

All of the signatories are invited to actively participate in joining the Charter community at: **www.erscharter.eu**

A dedicated team ready to...

Help you define and understand your commitment,

Guide you through the entire commitment development process,

Help (re)position actions in progress,

Help you to evaluate the cost-effectiveness of your commitment.

How to join the Charter community

- Go to **www.erscharter.eu** and register as a user to have access to more detailed information.
- Define your commitment: identify the problem you would like to work on and choose the actions you would like to focus on.
- Fill the online application form and submit it to the Charter team.



Javier García de la Vega, Assistant Director, Antena 3 News, Spain, with Audie Dokesalle, European Road Safety Charter Project Coordinator.



Hernando Sánchez Ruivo, President of the Cap Magellan Association, with Eva Prudilová, member of the European Road Safety Charter team.



Baiba Rubess, Managing Director of Sia Latvian State, at the Excellence in Road Safety Awards ceremony, in November 2006.



Policemen from Italy and Czech Republic, November 2006.



The winners of the Excellence in Road Safety Awards, November 2007.

The European Road Safety Charter tour 2008-2011 near you:



The Charter team organises monthly presentations in Member States in order to get closer to signatories and ensure a better understanding of this unique initiative. To find out about the next European Road Safety Charter tour stop, please visit: **www.erscharter.eu**

www.erscharter.eu

charter@paueducation.com

phone: +34 933 670 434 | fax: +34 934 146 238