



European  
Commission

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# Road Safety Newsletter



Together we are  
road safety

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## European Road Safety Charter: Members give their views

*The [European Road Safety Charter](#) is a platform of members, including businesses, associations, research bodies and authorities, who work to make roads safer. It has been running since 2004 and in late-2013 moved into its third phase under the slogan 'Together we are road safety'.*

*Under the renewed Charter, members can make commitments more easily and have more autonomy to launch actions. They will also be able to exchange good practice through an interactive website and heightened social media presence. We got members' views on the Charter's impact on their road safety work.*

Transport



## Passe-partout

Passe-partout is a Polish-based international association running projects in road safety and other fields. It became a Charter member in July 2012.

### > What are the main actions you have undertaken since you signed the Charter?

We implemented two projects: PRO DRIVER 25+ in 2012 and Fast on the Track – Safe on the Road in 2013 which brought together leading names in Polish motorsport to promote safe driving.

### > What have been the results?

With PRO DRIVER 25+, 100 drivers were trained for free in driving skills and first aid and took part in police workshops on road hazards. We also hold contests in which safe drivers can win trips to Formula 1 races and racetracks, free go-kart passes and the chance to drive with leading motorsport figures. We work closely with the police, driving standards bodies in Lesser Poland and Subcarpathia and Polish motorsport champions. The number of our supporters is growing every year.



### > How have your actions heightened awareness?

Over 90% of participants said that the activities helped raise their road safety awareness. This is due to the fact that we combine several types of action: contests in which schools and universities prepare projects, a multimedia map of dangerous places in main cities in our region, alcohol awareness, safe driving courses, go-carting, trips to Formula 1 races and driving practice on racetracks.

### > Do you have any further ideas about how to improve road safety?

We are building a track to allow young drivers to learn to drive in safe conditions. We plan to get funding so as to offer reduced prices to those who drive safely.

## Verín-Chaves

Verín, in Spain, and Chaves, in Portugal, are towns close to the border between the two countries. They jointly signed the Charter in April 2010.

### > What are the main actions you have undertaken since you signed the Charter?

We've removed hazardous road architecture, maintained and replaced traffic signals and carried out joint safety and driver education activities and traffic controls involving the Spanish and Portuguese police.



### > What have been the results?

Accidents in the area dropped by 30% during 2010-13. Road users are now safer, more aware and concerned with improving safety. They bring their concerns to us and give their opinions on solving problems. This was unthinkable before.

### > What ideas have you shared with other members?

Our idea was to develop a cross-border project and be a model for other border areas. From the start, we combined our efforts and had the same ideas and goals. Other municipalities have contacted us to ask how we did this.

### > Do you have any further ideas on how to improve road safety?

Everyone has a part to play and education should be the basis for improving road safety. It could be made a compulsory subject in EU schools.

## STIVO

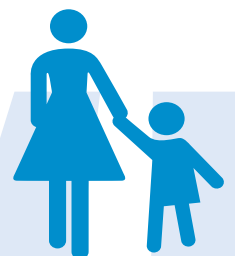
STIVO runs municipal bus services in Cergy-Pontoise in France. It signed the Charter in 2006.

### > What are the main actions you have undertaken since you signed the Charter?

We signed agreements with the French committee for hygiene, security and working conditions to test our drivers for alcohol consumption in 2007 and with the Pontoise hospital on drug testing in 2013. We set up driver accident prevention and behaviour training and award certificates to the best drivers. We take part in a competition to find the best French bus driver and organise actions during the annual national road safety week to increase awareness among our drivers. In September 2013, we installed speed radars, a control area and a bus handling course for training at our depot.

### > What have been the results?

Our accident rates have halved, our drivers have become more professional and our service has improved.





#### > What actions have you undertaken with other members?

We founded the Cahier de Route association with other transport companies, training centres and the MAIF accident prevention body. Together, we develop tools for young people, including road safety kits explaining road rules which are given out at school visits. We hope that Cahier de Route will soon sign the Charter.

#### > Do you have any further ideas on how to improve road safety?

We plan to keep up our preventive work aimed at transport users and our work in schools through Cahier de Route and to designate road safety officers within our company. We are producing a film of a traffic emergency scenario together with the emergency services and we will make children more aware of safety rules on public transport and what to do in risky situations.

## Multipack Bulgaria



Multipack Bulgaria produces packaging for products including sugar, creamer, instant coffee, sweetener, honey, hot drink mixes, salt and pepper. It signed the Charter in February 2011.

#### > What are the main actions you have undertaken since you signed the Charter?

We produced and distributed 4 million white sugar sticks carrying the motto 'Let's save 25 000 lives' and 10 different road safety slogans, as well as 100 000 of our own products carrying stickers with the same motto and the slogan 'Thank you for driving safely'. We also published road safety material on our website and Facebook page.

#### > Do you have any further ideas about how to improve road safety?

In our opinion, improvements could include building new roads in Bulgaria and underpasses and bridges for pedestrians, increasing checks on roads, installing more speed cameras, tackling corruption and additional tests for older drivers.

#### > What are your hopes for the new phase of the Charter?

We expect to generate more publicity through the media and hope to repeat the production of sugar sticks with road safety slogans.

## Prague Mothers

Prague Mothers is a civic association working to improve conditions for pedestrians and cyclists. They signed the Charter in May 2009.

#### > How has the Charter influenced your road safety work?

We obtained access to European road safety statistics and activities so as to better compare the Czech situation with those in other countries and use this to support our projects. At the signing, we met the Czech Deputy Transport Minister and Ministry Spokesman and have since used these contacts.

#### > What are the main actions you have undertaken since you signed the Charter?

Events in our Safe Routes to School programme were held in 16 schools. They encouraged children to walk and explained the importance of road safety. Pupils identified dangerous places near the schools and road designers proposed traffic reduction measures and improvements to the pedestrian infrastructure.

#### > What have been the results?

We have had transport studies carried out for all 16 schools by road designers, some of which have already been implemented. Each school has developed its own mobility plan. We hope we've increased road safety awareness among the 1000 or so children and parents who took part in the projects, by getting them to help solve road safety problems and linking this to games, contests and other events.

#### > Do you have any further ideas on how to improve road safety?

There is a lack of cooperation between citizens and municipalities and of understanding of pedestrians' importance to cities. We need to emphasise pedestrian needs and the safety of vulnerable users. Municipal representatives should be more involved in Charter activities to share experiences and see different approaches.

→ To find out more about the Charter, please visit [www.erscharter.eu](http://www.erscharter.eu)  
[www.facebook.com/EuropeanRoadSafetyCharter](https://www.facebook.com/EuropeanRoadSafetyCharter)  
<https://twitter.com/ERSCharter>





## Fifth European Youth Forum for Road Safety held in Italy



The fifth European Youth Forum for Road Safety (EYFRS) was held in Crotona, Italy on 28-29 November 2013, hosted by the Province of Crotona, coordinated by Responsible Young Drivers and supported by the European Commission (EC). It followed 18 months of awareness raising and aimed to transform EYFRS into a recognised community to allow it to extend its reach through coordinated campaigns.

Europeans aged 18-24 account for almost a fifth of car deaths, but make up only a tenth of the population. A total of 53 delegates from all EU Member States debated road safety issues affecting young people with experts, stakeholders and authority representatives.

At the 2012 European Road Safety Day, EC Vice-President Siim Kallas stressed the need for continued effort to cut road deaths. EYFRS took this on board, along with EC road safety policy orientations and EYFRS taskforce workshop outcomes. EYFRS President, Axel Druart said, 'EYFRS intends to use these recommendations, mainly by tackling issues of vulnerable road users, enforcement and education, to change mentalities among young people. Youngsters are not the problem, but the solution!'

A pre-forum preceded the main event and looked at Italy's national safety plan, accident data analysis and prevention, and the roles of young people, associations and businesses in cutting accidents and future strategies. Other activities were film screenings, demonstrations of resuscitation manoeuvres and defibrillators and an education park with sessions for people aged 7-10 and 14-18, as well as simulation, interactive and multimedia activities.

The Forum began with introductory speeches and delegate presentations and outlined results of previous campaigns and new awareness-raising activities. Vulnerable road users were a main focus and delegates presented stickers encouraging safe parking and guidelines for road safety flash mobs and the creation of films.

Despite huge efforts, drink driving continues to cause many accidents and delegates aimed to identify new strategies to tackle it and to improve existing ones. The day's last session covered the European Youth Road Safety Charter and delegates undertook to hold diffusion workshops in each Member State.

EU policy orientations and youth road safety statistics were presented on the second day. A main topic was enforcement; a particular challenge due to the lack of communication between young people and police. Some Member State forces are overcoming this by meeting with young people and delegates want to work with police to improve cooperation.

Strategies for raising awareness among public transport companies were developed. Delegates worked on the preparation of a declaration asking them to adapt schedules to take account of young people's night life.

As a starting point for the creation of a social media-based road safety community, a video was made of delegates performing a Harlem Shake. The final session saw a board of directors elected to manage EYFRS up to 2020.

→ For more information, please visit [http://ec.europa.eu/transport/eyfrs/index\\_en.htm](http://ec.europa.eu/transport/eyfrs/index_en.htm)



### Find out more...

If these subjects have revved up your interest, then check out the road safety website at: [ec.europa.eu/roadsafety](http://ec.europa.eu/roadsafety)

European Youth Forum for Road Safety (EYFRS) also has a Facebook page at: [www.facebook.com/EYFRS](http://www.facebook.com/EYFRS)

EYFRS has its own website at: [ec.europa.eu/eyfrs](http://ec.europa.eu/eyfrs)  
Visit these sites for inspiration and information.

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