

**1st European Award of Excellence “City for Children”
Laudatio Category “Mobility and Traffic Safety”**

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I now have the honour of presenting the 1st European Award of Excellence “City for Children” in the **Category “Mobility and Traffic Safety”**.

Twenty-five applications were submitted for this Category from cities around Europe. All applications were reviewed and many discussed intensely by the Jury members, who then nominated the cities of *Gothenburg, Liverpool and Munich* for the shortlist.

From this selection of outstanding projects, the Jury has decided to honour two equally deserving projects with the European Award of Excellence “City for Children” in this category. Both projects set excellent examples for other European cities in terms of traffic education and the promotion of children’s mobility.

The first of the two winning prizes goes to a program, which is embedded in the city’s larger master plan for children. This program playfully teaches children about the effects of their mobility, not only on their safety and health, but also on the environment around them. All age groups in kindergartens and schools and all modes of transport are incorporated into the programme. From the pilot phase through to the possibility of self-evaluation and improvements by the schools themselves, this programme is exemplary for its long-term approach. I therefore have the honour of presenting the *City of Munich* with the European Award of Excellence for its “*Master plan mobility management for children and young people*”.

Further to be presented with the European Award of Excellence “City for Children” is a creative, theatre-based traffic awareness training programme. The programme aims at reducing child pedestrian casualties by 50% by the year 2010. Studies about children’s behaviour in traffic underlie the development of the methods used. These methods are constantly adapted on the basis of ongoing evaluations, including the revision of casualty data. Regular review of casualty data can provide crucial guidance to communities in understanding which measures are most effective and in making critical decisions about activities and resource allocation. Additionally, the Jury find the special focus on socially disadvantaged children especially noteworthy, as these children are over-proportionally involved in traffic accidents. Therefore, the “City for Children” Jury would like to present the *City of Liverpool* with the European Award of Excellence for its programme “*Community Road Safety Education for Children*”.