ROADPOL SAFETY DAYS
16 - 22 September
Stay alive and save lives

Region:
Europe-wide

Country:
Europe-wide

Topic:
Safety and urban mobility

Link:
ROADPOL Safety Days

Body:

This is the first year of the new ROADPOL Safety Days campaign (previously known as Project EDWARD). The campaign, which is supported by the European Commission and other road safety organisations encourages governments, local and city authorities and all road users to increase road safety and reduce fatalities. Participants are urged to organise specific road safety awareness-raising events and activities to take place from 16 - 22 September every year during EUROPEAN MOBILITY WEEK. The campaign slogan is "Stay alive and save lives" and calls on all road users to rethink their behaviour on the road - whether travelling by car, motorcycle, bicycle, e-scooter or on foot; everyone can make small changes in their behaviour to make our roads safer.

On average, nearly 70 people in Europe are killed in traffic every day: children playing, pedestrians, cyclists, motorcyclists and drivers of cars or trucks. In 2020, traffic police in all participating countries will count the number of road deaths on Thursday 17 September, at the beginning of European Mobility Week. The aim is for this figure to be zero. Since the start of the campaign in 2016, there are eight countries that have achieved zero road deaths during the annual campaign days; Cyprus, Denmark, Estonia, Latvia, Malta, Lithuania, Switzerland and Sweden. In addition, last year, more than 100 events and activities were organised to raise awareness of road safety - and they can be arranged by anyone, from NGO's and public institutions to schools, universities and charities.

How can you help?
16 – 22 September 2020

MY ROADPOL SAFETY DAYS PLEDGE

I .................................................................................................................. promise that I will:

(name)

❖ be considerate and follow the rules when driving, riding, or cycling in traffic
❖ stay within the speed limits
❖ wear the seat belt or helmet, also as a passenger
❖ avoid drinking and drugs entirely as a car driver, motorcyclist or cyclist
❖ pay full attention to the road and other road users and not be distracted by my mobile phone

................................................. .................................
signature date of signing

YOU drive more carefully and on our side
WE will help keep you safe by ensuring that you and
OTHERS follow the laws.

#roadpolsafetydays

It’s so easy to be a lifesaver ■ ■ ■ ■

- **Pledge** your support for the campaign - and then share your pledge with friends, colleagues, family members and acquaintances before encouraging them to do the same. The pledge has been translated into numerous different languages (see English version in the image) and promises simple but far-reaching road safety actions.

- **Register an activity** with the ROADPOL Safety Days campaign where it will feature on an interactive map which will let people know what is happening in their area. Activities can range from information and communication events, workshops, conferences and competitions designed to raise awareness among road users of the risks in road traffic.

- **Spread the message**! The campaign provides a range of multimedia that you can use to show
your support on social media.

For further information, please visit the [ROADPOL Safety Days campaign](#).

Share on

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