

EU URBAN ROAD SAFETY AWARD CALL FOR APPLICATIONS

16 September 2019

Background

The European Commission is launching a new award to highlight the contribution made by local/municipal authorities towards improving the safety of European roads. The award acknowledges the crucial role that towns and cities across Europe play in this respect, bearing in mind that 38% of road fatalities and more than 50% of serious road injuries happen on urban roads. The aim of the award is to reward outstanding and innovative achievements by local authorities in the area of road safety and to encourage the exchange of good practice across Europe.

The [Urban Road Safety Award](#) is presented alongside the [EUROPEANMOBILITYWEEK Awards](#) and the [Sustainable Urban Mobility Planning \(SUMP\) Award](#). Each award scheme has separate, but complementary objectives. The EUROPEANMOBILITYWEEK Awards are given to towns and cities for their outstanding promotion of sustainable urban mobility during EUROPEANMOBILITYWEEK (16-22 September), whereas the **SUMP** Award recognises local and regional authorities for excellence in urban mobility planning.

The award concept for the **Urban Road Safety Award** is in line with the [Good practice guidelines](#) and the [Guidelines for a road safety commitment](#) of the [European Road Safety Charter](#), but is directed exclusively at public authorities at the local level.

Urban Road Safety Award theme

In contrast to the **SUMP Award**, the **Urban Road Safety Award** does not reward plans, but specific measures that have been adopted at the local level to improve road safety. These measures may concern one or several aspects of road safety, for example improved infrastructure, speed reduction measures, initiatives to improve the safety of a public authority's vehicle fleet, or steps to improve people's safety skills or awareness. This year, the 8th **SUMP** Award and the EUROPEANMOBILITYWEEK campaign share the theme "Safe Walking and Cycling". Given that 70% of those killed on urban roads are pedestrians, cyclists as well as riders of motorbikes and mopeds ("vulnerable road users"), this theme also merits special attention for the **Urban Road Safety Award**. Measures might include links to [Project EDWARD](#), the European Day Without A Road Death, organised once a year in or around EUROPEANMOBILITYWEEK by the European Traffic Police (TISPOL) with the support of the European Commission.

In any case, nominations should be part of a holistic approach in the spirit of the internationally recognised concept of the "[Safe System](#)".

In order to qualify for the award, measures must have already been implemented (not at the planning stage), be innovative and aim at longer-term safety improvements (not one-off actions).

Eligibility

The competition is open to local authorities from the European Union, European Economic Area (Norway, Iceland and Liechtenstein), EU candidate countries (Albania, North Macedonia, Montenegro, Serbia, Turkey) and the potential EU candidate countries that are part of the Stabilisation & Association Process (Bosnia and Herzegovina, Kosovo¹).

Applicants can be local public authorities that have legal competence in developing and implementing road safety measures on their territory.

The contact person for each application must be a representative of a public authority. Consultancies

¹ This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.

and transport operators are not eligible. In case of doubt, applicants will be contacted to provide proof of their legal status as a local or regional public authority.

Evaluation criteria

Following an eligibility check, all submissions will be reviewed by an expert jury. The jury will examine submissions in relation to the following criteria:

Criteria	Max points	Question
Background and policy objectives	-	Please describe the main challenges your town/city is facing in relation to road safety and your main road safety policy objectives.
Road safety strategy or action plan	-	Please describe the framework in which you situate the measure that you are submitting, in particular your town/city's road safety strategy or action plan.
Timing and evaluation of the measure	-	Please describe when the measure was implemented and how it was evaluated.
Executive summary: Excellence	-	Please explain briefly why the measure that you are submitting is an outstanding example for improving road safety at local level and how other towns/cities could learn from this example.
Consistency with local road safety/transport strategy	5	Q1. What are the road safety problems that the measure tackles and how does it tackle them? What is its place in the local road safety/transport strategy?
Impact on improving road safety (effectiveness and efficiency)	5	Q2. What has been the effect of the measure? How was the effect measured and evaluated? In what way is it particularly effective and/or efficient? How does it complement other measures?
Innovation	5	Q3. In what way(s) is the measure innovative?

Cooperation with higher/lower governance levels and stakeholders	5	Q4. How have other government levels and/or stakeholders (for example transport operators, new mobility service providers, industry, schools, hospitals, the police, civil society) been involved in the development and/or implementation of the measure? What benefits has this cooperation produced?
Transferability	5	Q5. How easy would it be for other towns/cities to implement the same measure? What factors facilitate a transfer or make it more difficult?

For each criterion, a maximum of 5 points can be achieved:

- | | |
|----------|--|
| 0 points | Does not meet requirements at all |
| 1 point | Barely meets requirements |
| 2 points | Almost meets requirements |
| 3 points | Meets requirements |
| 4 points | Meets requirements with excellence |
| 5 points | Meets requirements with excellence and even exceeds them |

The average score will be calculated for each criterion based on each jury member's evaluation. Based on the sum of all criteria, the jury will agree on the top 3 finalists, and the winner will be chosen from these.

Jury

This year's jury consists of three European experts in the field of road safety, and is chaired by a representative from the European Commission's Directorate-General for Mobility and Transport. They are representatives of:

- European Transport Safety Council
- European Federation of Road Traffic Victims (FEVR)
- International Federation of Pedestrians

Prize

Political or high-level representatives of the three finalists will be invited to attend the award ceremony, which takes place in March/April 2020 in Brussels. The winner will receive a trophy from the EU Commissioner for Transport.

The winner and the two finalists will benefit from visibility at the European level. This includes coverage in the publications of the European Road Safety Charter, European Mobility Week, EU social media channels, and recommendations to invite the winner and finalists to participate as speakers in relevant events.

Promotion

We reserve the right to publish award applications as examples of excellence on the European Commission's website.

Competition stages

The competition is open from 16 September to 16 December 2019 – 24:00 (CET).

The jury will review the applications in January 2020. The winner and the two finalists will receive official notification by February 2020. The award ceremony will take place in Brussels (Belgium) in March/April 2020 – the exact date remains to be fixed.

Submission format and guidelines

Applicants must complete the online application form at <http://urban-road-safety-award.mobilityweek.eu/> The application should be submitted in English. Applicants are invited to answer all questions with clear and relevant information about how their road safety measure addresses the evaluation criteria.

Applicants are encouraged to upload supporting documents and images to illustrate the measure.

Deadline

The closing date for applications is 16 December 2019 – 24:00 (CET).

Costs and reimbursements

All finalists will be invited to attend the award ceremony in Brussels in spring 2020. The travel and accommodation costs will be covered by the European Commission.

Contact

In case of any questions about the **Urban Road Safety Award** please contact: info@mobilityweek.eu

How to apply

Complete the online application form in English and submit it by 16 December 2019.

We look forward to receiving your application!