

# Excellence in Road Safety Awards 2016

## Report on the Award Ceremony



The ceremony of the 2016 Excellence in Road Safety Awards took place in Brussels in the Bibliothèquede Solvay on 20 May from 10:00 to 13:30 in presence of Commissioner for Transport Violeta Bulc.

This prize recognizes commitments to road safety that have a significant impact on saving lives on Europe's roads. The Awards are part of the European Road Safety Charter, launched by the Commission in 2004, the largest civil society platform on road safety in Europe.

The event gathered more than 100 participants including members of the Charter and representatives of stakeholder organizations. It started with the opening speech of the Commissioner where she highlighted the importance of civil society's commitments to safer roads. As she stressed, grassroots initiatives like these are crucial in our efforts to reach our strategic goal to halve road fatalities by 2020.

In the first part of the programme, the five awardees of 2016 presented their road safety initiatives. These presentations alternated with open discussions around the tables in the audience on specific road safety related topics, such as education and youth, vulnerable road users and innovative road safety practices. Discussions were moderated allowing to share ideas not only around the tables but among all participants.

The main conclusions of the open discussions were:

On youth and education: As children are the citizens of tomorrow, it is importance to include road safety in the curriculum. Apart schools, other actors should also be involved in the road safety education of children and youngsters, such as police officers or parents who are also important role models.

On vulnerable road users: Awareness-raising is of vital importance. The safety of some groups, such as cyclists and pedestrians should also be linked with sustainable mobility. Elderly road users are most at risk, also when using new technologies or new modes of transports (e-bike).

Innovative practices in road safety: Innovation is not only about technology, it is also about new approaches on how to educate road users or how to transfer good practices by networking. Innovations in technologies have an important role in avoiding or preventing distraction.

A panel discussion followed on the stage with the participation of Commissioner Bulc, MEP Inés Ayala Sender, United Nations Secretary-General's Special Envoy Jean Todt, Belgium Federal Minister of Mobility François Bellot and former motorsport champion Didier de Radiguès.

MEP Ayala Sender stressed the importance of everyday actions in road safety involving actors from all levels and all segments of the society. UN Special Envoy Jean Todt reminded that road safety is a priority linking all people around the world, as pedestrians, cyclists, drivers or passengers. Minister Bellot invited all platforms to take initiatives and exchange experience. Didier de Radiguès welcomed the initiatives and ideas presented during the day and invited participants to transform them into concrete actions. Finally, Commissioner Bulc reiterated how much she felt inspired and found many important messages in the discussions. She added that the ideas are sometimes still fragmented but the Commission services will help put them into the right framework.

During the day, Commissioner Bulc also had a bilateral discussion with United Nations Secretary-General's Special Envoy.



The panel discussion was followed by the handing-over of the awards and a family picture:

<http://clients.davidplas.be/europeanservicenetwork-excellenceinroadsafety/>

Awards in the category "school challenge" went to

- the Colegio Público Miguel de Cervantes in Gijón (Spain), and
- the Lockerbie Academy (UK).

Awards in the category "best practice" went to

- Børneulykkesfonden and Codan Forsikring (Denmark),
- Centrum Bezpieczeństwa Ruchu Drogowego (Poland), and
- ACA Automobil Club (Albania).

This year, a special prize was dedicated to Jacques Barrot, former Transport Commissioner and ardent supporter of road safety, who handed over the very first European Road Safety Award exactly ten years ago. Mrs Barrot was also present at the ceremony. The winner was selected by the audience present at the ceremony from among the five winners. It is: Lockerbie Academy (UK).

## Annex

### Winners of the 2016 Excellence in Road Safety Awards

#### In the category "*school challenge*":

**Colegio Público Miguel de Cervantes from Gijón (Spain):** The Spanish school developed a comprehensive educational programme which aims to improve young road users' behaviour in road traffic especially when cycling. The programme included forecasting possible problems that may arise in road traffic, creative awareness-raising activities in the classroom and teaching practical knowledge and skills.

The project was rewarded for improving safety of a particularly vulnerable group of road users: cycling children. In addition, this comprehensive educational programme successfully combines road safety concerns with sustainable mobility while improving the quality of life of the targeted community.

**Lockerbie Academy (United Kingdom):** The Lockerbie Academy has integrated road safety in its educational programme, namely in physics through the themes of speed, velocity, distance and braking. Together with Police Scotland, students simulated road crashes. They also surveyed parents and teachers about their awareness of driving in bad conditions and worked on a plan to assist drivers in different traffic situations.

The initiative is rewarded for its innovative nature of raising awareness of road safety while progressing in the normal school curricula. The entertaining nature of some activities increases the effectiveness of the programme. It also creates a link between generations while improving road users' behaviour. Finally, the programme could be easily transferred to other schools thanks to its well-drafted educational material.

#### In the category "*best practice*":

**Børneulykkesfonden and Codan Forsikring (Denmark):** The Danish Children Accident Prevention Foundation and the Codan insurance company developed a traffic safety campaign, which for the fifth year handed out 100.000 reflectors all over the country. The 'National Reflector Day' is now a yearly tradition in Denmark. The last Thursday before wintertime is dedicated to road safety: handing out of reflectors and reflective vests all over Denmark; the 'Reflectors Run', where children and adults are covered in different kind of reflectors; training of 'Reflector Officers' in kindergartens. The campaign is publicised by ads in cinemas, trains, newspapers, etc. In 2015 the campaign was expanded to focus more on youngsters. In order to make reflectors "cool", a designer and a rapper designed a ready to wear line of reflector clothing. At the same time, awareness of the campaign has increased from 10% in 2014 to 35% in 2015.

The 'National Reflector Day' is rewarded for its effectiveness and innovative approach to protect vulnerable road users, such as cyclists and pedestrians. The highly mobilising character of the campaign and its popularity amongst youngsters as well as the wide media coverage it has received are equally important parts of its success in changing road users' behaviour knowing that the use of a reflector reduces the risk of being involved in an accident by up to 85%.

**Centrum Bezpieczeństwa Ruchu Drogowego (Poland):** The Polish Centrum BRD carries out activities in three fields: conducting training courses in first aid and rescue services, producing first aid sets; and preventive activities related to road safety. Its education activities cover people of all ages and all levels: from pre-schoolers to seniors, from beginners to professionals. The teaching is always adapted to each group. The courses combine theory and practical trainings as well as innovative elements. The Centrum BRD also implements modern technologies for example by creating an e-learning platform for distance education or by developing a so-called 'rescue drone'.

The Centrum BRD is rewarded for the exhaustive and complementary nature of its activities covering education and training, first aid and the use of new technologies for rescue services. All these directions are mutually complementary and enable the company to fulfil the mission of saving more lives on the roads. Innovation is also a central part of its portfolio by adapting existing teaching methods to new platforms or using drone assistance in emergency and rescue services.

**ACA Automobil Club (Albania)** The Automobile Club of Albania developed a programme for changing road users' behaviour – a critical point in the country's road safety culture. The education campaign targets children from 5 to 12 year old and consists of broadcasting a series of cartoons purchased from abroad on national TV channels as well as in schools and kindergartens. At the same time, booklets and DVDs of the cartoons are distributed for educational purposes. In the future, the programme will gradually be introduced in primary schools all over the country. By educating children the campaign also seeks to improve adults' behaviour in a country characterised, for historical reasons, by a poor knowledge of traffic rules, a low awareness of risks and a very high fatality rate on the roads.

The initiative is rewarded for its innovative approach of changing road users' behaviour in a context where new habits and attitudes need to be built without any reliable road safety tradition. Focusing on the new generation to influence all groups of road users seems to be very effective in the given context. The initiative is also a good example of how existing good practice and tools can be reused with maximum of efficiency and a minimum of investments.