



Excellence in Road Safety Awards 2023



Welcome



Welcome to the Excellence in Road Safety Awards 2023. My name is Kristian Schmidt, I am the Director for Land Transport at the European Commission's Directorate General for Transport, and the European Road Safety Coordinator.

I am thrilled to return to host these prestigious awards. The initiatives outlined in this brochure are leading

the way towards safer roads for all and it is my pleasure to celebrate their achievements during this year's Excellence in Road Safety Awards.

I'd like to also take this opportunity to thank our panel of judges whose expertise was invaluable in helping us in judging the entries to this year's awards.

The European Road Safety Charter, led by the European Commission, is the largest civil society platform on road safety and our members are leading the way to safer roads in Europe.

Around 4100 companies, associations, local authorities, research institutions, universities, and schools have committed to the Charter, and their actions have strengthened road safety culture across Europe, improved knowledge about the causes of accidents, and helped to create preventative measures and solutions.

Our annual awards are the perfect opportunity to recognise and celebrate the incredible achievements of its members towards our shared goal of improved road safety across Europe.

The finalists we showcase below are great examples of what organisations of all kinds can do. They will hopefully inspire even more road safety initiatives and help us build greater momentum towards our

Vision Zero goal – halving road deaths and serious injuries by 2030 and eliminating them altogether by 2050.

The categories of the awards vary each year to shine a spotlight on different aspects of road safety. The 2023 the categories are:

- ★ Best use of data to promote road safety
- ★ Best road safety project for road users with reduced mobility
- ★ Best project promoting fitness to drive
- ★ Best project supporting road safety in the e-commerce sector
- ★ Urban Road Safety Award (open to municipal, city and regional authorities).

We had 69 applications this year, each of which is making a real difference every day.

Meet the judges

George Yannis



Organisation: National Technical University of Athens (NTUA)

Bio: George holds a Civil Engineering Diploma, Transport Engineering option from the National Technical University of Athens, as well as a Master of Science and a PhD in Transport, from the Ecole Nationale des Ponts et Chaussées in Paris. He has a thorough and broad understanding of the transportation sector, through his active involvement for more than 30 years as an engineer, academic, advisor and decision-maker in all areas of transportation planning and engineering at national and international levels.

Juan Caballero



Organisation: Eurocities

Bio: Juan is a communication expert working on mobility projects at Eurocities since 2015. He is the project coordinator of the European Mobility Week. Prior to his move to Brussels, he worked at local TV and radio stations in Spain.

Banita Fidyova



Organisation: World Day of Remembrance for Road Traffic Victims Foundation

Bio: Banita has more than 10 years of experience working in road safety and working with road victims. She used to work as the Secretary-General for the Association of Injured in Road Traffic Collisions and as a Policy Officer for the European Federation of Road Traffic Victims. Until July 2023, she was the Secretary-General for the World Day of Remembrance for the Road Traffic Victims Foundation.

Our finalists

The European Road Safety Charter would like to thank every organisation who applied for this year's Excellence in Road Safety Awards and wish all the finalists the best of luck in Brussels and online at the awards ceremony on Thursday 19th October 2023.



Fitness to drive

Driving is a complex task that requires good vision, physical ability, and cognitive capacity. The driver needs to be able to interact simultaneously with both the vehicle and the environment and must respond to unforeseen circumstances. With fitness to drive campaigns, road users can become more aware of the impact of certain health conditions on their ability to drive.

SelfTest
COMFORT & SAFETY

Psycho-cognitive self-test for senior drivers

Organisation: F2S2
Organisation type: Enterprise
Country: Belgium
Target audience: Senior drivers

Senior road users often have very extensive mobility and traffic experience. However, as drivers age, some of the mental and/or physical capacities needed to put those experiences to good use gradually diminish. With the psycho-cognitive self-test initiative from F2S2, the aim is to increase the awareness of senior drivers on the importance of psycho-cognitive factors in driving safely. The self-test is an online tool with 5 test modules that focus on reaction time, risk perception, memory, and anticipation skills. The test can be done at home and the results are non-binding, which can reduce the stress and make it less threatening to try. The participant receives personalised feedback on their results and can advise them to seek further professional advice if needed. The self-test is currently available in Dutch, English, German and Polish.

After the completion of the test, 94% of the seniors indicated that their knowledge of the importance of psycho-cognitive factors for safe driving had increased significantly (82%) or moderately (12%). 24% of users scored below their peer average and 35% above their average.



New test questions for drivers

Organisation: Platforma Vize 0
Organisation type: Association
Country: Czech Republic
Target audience: Novice drivers

Between 2018 and 2020, around 20% of all road crashes in the Czech Republic were caused by young and/or novice drivers. It was perceived that the theoretical tests on road traffic regulations at that time were not sufficient to help students fully understand and use these rules in practice. Therefore, a new set of test questions was developed that focused on the necessary hazard perception skills and the roles of the different road users. The questions are accompanied by real and animated videos where the users have to spot potential hazards on the road. By integrating elements of gamification in the learning process, students are more eager to continuously improve their skills. The test will educate at least 100,000 novice drivers each year.



Refreshing rides for seniors with instructor

Organisation: Zavarovalnica Triglav and AMZS
Organisation type: Enterprise
Country: Slovenia
Target audience: Senior drivers

Slovenia has many small and remote villages unreachable by public transport. Senior road users, therefore, rely on cars for autonomy, mobility and social inclusion. To keep their journey as safe as possible, Zavarovalnica Triglav and AMZS developed a free programme to refresh senior road users' knowledge and driving skills. One of Zavarovalnica Triglav and AMZS actions was the creation of an awareness campaign that highlighted the importance of fitness to drive via a dedicated website, ambassadors, video content and tv shows. Together with this campaign, they developed a platform where senior drivers can improve their knowledge on road safety regulations and book a free refresher ride with an instructor. Participants then receive personalised feedback on their performance and tips on how they can both maintain and improve their skills.

65,500 senior drivers refreshed their knowledge via the platform, and 700 made a ride with an instructor. A survey showed that there was an increase of 14% in the perception of the importance of refreshing driving skills.

Reduced mobility

Inclusive road safety measures and campaigns help make road users with reduced mobility feel safer and make journeys more enjoyable. Current obstacles for this target audience should be exposed and removed, and their needs should be considered in all road safety actions and mobility trends.



Enhancing road safety for pedestrians who have a disability in Ireland

Organisation: National Council for the Blind Ireland (NCBI)
Organisation type: Association
Country: Ireland
Target audience: Road users with visual impairments

In Ireland, 64.9% of vision-impaired road users have experienced a near miss with an e-scooter, and 59% indicated that the increase in micro-mobility and changes in public spaces made them feel less confident while walking. Therefore, NCBI organised 13 online workshops for people with limited mobility to help them better understand micro-mobility and to give them a platform to express their questions and concerns. Together with these workshops, they developed free learning modules with information on new legislations, trends in micro-mobility and guidance on how to report a crash. Nevertheless, it is also crucial to engage the micro-mobility operators themselves. Twelve operators in Ireland received inclusive design and accessibility advice to make sure that the needs of this group are considered in all future actions.



White Cane Day

Organisation: Únia nevidiacich a slabozrakých Slovenska
Organisation type: Association
Country: Slovakia
Target audience: Road users with visual impairments

The white cane gives people with visual impairments the opportunity to increase their safety and independence. It is therefore crucial that drivers adapt their behaviour when seeing this cane. Each year during the World White Cane Day, the Union of the Blind and Visually Impaired in Slovakia collaborates with the police in 35 cities to measure the behaviour of car drivers when a blind person shows the intention to cross the road at a pedestrian crossing. The drivers are afterwards stopped and rewarded or, in case the driver did not stop, informed about their dangerous behaviour. In 2022, they recorded 4,960 vehicles, of which 4,015 stopped for the pedestrian. The action is combined with a press release and national media attention.



Obstacle-free pavements with Team Trottoir

Organisation: VZW Symfoon
Organisation type: Association
Country: Belgium
Target audience: Road users with visual impairments

Daily objects on the pavement such as e-scooters, bicycles, garbage bins and signposts can transform into dangerous obstacles for vision-impaired road users. The association Symfoon has developed a physical and digital awareness campaign to guide all road users on how they can help to create a safer environment for everyone. One of their actions was the creation of four light-hearted videos where blind pedestrians start their journey as a sports competition, but unfortunately cannot reach the finish line due to many obstacles on the road. In addition to the videos, they made stickers with a QR code that were placed on obstacles on the road in multiple cities and municipalities. Via the QR code, the owners of the obstacles could discover more information. While placing the stickers, the members of Symfoon, often vision-impaired themselves, started open discussions with the local citizens about the topic. The obstacles with stickers were highlighted on their social media channels, encouraging everyone to do the same. The Flemish minister of road safety was invited for a walk blindfolded in Brussels, which gave the campaign national exposure.

In total, they placed over 10,000 stickers and reached over 28,000 people on social media.

Data

The collection of road safety data can help us to better understand road safety issues and human behaviour and evaluate implemented measures. Public data also gives the opportunity for third parties to better understand their own challenges, discover lessons learned and start similar projects to compare results.



Safe Route to School programme

Organisation: Agència de Salut Pública de Barcelona (ASPB)
Organisation type: Authority
Country: Spain
Target audience: Schools



The Safe Route to School programme aims to increase children's and adolescents' personal autonomy, responsibility, and quality of life on their way to school or while walking in their neighbourhood. To better understand the impact of this educational programme, Agència de Salut Pública de Barcelona conducted a study to evaluate the programme with a matching comparison group, including 64 intervention schools and 63 comparison schools. All schools had a minimum of 4 pre- and 4 post-years. Study variables included the number of road traffic crashes with casualties, the number of crashes involving children in the car under the age of 16 years old and the number of children under the age of 16 injured as a pedestrian. In total they reached over 49,000 students. The intervention schools showed a significant drop in the risk of crashes and injuries: 41.1% less crashes involving children under the age of 16 since the start of the programme.



Mobility Observation Box (MOB)

Organisation: Austrian Institute of Technology (AIT)
Organisation type: Research Centre
Country: Austria
Target audience: Policy makers – researchers – infrastructure companies



Analysing the behaviour and activity at specific infrastructural sections of road can help inform authorities and ultimately protect road users. However, data collection is often by hand and only captures a small window of activity. Or police reports are often not sufficient to really analyse the behaviour of road users. The Mobility Observation Box (MOB) is an image sensor-based box that makes it possible to measure the safety of transport infrastructures according to objective criteria. Once the data collection is done, machine learning algorithms automatically recognise different groups of road users (pedestrians, cyclists, cars, trucks, e-scooters, etc.), detect them, evaluate the traffic behaviour using surrogate safety measures and provide a basis for targeted safety measures. The battery of the box can collect data for up to 14 consecutive days and due to its small size, it can be placed without distracting or influencing the road users.



DGT 3.0 connected vehicle platform and the v-16 signal as an example of success

Organisation: Dirección General de Tráfico (DGT)
Organisation type: Authority
Country: Spain
Target audience: Car drivers



The DGT 3.0 is an online platform that collects information on the location of road crashes, stationary vehicles, slow vehicles, road assistance vehicles and emergency vehicles. This information is gathered via multiple tools, such as via eight traffic management centres, 9,000 civil guard agents, V-16 signals (replacement of the triangle) and connected cones. These last two tools communicate their geolocation automatically with the platform. All this information is then shared with the car drivers via vehicle navigation systems mobility apps or from the vehicle's on-board computer. This platform will increase the visibility of road incidents and the safety of road users.

E-Commerce

In the latest years, we observed a boom in the trade of goods and services ordered online. Consequently, the impact of the many deliveries on road safety in both rural and urban areas also increased. It is crucial that delivery services take action to improve the safety of both their own drivers and all other road users.



Driving towards zero

Organisation: An Post
Organisation type: Enterprise
Country: Ireland
Target audience: Delivery drivers



An Post, the Irish postal service, delivers to over 2 million addresses on a daily basis. To improve the safety of their drivers and other road users, they developed a safety guide for their light commercial vehicle fleet. It contains information and tips on road safety legislation, driver behaviour and adverse weather and violence on the road. Together with this guide, they also created an app to share information on road safety, offered training programmes for drivers of heavy goods vehicles, enhanced their transport safety audits, made safety videos, and developed an internal awareness campaign on the dangers of vehicles rolling away due to incorrectly engaged handbrakes.

Their actions were successful: the number of road traffic accidents dropped by 60% in two years' time and the number of injuries decreased from 42 to 4. Speeding was reduced by 77% and 1.5 million euros in fuel costs were avoided because of better fleet efficiencies.

Foodora Rider Safety - A Holistic Approach for the Delivery Services Sphere



Organisation: Foodora Austria
Organisation type: Enterprise
Country: Austria
Target audience: Bike couriers

The 2600 bike couriers of Foodora bring food, groceries, and everyday goods to their customers daily. It is therefore essential that they master a good knowledge of the traffic rules and risk perception. New riders receive safety training before their first ride and can only start their first journey after a successful test. To stay up to date with new regulations, they receive refresher courses each year. Their bike also receives a check on their roadworthiness and safety before the first ride. In case of a defect, the rider can let the bike be checked and repaired for free. A helmet is provided by Foodora and is compulsory for all riders. Every major city in Austria has their own rider stations where riders can meet each other and attend workshops on road safety.



TAKEVE: an unique delivery model with security and inclusion



Organisation: Takeve Srl Benefit
Organisation type: Association
Country: Italy
Target audience: Female delivery drivers

TAKEVE is developing a new model in the delivery sector that is inclusive, empowering, and safe for women. They provide their all-female team of drivers with a helmet, waterproof jacket, high visibility waistcoat with tracking system, non-slip shoes, reinforced trousers, an SOS rider app and an anti-theft sound device from the start. For their cargo bikes, they selected CAKE as their partner, who have software that automatically protects the engine in case the battery overheats. With their app, the employees can improve their knowledge about road regulations, safety personal hygiene and food storage via a game with obstacles. The game also allows them to collect points that can be transformed into reductions for books, cinema, shows and sports activities. The multiple TAKEVE meeting points give the riders the opportunity to meet others, take some refreshments during breaks and follow training and workshops.

Urban

In 2022, more than 7,400 people lost their lives on urban roads. Cities, municipalities, and regional authorities play a key role in the development of actions that can decrease this number drastically. This award celebrates the outstanding and innovative achievements of local authorities in Europe.



Gdańsk Programme of Traffic Calming as a way to sustainable urban mobility

Organisation: Municipality of Gdańsk

Organisation type: Authority

Country: Poland

Target audience: Road users

Between 2000 and 2009, around 30 people lost their lives on Gdańsk's roads. Therefore, in 2010 the city decided to develop the Gdańsk Traffic Calming Programme 2016-2030 to help achieve Vision Zero. The programme has a specific focus on improving the coexistence of pedestrians, cyclists and drivers and the safety of road users in vulnerable situations. One important step in this process was the implementation of 30km/h as the standard speed in the city. Together with this implementation, they introduced infrastructure changes such as elevated crossings, mini roundabouts, and one-way streets. If possible, pedestrian crossings were replaced with footbridges and tunnels. Local communities had the opportunity to participate in the programme via questionnaires on the safety of school areas and the implementation of local projects created and chosen by the citizens. The city developed multiple safety education activities and campaigns for children.

Between 2009 and 2022, the city witnessed a decrease of 76% in the number of fatalities, 47% in the number of injuries and 44% in the number of road crashes. There were 62% fewer crashes reported involving pedestrians, and in 2022 no cyclists died on the road.



Pedestrian safety - common responsibility

Organisation: Małopolska Road Safety Council

Organisation type: Authority

Country: Poland

Target audience: Pedestrians

In 2018, the voivodship of Małopolskie in Poland discovered that 68% of the road crashes involving pedestrians occurred in the proximity of pedestrian crossings. To make pedestrians safer when crossing the road, they implemented four different types of actions. Two important steps were the illumination of more than 300 pedestrian crossings on all road types and the reduction of the speed limits in the proximity of crossings to 50km/h on regional and national roads and 30km/h in cities. To inform the local citizens of these actions and their importance, they created an awareness campaign with debates, press interviews, knowledge contests and educational information on radio and television. In case a road crash still happens, the victims and their family members can receive adapted psychological help and follow dedicated workshops. Between 2016 and 2022, the number of fatalities near pedestrian crossings went from 18 to 8 and the total number of crashes from 485 to 234.



The Road Safety Municipality trajectory: on the road to 0 road deaths in the province of Antwerp

Organisation: Provincie Antwerpen

Organisation type: Authority

Country: Belgium

Target audience: Cities and municipalities

Local governments often do not have the expertise or capacity to make an individual strong commitment on road safety. Therefore, the province of Antwerp developed the Road Safety Municipality Trajectory to support and guide local administrations and police districts in working out and implementing a structural and integrated road safety policy. Once the challenges and opportunities are determined via self-evaluation exercises and crash dashboards, road safety experts help the cities and municipalities with choosing the best action points and most suitable instruments and materials to make a permanent improvement in road safety. Their actions and measures are continuously measured and adapted if needed. Each year, they organise a conference where all cities and municipalities can come together and where the best-performing participant is recognised. So far, 59 out of the 69 cities and municipalities in the province of Antwerp have joined the programme.

Join us to make a difference

<https://road-safety-charter.ec.europa.eu>



 **EuropeanRoadSafetyCharter**

 **@ERSCharter**