

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 31st, 2017

Submit to charter@paueducation.com

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions										
Name of the organization	WORLD ROAD ASSOCIATION PIARC/AIPCR ITALIA											
Type of organization	<table border="1"> <tr> <td>SME</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Large business</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Association</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Education/Research institution</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Authority</td> <td><input type="checkbox"/></td> </tr> </table>	SME	<input type="checkbox"/>	Large business	<input type="checkbox"/>	Association	<input checked="" type="checkbox"/>	Education/Research institution	<input type="checkbox"/>	Authority	<input type="checkbox"/>	Please tick one box
SME	<input type="checkbox"/>											
Large business	<input type="checkbox"/>											
Association	<input checked="" type="checkbox"/>											
Education/Research institution	<input type="checkbox"/>											
Authority	<input type="checkbox"/>											
Organization main activity	EXCHANGE KNOWLEDGE AND TECHNIQUES ON ROAD AND ROAD TRANSPORTATION	Activity field										
Country	ITALY	Country of the organization										
Website	WWW.AIPCR.IT	Organization website										
Contact person	LEONARDO ANNESE	For the follow-up of the application										
Contact person's position	PROMOTIONS AND COMMUNICATION COORDINATOR											
Contact person's email address	L.ANNESE@STRADEANAS.IT											
Contact person's phone number	+39-347.271.2750											

Partners in the initiative	ANAS SPA MINISTRY OF INFRASTRUCTURES AND TRANSPORT ROME CITY MOBILITY AGENCY	Your main partners in delivering the road safety activity
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SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	MAY 2016- SEPTEMBER 2016	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	LEONARDO ANNESE PROJECT MANAGER	In the case of persons, indicate their positions.
Geographical scope of the activities	NATIONAL	Indicate where the activities were implemented.
Summary of the initiative	CONTEST THINK & DRIVE ROAD SAFETY FOR YOUNG VIDEOMAKERS VIDEO CONTEST FOR YOUNG VIDEOMAKERS ON ROAD SAFETY PRODUCTION OF SHORT VIDEOS ON ROAD SAFETY WEB SITE AND FACEBOOK PAGE WWW.THINKDRIVE.ORG	Describe the initiative indicating the subject, its aims and the main activities it involves. Max: 100 words

	https://www.facebook.com/ThinkAndDriveContest/	
Innovative character	PROMOTING ROAD SAFETY CULTURE FOR YOUNGER GENERATIONS BY THE USE OF CONTEMPORARY COMMUNICATION MEDIA	If applies, describe to what extent the proposed initiative will lead to new approaches and practices in road safety. Max: 100 words
Issues that are addressed with the initiative	PROMOTING AWARENESS OF THE DANGERS IN DRIVING CARELESSLY IN PARTICULAR DUE TO ALCOHOL, DISATTENTION, MOBILE USE AND TEXTING ASKING YOUNG PEOPLE TO CONCENTRATE ON SUCH ISSUES BY MAKING THEIR OWN VIDEO WHICH IS ONE OF THE PREFERRED COMMUNICATION AND INTERACTION MEDIA UTILIZED BY YOUNG GENERATIONS	Describe the issues identified leading to implement the road safety activities. Max: 100 words
Activities developed	CREATING A FACEBOOK PAGE AND A DEDICATED WEBSITE DESIGNED BY A SPECIALIZED AGENCY APT TO ATTRACT YOUNG PEOPLE ATTENTION AND INTEREST PROMOTING THE CONTEST ON SOCIAL MEDIA AND PUBLISHING THE VIDEOS ON THE CONTEST'S YOUTUBE CHANNEL	Describe all the activities involved in the initiative, and where appropriate indicate the arrangement for each partner's participation. Max: 600 words

Genesis	MAKING VIDEOS AND INTERACTING ON FACEBOOK IS ONE OF THE PREFERRED COMMUNICATION AND INTERACTION MEDIA	Describe the reasons why you have
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	UTILIZED BY YOUNG GENERATIONS TOGETHER WITH SOCIAL MEDIA SUCH AS FACEBOOK AND YOUTUBE	chosen this initiative. Max: 100 words
Transferability and multiplier effect	<p>27 VIDEOS WERE PRESENTED COMING FROM ALL ITALY</p> <p>3 videos won prizes</p> <p>THE WINNER VIDEO IS: "UN SOGNO A META" (A HALF WAY DREAM)</p> <p>https://youtu.be/UqdRkz2HFtk</p> <p>All videos at: https://www.youtube.com/channel/UCqpJ8kDv8ngilUazHmLCtHA</p> <p>The videos are in Italian but can be subtitled on request</p> <p>The videos will be used in road safety campaigns in Italy and have been publically recognized as an example of good practice by the Ministry of Infrastructures and transport.</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>The event was publicised on all social media and students' web sites</p> <p>The promotion of the contest was shown on metro cars and bus station monitors</p>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity		<p>Indicate if there is a plan to continue some activities in</p>

	Similar events are not programmes for 2017/2018 since different initiatives are in progress	the coming years. Max: 100 words
Evaluation of the activities	<p>Schools and students proposed their works together with individual youngsters.</p> <p>It was interesting to notice that, besides the prize offered (1000 euros for the first 3 prizes) the participation was constant given the short period of time allowed for participation and diffusion. May-August 2016.</p>	<p>If relevant, describe the proposed evaluation method and the performance indicators in relation to the expected objectives.</p> <p>Max: 100 words</p>
Other important aspect that you want to underline	<p>Using social media and talking to young generations adapting their language and media has been a winning strategy.</p> <p>Our target audience was fully accomplished.</p>	<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>