

European Road Safety Charter Mid-Term Evaluation

January 2007

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3 INTRODUCTION

Four objectives

Based on the principles of the White Paper and the Action Programme, in the terms of references of the ERSC, four goals were assigned to this action, and thus need to be assessed.

1) To reach the whole of the EU in order to diffuse road safety awareness, considering the target population (organisations) as relays vis-à-vis the population

As stated, the ERSC has to be considered within the framework of shared responsibility. It involves two levels to spread a message: groups of civil society and citizens.

2) To stimulate groups of civil society to come up with creative, innovative and effective measures for road safety

The integrated approach enables the ERSC to accept commitments dealing with different issues. In accordance with this, a major advantage of the ERSC is that it gathers solutions found by the signatories in their spheres of activity, and does not use them to implement regulatory measures. The on-the-ground experience of the entities is valuable because they implement practical measures to address their daily problems.

3) To create a Charter-based community to foster the exchange of best practices and the efficiency of the system

The creative, innovative and effective measures implemented by the signatories are all the more valuable since they are shared. The creation of a network is a core objective of the ERSC. A snowball effect is expected at two levels:

- The Charter will be increasingly efficient if the entities group themselves by category to exchange their practices and adopt models from something that worked elsewhere in a similar context.
- The Charter will gain more and more signatories if being committed is seen as being part of a club.

4) To streamline initiatives of civil society according to Commission priorities outlined in the Action Programme

With the Charter, the EC can foster civil society initiatives by setting the agenda. Although the commitments have no strict framework, an evaluation committee composed of desk officers approves them one by one. Consequently, it is easy to persuade the entities to place emphasis on such and such a topic considered as a priority by the EC. On the other hand, the EC will not foster initiatives that are not clearly in line with the Action Programme.

4 OBJECTIVE 1. HAS THE CHARTER REACHED THE WHOLE OF EUROPE TO INCREASE ROAD SAFETY AWARENESS ?

This chapter presents an overview of the kinds of organisations that have signed the Charter. By signatory, we mean entities that have submitted a commitment that has been evaluated and approved by the Commission, following which the entities receive a Charter Kit.

The Charter Project Office (CPO), managed by PAU Education, has registered a total of 658 signatories.

The signatories have been classified by a number of criteria to help identify what kinds of organisations have been most willing to endorse the European Road Safety Charter (ERSC) campaign.

Signatory entities have been classified according to:

- Their **category**:
 - An association: a group of individuals formed on a voluntary basis and for a non-lucrative purpose. Also a federation of associations.
 - A company: a legal entity that has a separate legal identity from its members, and is ordinarily incorporated to undertake commercial business. Also an association formed for a lucrative purpose.
 - A public authority: a public institution chartered by a state and designed to perform some form of public service.
 - An educational and research institution : an entity formed for a social purpose (research, education, etc.).

- In order to help evaluate the impact of the signatories' commitment, the CPO characterised the scope of the entities by:
 - o Companies: large and SMEs.
 - o Associations, public authorities and education and research: local, regional, national, and European.
- **Related** or **non-related** to road safety. It is clear that entities whose mission or business model is related to ensuring road safety standards will be more willing to endorse the ERSC.
- For the **entities related to road safety, to which sub-sector they belong to** :
 - o Transport of people or cargo
 - o Automobile clubs
 - o Car/motorbike manufacturers
 - o Road constructors and engineering
 - o Insurance companies

- Fleet services companies
- Driving schools
- Victim associations
- Others (education and research, public bodies and agencies)
- The **geographical origin** of the entity. This has been classified according to the priorities and, accordingly, the efforts of the CPO, to engage the entities in the ERSC:
 - European umbrellas, basically associations with EU scope
 - Larger EU countries: Germany, France, UK, Italy and Spain
 - Northern and Central Europe: Sweden, Denmark, Finland, Netherlands, Belgium, Luxembourg, Ireland, Austria
 - Southern EU countries: Portugal, Greece
 - New EU Member States: Poland, Czech Republic, Slovakia, Slovenia, Hungary, Lithuania, Estonia, Latvia, Cyprus, Malta
 - New Member States in 2007: Bulgaria, Romania
 - Remaining European countries: Turkey, Norway, Switzerland
 - Rest of the world: United States of America, Oman

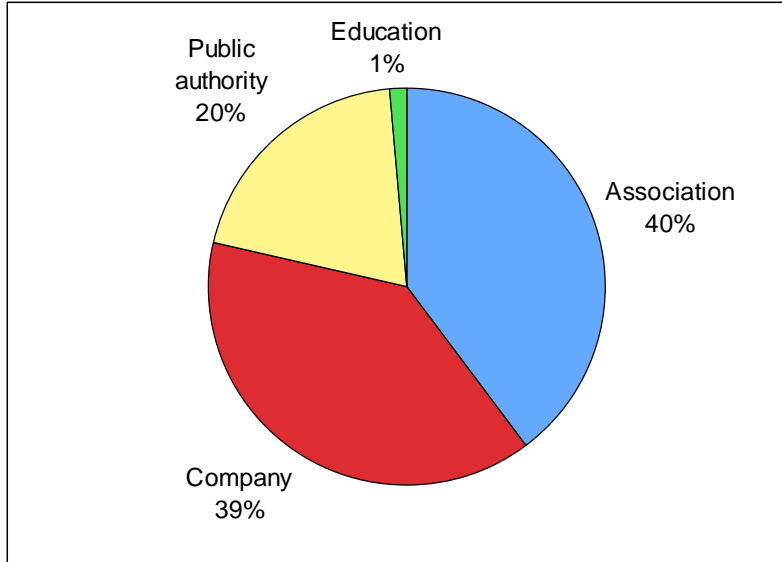
4.1 Signatory categories

A large percentage of the signatories are associations and companies.

Number of signatories per category

	Total	%
Association	262	40%
Company	256	39%
Public authority	131	20%
Education	9	1%
Total	658	100%

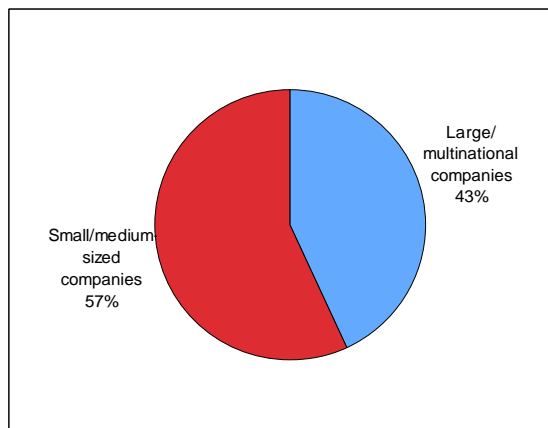
Pie chart of signatories per category



4.2 Geographical scope

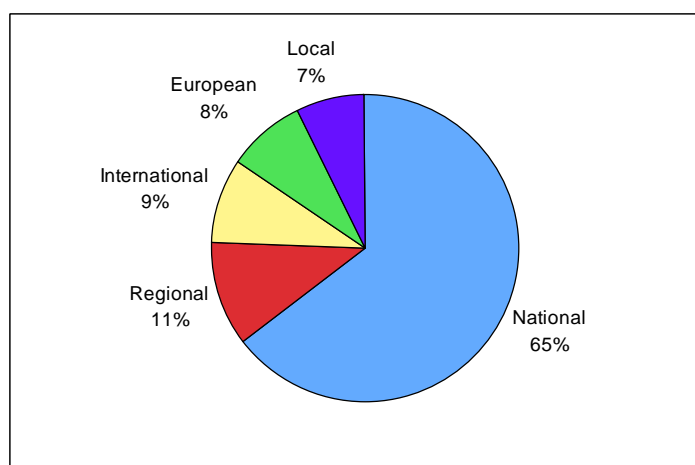
Number of large companies vs. SMEs

	Total	%
Large/multinational companies	110	43%
Small/medium-sized companies	146	57%
Total	256	100%



Geographical scope of associations

	Total	%
National	169	65%
Regional	29	11%
International	23	9%
European	22	8%
Local	19	7%
Total	262	100%



4.3 Nature of the signatories

It is important to stress that CPO opened the ERSC campaign to organisations not related to road safety issues. In this regard, nearly 250 organisations involved in a broad range of economic activities considered the initiative relevant for them and made a number of commitments.

Number of road safety -related signatories vs. non -related signatories

	Total	%
Non-related	250	38%
Related	408	62%
Total	658	100%

Number of signatories per entity category and RS sector

Category	Related (only)	Total	%	%	
Association	Other	68	26%		
	Non-related	56	21%		
	Victim associations	34	13%		
	Transport	33	13%		
	Automobile clubs	26	10%		
	Car/motorbike manufacturers	13	5%		
	Driving school	13	5%		
	Road construction	11	4%		
	Insurance	6	2%		
	Fleet services	2	1%		
	Total Association		262	100%	40%
Company	Non-related	68	27%		
	Transport	50	20%		
	Other	29	11%		
	Driving school	29	11%		
	Fleet services	24	9%		
	Car/motorbike manufacturers	20	8%		
	Insurance	15	6%		
	Road construction	14	5%		
	Automobile clubs	7	3%		
	Total Company		256	100%	39%
	Education	Non-related	4	44%	
Other		4	44%		
Road construction		1	11%		
Total Education		9	100%	1%	
Public Authority	Non-related	117	89%		
	Other	10	8%		
	Transport	4	3%		
Total Public Authority		131	100%	20%	
Overall Total		658		100%	

4.4 Geographical distribution of signatories

The Charter Project Office (CPO) undertakes activities in relation to the priorities set by the European Commission as follows:

- 1- Address the European Umbrellas, which are European associations related to road safety, in order to gain as many Charter signatories as possible throughout the EU.
- 2- Concentrate most of the campaign effort in the larger European countries, which are Germany, France, UK, Italy and Spain.
- 3- Subsequently, try to gain signatories from the other Member States in relation to the extent of the development of the notion of road safety:
 - a. Northern and Central Europe
 - b. Southern Europe
- 4- After, start disseminating the ERSC among new Member States, either those that joined the EU in 2004 or those that joined in 2007.
 - a. New EU Member States
 - b. 2007 New Member States
- 5- Finally, address the rest of the world, giving priority to the rest of the EU countries.

We tested the multiplier effect of national signatories, i.e., their capacity to involve their local members after signing the Charter. The experiment took place in Spain with three types of signatories: fleet services, driving schools and victim associations. The initiative was a success as 102 entities signed the Charter through their association or federation. In accordance with the EC, the experiment has not yet been repeated. On the one hand, we know that there is a multiplier effect at the national level (greater than that experienced at the European level); on the other hand, we are still in the process of identifying key single signatories.

This is why, in order to assess correctly the efforts made by the CPO, the fleet companies, driving schools and victim associations have been eliminated from the count. Most of these organisations joined the ERSC through a successful action carried out jointly by their association and the CPO.

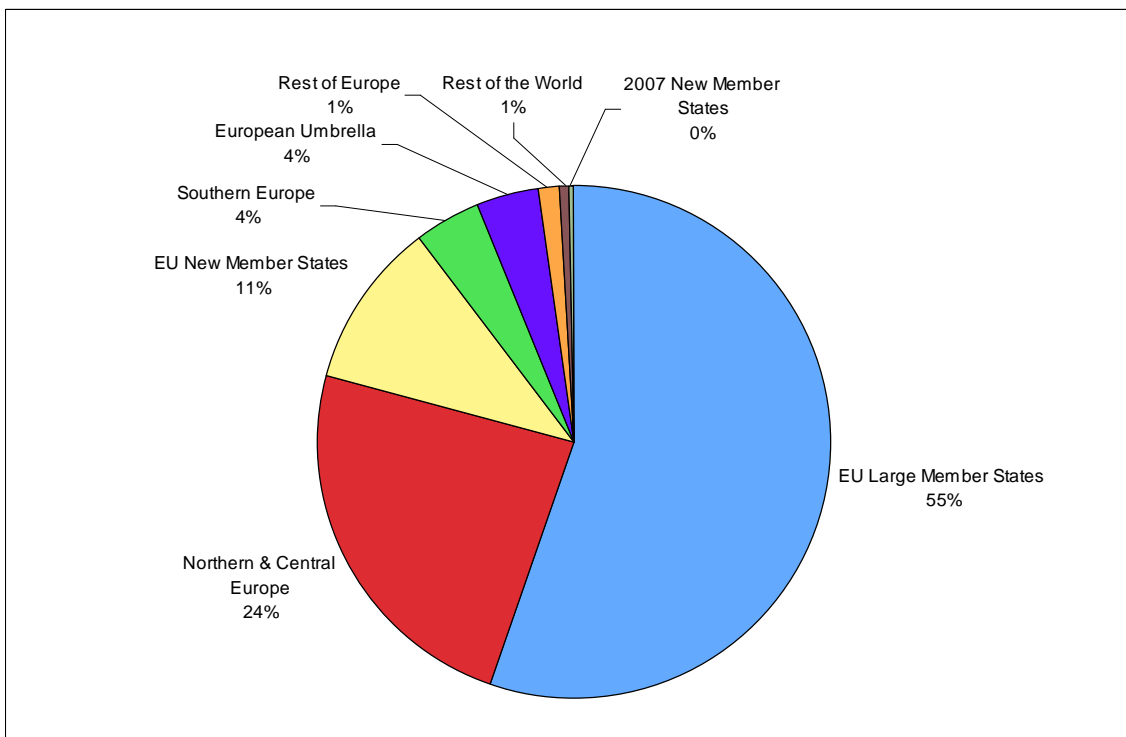
Geographical distribution of signatories per priority area

EU Large Member States	307	55%
Northern and Central Europe	133	24%
EU New Member States	59	11%
Southern Europe	23	4%
European Umbrella	21	4%
Rest of Europe	8	1%
Rest of the World	4	1%
2007 New Member States	1	0%
Total	556	100%

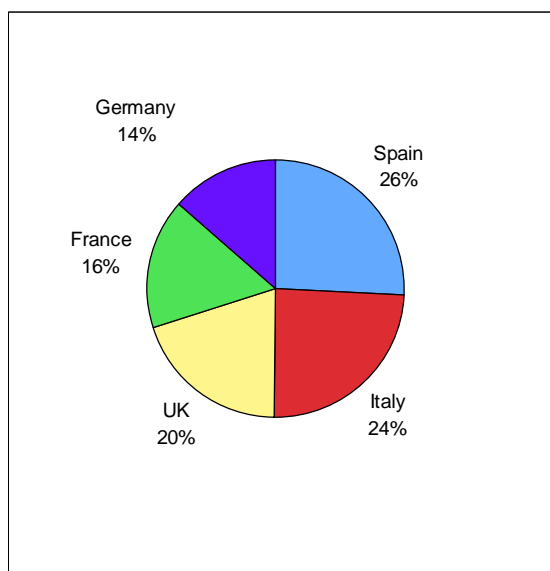
Control data

No. of fleet companies	26
No. of driving schools	42
No. of victim associations	34
Grand Total	658

Geographical distribution of signatories



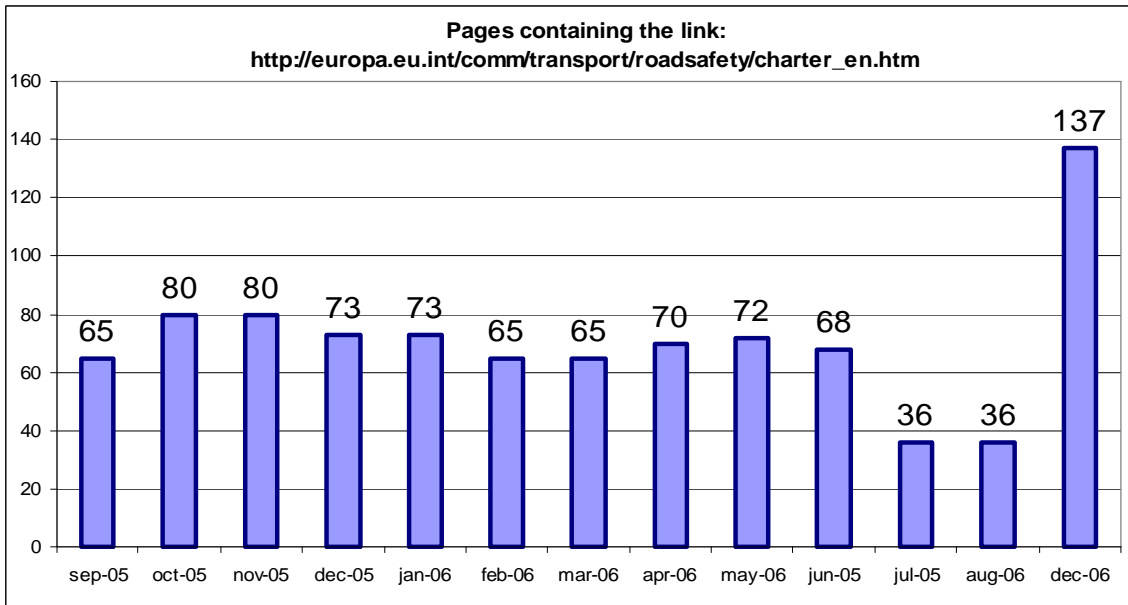
EU larger Member States distribution of signatories



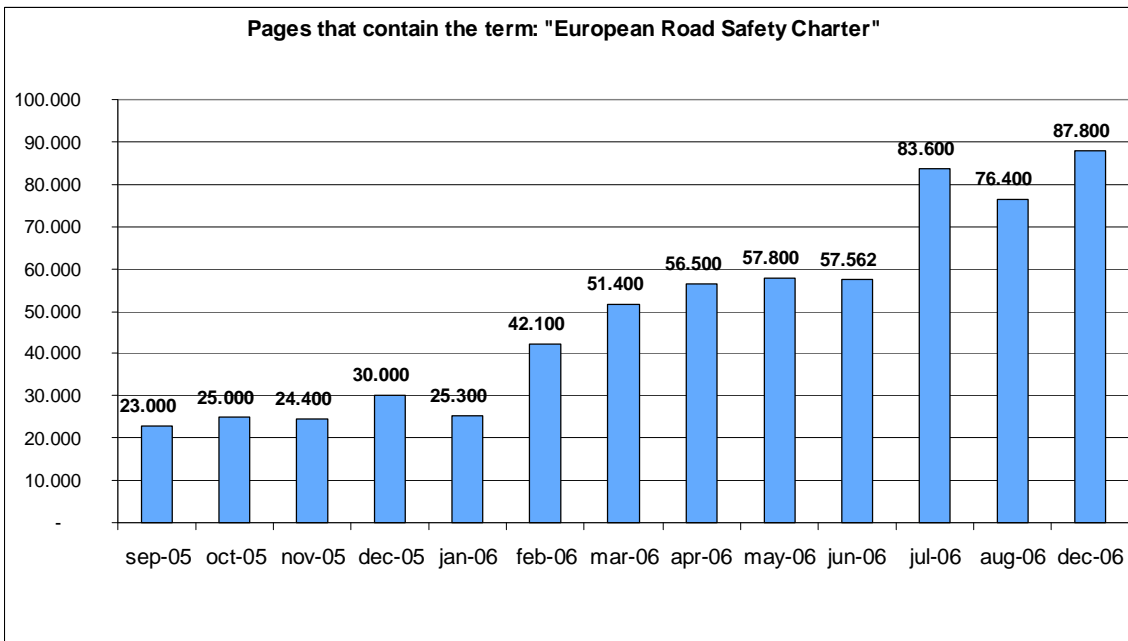
4.5 Awareness of the ERSC label

We measure the awareness of the ERSC label through Internet statistics, such as the number hits on Google of the ERSC homepage Internet address and the number of hits of the term “European Road Safety Charter”.¹

Timeline with number of Google links to ERSC http address



Number of Google links to the reference “European Road Safety Charter”



¹ More detailed information may be provided by the webmaster, contacted in January 2007

4.6 ERSC media coverage

The ERSC initiatives are progressively being broadcast by media throughout Europe. European entities either undertake to spread the ERSC message through their commitment or set up communication actions.

The main ones are:

- § **ADAC** (Germany) published in 2004 in the ADAC Motorwelt with a circulation of 17 million.
- § **Autoroute FM** (France, 1st motorway information radio station) broadcast in October 2005 during the International Road Safety Week an interview with Mr Pierre -Antoine Ullmo (PAU Education) about the European Road Safety Charter.
- § **CSR Europe** presented the European Road Safety Charter in its Newsletter in October 2005, which shows the incorporation of road safety within the area of social responsibility. A number of contacts were subsequently made in 2006 with national entities in charge of corporate social responsibility.
- § **Observatoire de Responsabilité Sociale des Entreprises** (ORSE - France - April 2006) to publish a leaflet about road safety aimed at companies.
- § **Czech Business leaders Forum and Slovak Business leaders Forum**, associations of socially responsible companies, presented the European Road Safety Charter to their 36 members as an opportunity to include a road safety plan in the framework of good practices in social responsibility for companies (April 2006).
- § **Grupo Antena 3** (Spain, Television, Foundation, Unipublic) undertakes to build road safety training circuits along the route of the Spanish Cycling Tour (Vuelta España) that will be highly broadcast. It broadcast its signature of the Charter during the news programme “Telenoticias”. Antena 3 is one of the leading television “open” channels in Spain in 2006, and the channel most favoured by younger generations.
- § **Roadsafe UK** is promoting the European Road Safety Charter from 2006 in the following way: communication activities will include a twice -monthly e-newsletter, sent to over 5,000 road safety professionals, a twice -yearly magazine and the development work of expert groups.
- § **Interactive Driving System UK** has committed to spread the ERSC message: “ As the European Road Safety Charter needs to be better promoted amongst our major corporate clients, we pledge, over the coming three years (2006 -2009), to disseminate it via all our communication channels, including websites, presentations and newsletters. We have hundreds of client websites all around the world, we do over 100 client and industry presentations each year and our industry newsletter goes out at least quarterly

to over 5,000 direct contacts, plus many more through cascades. We can promote our involvement in the Charter through all these channels.”

- § The three main professional Finnish transport magazines, **Rahtarit**, **Kuljetusyrittäjä** and **Auto- ja kuljetusala**, with a circulation of 26,000, 11,000 and 52,000 copies respectively, carry out a campaign focused on their members, who are drivers of heavy goods vehicles, encouraging them to drive within safe speed limits and to maintain a safe distance from the vehicles in front by focusing on the dangers of non-compliance.
- § **Associazione Nazionale Coordinamento Camperisti (Italy)** – 400,000 copies per year of a magazine publishing articles on road safety (2006-2009).
- § Associations such as **ANVU** in Italy will spread, five times a year, from 2006 -2009, the road safety message through national broadcasting channels (RAI 3).
- § The **Society of the Irish Motor Industry** broadcast 30 advertisements on the RTÉ1 (English language) and TG4 (Gaelic language) national television stations during the 2006 Christmas period.
- § **IPM** (Poland, publishing house) will, during the commitment period (**2007-2010**), regularly publish articles about road safety issues in a separate section in all magazines targeting fleet drivers: Flota, Auto Firmowe, Flotila, Samochody Uzytkowe, and AutoVIP. These magazines have a readership of between 6,000 and 10,000. It will also disseminate road safety information targeted at fleet drivers through the www.flota.com.pl, www.fleetsafety.pl and www.autofirmowe.pl websites, which have respectively 70,000, 10,000 and 80,000 visitors monthly.

4.7 Change in social perception of RS

The Charter had the clear objective to be fully European, i.e. an initiative perceived as initiated by the European Commission and endorsed by entities from all the Member States.

The Charter is currently the only European initiative in the field and the only one with a quantitative objective calculated at the European level (reducing the number of traffic fatalities by half).

But the Charter is not the only road safety initiative in Europe. In many Member States, road safety is a political priority with specific national initiatives. Some Member States launched national charters before the European one was presented.

The **first task** of the work undertaken during these first two years has been to establish synergies between the ERSC and the national initiatives:

- ERSC TOUR: 550 European and international entities participated during 2005 and 2006 in the 12 events set up all over Europe at the European Commission national delegations in the following cities: Barcelona, Madrid, Lisbon, Paris, London, Berlin, Rome, Warsaw, Copenhagen, Vienna, Helsinki and Brussels.

- Specific agreements to organise joint signatures of national and European Charters.
 - **Austria:** Charta für Straßenverkehrssicherheit. The entity responsible for the national charter is the Bundesministerium für Verkehr, Innovation und Technologie (the Ministry of Traffic, Innovation and Technology). Number of links in a Google search (“Charta für Straßenverkehrssicherheit”) 34,600 Google links (17 January 2007).
 - **France:** The DSCR, Direction de la sécurité et de la circulation routière within the Ministry of Transport DSCR, signed a charter with some 50 organisations, which have implemented very complete action plans in the road safety field. The DSCR does not communicate in relation to those agreements, which makes the European Road Safety Charter a complementary initiative as it can give more visibility to the action plans.
 - **Poland:** Europejska Karta Bezpieczeństwa Ruchu Drogowego (European Road Safety Charter), promoted by the National Road Safety Council within the Ministry of Infrastructure. Number of links in a Google search: (“Europejska Karta Bezpieczeństwa Ruchu Drogowego”) 36,500 (17 January 2007).

The **second task** was to establish the added value of the ERSC, and particularly to overcome some of the fears related to the European initiative, such as entities that give priority to the national initiative:

- In France, major entities such as Pernod, the Association Française des Opérateurs Mobiles, SNCF, the Association des Maires de France, and the Fédération Nationale de la Mutualité Française declared that they would prioritise the signature of the French National Charter before committing themselves to the ERSC.
- In Poland, with a simplified version of the Charter in place, the National Road Safety Council was in charge of the promotion of the Polish Charter according to the decisions taken in Dublin in 2004. The ministry achieved 13 signatories (they signed a general declaration without individual commitments), half of which were other ministries. Among private institutions, only a few signatories of the Polish charter have signed the ERSC.

The **third task** was to offer balanced coverage in terms of geography and types of entities:

- The Austrian model: In this country, the signatories have achieved a good balance between at least one large city, a federation of insurance companies, a federation of public transport, an automobile club and multinationals.
- The desired coverage - percentage of associations, companies, cities, etc.

- Jointly with the EU, it was decided that leading company headquarters would sign up without having their branches sign up as well initially. This decision was also well received by the companies, which included:
 - Michelin Europe (France)
 - Bridgestone (Belgium)
 - Groupe Colas (France)

The **fourth task** was to ensure that the signatories used the Charter logo and link actively. In order to do this, we called up all the signatories and asked them to do the following:

- Place the ERSC logo on their websites.
- Make sure that the entities related to them that have committed to sign the Charter do so.
- Inform their partners about the project.

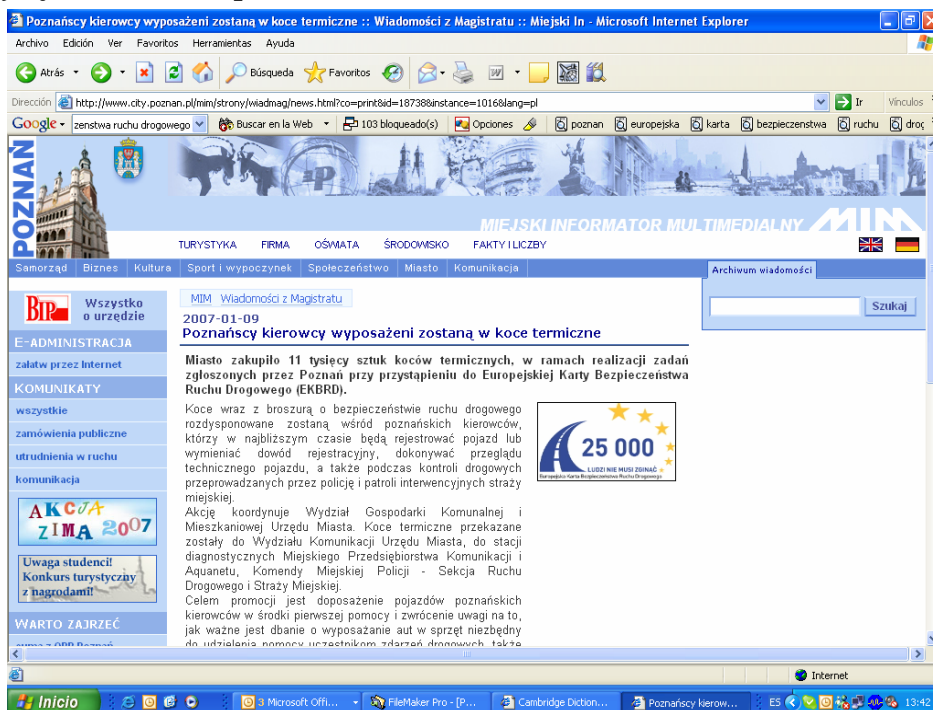
Immediate results could be seen online on the signatories' websites, as one third of the entities had posted the banner.

Examples of two of the websites:

Repsol ypf España – July 2006



The City of Poznan – September 2006



*

* *

Finally, the change in the social perception of road safety is very difficult to measure in an isolated way, i.e. it is difficult to attribute a decrease in road safety in a given country to the Charter. We can observe, on the one hand, a decrease in road mortality in most European Member States and, at the same time, a growing concern in these countries for road safety initiatives linked to the Charter.

- A campaign designed in the summer of 2005 with the motorway companies also contributed to this major increase in awareness:

The **European Road Safety Charter Summer Campaign** was the major promotional activity of 2005 within the European Road Safety Charter initiative.

The campaign was implemented at the peak of the summer holiday period and received the support of ASECAP, the *Association Européenne professionnelle des sociétés*

concessionnaires d'autoroutes et d'ouvrages à péage, and its national members in France (Autoroute), Portugal (Brisa), Spain (ASETA) and Italy (AISCAT).

In total, 2,156,206 bilingual leaflets, designed especially for the campaign, were distributed at designated service stations.

The distribution per country was as follows:

Italy: 739,052

France: 539,052

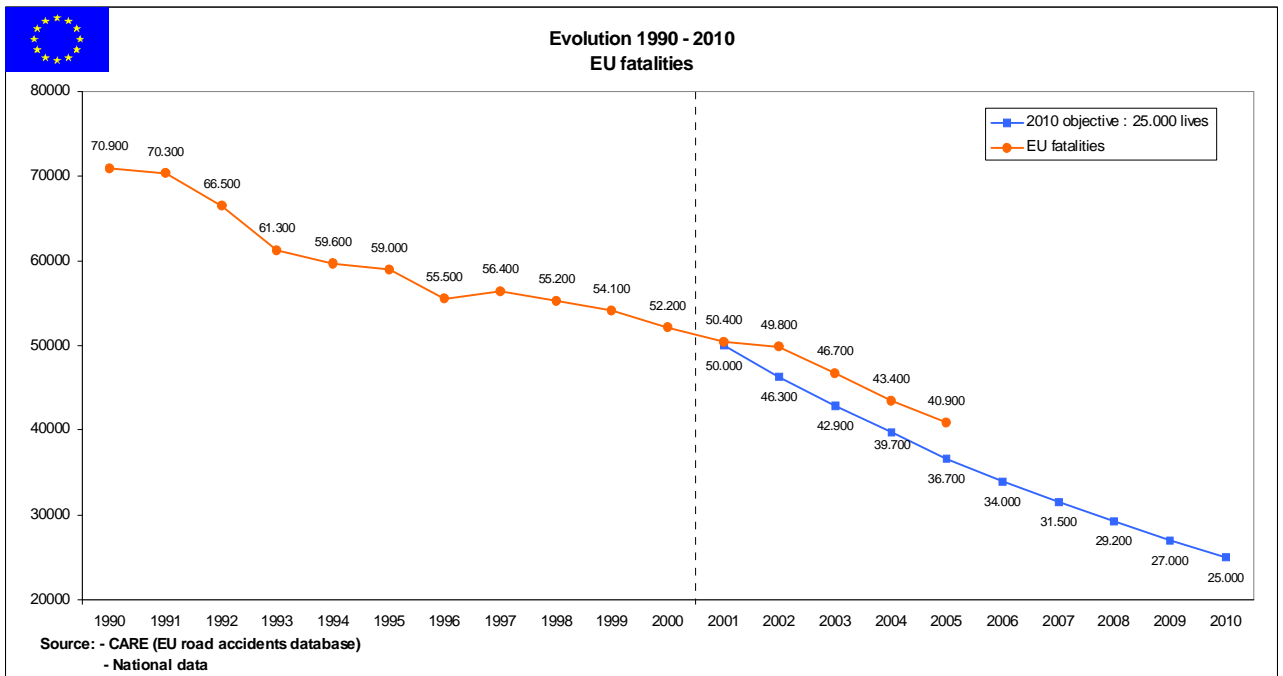
Portugal: 439,051

Spain: 439,051

The leaflet followed three main objectives: raising awareness about the European Road Safety Charter initiative; promoting responsible driving and, finally, triggering participation in the European Road Safety Charter Ambassador contest. In order to become European Road Safety Charter Ambassadors, people were asked to send in their proposals of how to contribute to increasing road safety in Europe. The proposals could take the form of an idea, road safety measures already being implemented or proposed for implementation, or other road safety-related activities.

The campaign received 202 contributions from all European countries and non-European countries.

Table. Evolution of road deaths



We must stress that the Charter was launched as a global initiative and not as a campaign, which means that the focus in these first two years was more on convincing people about the value of the initiative. The budget allocation for the campaign part was much lower and did not allow for major actions. Most of the budget was pre -assigned to the motorway campaign as part of a former commitment made before the contract was signed (follow -up of a 2004 action). It is clear that new plans should be made to achieve major awareness of the logo and the initiative as a whole. This will require a different budget approach and different priorities.

5 OBJECTIVE 2. DO THE COMMITMENTS GO FAR BEYOND THE MINIMUM LEGAL REQUIREMENTS? DO THE SIGNATORIES DEDICATE SIGNIFICANT MEANS TO IMPLEMENT THEIR ACTIONS?

5.1 Introduction

It is important to note that there are no legal Charter requirements. In fact, one of the ERSC's main features is to let the signatories decide about their commitments. Such commitments should have the following characteristics:

- Concrete, feasible, enabling monitoring;
- Contribute directly or indirectly to the goal of halving the number of road fatalities;
- Go beyond legal obligations;
- Lie within the organisation's responsibility;
- Have a three-year duration;
- Involve a civil society group (e.g. company, association, NGO, town council, institution, etc.).

The signatories are not obliged to dedicate significant resources to implement their actions. We do not measure the importance of the commitment in terms of the amount of financial, technical and human resources that are mobilised.

The process is first to convince the potential signatory of the importance of making a commitment. Then, it is necessary to ensure that this commitment is feasible i.e., that the necessary means for its implementation are available.

In many cases, the commitment is an extra effort as many commitments have been taken by entities that have no interest in the fields directly related to road safety. So, the best way to measure this extra effort will be to identify the entities that, prior to their commitment, were not involved at all in RS issues.

This willingness to identify new actors also explains one of the main difficulties of the ERSC: raising awareness among the policy makers at the entity level before raising awareness about road safety among the public in general,

We have greatly emphasised the responsibility of employers to include road safety plans as part of their human resources policies. This means that these commitments are widespread among the personnel.

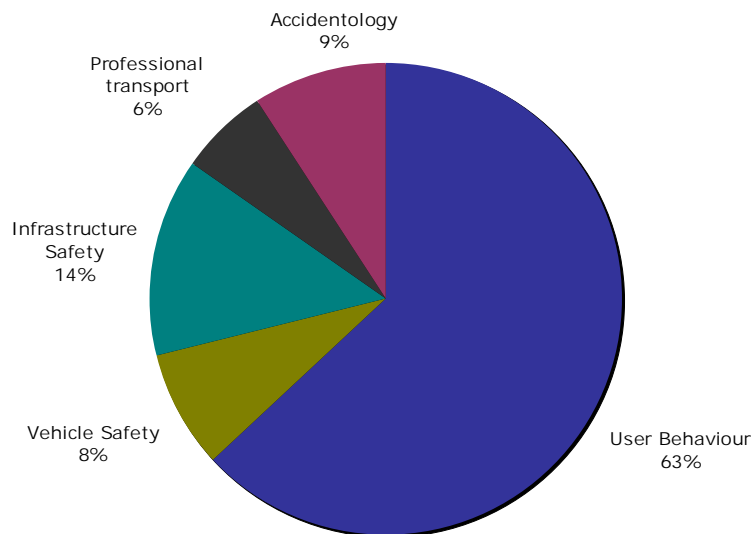
The real impact of a commitment ought to be measured by the amount of people directly involved in its development and/or by the number of people reached by ensuing actions.

5.2 Understanding the commitments

Number of commitments per main theme

Commitment Themes	Number
User Behaviour	508
Vehicle Safety	66
Infrastructure Safety	110
Professional transport	50
Accidentology	73
Total	807

Pie chart of the theme distribution



5.3 Quality of the commitments

The commitments presented by the signatories were ranked by the European Commission services. As can be seen from the table, more than half of the organisations that submitted commitments received a mark equal to or less than 2.

Table showing the monthly evolution of commitments

	Mark 1	Mark 2	Mark 3	Mark 4	Overall total
Association	28	131	74	29	262
Company	18	115	72	51	256
Public authority	6	45	51	29	131
Education	1	4	2	2	9
Overall total	53	295	199	111	658
%	8%	45%	30%	17%	100%

Example of a commitment

TNT Europe

Mark: 4 – 4 in content and layout

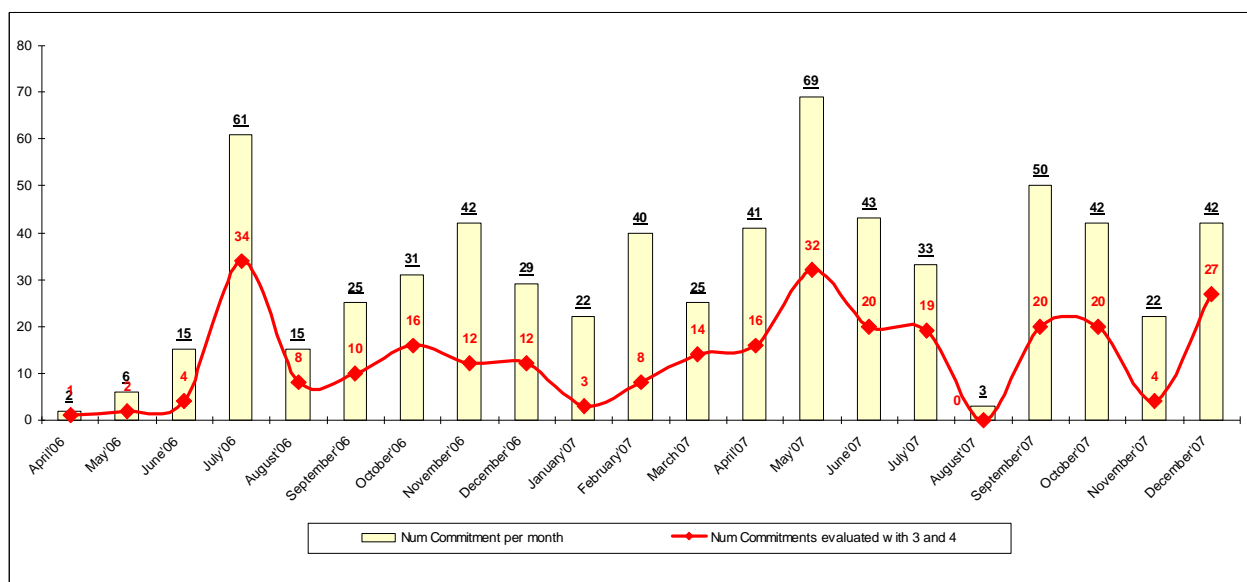
Action 1: We have a worldwide network of nearly 900 company -owned depots. All of these locations will have to implement the revised road safety management system to achieve and maintain the OHSAS 18001 standard as a key performance indicator by the end of 2007. Any acquisitions or mergers will be required to achieve the OHSAS 18001 standard within three years of the official acquisition or merger.

Action 2: All managers and supervisors who directly manage drivers will receive a modular training programme. This will enable them to put into place effective risk assessments and road -related risk controls to reduce road traffic accidents for which we are responsible. TNT Express's 2005 blameworthy incident rate was 0.33 per vehicle and our aim is to reduce this progressively over the next three years.

Action 3: To develop an e-learning driver assessment programme that can be used for driver refresher training and as part of our recruitment process. This will be placed on our learning management system and will be available for all our managers and supervisors by 2007. This is an assessed programme and its effectiveness will be monitored through our health and safety key performance indicators.

Action 4: To develop and make available to all locations posters covering driver fatigue, the use of mobile phones, speeding and drink -driving for February 2007. To develop one road safety article for our internal business bulletin and to develop and implement a driver handbook for all countries by 2008.

Timeline of the evolution of commitments with marks 3 and 4



Month No.	Month	No. of commitments per month	No. of commitments evaluated with 3 and 4	%
1	April'05	2	1	50%
2	May'05	6	2	33%
3	June'05	15	4	27%
4	July'05	61	34	56%
5	August'05	15	8	53%
6	September'05	25	10	40%
7	October'05	31	16	52%
8	November'05	42	12	29%
9	December'05	29	12	41%
10	January'06	22	3	14%
11	February'06	40	8	20%
12	March'06	25	14	56%
13	April'06	41	16	39%
14	May'06	69	32	46%
15	June'06	43	20	47%
16	July'06	33	19	58%
17	August'06	3	0	0%
18	September'06	50	20	40%
19	October'06	42	20	48%
20	November'06	22	4	18%
21	December'06	42	27	64%
TOTAL		658	282	43%

5.4 Impact of the commitments

This chapter summarises the impact of the commitments by ERSC signatories. All data has been taken from the quantitative data identified in the text of signatory commitments.

The impact has been identified in two categories:

- Number of people directly involved in the activities, such as training activities, presentations at schools, simulations, etc.
- Number of leaflets and posters produced: the number of materials produced and distributed among target beneficiaries.

Number of people affected by the ERSC commitments

Category 2	Total
Association	10.935.300
Company	10.439.123
Education	2.685
Public authority	3.277.986
Overall total	24.655.094

Number of products (posters and leaflets) produced by the ERSC commitments

Category 2	Total
Association	9,734,481
Company	15,740,618
Education	1,000
Public authority	532,258
Overall total	26,008,357

Top 20 signatories in relation to the number of people affected

N.	ID_EN	Entity	Country	Category	No. of people affected
1	C64709	Repsol YPF S.A	Spain	Company	2,000,000
2	C69292	Alcool Assistance	France	Association	1,122,000
3	C58209	Diageo Europe	United Kingdom	Company	1,008,000
4	C68613	PZU S.A.	Poland	Company	1,000,000
5	C56990	Lithuanian Brewers Association	Lithuania	Association	1,000,000
6	C57479	Spolocenstvo cerpacích staníc PHM LPG a CNG Slovenskej republiky	Slovakia	Association	1,000,000
7	C60310	Comune di Reg gio Emilia	Italy	Public Authority	840,300
8	C57089	Highsiding S.A.	Greece	Company	800,000
9	C57006	Allgemeiner Deutscher Automobil -club	Germany	Association	754,662
10	C60513	Nationwide Building Society	United Kingdom	Company	750,000
11	C69858	Ældre Sagen	Denmark	Association	708,550
12	C60202	Organización de Consumidores y Usuarios	Spain	Association	700,000
13	C65812	Trafikutbildarnas Riksförbund	Sweden	Association	450,000
14	C57701	Asociacion Española de la Carretera	Spain	Association	403,000
15	C68745	Artsana - Chicco	Italy	Company	400,000
16	C57862	Applus Bilsyn	Denmark	Company	400,000
17	C57744	Real Automovil Club de España (RACE)	Spain	Association	374,000
18	C71229	MADD	Sweden	Association	350,000
19	C59036	MHF - Motorförarnas Helykterhetsförbund	Sweden	Company	349,263
20	C68769	Chambre de commerce et d'industrie de Paris	France	Public authority	328,000

Top 20 signatories in relation to the number of materials produced

N.	ID_EN	Entity	Country	Category	N. Materials Produced
1	C66122	Bridgestone Europe NV/SA	Belgium	Company	4,000,000
2	C60513	Nationwide Building Society	United Kingdom	Company	2,400,000
3	C69997	Pouliasis Publications	Greece	Media	1,500,000
4	C59240	Fleet News/Fleet News Europe	United Kingdom	Media	1,300,000
5	C65596	Abertis Infraestructuras, S.A	Spain	Company	1,000,000
6	C71271	The Tyre Industry Council	United Kingdom	Association	1,000,000
7	C71205	Antena 3 fundación	Spain	Association	1,000,000
8	C71089	RESCUE TEAM SLOVAKIA	Slovakia	Association	800,000
9	C58738	DECO-Associação Portuguesa para a Defesa do Consumidor	Portugal	Association	750,000
10	C65925	Associazione Sostenitori Amici Polizia Stradale	Italy	Association	700,000
11	C67181	Fundación Jose Pons	Spain	Company	700,000
12	C57205	Fondazione ANIA per la Sicurezza Stradale	Italy	Association	695,500
13	C68745	Artsana - Chicco	Italy	Company	615,000
14	C59577	Fédération du Matériel pour l'Automobile a.s.b.l. - F.M.A	Belgium	Association	615,000
15	C69274	IAE	Luxembourg	Company	600,000
16	C56998	Cerveceros de España	Spain	Association	572,300
17	C58257	National Atesa Autotransporte Turístico Español S.A	Spain	Company	500,000
18	C59069	Association Cap Magellan	France	Association	454,000
19	C68969	Associazione Nazionale Coordinamento Camperisti	Italy	Association	400,000
20	C58598	AA – Ireland	Ireland	Company	360,000

5.5 Examples of impact of the commitments and follow-up

Impact of commitments on people

Repsol YPF S.A:

In view of the lack of information available on road safety and the lack of awareness on the consequences of accidents, we intend to inform and raise awareness among the over two million visitors to our website by creating two special sections relating to traffic safety:

- A special section on road education (2006 -2009). This section is designed to educate the public about road safety issues through interactive games.
- A special section entitled "En Carretera" (On the Road) 2006 -2009. This section will provide advice on driving safely.

Alcool Assistance :

The Alcool Assistance Association com mits to undertake the following actions in order to improve road safety:

Action 1: Raising Driver and Passenger Awareness

- By distributing flyers and documents regarding prevention of alcohol consumption, to be done by police officers when testing drivers for alcohol levels, as well as at motorway tolls during peak travel periods;
- Through billboard campaigns in partnership with local communities;
- By contributing to association or health forums and seminars on road safety.

Means: Documents, Breathalysers , SIMALC (blood alcohol level simulation programme), computer materials, exhibitions, alcohol -free cocktail recipes.

Number of people targeted: 500,000.

Action 2: Designated Driver and Anti -Drink Driving Campaign

Interventions at discotheques and at stud ent parties in the form of a 'Party Captain'.

Means: Documents, Breathalysers, SIMALC, computer materials, exhibitions.

Number of people targeted: 405,000.

Action 3: Company Training Plans

Company training plans, whereby personnel will be trained at ea ch company as follows: a three-day session for the steering committee, a one -day session for trainees and a three -hour session for the personnel. Interactive training sessions in groups of 15 to 20 individuals.

The evaluation, organised in conjunction with the company, will concern traffic accidents occurring during work or while driving to and from work.

Means: Company forums, documents, computer materials.

Number of people targeted: 70,000.

Action 4: Operations in Schools to Raise Young People's Awareness of Alcohol-Related Risks.

Raising awareness of the risks and consequences of abusive alcohol consumption. Confronting individuals about their own consumption of alcohol increases the impact of the information.

Means: Computer materials, portable computers and video projectors to project one of the three modules according to the pupils' age group (middle schools, secondary schools and higher education). Use of the SIMALC on the video projector and projection of videos. Distribution of documents.

Number of people targeted: 135,000.

Action 5: Intervening at Driving Schools and Discotheques to Demonstrate the Dangers of Toxic Psychoactive Products on Driving.

Informing future drivers of the effects produced by toxic psychoactive substances. Confront individuals about their own consumption. Make each future or young driver accountable for his or her behaviour behind the wheel.

Means: Documents, Breathalysers, SIMALC, computer materials, exhibitions.

Number of people targeted: 12,000.

Diageo Europe:

Over the coming three years (2006 -2009), we will engage all Diageo Europe's employees (in excess of 8,000) in responsible drinking activities and, in particular, we will raise awareness of the risks of drinking and driving. This will be done through regular communications, the company intranet and at employee events, including reference to the European Road Safety Charter, the Johnnie Walker partnership with Team McLaren Mercedes Formula One and the induction programme for all new employees. In particular, Diageo will launch a series of internal responsible drinking tips that will be visible at all employee events and entertainment areas. Further, through the roll -out of the Diageo Employee Alcohol Policy, responsible drinking will be promoted through leaflet drops, posters and employee presentations, and the European Road Safety Charter will be made available in electronic and hard -copy format.

On an external level, we will engage in responsible drinking activities in all EU Member States; in particular, we want to focus on discouraging drinking and driving. Our ambition is to reach over 1 million adult drivers with our information campaigns starting on 1 July 2006. Partners will vary from other industry associations to national governments, regional authorities, police, etc. as well as by becoming members of the European Transport Safety Council.

We will inform all individual European Diageo companies in Europe about the European Road Safety Charter via internal communications and encourage them to sign it.

Impact of commitments on products produced

Bridgestone Europe NV/SA:

Over the next three years, Bridgestone Europe will provide models of adequate road safety behaviour through the following actions:

1. "Think before you drive ", a strong visual communication campaign, targeting the general public at events such as F1 races, shopping areas and motor shows.

The campaign mascot is a crash test dummy that acts as the road safety expert and communicates key campaign messages such as "always use a child restraint", "always wear your seatbelt", "adjust your head restraint" and "check your tyre condition".

The campaign includes the distribution of 4 million leaflets on road safety measures and risks such as speeding or driving under the influence of intoxicants and 1 million tyre gauges per year.

We will provide the opportunity to experience the seatbelt simulator at events such as F1 races (on average, 1,500 people per race will have the opportunity to try out the device).

2. We will improve the awareness of the importance of tyre maintenance through the following actions:
 - o Distribution of posters and campaign messages at 100 events all over Europe annually at F1 weekends, tyre checks, dealers, shows, and automobile club breakdown services.
 - o Formula 1 weekend distribution of 1 million combined tread depth and tyre pressure gauges annually.
 - o Conducting tyre safety checks in association with Bridgestone retail stores, involving retail outlets in Spain, Italy and Belgium, where we will use the "First Stop" network, an independent franchise network (1,300 in Europe).
3. We will use the retail network to distribute the European Road Safety Message by encouraging customers to visit the local "First Stop" dealer, where they will be offered a free tyre safety check without pushing for sales.

These activities will be linked as well to existing local initiatives at events such as F1 weekends. We will offer tyre safety inspections in many varying locations such as the parking area of F1 GPs, motor shows, airports/stations and shopping centres in cooperation with national automobile clubs.

Nationwide Building Society:

In support of the UK Government's strategic aim of reducing child pedestrian casualties by 50% by 2010, Nationwide Building Society will provide every UK primary schoolchild with a free pedestrian safety reflector. Reflectors will be distributed each October (to coincide with the clock change from British Summer Time (BST) to Greenwich Mean Time (GMT) and the consequent onset of darker conditions) from 2005 until 2006.

Nationwide Building Society will also make available annually, free of charge, curriculum-aligned worksheets and lesson plans to each of the approximately 25,000 primary schools and primary teaching groups in the UK.

By the end of the campaign, we estimate that 2,400,000 reflectors will have been distributed, and that approximately 25,000 schools will have conducted a lesson or demonstration on road safety using the materials provided by Nationwide.

Pouliasis Publications:

We are very concerned about Greece's high number of road traffic accidents, and we wish to make drivers more aware of road safety, especially during the annual periods when there is a high volume of traffic on the roads. Over the next three years, we will publish at least six magazines, entitled "Auto Safe", which will inform and educate people about car safety and traffic culture. These two subjects will make up the exclusive content of the magazine.

The magazine will be distributed free of charge, in Athens and other key sectors of the Greek region, to drivers during the mass excursions that occur in Greece every four months (Easter, Christmas, the religious holiday on 15 August, and the national holiday on 28 October). We will publish approximately 120,000 magazines each time, resulting in a total of almost 500,000 magazines a year.

In addition to the magazine, we have programmed a series of different actions:

- Over the coming three years (2006-2009), we will place 20 awareness messages a year on large bridges on the national highway network.
- Over the coming three years (2006-2009), we will produce 1,500,000 stickers with car safety slogans, to be placed on car windows.
- We pledge to publish posters that will be placed in key places of the national road network to inform and raise awareness among drivers. The number of posters will be subject to evaluation over this year.

- We also pledge to produce rigid tissue boxes that will be given out free of charge at petrol stations in order to provide drivers with car safety messages within their cars while driving. The number of tissue boxes will be subject to evaluation over this year.

Impact of follow-up

Internal follow-up:

- **DIM:** “In order to make the staff at DIM aware of the importance of respect for the Highway Code, each quarter we test their knowledge of it, and the mistakes they make lead to a revision and explanation of the rules in question.”
- **Carlsberg Denmark:** “We will regularly control (minimum once a year) the results of the new traffic policy, monitoring the amount of accidents and analysing their causes to verify the outcome of the new road safety strategy and objective.”

General Impact:

- **IKEA** has committed to the following: “We want to encourage the use of seatbelts among our 100,000 employees.”
- **AKERI -The Finnish Road Enterprise** participates in ensuring safe journeys to school for children by making educational visits to schools at the beginning of the school year. The campaign consists of informing new (6 - and 7-year-old) pupils and their teachers about safe traffic behaviour and distributing 1,500 reflective vests yearly.
- **Associazione Sostenitori Amici Polizia Stradale** organises road safety campaigns against weekend tragedies among young adults. Each year, it distributes 700,000 leaflets and publishes articles in magazines such as “Il Centauro”, “Organ Hause Asaps” and “Giornalino -Famiglia Cristiana”; in addition, such information will be disseminated via Rai Uno, Radio 24, RDS and RTL. In three years, a total of 15,000,000 people will be involved.

5.6 Best cases

Five best cases of commitments throughout Europe in five different entity categories:

Category: Large Companies and Multinationals



Deutsche Post AG

Deutsche Post World Net is the world's leading logistics group. Its integrated Deutsche Post, DHL and Post Bank companies offer tailored, customer -focused solutions for the management and transport of goods, information and payments through a global network combined with local expertise. Currently with some 500,000 employees in more than 220 countries and territories, Deutsche Post World Net is one of the biggest employers worldwide.

Deutsche Post has committed to:

- Offer road safety measures such as road user information and driver training sessions every year to at least 50,000 employees who work professionally on the roads in the European Union.
- Inform at least 150,000 employees in the European Union about road safety topics through different media, and also approach their families through a selection of topics.
- The Deutsche Post World Net road safety code is to be established within the group as the global road conduct rules by the end of 2007 at the latest.
- We will issue publications with special information to support awareness of Deutsche Post.

World Net Road Safety Code

500,000 people involved
314,000 leaflets produced

User Behaviour - Germany

Category: SMEs



COIRO T.P

Coiro TP is a French family -run company, based in the Lyons region. The company specialises in network installation, road maintenance, construction and road servicing. It has 183 employees and a fleet of 104 vehicles. Most of its employees work on road building sites.

COIRO TP has committed to:

- Publish 150 awareness posters to raise awareness among employees of the risk linked to being near passing vehicles.
- Display the safety measures taken when rerouting car or pedestrian traffic on building sites, interacting with local authorities.
- Organise, in partnership with associations, meetings on alcohol and drug consumption in the workplace. We will ensure personalised medical and professional monitoring.
- Take responsibility, each year until 2009, for the technical control of our employees' vehicles, on a voluntary basis, before they set off on their holidays.

150,000 people affected

150 people trained

300 leaflets produced

User Behaviour – France

Category: Public Authority



Policie • eské republiky, Služba dopravní policie - Ústí nad Labem

Policie • eské republiky (služba dopravní policie) is the local traffic police force in the city of Ústí nad Labem, in the North Bohemia region of the Czech Republic, in charge of supervising 62,900 vehicles in an area with a population of 118,000 inhabitants. The team has 35 agents.

Policie • eské republiky - Ústí nad Labem has committed to :

- Give lectures on road safety in the 25 city primary schools, in order to prevent any dangerous behaviour by children in the street or on the road.
- Hold lectures in driving schools dealing with the city's black spots, illegal behaviour and safe driving.
- Carry out a regular assessment of the city's accidents and black spots, to be published in the local and national media as well as on its website.

2,500,000 affected

2,100 people trained

1,600 leaflets produced

User Behaviour - Czech Republic

Excellence In Road Safety Awards 2006 winner

Category: Association

Ældre Sagen

Ældre Sagen (Dane Age) is a national association and was founded in 1986. It has approximately 490,000 members. One of its main objectives is to act on behalf of the elderly in cooperation with central and local government and other decision-makers influencing the quality of life of elderly people.

Ældre Sagen has committed to:

- Hold refresher courses each year for 350 elderly people.
- Carry out an information campaign for elderly people on how to use reflectors and cycle helmets while walking and cycling.
- Give advice to city planners and architects regarding the specific needs of elderly people in new building and road construction projects.

50 people involved

10 affected

User Behaviour – Denmark

Excellence In Road Safety Awards 2006 winner

Category: Public Authority



London Borough of Sutton

The London Borough of Sutton is a local council in London that provides a wide range of social, domestic and technological services, both residential and commercial, to people in the borough.

The London Borough of Sutton has committed to:

- Set up a road safety educational programme for child pedestrians between 6 -7 years old and 11-12 years old.
- Offer “New Driver” seminars in all schools of the borough to raise awareness among students who are about to reach the minimum age for holding a driving licence.
- Train cyclists of all ages on road safety issues annually.
- Set up a safe driving training campaign for teenage scooter riders in partnership with the British Army.

5,000 people involved

4,000 people trained

User Behaviour – United Kingdom

Excellence In Road Safety Awards 2006 winner

5.7 Signatories that did not meet the required criteria

The ERSC is a selective process. Not all the entities, despite the interest they showed in the Charter, were accepted as signatories.

Quantitatively, they represented approximately 13% of targeted entities.

Number of organisations that did not pass the evaluation process, or decided to quit after receiving the evaluation

Status	Entities	
Commitment not accepted by the ERSC Evaluation Committee	59	9%
Do not want to participate after the evaluation process	28	4%
	87	13%

Nature of the organisations that did not pass the evaluation process

Categories	Entities
Company	48
Association	32
Public authority	7
School/University	-
Media	-
	87

The main reasons for commitments not approved by EC:

- The entity was not developing new actions for its ERSC commitment.
- The commitment project was already financed by the Executive Committee.

The main reasons entities did not go ahead with the submission of their commitments:

- The entity was member of an umbrella that had signed on its behalf and for all of its members.
- The entity did not want to modify its commitment according to the request of the Evaluation Committee.

6 OBJECTIVE 3: HAS THE CHARTER MANAGED TO CREATE A COMMUNITY AND AN EXCHANGE OF BEST PRACTICES?

The community effect can be defined as giving opportunities to the signatories to meet, exchange and benefit from experiences in the field of road safety that directly or indirectly affect/modify their ways of dealing with this issue in their activities or fields of intervention.

The exchange of good practices is a key objective but requires a strong base of signatories and a strong knowledge of and empathy towards the European Road Safety Charter.

Building this knowledge and empathy has been one of our priorities. The status of the ERSC was insufficient to convince national actors in all Member States to join and support the initiative. A lack of understanding, an overall fear about an initiative that could compete with national prerogatives, a lack of trust towards Europe... all these ingredients required a strategy that was not contemplated at the beginning.

- National visits

We decided, in accordance with the EC, to launch an ERSC Tour, i.e., a visit of European capitals with a formal presentation associating national road safety actors and the EU delegation. The objective was to present the Charter as a complementary framework giving an extra dimension to national initiatives and creating a partnership to encourage national entities to sign the Charter.

Each visit so far has been based on this partnership principle, which is a precondition to the exchange of good practices: gathering, in the same place, actors of different types who share a common concern for road safety.

The ERSC Tour offers a common platform to all potential signatories: non-profit entities and companies, large and small actors, etc.

We realised that specific forums were also required. That is why we initiated company-only meetings, and we will go on organising specialised events so that a sense of community can be built more easily.

Best case: [Danish Conference](#)

The road safety conference in Denmark was characterised by a high level of involvement from presenters and participants alike. Several arguments as to why it is good practise to devise an internal traffic plan and concrete examples on how this can be achieved were presented.

The conference was held on 9 March by the Danish Road Safety Council (RFSF), the Confederation of Danish Industries (DI) and the European Road Safety Charter Team. It was held at the premises of the Confederation of Danish Industries with around 100 business leaders as participants from all sectors, from the biggest companies in Denmark. The title of the event was "Kører din virksomhed sikkert?" (Does your company drive safely?). Just as the title implies, the theme of the conference was how and why companies should devise internal traffic safety policies.

- **European meetings**

The European Commission organised various launch events with key European umbrella organisations in order to raise initial Charter awareness.

The strategy for the three-year contract is to continue with the organisation of a yearly Charter awards event.

The first event took place at the end of 2006 with the presence of the Commissioner.

This type of meeting is very useful to create the desired community effect based on the following features:

- Acknowledgement by the EU (not necessarily by the Commissioner, but by representatives of the EC)
- The opportunity to informally exchange RS issues during and after the meeting
- A strong incentive to potential signatories to decide themselves and speed up the whole process

We believe that this type of event should be organised on a quarterly basis, independently of the awards ceremony, incorporating the following features:

- Each event focusing on a certain type of entity: an event for cities, an event for companies, an event for SMEs, etc.
- The presence of an EC representative, but not (always) the commissioner
- Organising, after or before the meeting, an exchange meeting

- **Exchange through the Internet**

The website should be a powerful tool for exchange but, at this moment, the website structure is not flexible enough. The fact that the website is managed in Brussels does not allow interaction with the public. The complex URL, the time required to

update of contents and the lack of web 2.0 tools make the exchange task through the website difficult.

In order to better test the importance and use of the website, we have created microsites for each of the main signatory categories. The immediate objective is to give better visibility to the signatories and create a sense of ownership for the Charter among similar entities. These microsites are based on the commitments taken, comments by experts, and raise questions of interest to all existing and potential signatories. The mid-term objective is to create specific exchange areas on the Internet for entities from the same field. (*See below: 6.5, p. 45*)

6.1 Networks of Charter signatories

Networking between signatories and Charter promotion are two key elements to achieve an active signatory community.

Some commitments stress the importance of collaboration between different actors in society. An example is the City of Poznan, Poland, which is raising awareness among local transport companies about road safety issues. They will be officially invited by the Mayor of the City of Poznan to take an active part in improving road safety in the city area.

All around Europe, entities are promoting the ERSC:

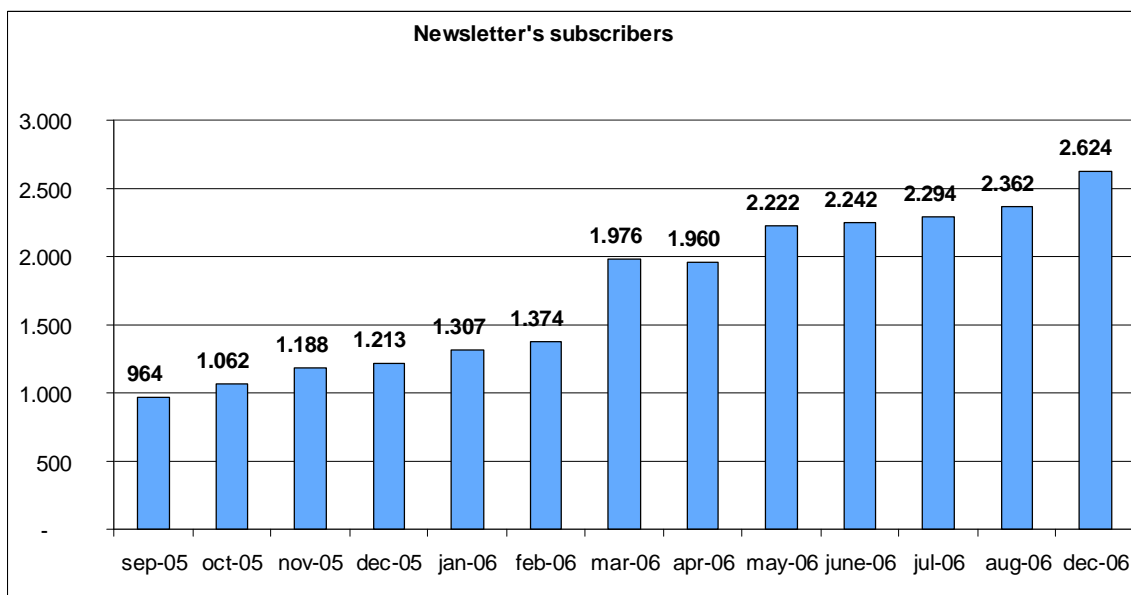
- **Jaama**, UK, a company supplying vehicle management, workshop management, leasing and hire, software and occupational road risk services to the automotive industry, has committed to the ERSC through its Internet platform:
 - o www.key2roadsafety.co.uk will be an ideal opportunity to generate publicity for the ERSC in two specific ways: firstly, our aim is that the site will be accessed by approximately 4,000 people a month, all of whom will be made aware of the Charter and its methodologies. Secondly, from the responses we receive through the initial questionnaire and survey tools, at the end of each section, we will be able to publish results in the fleet press again generating awareness and educating the market about the dangers of driving when on company business.
- **Moët Hennessy**, France, has asked all its transport suppliers to join the Charter (in the process of signing).
- **Exxon Mobil** plans to include a presentation of the Charter to all of its transport suppliers while renovating their contracts.
- **The European headquarters of Johnson & Johnson** in Brussels organised, in October, a meeting with companies with similar profiles to talk about road safety (Borealis, DuPont, Nestlé Waters Direct, Sanofi Aventis, Pfizer).
- **In Spain, the Asociación Española de Renting de Vehículos** and the **Fundación José Pons** has signed the Charter and made members join the initiative as well.
- Another Spanish example in the town of **Socuéllamos**, where three of the signatories (a driving school, local police force and local newspaper) **met to**

exchange good practices and take joint actions: they have set up two websites and a blog: <http://www.signatariosdesocuellamos.eu/>

- **ANVU and Fondazione Luigi Guccione (Italy)** are yet more examples of entities that have been more in contact thanks to the European Road Safety Charter. Fondazione Luigi Guccione has set up an interactive park reproducing real -life road situations on a scale of 1:2, involving at least 3,000 children in Cosenza. ANVU is setting up national road safety campaigns with a focus on young people.

6.2 Newsletter registration

Timeline of the evolution of people registered to receive the ERSC newsletter



6.3 Initiatives on the basis of Charter commitments in associations

Some associations or federations, as umbrella organisations, fulfil their roles and really disseminate the ERSC activities among their members:

- **ASECAP** Association des Sociétés Européennes de Concessionnaires d'Autoroutes et d'ouvrages à Péage, 127 members in 17 countries.

Signatory members: ASFA - Association des Sociétés Françaises d'Autoroutes, AISCAT - Associazione Italiana Società Concessionarie Autostrade e Trafori, ASETA - Asociación de Sociedades Españolas concesionarias de Tuneles, Autopistas y vías de peaje, BRISA - Auto estradas de Portugal, SA.

- **FIA** Fédération Internationale des Automobile club, about 60 members, of which about 20 are signatories: Royal Automobile Club de Belgique, Federation of Danish Motorists, the AA Motoring Club (Royaume Uni), etc.
- **EFRD** European Forum for Responsible Drinking, seven members of which are signatories, including Bacardi, Moët -Hennessy, Diageo. Some of their partners have also signed: Entreprise et prévention, Fundación Alcohol y Sociedad.
- **POLIS**, city network, 65 members, many of which are signatories: Toulouse, Barcelona, Bologna, Glasgow, Brussels, etc.

6.4 Exchange of best practices among Charter signatories

579 European and International entities representing 850 people participated during 2005 and 2006 in the 12 events set up all over Europe in the representative offices of the European Commission.

EVENTS	PLACE	DATE	NUMBER OF ENTITIES	NUMBER OF ATTENDEES
ERSC Charter Tour	SPAIN Barcelona	2005 28 June	29	39
ERSC Charter Tour	SPAIN Madrid	2005 12 July	48	70
ERSC Charter Tour	PORTUGAL Lisbon	2005 26 September	41	62
ERSC Charter Tour	GERMANY Berlin	2005 13 October	18	27
ERSC Charter Tour	FRANCE Paris	2005 19 October	38	49
ERSC Presentation	ITALY Rome	2005 25 October	42	56
ERSC Presentation	UNITED KINGDOM London	2005 3 November	30	36
ERSC Presentation	POLAND Warsaw	2005 22 November	53	53
ERSC Presentation	DENMARK Copenhagen	2006 9 March	64	118
ERSC Presentation	AUSTRIA Vienna	2006 22 June	57	88
ERSC Presentation	FINLAND Helsinki	2006 19 September	63	84
ERSC Presentation	BELGIUM Brussels	2006 29 November	96	136
			579	818

The European Road Safety Charter was been presented at 10 major European events during 2005 and 2006, reaching at least 1,686 people.

EVENT	PLACE	DATE	NUMBER OF ATTENDEES
Jornada sobre Seguridad Vial	SPAIN Madrid	2005 22 November	500
MRS Fachseminaren	GERMANY Cologne	2006 22 March	27
Business Leaders Forum	SLOVAKIA Bratislava	2006 30 March	20
Safe Transport AUTOTEC ' 06	CZECH REPUBLIC Brno	2006 5 June	50
Challenge Bibendum Michelin	FRANCE Paris	2006 8-12 June	200
Tylösand Conference	SWEDEN Halmstad	2006 17 August	300
Fleet Safety Benchmark Forum	BELGIUM Brussels	2006 12 September	19
ITS Conference	UNITED KINGDOM London	2006 8-12 October	500
Browary Polskie	POLAND Warsaw	2006 25 October	20
Verona Conference	ITALY Verona	2006 3-4 November	50
			1686

The total number of ERSC presentations during 2005 and 2006 reached more than 2,500 people throughout Europe.

6.5 Proposals to improve the ERSC Website: the microsites

Six microsites (bi-lingual: English/French) are being constructed according to our six categories:

- 1) Companies
- 2) SMEs
- 3) Federations
- 4) Institutions
- 5) Associations and NGOs
- 6) Cities and Regions

<http://www.paueducation.com/charter/companies>
<http://www.paueducation.com/charter/smes>
<http://www.paueducation.com/charter/institutions>
<http://www.paueducation.com/charter/associations>
<http://www.paueducation.com/charter/federations>
<http://www.paueducation.com/charter/cities>

The idea of specific websites for each of the six signatory categories makes it possible to structure contributions in terms of major families of actors and learners

These new microsites provide members and future European Road Safety Charter signatories with six information areas.

These mini-sites illustrate the dynamic nature of the ERSC, and also involve signatories to a greater extent in the achievements of the campaign.

These mini-sites strengthen solidarity and the sharing of knowledge.

The graphic and editorial content of the websites gives priority to taking the floor, making powerful presentations of the actions under way and noting major events involving the European commitment of the signatories.

This process places an emphasis on specific contributions, legitimacy and the feeling of belonging to our prevention community.

Finally, these mini-sites highlight the visibility and impact of the European Road Safety Charter for future signatories in each of the main families that they target.

Each of the six microsites allows us to focus on main signatories/commitments/actions by way of short articles and news:

Three sections:

- TOGETHER / ENSEMBLE (short article about relevant award or new signatory / Brussels Ceremony)
- CONVICTION / CONVICTIION (Interview with the CEO: Signatory / Commitment)
- IN THE FIELD/SUR LE TERRAIN (Short article about progress report Actions / commitments)

+ THE EXPERT EYE/ L'ŒIL DE L'EXPERT (a short note by an expert)

+ A series of 5/6 short news items brought together in CLUB NEWS / CLUB ACTUS

INSTITUTIONS/ INSTITUTIONS

>> Large companies / Grandes entreprises
 >> SMEs / PME
 >> Federations / Fédérations
 >> Associations / Associations
 >> Cities and regions / Villes et régions



25 000 LIVES TO SAVE
European Road Safety Charter

Strength, and safe roads, through unity.
L'union fait la force, et les routes sûres.

The European Road Safety Charter institutions work for a legitimate cause: to save, together, 25 000 lives a year between now and 2010. In this innovative European club, they exchange best practices and carry out targeted, concrete and effective prevention actions.

Les institutions de la Charte européenne de la sécurité routière se mobilisent autour d'une cause légitime : sauver ensemble 25 000 vies par an d'ici 2010. Au sein de ce club européen précurseur, elles échangent leurs meilleures pratiques et mènent des actions de prévention ciblées, concrètes et efficaces.

674 signatories have already signed up to the European Road Safety Charter.
What about you?

IN THE FIELD / SUR LE TERRAIN



EN ROUTE MINUS THE CAR... ALMOST
ENTE - Ecole Nationale des Techniciens de l'Équipement (France)
ENTE was the first French education establishment to sign the European Road Safety Charter, in September 2006... [SEE MORE / LIRE LA SUITE](#)

EN ROUTE SANS AUTO... OU PRESQUE
ENTE - Ecole Nationale des Techniciens de l'Équipement (France)
ENTE est le premier établissement de formation français à avoir rejoint la Charte européenne de la sécurité routière, en septembre 2006... [SEE MORE / LIRE LA SUITE](#)

EXPERT'S EYE / L'ŒIL DE L'EXPERT

> Jean-Pascal Assailly / psychologue, chercheur en sécurité routière à l'Inrets (France)

The joint efforts of institutions such as ENTE make it possible to better target prevention work. Here, as in the rest of Europe, local action enables the fight against the negative effects of dependence on cars: obesity as a result of not moving, ever-increasing pollution, etc. On the field prevention through actions involving car-sharing, shared transport campaigns and even cycling activities provide users with genuine responses on a daily basis.

Le relais des institutions comme ENTE permet de mener une prévention de proximité mieux ciblée. Ici, comme dans le reste de l'Europe, l'action locale permet de lutter contre les effets pervers de la dépendance à la voiture : l'obésité parce qu'on ne bouge plus, la pollution qui ne cesse de croître, etc. La prévention de terrain avec des actions de co-voiturage, des campagnes pro transports en commun et même le « faut-velo » apportent, au quotidien, de vrais réponses aux usagers



TOGETHER / ENSEMBLE

KAROL KOČÁREK RECEIVES RECOGNITION FROM THE EUROPEAN UNION
Head of local road traffic police of the Czech town of Ústí nad Labem received an award for the actions undertaken as well as congratulations from his European Road Safety Charter peers... [SEE MORE / LIRE LA SUITE](#)



KAROL KOČÁREK RÉCOMPENSÉ PAR L'UNION
Le chef de la police routière locale de la ville tchèque de Ústí nad Labem primé pour les actions engagées et félicité par ses pairs de la Charte européenne de la sécurité routière... [SEE MORE / LIRE LA SUITE](#)

>> Family portrait / Photo de famille

CLUB NEWS / CLUB ACTUS

IN DAGANZO, PREVENTION IS SYNONYMOUS WITH MOTIVATION
POLICIA LEGAL DAGANZO (SPAIN)
A DAGANZO, PREVENTION RIME AVEC MOTIVATION
POLICE LOCALE DAGANZO (ESPAGNE)

A HOSPITAL ON A CAMPAIGN
AZIENDA ASL 1 DI SASSARI (ITALY)
UN HORTAL EN CAMPAGNE
AZIENDA ASL 1 DI SASSARI (ITALIE)

THE PREVENTION UNIVERSITY / IRSA (FRANCE)
L'UNIVERSITE DE LA PREVENTION / IRSA (FRANCE)

STUDENTS ON THE GO
ATHENS UNIVERSITY OF MEDICINE (GREECE)
LES ETUDIANTS SUR LA BRÈCHE
UNIVERSITÉ DE MÉDECINE D'ATHÈNES (GRÈCE)

IN VINO VERITAS / VINSPRITHISTORISKA (SWEDEN)
L'UNIVERSITE DE LA PREVENTION / IRSA (FRANCE)

A CHARTER WITHIN THE CHARTER
SOCIELLAMOS (SPAIN)
UNE CHARTE DANS LA CHARTE
SOCIELLAMOS (ESPAGNE)

READ ALL THE NEWS / LIRE TOUTES LES ACTUS

COMMITMENTS IN THE HEAD LINES / ENGAGEMENTS À LA LIGNE



JOIN US / REJOIGNEZ-NOUS



SIGN / SIGNEZ




REGARDING THE 658 SIGNATORIES

To create empathy

- To strengthen the idea of a "select club"
- User-friendly "tool": closer than the official EC website

To give visibility

- To actions (exchange of good practices)
- To cultural prevention
- To inform / same rank / same field, etc. or go beyond: to meet (meetings)

REGARDING POTENTIAL NEW SIGNATORIES

- To give real and powerful references to potential new signatories: "Sign, it's a select club; you can also take part".
- To give visibility regarding similar ranks of interest and / or similar fields (join us by signing!)
- To give visibility to actions (multiplier effect of good practices/future commitments)
- To highlight the variety of commitments
- User-friendly "tool": closer than the official EC website

7 OBJECTIVE 4: HAS THE CHARTER ENABLED AN IMPROVEMENT OF ROAD SAFETY THROUGH THE COMMITMENTS? HAS THE CHARTER PLAYED A FULL ROLE IN THE INTEGRATED APPROACH?

The improvement of road safety through the commitments is something difficult to measure at this stage.

What is proven is that the elaboration of commitments requires a consulting phase, during which the operational team helps the entity to define its commitment. This allows some type of orientation towards EC priorities. We must stress that it is not easy to entice the entities to place emphasis on a certain topic. Each signatory is very jealous of its prerogatives on the one hand and, on the other hand, ignorant of the main RS issues and with a tendency to adopt a simplistic vision. Once again, the consulting phase should be dealt with carefully and takes much longer than originally thought.

The Charter as a whole is an example of the integrated approach, as it gathers in a same nutshell commitments dealing with road infrastructure, vehicle safety and behaviour. But most of the commitments are not integrated as most of them focus on behaviours. This situation is normal if we consider that one of the main objectives is to encourage non-specialised actors to sign the Charter. This means that this signatory can deal directly with behaviour issues alone. For more specialised actors in the RS field, we have more examples of integrated commitments.

We should be cautious at the moment about introducing this concept of integrated commitment as, for most of our public, the mere decision to make a commitment (limited to behaviour) is already a major step.

7.1 EC Priorities

Source: http://ec.europa.eu/dgs/energy_transport/index_en.html

GENERAL PROBLEMS

- High risks facing road users: training.
- Inadequate visibility of motor vehicles and road users: reflectors and visibility items.
- **Unforgiving vehicles and infrastructures**, deployment of new technologies for vehicles and road infrastructure; road infrastructure design and redesign; vehicle design; traffic signing and control.

- **High risk accident black spots**, infrastructure investment and technical harmonisation.

IMPROVING ROAD USER SAFETY

- Enforcement of traffic rules
- Awareness of the effects of drugs or medicines on driving
- Reduce risks facing pedestrians, cyclists, moped users, motorcyclists and inexperienced young drivers / improved driver training
- Safety of vulnerable road users
- Use of protective equipment such as seatbelts and helmets
- Importance of emergency braking, lane departure warnings, alcohol detection
- Improving safety for coach and bus occupants

ESTABLISHING STATISTICAL DATABASES AND ASSESSMENTS

Better procedures for investigating the causes of accidents and exchanging experience on accidents between Member States.

- Information gathering
- Research and development in relation to standards for information technologies
- Cost/benefit analysis methodology
- In-depth accident research
- Demonstration projects
- Methodology development

IMPROVING ROAD INFRASTRUCTURE SAFETY

Intelligent transport infrastructure (road telematics)

Improving road infrastructure safety

- Design of road infrastructure. Urban planning. Improved road infrastructure design and redesign.

VEHICLE SAFETY

Enabling the extensive use of telematics and in-vehicle assistance systems, and developing, testing and demonstrating new design philosophies and components.

Assessment tools for road safety measures 14

- The development of improved vehicle safety standards and testing procedures for road vehicles
- 'Vision Zero'

7.2 Examples in line with the EC priorities

VEHICLE SAFETY

- **Warsaw Tramways, commitment in the field of vehicle safety.** Statistics tell us that, in 2005 alone, there were more than 40 tramcar collisions on the same track, in which 79 people were injured. We want to halve the number of such accidents by 2010. In order to reach our objective, in collaboration with the Institute of Electrotechnology, we are carrying out tests on a device, which is to be installed in the front part of the first tramcar, and will measure the distance between two cars and compare it with the speed of the tramcar.
- For the European Road Safety Charter, the **Targeting** study group has added to its environmental consulting activity analysis and advising to increase safety in the surroundings of schools and places visited by old people (vulnerable users).
- The **ANATEEP** association has launched, in the scope of its commitment, a “nationwide educational campaign, the goal of which in 2005/2006 will be to promote the use of seatbelts in school transport”.
- Many associations work on the issue of drinking and driving: **la Route des Jeunes, Avenir-santé, Voiture & Co, etc.**

Within the framework of the Charter, the issue of **drinking and driving** involves companies.

- The **Alcool Assistance** association organises training plans in companies.
- **Moët Hennessy** organises “the systematic availability of chauffeur-driven cars for staff receiving guests in reception areas in order to take them home; the availability of Breathalysers at reception areas and in commercial personnel vehicles.”
- **Coiro** has set up the “objective 0” in relation to the consumption of alcohol and drugs on construction sites.
- The **Cap Magellan** association carries out preventative actions and distributes breathalysers in discotheques and at youth gatherings in Portugal, the objective being to reach at least 1,000 youngsters per party.
- **Abertis** raises awareness among 90,000 children from 8 to 12 years old by means of an educational programme. Through the children themselves, it will also reach the families, so that they promote road safety and can act as “family drivers”, applying the contents of the Family Road Education Guide, which will be given to 90,000 families during the 2006/08 period.
- **Fundación ONCE** raises awareness among high school pupils, as they are the ones who will soon begin to drive. The speakers are people who have suffered permanent disabilities following traffic accidents.
- **Taksiliitto (The Finnish Taxi Federation)** is currently involved with the ongoing monitoring of actions regarding taxi driver training, the use of safety devices in taxis and the promotion of public transport. Taksiliitto provides extra training to

approximately 800 new taxi drivers each year. The 8,000 members of the association receive stickers for their cars to remind customers to wear safety belts in taxis. Taksiliitto sets up a promotional campaign and takes part in three to five exhibitions yearly involving up to 10,000 visitors. The advertisements are going to be published in their *Taksi* magazine, national newspapers and radio channels. Potentially, they will reach the whole Finnish population.

- **AKERI (Swedish Association of Road Haulage Companies)** sets up an annual campaign on the use of seatbelts: the goal is to achieve at least the same level of seatbelt wearing among its member truck drivers as among passenger car drivers. It involves at least 10,000 people in the awareness campaign.
- **Mé Féin Tacsáí teó** insists on the use of safety devices, producing 12,000 stickers for all the taxis in Dublin to recommend that passengers wear seatbelts. Mé Féin Tacsáí teó aims to emphasise taxi visibility through an alternative taxi sign. The illuminated sign will display 'TAXI' at all times but, when drivers stop to collect or set down passengers, the sign will flash a 'CAUTION - PASSENGERS ALIGHTING!' safety warning in a red flashing light. This action will reduce by 50% those accidents occurring under such circumstances.
- Logistics company **Number one** also plans to increase the visibility of its vehicles through panels that will be set up behind a minimum of 1,500 trucks. This action will reduce the risks for passengers (between 60 - 100 passengers per day) and other road users.
- **The Finnish Road Enterprise (Tielikelaitos)** emphasises the importance of visibility as well, and will deal with educating children about traffic behaviour by distributing 1,500 reflector vests yearly to make them more visible in traffic.
- The **Fondazione ANIA** for road safety designed a way to highlight black spots on Italian roads through an easily accessible website.
- Cities are mainly concerned with infrastructure improvements (low speed zones, marking or signposting, and the reconstruction of streets and roads), which are also carried out by the Municipality of Copenhagen,
- Large companies have been seen to care a great deal about their employees, providing them with training to help them drive safely. At **Carlsberg**, there will be regular controls (minimum once a year on the 500 trucks that travel in Denmark) to monitor the amount of accidents and analyse their causes in order to assess the outcome of the new road safety strategy and objective. Hopefully, Carlsberg will set up this kind of policy for the rest of the European countries.
- Small entities are also acting on road safety. For instance, **Autoscuola amica** increases children's knowledge through educational projects that consider the problem of alcohol and drug abuse, focusing on the correct way to use roads. Every year, the school will train a minimum of 100 young people.

IMPROVING ROAD INFRASTRUCTURE SAFETY

- **The city of Karlstad** will undertake some measures to prevent road accidents among cyclists and means of public transport. The length of cycle lanes in the town centre will be increased by 1.2 km. The aim of the project entitled "Let the children walk and cycle to the school" is to decrease the distance covered by parents in cars to take their children to school. There will be campaigns about the environment,

road safety, health, etc., targeting parents, teachers and children. Bike helmets are to be subsidised by the municipality for its employees, and 53 buses will be fitted with alcohol safety lock devices.

- **The City of Aalborg** is focusing on rebuilding school roads and organising campaigns. For example, the rebuilding of 400 metres of school road in Frejlev will affect 450 pupils. Rebuilding school roads will also reduce black spots. Furthermore, four campaigns will be organised every year, affecting about 18,500 pupils plus 13,000 children in nursery schools and day-care centres.

IMPROVING ROAD SAFETY USERS

- Improving safety for coach and bus occupants
 - **Carris**
 - **City of Karlstadt**
- Use of protective equipment such as helmets
 - **Ducati**
- Enforcement of traffic rules
 - **City of Helsinki**
- Importance of emergency braking, lane departure warnings, alcohol detection
 - **Warsaw Tramways**
- Safety for disabled people
 - **Ældre Sagen**

ACCIDENTOLOGY

- **Comité National des Pros de la Route**
- **Trafpol-Irsa España**
- **PZU**
- **GROUPE COLAS**
- **Ceská pojišťovna a.s.**

Best cases

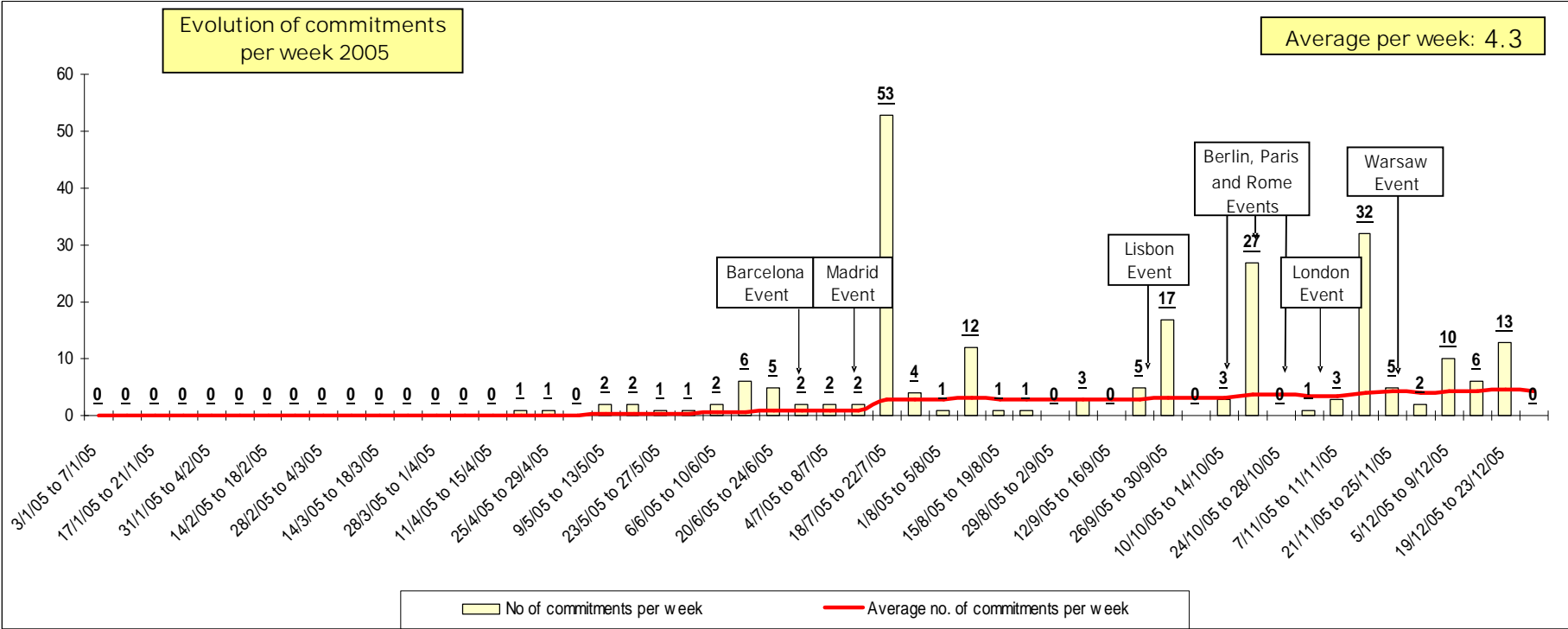
Commitments that include quantified objectives with percentages

- Cities:
 - Grenoble (a 75% decrease in the number of people killed or seriously injured in 10 years)
 - Lyons (global objective: to decrease by one third in three years the number of injured pedestrians in the city of Lyons)
- Companies:
 - Sanofi-Aventis (aims to contribute to the elimination of road fatalities by reducing by 50% the number of motor vehicle accidents involving employees and members of the public between now and 2009)
 - Colas Groupe (the Colas Group agrees to implement various means to reach the goal set, i.e., a 25% reduction in accidents involving third parties by 2008)

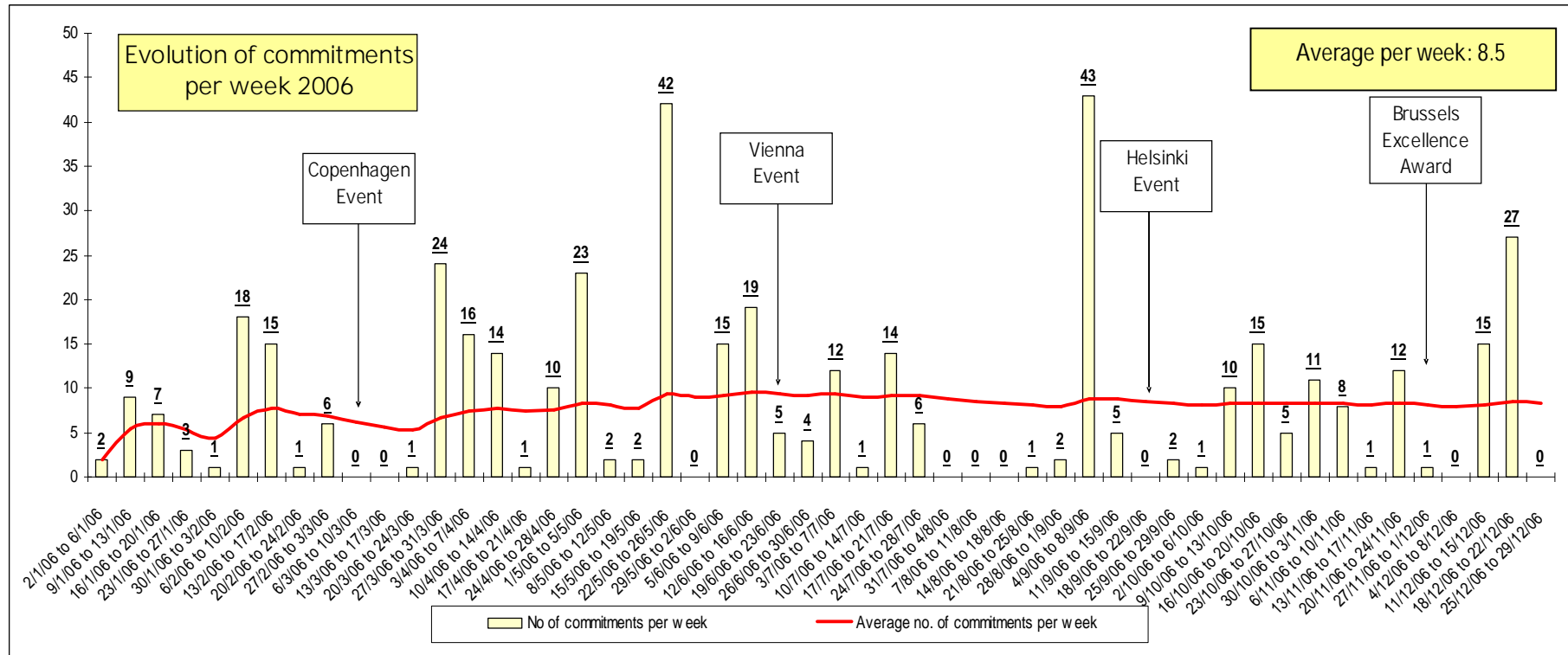
8 ANNEX

8.1 Evolution of signatories on a weekly basis

Weekly evolution of signatories in 2005



Weekly evolution of signatories in 2006



8.2 European Road Safety Charter figures

658 SIGNATORIES

2,504 ATTENDEES AT CHARTER EVENTS

24,655,094 PEOPLE AFFECTED

26,008,357 LEAFLETS PRODUCED

87,800 GOOGLE REFERENCES