

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	Safety streets by Valya	
Type of organization	NGO	NGO, company, local authority, school etc.
Organization main activity	Road safety	Activity field
Country	Bulgaria	Of the organization
Website	www.safetyonthestreets.com	Organization website
Contact person	Kalina Krumova	For the follow-up of the application
Contact person's position	National coordinator	
Contact person's email address	Kalina_krumova@abv.bg	
Contact person's phone	+ 359 897339243	
Partners in the initiative	Varna municipality SPRINT Bicycles	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	Start:December 2015;still in process "One way life" is charity calendar which is presented in the start of December and is in sale until all calendars are sold.	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		In the case of persons, indicate their positions
Geographical scope of the activities	"One way life" is sold in all parts of the country.We registrate interests from bulgarians and people from other countries.	Indicate where the activities were implemented
Summary of the initiative	"One way life" is an art look over road safety and war on the roads,the art innovative road safety thinking.Some of the most famous bulgarians from the world of sport,healthcare,culture,theater and cinema cooperate the initiative.In a special photoshoot with different elements of the road every one of the participants shares his senses about the roads in life and the life on the roads.Our aim is through them to influence the public interest for road safety as in the same time we make it more attractive and modern.We place greater priority on the prevention.	Describe the initiative indicating the subject, its aim and the main activities it involves. Max: 100 words
Innovative character	„ One way life" makes a fundamental change it the way it thinks about road safety. We reframe the way in which road safety is viewed and managed in the community.The participation of celbritites is made in a different campaign-through a collectible product as the calendar is.By that way we remove the focus of charity from clearly financial dimension to the meaning of a sensial relationship.That gives a new vital role and forms new partnerships.Webring a wide range of privat and public interest groups and citizens together.	If applies, describe to what extend the proposed initiative will lead to new approaches and practices Max: 100 words
Issues that are addressed with the initiative	With "One way life" we accent on the most problematic level of the road safety-the human.The influence over the psychic and the bahaviour of every single person is complicated and long process. New thinking means a cultural shift and sharing of responsibility for overall road safety,requiring a high level of political, social and community commitment. For the mission we need to activate public support, to increase understanding and the level of road safety ambition and turn shared responsibility into real results.	Describe which issues were identified that lead to implement the activities Max: 100 words

<p>Activities developed</p>	<p>“One way life” is a charity calendar-campaign with an aim to unite the community in the battle for surviving on the roads. Emblematic, successful, energetic, ambitious people (including the world known Horhe Bukai) open their doors to the family, personal and professional road in life. One of the participants in the campaign are: Plamen Konstantinov—the coach of the bulagrian national volleyball team, doctor Mariana Simeonova—the director of the transplantation agency, Hristo Mutafchiev—headmaster of the bulgarian actor assosiation, Vladislav Stoyanov—goalkeeper of the bulgarian natinal football team and others. The aim of the campaign is not just a positive change in the statistic of the count of killed and injured in car accidents. Our aim is to form and affirm new, responsible presence and bahaviour on the road by every participant in it.</p> <p>The famous people in the campaign focus two other aims of the road safety—proactive public-private partnership and a high level of cooperate social responsibility. We are aimim to encourage investment in road safety.</p> <p>„ One way life” assist in forming community views with additional engagements. All of our actions are in unison with early prevention strategie, supported by National Road Safety Action Plan 2011-2020.</p> <p>There are 5000 calendars “One way life”. By our calculation this says that over 15 000 people are involved in the road safety idea.</p>	<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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<p>Genesis</p>	<p>We have created tis new campaign which we intend to turn into a tradition to attract in a more positive way the public for thr major problem—the road safety. we want to mobilise public through the positive messages from the participants in the campaign with the whole story everyone has with its name. Only with the focused attention of the medias and participatio of celebrities w ecan reach more accomplishable public support for road safety measures.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
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<p>Transferability and multiplier effect</p>	<p>“One way life” is a campaign for road safety from the series of the foundation “Safety streets by Valya” with an aim to the wide public through a concrete product and innovative thinking. The creation of a calendar with a mission to reach every house, office, institution gives the opportunity not only for wide spreading of the messages, but generates financial resources with which are created and renovated already existing walkways and children playgrounds for training for road safety. With this are completed a few effects: increasing partnerships with institution and business sector, attracting public, giving a good example through the empathy of the people in the campaign, the realisation of the incomes of the visible results.</p>	<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>The participation of some of the most famous and popular Bulgarians with the presence of a world known author Horhe Bukai in the campaign have turned it into an interesting for the media product, which is happy to have strong media interest.</p> <p>In addition to that, “One way life” was presented in the Bulgarian parliament, under the patronage of the headmaster of the parliament commission of the transport, Mr Grozdan Karadzhov, with the presence of the ombudsman of Bulgaria, Mrs Maya Manolova and other politicians and public people.</p> <p>Parallel with that the art pieces of the campaign were shown in the gallery in the parliament and definitely influenced the effect of the event.</p>	<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>Because of its essence, “One way life” started in the start of December and will continue spreading until all calendars are bought.</p> <p>An action plan has already been made for continuing the campaign for the next year.</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>The basic aim of the campaign is already done-it has been registered quite a big interest .The perception of so famous and beloved from the citizens people like ambassadors of the mission for road safety,attention and responsibility on the road is more than effective.</p> <p>With a look the participation of famous actors and sportsmen,we succeeded in winning proselytes and a group of organisation and estates,connected wuth them.</p> <p>The voluntairing for personal spreading and sale of calendars from volontaires in the country also increases the effect “from door to door”.</p>	<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>	<p>“One way life” has the high honor to receive admirations and recognition for the innovation and accomplishments personally from the prime-minister m-r Boyko Borisov,the headprosecutor mr Sotir Tsatsarov,the ministerof the development and amenities ms Lilyana Pavlova ,minister of the culture Vezhdi Rashidov,as well as other headmasters of oter municipalities.</p>	<p>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>