

# #Project EDWARD

European Day Without A Road Death

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**70 people die on the  
roads of Europe every day**

# Project EDWARD:

raising awareness for road safety

- European Day Without A Road Death devised by TISPOL in 2016.
- Significant success in reducing road deaths and serious injury on Europe's roads until 2012.
- Further progress has been limited.
- Still around 70 road deaths each day.

# Project EDWARD:

European Day Without A Road Death 2016

- The first #ProjectEDWARD took place on Wednesday 21 September.
- Brussels event attended by EU transport Commissioner Violeta Bulc.
- Twitter reach of 19.5 million.
- Trended on Twitter in many countries.

# Project EDWARD:

European Day Without A Road Death 2017

- #ProjectEDWARD took place on Thursday 21 September.
- 14 countries recorded zero deaths on this day, including the UK, Ireland and Spain.
- #ProjectEDWARD had a Twitter reach of 25 million and trended number one in Ireland, number four in the UK and number five in Spain and Germany.



# Project EDWARD:

European Day Without A Road Death 2018

- Wednesday 19 September
- 24 European countries took part
- No road deaths in 18 of these 24 countries
- Twitter reach of 25 million
- Road trip
- Prince Michael International Road Safety Award

# Project EDWARD:

European Day Without A Road Death 2019

- Thursday 26 September
- Twitter reach of 30 million
- Tweet from Liverpool Football Club
- Support from Olympic gold medal cyclist Miriam Welte and World Rally champion Sébastien Loëb
- Road trips and event in Dublin
- Further results announced on 24 October

# Project EDWARD:

European Day Without A Road Death: the road trips

- A series of road trips across Europe
- Visiting police operations, schools, city centres and other road safety activity
- Centrally and country organised
- Public sector endorsed; commercially sponsored
- Dedicated road trip for GB
- Dedicated day for Scotland



To bring about a European Day  
Without A Road Death



#Project EDWARD  
European Day Without A Road Death

# Project EDWARD:

European Day Without A Road Death: road trip in Scotland, Monday 23 September 2019





# Project EDWARD across Irish border

Main Ireland television news bulletin, 26 September





# #Project EDWARD

European Day Without A Road Death

Thursday 26 September 2019































# Project EDWARD:

the future

- Evaluation of 2019
- Closer collaboration with public and private partners
- Expansion of Project EDWARD concept beyond Europe
- Every Day Without A Road Death



# Project EDWARD:

the future

The great strength of Project EDWARD is its ability to bring together all sorts of messages under one clear and uncompromising ambition:

*a day where no one dies on our roads.*

Thank you!