

## European Road Safety Charter

Call for Good Practices - to enter the selection for the:

### **Excellence in Road Safety Awards 2017**

Deadline to submit nominations: March 31<sup>st</sup>, 2017

Submit to [charter@paueducation.com](mailto:charter@paueducation.com)

#### **SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION**

	Please fill in here	Instructions										
Name of the organization	Fixeta											
Type of organization	<table border="1"> <tr> <td>SME</td><td>X</td></tr> <tr> <td>Large business</td><td></td></tr> <tr> <td>Association</td><td></td></tr> <tr> <td>Education/Research institution</td><td></td></tr> <tr> <td>Local/regional authority</td><td></td></tr> </table>	SME	X	Large business		Association		Education/Research institution		Local/regional authority		Please tick one box
SME	X											
Large business												
Association												
Education/Research institution												
Local/regional authority												
Organization main activity	Research and development of innovative products	Activity field										
Country	Spain	Country of the organization										
Website	<a href="http://www.fixeta.com">www.fixeta.com</a>	Organization website										
Contact person	Jesús Hernández	For the follow-up of the application										
Contact person's position	Founder											
Contact person's email address	jhe@fixeta.com											
Contact person's phone number	+34627933119											
Partners in the initiative	Desiknio	Your main partners in delivering the road safety activity										

## SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	February 2012	The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process.
Departments/persons involved internally	Jesús Hernández Esther Berzosa	In the case of persons, indicate their positions.
Geographical scope of the activities	Worldwide	Indicate where the activities were implemented.
Summary of the initiative	<p>During a personal travel, we had an issue regarding a car trunk full of items, and having to travel with some of our personal belongings in the back seats, unsecured.</p> <p>Because of that we developed a new kind of travel carry-on with ISOFIX connectors incorporated which allows you to travel with your car trunk full of bags, since you always have space for one carry on more.</p> <p>Fixeta is really good for parents, persons of reduced mobility using wheelchairs, pet lovers, and those sports fanatics of diving, golf, snowboard...</p>	<p>Describe the initiative indicating the subject, its aims and the main activities it involves.</p> <p>Max: 100 words</p>
Innovative character	<p>Fixeta is a really new products setting up a new category in the travel market. Using a combination of existing technologies, we have put them altogether in order to create a new product.</p> <p>Fixeta will allow many drivers to travel safer, with all items secured in their cars. Even with the car trunk full.</p>	<p>If applies, describe to what extend the proposed initiative will lead to new approaches and practices in road safety.</p> <p>Max: 100 words</p>

Issues that are addressed with the initiative	<p>Millions of people travel everyday with bags and other things unsecured in their car cabins. Some of them, because of being lazy and not placing them in the trunk, or securing them with any belt or other restraint system.</p> <p>But, many others have not enough space to travel with their luggage and other items secured. Think about parents with a child and his/her bag and stroller, or what about the PRM's wheelchairs... and, there are a lot of other people which can use fixeta to travel safer: pet lovers, snowboarders, divers, golf players... just to mention some of them.</p>	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>
Activities developed	<p><b>Product development.</b> During more than 2 years we were working on a product which combines a good carryon bag with the road safety standards we wanted to meet. We hired an engineer to focus on R&amp;D to meet the idea and the reality.</p> <p><b>Targeted Focus groups:</b> travelers, parents, sport players... We met with people to let them know how they behave when traveling by car, knowing their interests, the ideal features of a product like this, improvements...</p> <p><b>Targeted journalists.</b> We met with journalists and master specialists in the following areas to get their feedback about the product: road safety, cars, travelers, children, golf, diving... We got different ideas to implement in a final product, as well as, some of the features which were not important at all.</p> <p><b>Road safety travel blog:</b> We launched a blog to create awareness about road safety and how to travel safer.  <a href="http://www.fixeta.com/en/#latest-news">http://www.fixeta.com/en/#latest-news</a></p>	<p>Describe all the activities involved in the initiative, and where appropriate indicate the arrangement for each partner's participation.</p> <p>Max: 600 words</p>

Genesis	<p>We went through Fixeta because there is millions of people traveling risking their lives everyday, and that can be solve so easy.</p> <p>Fixeta is the result of years of investigation and we think we can help people to travel safer in an easy way.</p>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>Once we launch the product and make it available for the people, this will mean people can drive safer, specially those we are really targeting to: children.</p> <p>As a multiplier effect, a product like Fixeta will make the situation well known and, even those who doesn't buy it, will have better knowledg about road safety, and will secure their items when traveling.</p>	<p>Describe to what extent the proposed initiative will allow the transfer, dissemination or application of the results, experience and knowledge gained as well as the good practices on a larger scale.</p> <p>Max: 200 words</p>
Promotion and dissemination	<p>We are promoting Fixeta focusing on Internet.</p> <p>Our launch plan will be like this:</p> <ul style="list-style-type: none"> <li>- Going on influencers and journalists presentations.</li> <li>- Increasing media exposure to our solution via our road safety blog.</li> <li>- Crowdfunding launch.</li> <li>- Promoting the campaign in international media, and social influencers.</li> <li>- Placing the final product into main retail channels to reach our targeted clients: sports outlets, baby stores... and our own online store, of course.</li> </ul>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>We are planning to launch the product to the market during the first semester of 2017.</p> <p>Afterwards we will continue promoting the solution and</p>	<p>Indicate if there is a plan to continue some activities in the coming years.</p>

	making it available in stores worldwide.	Max: 100 words
Evaluation of the activities	We are getting featured in several road safety media, such as Road Safety News (UK), Trafpol-irsa (Spain and Latin America), and Coche Actual (Spain), and many others. All these media outlets are referring Fixeta as a clever idea, and very good solution for our audiences.	If relevant, describe the proposed evaluation method and the performance indicators in relation to the expected objectives.  Max: 100 words
Other important aspect that you want to underline	Fixeta is a new product which can improve road safety in a really easy manner. Allowing most car drivers to travel safely just using the actual technology and without any further effort. Just securing their bags to their ISOFIX anchorages.	Any information that could help the jury to evaluate your initiative.  Max: 100 words