



ERSC – Best practice exchange and renewed commitments

European Road Safety Charter

Our commitment saves *lives*















Theodora Calinescu, ERSC team
Berlin, 17 December 2019

ERSC is...

- ✓ Largest civil society platform on road safety
- ✓ Launched in 2004 by the European Commission as part of the Road Safety Action Program 2003 – 2010
- ✓ Based on the principal of shared responsibility and mobilization of all stakeholders in improving road safety.
- ✓ Encourages civil society to take action on road safety; facilitates acquisition and sharing of knowledge on road safety; encourages dialogue and exchange of road safety experiences and good practices

Who are the ERSC members?

- ✓ Over 4,000 charter members: companies, associations, local and national authorities, research institutions, universities and schools, and other groups of civil society committed to take actions for road safety.
- ✓ Members carry out road safety actions and initiatives targeted at their members, employees and the rest of civil society.
- ✓ Around 100 German members currently

	<p>BMW AG Country Germany Member since: May 2019</p>		<p>Automobilclub von Deutschland e.V. Country Germany Member since: March 2010</p>
	<p>Mobil in Deutschland e.V. Country Germany Member since: May 2019</p>		<p>ADAC Allgemeiner Deutscher Automobil-Club e.V. Country Germany Member since: March 2010</p>
	<p>Friends For Safer Roads Country Germany Member since: April 2019</p>		<p>Verband der Motorjournalisten (VdM) e.V. Country Germany Member since: March 2010</p>
	<p>motovio Country Germany Member since: January 2019</p>		<p>Deutsche Verkehrswissenschaftliche Gesellschaft, e.V. [German Association of Transport Sciences Inc.] Country Germany Member since: March 2010</p>
	<p>Institut für Verkehrsrecht und GbR Country Germany Member since: March 2018</p>		<p>Unfallopfer - Hilfswerk GmbH Country Germany Member since: March 2010</p>
	<p>DocStop für Europäer e.V. Country Germany Member since: February 2018</p>		<p>Sony Europe Country Germany Member since: March 2010</p>
	<p>Verkehrswacht Bonn Country Germany Member since: January 2018</p>		<p>Polizeidirektion Schwäbisch Hall Country Germany Member since: March 2010</p>

European Road Safety Charter 2016 – 2019 milestones

- ✓ National events in 28 EU countries – Germany today
- ✓ Annual good practice campaign
- ✓ **Annual Excellence in Road Safety Awards** - call for good practice at the beginning of the year
- ✓ Webinars on Road Safety topics
- ✓ Newsletters and Social media (Facebook, Twitter)
- ✓ Website www.erscharter.eu



Why join ERSC?

- Contribute to reducing the number of deaths and serious injuries every year;
- Share information about your road safety activities and events;
- Receive genuine recognition for your efforts through visibility at European level;
- Participate in the **Excellence in Road Safety Awards** held annually;
- Be featured on ERSC media channels, website, Facebook, Twitter, LinkedIn
- Explore similar actions of other ERSCharter members and get inspired

 **Join!**

Make a difference

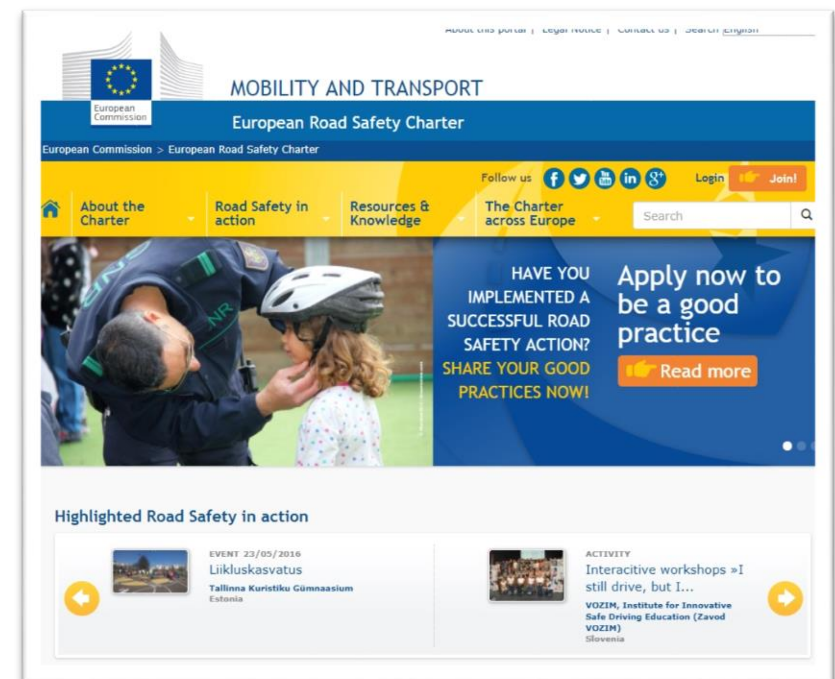
JOIN THOUSANDS OF EUROPEAN ORGANISATIONS, ASSOCIATIONS AND COMPANIES TO SAVE LIVES.

Together, we are Road Safety!

Join!

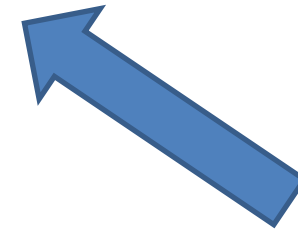
ERS Charter Good Practice

- Addressing risky behaviour and developing awareness-raising campaigns remains a key focus for ERSC members.
- The ERSC good practices are commitments which bring an **innovative** set of resources, are supported by **evaluation** measures and respond to key road safety challenges and so have a **meaningful** impact.
- Answering the call for good practices is the first condition to participate in the ERSC Excellence in Road Safety Awards.



If you want become an ERSC member, please go to www.erscharter.eu

The screenshot shows the homepage of the European Road Safety Charter website. At the top, there is a navigation bar with the text 'MOBILITY AND TRANSPORT' and 'European Road Safety Charter'. Below this is a search bar and a row of social media icons (Facebook, Twitter, YouTube, Google+, LinkedIn) along with 'Login' and 'Join!' buttons. A main menu includes 'HOME', 'ABOUT THE CHARTER', 'ROAD SAFETY IN ACTION', 'RESOURCES & KNOWLEDGE', 'THE CHARTER ACROSS EUROPE', and 'CONTACT US'. The main content area features a 'NEWSFLASH' section with a headline 'European Road Safety Charter Workshop in Berlin, Germany'. Below this are three featured articles: a testimonial titled '15 years of the ERSC: tell us your Charter story!', a 'ROAD FATALITIES BY EU COUNTRIES' infographic showing a map of Europe with a legend for road fatalities per million inhabitants (ranging from <math>< 40</math> to > 81), and a 'GOOD PRACTICE' article about 'VOZIM - Award winning good practice in 2018'. At the bottom, there is an 'ERSC OPEN LIBRARY' section with 'All Documents Videos' and a 'SUBSCRIBE TO THE NEWSLETTER' section with a 'Newsletter' title and a text input field.



Thank you for your attention!
theodora.calinescu@etsc.eu