



EUROPEAN CHARTER MEETING

“AWARDS FOR EXCELLENCE IN ROAD SAFETY”

Madrid, April 18 2023

Fundación
MAPFRE



EUROPEAN CHARTER MEETING: AWARDS FOR EXCELLENCE IN ROAD SAFETY

In October 2020, Fundación MAPFRE was chosen as National Relay for the European Road Safety Charter. This means that we accept the important challenge of promoting the implementation and exchange of good practices among the people and entities adhering to the Charter in our country (companies, associations, local authorities, universities, schools, etc.), thus mobilizing both civil society as well as institutions, in the adoption of effective measures that improve road safety.

Why should you join the Charter? Your association with this platform will help reduce the number of deaths and serious injuries each year; it will reduce the environmental impact of road accidents and will reduce the high economic cost. In addition, you will be able to share information about your activities and events relating to road safety.

You will have access to promotional material, guidelines for engagement and similar actions by other members of the European Charter. In addition, you can participate in the **Awards for Excellence in Road Safety** which are held annually.

These Awards are an opportunity to recognize the contributions of the community of members of the European Road Safety Charter in the common goal of improving road safety across Europe.

Do you have a road safety project or initiative that deserves the recognition of the whole EU? Submit your candidacy now to win one of the prestigious Road Safety Excellence Awards. Your application will not only give you the chance to win a recognized European award but will also help you share good practice across Europe. Your project can inspire others and help further our goal called **Vision Zero**: to reduce fatalities on the road to as close to zero as possible by 2050.

In this event, prestigious entities, signatories to the Charter, finalists and winners of an Award for Excellence in Road Safety, will share their good practices, their success stories in improving road safety, which have made them deserving of this recognition.

PROGRAM

9:00-9:30 **Registration**

9:30-9:50 **Welcome**

Jesús Monclús

Director of Accident Prevention and Road Safety Fundación MAPFRE

Pere Navarro

Director General of Traffic, DGT

9:50-10:15 **Keynote speech**

Isabel Verwee

Knowledge Group Manager. Vias Institute.

10:15-11:25 **I ROUND TABLE DISCUSSION**

Moderator: Álvaro Gómez

Director of the DGT National Road Safety Observatory.

Mar Cogollos

Director of AESLEME and founding member of the “Foro Compromiso por la Educación Vial”.

Orestes F. Serrano

Head of IR at the Spanish Foundation for Road Safety (FESVIAL).

Miryam Hernández

Director of the Instituto Asturiano de Prevención de Riesgos Laborales.

Jesús García

Inspector of the Local Police in Alcobendas.

11:25-11:40 **Break**

11:40-12:50 II ROUND TABLE DISCUSSION

Moderator: Marilia Murciano

National Liaison for the European Road Safety Charter.
Fundación MAPFRE.

Eduardo Colell

Director. Fundación Educatrafic.

Luis García Garrido

International Head of Wind Energy Accident Prevention at
Acciona Energy.

Alejandro González

CMO Chief Marketing Officer. Netun Solutions S.L.

Guillermo Magaz

Managing Director, AECA-ITV.

Cristina Zamorano

Road Safety Center, Autopistas-Abertis.

12:50 Closing speeches

Isabel Verwee

Knowledge Group Manager. Vias Institute.

Jesús Monclús

Director of the Accident Prevention and Road Safety Area.
Fundación MAPFRE

Pere Navarro

Director General of Traffic, DGT

GENERAL INFORMATION

Venue

Headquarters of the Spanish General Directorate of Traffic (DGT) – Sala Rosa de Lima
C/ Josefa Valcárcel no. 44
28027, Madrid

Registration

The conference will be held in a mixed format, on-site and via streaming. Please register online at this [link](#).



Fundación **MAPFRE**



SÍGUENOS



www.fundacionmapfre.org
Tel. (+34) 91 602 52 21