



Engaging citizens in improving road safety:
introducing the European Road Safety
Charter

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European Road Safety Charter

Our commitment saves *lives*

The story behind the European Road Safety Charter

- 2003:
 - 40.000 deaths
 - 1.7 million injuries
 - Road crashes = the main cause of death for people under 45
- How to make European roads safer?
 - Target the whole civil society
 - Motivate all stakeholders to develop and share activities

The European Road Safety Charter



- Created by the EC in 2004
- Largest platform on road safety
- > 4.000 members
- Goals:
 - To encourage and support entities to take **action**
 - To acquire and share **knowledge**
 - To facilitate **dialogue** at all levels



VISION ZERO



How it works



Members

- **All types of organisations** welcome
 - Enterprise, school, emergency service, research centre, municipality,...
- Every **EU country** welcome
- No legal requirements
- Pledge to honour 4 principles: **CARE, ACT, SUPPORT** and **SHARE**



Benefits

- International **recognition** for good practices & events
- **Inspiration** from other projects & events



Wednesday, June 24, 2026

[#MovingSafe2HasseltUniversity \(#MS2HU\)](#)

Hasselt University in Diepenbeek, Belgium, is home to one of the top transport engineering graduate programmes, the Transportation Research Institute (IMOB), and as such, attracts top talent from around the world. Around 80% of international students (713 students at the time) come from outsi...



Wednesday, June 24, 2026

[Tóbiás and Balambér's Traffic Adventures](#)

Road safety education must begin in early childhood: the knowledge, habits and attitudes acquired at this age shape a child's behaviour in traffic for life and lay the foundations of later responsible, conscious participation in traffic. In today's stimulus-rich world, however, traditional classroom-bas...



Tuesday, June 23, 2026

[Safety for Older Road Users in Clare](#)

Deaths from road traffic accidents had increased in Ireland from 171 (2024) to 185 (2025) as traffic on all roads was increasing. Measured traffic between Junctions 13 and 14 on the M18 motorway that passes through County Clare saw an increase in monthly average daily traffic of greater than...

Benefits



Wednesday, July 22, 2026

AI and road safety: how artificial intelligence can help save lives



30 September 2026 09:00 – 10:30

[Webinar: Improving safety for personal mobility devices](#)

Online

- Monthly **updates** on legislation and research
- Quaterly **newsletters** on road safety
- Road safety **webinars**
- **Support** from national ambassador & ERSC road safety experts



Benefits

- Annual **Excellence in Road Safety Awards**
 - 5 Road Safety categories (education, urban, technology + ...)
 - Selection of best practices via international judging panel and EC
 - Awarding of winners at awards ceremony in Brussels



Good practices



The Headless Ones



- **KFV - Kuratorium für Verkehrssicherheit**
 - **Goal:** to create awareness about the dangers of distraction
 - **Actions:**
 - National campaign with a roadshow
 - Interactive street actions and personal conversations
 - Three professional short films for drivers, cyclists and pedestrians
 - Social media campaign
- See: <https://road-safety-charter.ec.europa.eu/de/content/die-kopflosen-0>

Driver certification

- **Mettis AI**
- **Goal:** Real-time detection of risky behaviour
- **Actions:**
 - Development of an AI and computer-vision to evaluate drivers in real time
 - Combination of high-resolution cameras, motion sensors and OBD connectivity
 - Designed for students and professional drivers
 - Personalised driving advice

See: <https://road-safety-charter.ec.europa.eu/content/driver-certification-100-objective-0>



EU Road Safety Conference & Awards Ceremony

23 November 2026



Thank you!

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