

Together we are road safety

European Road Safety Charter

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

Excellence in Road Safety Awards 2016

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions
Name of the organization	SINA S.p.A. on behalf of Autostradafacendo promoters and partners. Promoters are SIAS S.p.A. and its subsidiaries.	
Type of organization	Motorway Operators	NGO, company, local authority, school etc.
Organization main activity	Design, Construction and Operation for about 1.400 km of the Trans European Road Network. SIAS group operates motorways even outside Italy (e.g. UK, Brazil). Road safety and efficiency are key missions for the group. The network operated by SIAS in the period 2001-2010 experienced a reduction of fatalities of 67.5% (17,5% better than European target), here a few details (in Italian) . Good results are achieved even in more recent years (e.g. zero fatalities for the full year 2012 on the two motorways Torino-Milano and Savona-French Border).	Activity field
Country	Italy	Of the organization
Website	http://www.grupposias.it	Organization website
Contact person	Sabrina Caiani	For the follow-up of the application
Contact person's position	Specialist in the Staff of the SINA Director for Scientific Affairs	
Contact person's email address	campagna.sicurezza@sina.co.it	
Contact person's phone	+39 (02) 55.05.92.77	

Partners in the initiative	<p>The 35 partners listed here represent the stable partnership and sponsoring authorities for the project <i>Autostradafacendo</i>. Other partnership are established on purpose when working on specific target. Three examples:</p> <p>a) Global road safety week bookmarks, our partner are: United Nations - ECE, Italian Ministry of Infrastructure and Transport, QN-Il Giorno newspaper, LeStrade magazine.</p> <p>This activity is mentioned as a good practice in the recent book "Together with UNECE on the road to Safety" (see page 27), document produced by UN offices for the "<i>2nd High Level Conference on Road Safety</i>" 18-19 November 2015 in Brasilia.</p> <p>b) Istantanee di sicurezza, our partners are: Prime Minister Office (dept. for drugs prevention), Ministry of Public Instruction, Ministry of Homeland Affairs, MOIGE (parent's association - coordinator), Autostrade per l'italia, Confarca (national association of driving schools), Bosch and Goodyear. Here are the booklets: example 1, example 2.</p> <p>c) ICARO, our partners are: Ministry of Homeland Affairs - State Police (Coordinator) - Ministry of Infrastructure and Transport (General Directorate for Road Safety) - Ministry of Education, University and Research - MOIGE (parent's association) - University of Rome (La Sapienza - Psychology Department) - Autostrada del Brennero - ANIA Foundation for road safety (foundation of Italian insurances) - Italian Cyclists' federation - Avio S.p.A. Here is the official leaflet.</p> <p>On the partnership of Autostradafacendo/trip2life, three additional issues need to be mentioned:</p> <ul style="list-style-type: none"> • SIAS group and the Italian Ministry of Homeland Affairs signed a Memorandum of understanding for a permanent cooperation on road safety education using Autostradafacendo • After the candidature proposed by regional authorities of Lombardia, the campaign won the prize awarded in April 2015 for the 30th year of "Fraternità della strada" (Franciscan friars road safety association). This fact sparkle joint activities even with "Fraternità della strada". • Autostradafacendo partners "Life Onlus" (Association for road victims), being part of the jury awarding the "National Prize for road safety Christian Campanelli" 	
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SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	Activities of Autostradafacendo/trip2life campaign have been started in 2010 and still are operational and in progress. No ending date is today planned. The project is funded on yearly basis and is already funded for year 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 implicated internally	<p>The steering group of Autostradafacendo is composed by the Directors of Operation of 11 Motorways belonging to the SIAS Group: SATAP (A4 Torino-Milano; A21 Torino-Piacenza) - AdF Autostrada dei Fiori (Savona-Ventimiglia) - SALT (Sestri Levante-Livorno, Viareggio-Lucca e Fornola-La Spezia) - Autocamionale della Cisa (La Spezia-Parma) - S.A.V. (Quincinetto-Aosta) - ATS (Torino-Savona) - Asti-Cuneo - ATIVA (Tangenziale di Torino, Torino-Quincinetto, Ivrea-Santhià e Torino-Pinerolo) - SITAF (Traforo del Frejus, Torino-Bardonecchia) - SITRASB (Traforo del Gran San Bernardo) - BreBeMi (Brescia-Bergamo-Milano).</p> <p>A small staff within Scientific Affairs Directorate of SINA is permanently active on the project.</p> <p>More than 200 professionals have been contributing to activities, including the staff internal to the ASTM-SIAS group. This page lists the people who contributed in the first phase, during the kick-off of the project.</p> <p>The Director of Scientific Affairs of SINA is animating the steering group.</p>	In the case of persons, indicate their positions
Geographical scope of the activities	All over Italy. A little cooperation abroad. Texts are always in Italian. A few products (leaflets, road safety game, part of the web portal, etc.) are bilingual or available even in English. News on road safety are collected all through the World in three languages: English, French, Italian.	Indicate where the activities were implemented

<p>Summary of the initiative</p>	<p>Autostradafacendo/Trip2life is promoting road safety public awareness. The promoters, through a large group of experts, translated the experience of motorways' operation into "<i>driving behaviours</i>" and defined key messages to reach, in a smart and effective way, all kinds of audience. Artists in the team, the use of the cartoon technique made possible some key products targeting young people and children. Products are diffused in motorways, web, schools, etc.</p> <p>The website www.autostradafacendo.it reached about 3.000 pages including the English summary version www.trip2life.com and today it is not anymore a communication instrument only, but even an e-forum largely frequented by experts.</p>	<p>Describe the initiative indicating the subject, its aim and the main activities it involves.</p> <p>Max: 100 words</p>
<p>Innovative character</p>	<p>Two pillars:</p> <ul style="list-style-type: none"> - Modularity and partnership - the scientific and communication contents are made easy and modular in order to be diffused through different media (web, paper, etc.). Promoters use the single modules for actions. Moreover Autostradafacendo made it freely available to anyone who is candidating to become a multiplicator toward a shared commitment (examples following). - Sustainability Autostradafacendo reached the long period, having a high impact, through economical sustainability: partners integrate activities within their own ordinary job, performing this way actions at high impact but lower cost (example of best practice: 55.000.000 road safety messages delivered through toll tickets). 	<p>If applies, describe to what extent the proposed initiative will lead to new approaches and practices</p> <p>Max: 100 words</p>
<p>Issues that are addressed with the initiative</p>	<ul style="list-style-type: none"> • <u>The project target user's behaviours</u>, believing in man: people better informed can become leaders towards the improvement • The project <u>started from</u> behaviours of key importance for <u>road safety in motorway</u>. • After an <u>evaluation process of different actions</u> performed <u>it was decided to specially focus on young people</u>, consequently developing risk for young people (e.g. downtown risks) • <u>The scientific part is grounded on European and overseas research</u> (e.g. the toons of the campaign are coming from the psychological profiles of the European research "Icarus" - here an example of toon and here its match with the Icarus profile) 	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>

<p>Activities developed</p>	<p>The Campaign is articulated on many activities and initiatives, targeting different objectives. A special attention is paid to youth. The key numbers of the Campaign may be resumed as follow:</p> <p>CHILDREN</p> <ul style="list-style-type: none"> - 13.000 children's album to be colored (over two concepts of album). Here album according concept 1. Concept 2 is an evolution coming from the experience and feedback from the users; - 8.000 copies of brochure "Journalism championship" distributed at Lombard schools issued in collaboration with the daily newspaper "QN-Il Giorno"; - 75.000 game schedule for the educational activities of the "blue bus" in partnership with Ministry of Homeland Affairs (traffic police dpt.); - 40.000 road safety games including schedule, instructions, markers, motivational letter from authorities and motorway operators and 80.000 dices (Autostradopoli/trip2life game); - 2.000 little bags for car with message on protecting little boys; - 500 "giant" copies of the road safety game Autostradopoli/trip2 life for public events and community gaming; <p>TEENAGERS</p> <ul style="list-style-type: none"> - 107.000 copies of brochure "Safety Snapshots" distributed at schools in Italy over three years. An initiative of: Prime Minister Office, Ministry of the Public Instruction, Ministry of Homeland Affairs, MOIGE (parent's association), Confarca, Bosch and Goodyear; - 5.000 toolkits for high school teachers, delivered at National scale by the Traffic Police within the frame of ICARO, the National Program for road safety education; - 50 behaviors on the "wheel of road safety" game; - 14 toons showing all the driver behaviors designed in line with European research "Icarus"; - 8.000 high visibility bracelets distributed among young people; - 4 characters of the series "superSafety" for teenagers; <p>ADULTS</p> <ul style="list-style-type: none"> - 55.000.000 of safety messages distributed at tollbooths through toll tickets on 1.400 km on the motorway network; - 2.350.000 copies of newspapers with a full page interviews on road safety on the national newspaper QN-Il Giorno (25 interviews); - 30 monthly pages on LeStrade Magazine showing specific road behaviors; - 3 issues of the survey on "numbers of road safety" (in Italian "lo spread della sicurezza stradale") published on LeStrade Magazine 	<p>Describe all the activities involved in the initiative and where appropriate indicate the participation arrangement for each partner</p> <p>Max: 600 words</p>
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ALL: CHILDREN - TEENAGERS - ADULTS

- 328.000 [flyers regarding 52 safety behaviors](#) on the road (available in two languages);
- 2.500.000 visited web pages (average reading time 2 min 46 sec for an overall 100.000 hours of reading time), 3.000 web site pages and contents including 580 articles, 400 videos and 150 pics, statistics on road safety, the road code, studies, promotional material, pdf, news, etc;
- 230.000 [bookmarks](#) designed in cooperation with the United Nations and the Italian Ministry of Transport delivered during the global road safety week;
- 68.500 [bookmarks with 50 different](#) safety messages/behaviours and 66 different designs of bookmark;
- 15.000 [institutional fliers](#) for the National Program of Road Safety Icaro;
- 13.400 [calendars](#) (over 5 years 2012-2016);
- 5.000 subscribers of the [monthly newsletter](#) on road safety (38 monthly issues already published);
- 100 display units for the diffusion of fliers;
- 70 different [posters](#);

OTHER ACTIVITIES

A few pages from the web may resume some of the key points of the work performed:

www.autostradafacendo.it- Italian homepage

www.trip2life.com - behavioral cartoons in English

[list of behavioral cartoons in English](#)

www.autostradafacendo.it/presentazione - Italian presentation of the campaign with links to relevant pages

www.autostradafacendo.it/esercitazioni_sicurezza - Homepage of the portal/toolkit for Italian high school teachers

www.autostradafacendo.it/notizie - daily news on road safety in three languages (Italian, French and English)

www.autostradafacendo.it/materiali - all educational Italian material

[Leaflets in English and other educational material](#)

www.autostradafacendo.it/google - google search page with road safety news displayed

[The 2016 calendar "SuperSafety"](#) first publishing of the new format with road safety superHeros conceived for teenagers

<p>Genesis</p>	<p>SIAS is a key European player, operating 1.400 km of motorways, rich of traffic in the Italian TERN. SIAS technicians daily struggle to achieve the best state-of-the-art in managing its own network. Autostradafacendo is part of this action and it is performed within the frame of the corporate social responsibility.</p> <p>The project was generated by the need of Motorways' Operators to communicate safety issues to SIAS motorways' road users. The project is progressing far beyond the initial aims and programs, having collected an enthusiastic support from more than 200 professionals in the SIAS group and officers from Authorities and partners.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>More and more partners are gathering and supporting the campaign with their own road safety initiatives, the stable partnership reached 35 partners in 2015, included the 11 promoters. Considering such a large partnership, the transferability become more and more one of the key criteria adopted for the conceptual design of the campaign.</p> <p>The multiplier effect is demonstrated by facts. Interested parties and stakeholders can freely use the results of Autostradafacendo and they already did so. A few examples:</p> <ul style="list-style-type: none"> - Lucca is hosting an European annual event on cartoons (about 250.000 participants). As part of the main event, the local Government of Lucca, used the cartoons of Autostradafacendo to organize within the ducal Palace, downtown Lucca, an exhibit on "<i>cartoons for safe and legal behaviours on the road</i>". Here the video produced by local authorities on the event. - the regional Government of Aosta Valley used the behaviours and images produced by Autostradafacendo to launch a contest for young drivers (18-21 years) called "vinci in sicurezza". - "Life onlus" (association for road victims) drafted its own 2016 calendar using the cartoons and texts of Autostradafacendo - the educational facilities of the traffic police (Blue Bus) is widely diffusing materials of Autostradafacendo. 	<p>Describe to what extent the proposed initiative will allow the transfer, general spread, dissemination or application of the results, experience, knowledge and good practice on a large scale</p> <p>Max: 200 words</p>

<p>Promotion and dissemination</p>	<p>Experts of Autostradafacendo promoted road safety in primary schools, in high schools, in universities and even in kindergartens. Three additional examples of dissemination:</p> <ul style="list-style-type: none"> • In partnership with the regional Government of Piemonte, (may 2015), ten SIAS staff along two days met classrooms and the general public downtown Torino (art1, art2, art3) • Presented as Italian best practice at the "5th European Youth Forum For Road Safety" held in Crotone (November 2013) and coordinated by Responsible Young Drivers and DG MOVE. • Presented into the European Parliament (March 2013), within a joint ASECAP-TRAN MEPs Road Safety Event. 	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
<p>Continuity</p>	<p>SIAS executives and professionals are today supporting the program that appears sustainable. No ending date is today planned for Autostradafacendo/trip2life activities. The project is funded on a yearly basis and it is already funded for year 2016. The memorandum of understanding with the Ministry of the Homeland affairs is even valid in 2016.</p> <p>The outcome of this application, if positive, could be an additional added value toward a long term continuing of the program. This is the reason why it is here proposed.</p>	<p>Indicate if there is a plan to continue some activities in the coming years</p> <p>Max: 100 words</p>
<p>Evaluation of the activities</p>	<p>Several activities were subject to evaluation, examples:</p> <ul style="list-style-type: none"> • toll ticket campaign was tested through the ordinary process of "customer satisfaction" of A10 Motorway. Studies demonstrated that 25% of users remembered and highly appreciated (rate 4.6/5) the initiative (delivering 55.000.000 road safety messages). • a benchmark study of web sites was performed in 2012 with a 2013 recap. It demonstrated that Autostradafacendo had a fair public, in line with good sites of this kind; • debriefing are organized after activities. For instance, within the training of 150 Police officers (Icaro) a debate was promoted to discuss the contribution of Autostradafacendo. • the feedback from 64 schools was collected within "istantanee di sicurezza". 	<p>If relevant, describe the proposed evaluation method and the quality of the result indicators in relation to the expected objectives</p> <p>Max: 100 words</p>

<p>Other important aspect that you want to underline</p>	<ul style="list-style-type: none"> • Autostradafacendo is following scientific approaches. Example: toons of the campaign are compliant with psychological profiles achieved by European researches • together we are road safety: Autostradafacendo is designed for partnering. Example: "blue bus" (Police), a bus transformed into travelling classroom, is today operational even thanks to Autostradafacendo • national newspapers such as "Secolo XIX" and "QN Il giorno" are diffusing our messages. Radio Montecarlo is cooperating. • The web facility is hosting today about 450 papers written on purpose. Not only experts among authors, but even key stakeholders: Authorities (art1, art2, art3), MEPs, UNECE (art1, art2, art3), foreign operators. 	<p>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>
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