EUROPEAN DAY WITHOUT A ROAD DEATH

Wednesday 21 September 2016

Make the pledge with TISPOL, make Europe’s roads safer

Join police officers, politicians, policymakers and road users across Europe as we commit to cut collisions and prevent thousands of unnecessary road deaths

TISPOL’s brand new initiative to cut death and injury on Europe’s roads was launched in Dublin at the end of May. Working alongside the European Commission, politicians, policymakers and road safety partners across Europe, we have chosen Wednesday 21 September 2016 as the first European Day Without A Road Death (Project EDWARD).

We have begun a countdown to Project EDWARD, and we have now opened the website pledge page for anyone to sign.

Our target is that no one should die on the roads of Europe on Wednesday 21 September. But of course every day should be an EDWARD day, and we believe that by working together we can make a significant contribution towards further sizeable and sustained reductions in road death and serious injury.

So whether you represent a national government, a private organisation, a public agency, a charity, a school, college or university, or whether you simply care as an individual, we ask you please to join us and make the pledge to support Project EDWARD, and do your bit towards reducing risk and improving safety for everyone who uses our roads.

The first pledges for Project EDWARD were made by delegates at TISPOL’s Road Policing Conference, which took place in May 2016.
We’ve made the pledge...

I think it’s an excellent initiative to make us more aware of how vulnerable we are on the road, whether driving, cycling or walking. Together we can make EDWARD happen!

Ruth Purdie
TISPOL General Secretary

Aidan Reid
TISPOL President

Suzette Davenport QPM
TISPOL Council, UK

Koen Ricour
TISPOL Council, Belgium

Pasi Kemppainen
TISPOL Director

Please give Project EDWARD your support. I am very aware of the grief and suffering that result from needless deaths on the road. Let’s work together to make every day a day without death on the road.

Aidan Reid
TISPOL President

Let’s use EDWARD as an opportunity to set a great example to others, to keep a look out for those who need more protection and to respect the rules. Those actions will save lives.

Suzette Davenport QPM
TISPOL Council, UK

Don’t just sign the pledge. Take some time to read it and think about the benefits of putting its points to good use on your journeys. However you may use the roads, you’re sure to be safer for it.

Koen Ricour
TISPOL Council, Belgium

Small gestures can have big consequences. For Project EDWARD, let’s all try to make small changes. If enough of us commit to it, then fewer people will die or get hurt on Europe’s roads.

Pasi Kemppainen
TISPOL Director

Make the pledge now: go to www.tispol.org/edward/pledge

... and so have our partners

I fully support this action. It’s an excellent example of how enforcement and information efforts can be linked. A European Day without a Road Death is our vision for every day.

Violeta Bulc
EC Transport Commissioner

If we all deliver our pledges, there will be fewer collisions, fewer deaths, and the roads will be so much safer if we make the effort to stay calm and behave courteously.

Honor Byford
Chair, Road Safety GB

We are delighted to endorse this initiative. For policymakers, and the public at large, we hope these efforts will help put road safety back on the political agenda.

Antonio Avenoso
European Transport Safety Council

We are delighted to support this really important initiative and provide any support that we can. Project EDWARD is an important step on the road to safety for all.

David Williams MBE
GEM Motoring Assist

Please give Project EDWARD your support. I am very aware of the grief and suffering that result from needless deaths on the road. Let’s work together to make every day a day without death on the road.

Ruth Purdie
TISPOL General Secretary
Charity supports efforts to spread EDWARD message

THE GEM Motoring Assist Road Safety Charity has made a substantial donation to support TISPOL in its forthcoming European Day Without A Road Death.

GEM chief executive David Williams MBE commented: “We are pleased to be supporting the excellent road safety work carried out by police officers. Our contribution will be used specifically to help fund awareness-raising videos and to assist in spreading the life-saving messages that are at the heart of Project EDWARD.

“Casualty reduction must remain a priority for all national governments. There were some excellent reductions in road deaths and serious injuries earlier in this decade, but they have stalled in the past couple of years. It is therefore vital that we re-focus our attention on the efforts needed to get back on course in order to have a chance of achieving the European 2020 targets.

We believe strongly in the value of setting targets, and we believe that the support from all industry sectors and from individuals can make a massive difference in reducing the number of people killed and seriously injured on our roads.”

The GEM Motoring Assist Charity was established in 1983 with the aim of increasing awareness of road safety. It does this by providing financial support for various campaign, initiatives and research projects.

ETSC has been a firm supporter of Project EDWARD since the first plans were discussed. The organisation seeks to identify and promote effective measures on the basis of international scientific research and best practice in areas which offer the greatest potential for a reduction in transport crashes and casualties. It provides factual information in the form of scientific reports, fact sheets and newsletters in support of high safety standards in EU harmonisation, the take up of best practice and transport safety research.

ETSC says EU member states need to take action to help improve road safety. Declines in levels of police enforcement, a failure to invest in safer infrastructure and a lack of action on tackling speed and drink driving have also played a role in recent poor progress.

Let us join our efforts to make 21 September 2016 a day to remember in the history of road safety campaigns. Please support Project EDWARD!

Zsófia Szász
TISPOL Council, Hungary

Think of this daily. Focus, enforce, educate to prevent more collisions, injuries and fatalities. Life is precious.

Mario Tonna
TISPOL Council, Malta

This is a great initiative and a clever way to make vision zero more tangible and achievable. If it can be achieved for one day....

David Davies
PACTS

Road deaths and serious injuries are a matter for our daily concern. Let’s just do what must be done: stop this carnage.

João Carlos Lourenço da Silva
TISPOL Council, Portugal

We should also work to reduce serious injuries, for one day, one month, one year and hopefully forever and ever.

Jeannot Mersch
European Federation of Road Traffic Victims

www.tispol.org/edward #ProjectEdward
Watch and share the Project EDWARD videos
We’re creating a series of very short, simple videos in different languages for launch on Thursday 1 September. The idea is to promote the messages of Project EDWARD across Europe. Please watch out for them and share them.

How you can support Project EDWARD...

1. **MAKE THE PLEDGE**
   It takes just a moment, and demonstrates your commitment to reducing risk and saving lives... every day.

2. **PRINT YOUR PLEDGE**
   Once you’ve made your pledge, print it and display it somewhere prominent. Tell others what it’s about.

3. **ORGANISE AN EVENT**
   We want lots of awareness-raising events to take place in schools, work places and clubs on 21 September.

4. **SPREAD THE WORD**
   Tweet #ProjectEdward and use word of mouth to ensure as many people as possible know about what we’re doing.

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**Q & A**

*Can you really achieve a day with no road deaths?*
Project EDWARD is about setting a target of no road deaths, because every day should be a Project EDWARD day. Targets are vital in helping to consolidate the efforts of those who want to improve safety on Europe’s roads.

*I already work in road safety, so why should I support this?*
We want this to be a simple, cross-border initiative that anyone can support. We applaud and support the hard work done by dedicated road safety professionals, police officers, charities and individuals. We hope in turn that you will help us make Project EDWARD a success.