



ERSO Promotion Pack

Dear Madam or Sir,

Thank you for downloading the ERSO Promotion Pack!

What is the ERSO Promotion Pack?

The ERSO Promotion Pack contains a variety of ready-to-use materials (e.g. the ERSO logo, a press release, a flyer) that have been designed to promote the ERSO website. The ERSO Promotion Pack is intended to enable people who wish to promote ERSO to spread the word within their own professional circle. The end goal is to inform road safety professionals around the world about the European Road Safety Observatory (ERSO).

Why should you promote the ERSO website?

The ERSO website is the main gateway to a central source of European road safety data, knowledge, and links and therefore is an essential website for all road safety professionals. It is a unique source for policymakers and researchers wishing to obtain details of traffic crash related information.

How can you use the ERSO Promotion Pack to promote the ERSO website?

The materials in the ERSO Promotion Pack can be used freely to promote the ERSO website. For example: the ERSO logo can be placed on your organisation's website, the press release can be used in your organisation's newsletter, or the flyer can be distributed at a road safety conference you plan to attend.

If you have any questions about the ERSO website or the ERSO Promotion Pack please send an e-mail to info@erso.eu.

We also look forward to hearing from you with feedback on how and where you used the ERSO Promotion Pack.

Thank you for spreading the word about the European Road Safety Observatory!



Project co-financed by the European Commission, Directorate-General Transport and Energy