

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	Señalizaciones Aluana e Infraestructuras, S.L. And www.visionzerosp.org	
Type of organization	Company	NGO, company, local authority, school etc.
Organization main activity	Road sign	Activity field
Country	Seville. Spain.	Of the organization
Website	www.aluanainfraestructuras.com www.visionzerosp.org	Organization website
Contact person	Miryam Moya	For the follow-up of the application
Contact person's position	Executive Director	
Contact person's email address	miryamoya.perito.judicial@gmail.com	
Contact person's phone	+34 677116765	
Partners in the initiative	Señalizaciones Aluana e Infraestructuras.	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	The initiative continues and that what we seek is information and road safety education, by creating the web www.visionzerosp.org broadcasting and calls for the Swedish Vision Zero philosophy.	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	Miryam Moya	In the case of persons, indicate their positions
Geographical scope of the activities	Spain	Indicate where the activities were implemented
Summary of the initiative	Reduce the probability of death and serious injury through strategic approaches based on engineering data, application, education, evaluation and community participation. We can and must take the important steps that will make a difference and save lives.	Describe the initiative indicating the subject, its aim and the main activities it involves. Max: 100 words

<p>Innovative character</p>	<p>Information and dissemination of knowledge and information through numerous related to the subject, through various blogs and social networks items:</p> <p>#ENTREVISTA http://ow.ly/WFZnc</p> <p>Miryam Moya, Executive Director of Signals Aluana and Infrastructure: "It is unacceptable that mobility and traffic are the subject of business by any government"</p> <p>http://ow.ly/WFZnc</p> <p>http://lablogoteca.20minutos.es/accidentes-de-trafico-y-seguridad-vial-53846/0/</p> <p>http://accidentesdetraficoyseguridadvial.blogspot.com.es/</p> <p>http://aluanatraficoyseguridadvial.blogspot.com.es/</p> <p>Miryam Moya chosen to expose poster ISO 39001 in the World Conference on Road Safety in Rio de Janeiro in May.</p> <p>www.vti.se</p> <p>http://www.miryammoya-perito-judicial.com/</p> <p>Making legal guides Lexdir:</p> <p>http://www.lexdir.com/perito-judicial/perito-accidentes-de-trafico-sevilla-miryammoya-114436/guias/</p> <p>And:</p> <p>www.visionzerosp.org</p>	<p>If applies, describe to what extend the proposed initiative will lead to new approaches and practices</p> <p>Max: 100 words</p>
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<p>Issues that are addressed with the initiative</p>	<p>Road safety must be based on the absolute priority is the life and safety of persons inadmissible considering that mobility and traffic are the subject of business by any government. These organizations have the ultimate responsibility to protect road users, so it can not simply build or preserve them if they endanger consumers thereof. The driver is responsible to meet the standards but the rest of the sectors involved should work to that damage is minimized. Upgraded infrastructures and in good condition, will contribute to a sharp decline in claims but that is not enough. The system fails, it is clear, and show their numbers. Instead of directing money toward prevention, as would improvements in vehicle behavior change in teaching driver education users and the design of roads, the money is spent on treating the symptoms of road rage. We need a road safety education that teaches us to think, rather than to obey, but the rejection is guaranteed. Citizens can not understand that there are many black spots on our roads to be "solved" with increasing radars. Sanctions should be understood that its effect is useful, and generate committed and safe driving behavior. No it uses his foot off the accelerator when we see an agent of the civil guard or a signal that informs us of the presence of a radar if we continue to pass a dangerous attitude at the wheel. The laws and penalties must be understood, not imposed, if you want to raise awareness.</p>	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>
<p>Activities developed</p>	<p>Where it advocates the introduction in Spain of the Swedish Vision Zero philosophy.</p> <p>Good infrastructure, a renewed fleet, since new vehicles incorporate more safety measures, and a solid driver education that promotes responsible driving: these are the keys.</p> <p>Vision Zero SP (Spain) aims to create a transport system that is safe in all communities and people of all ages and abilities, regardless of how they travel. Municipal bodies and officials must take immediate steps to cultivate safety and protect everyone traveling in Spain. From traffic engineering, should apply traffic laws to change public policy. Vision Zero SP is pushing an agenda to change the way we think and act on the streets of our country.</p> <p>Participation arrangement for each partner, only Miryam Moya.</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>

Genesis	<p>Most people are aware of the dangers behind the wheel, but are used to sharing these risks, rather than taking individual responsibility for their own negligent conduct. Many of us have had the experience of not following the law to go a little over the speed limit or not stopping at a stop sign, so there is this tendency to divert our own guilt, and that has been institutionalized for things like no-fault laws and car insurance, where we all share the cost assumed by the fact that driving is a dangerous act. The eternal problem for us, as a culture, is to recognize that these injuries are both predictable and preventable time. The public has not yet thought of that motor vehicle accidents are more than "accidents". And while the company believes are accidents or acts of fate, then it can do little to avoid them. Each year, more than 1.2 million people die in road accidents worldwide, but there is an important difference between our response to foreign wars, the Ebola crisis, terrorist attacks or anything that inflicts less deaths than road accidents and no widespread public protest or a giant monument to the dead. We care about drugs, insecurity due to firearms and etc, but do not teach children to treat the cars as weapons that are loaded. If insufficient driver education, join the daily problems and poor courtesy, not respecting the safety distance, especially trucks, causing many deaths and serious injuries. Driving is a privilege and should be honored as such. When driving, respect others as you would be respected. Data aside, there is no denying the appeal of the road is undeniable and probably eternal.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>You need to have presence in new and existing market and be known without scrolling. 2.0 The digital environment came to settle permanently, as a learning tool, creates interaction, which allows the sharing of knowledge, access to pre-knowledge, and new knowledge generated and stored.</p> <p>Epecially great potential for education in general.</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>

Promotion and dissemination	<p>Creating the web www.visionzerosp.org</p> <p>http://lablogoteca.20minutos.es/accidentes-de-trafico-y-seguridad-vial-53846/0/</p> <p>http://accidentesdetraficoyseguridadvial.blogspot.com.es/</p> <p>http://aluanatraficoyseguridadvial.blogspot.com.es/</p> <p>Miryam Moya chosen to expose poster ISO 39001 in the World Conference on Road Safety in Rio de Janeiro in May.</p> <p>www.vti.se</p> <p>http://www.miryammoya-perito-judicial.com/</p> <p>Making legal guides Lexdir:</p> <p>http://www.lexdir.com/perito-judicial/perito-accidentes-de-trafico-sevilla-miryammoya-114436/guias/</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>Of course, continuing the dissemination of numerous media, conferences, and more related activities.</p>	<p>Indicate if there is a plan to continue some activities in the coming years</p> <p>Max: 100 words</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>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>
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Evaluation of the activities

Other important aspect that you want to underline

Assess and Monitor Progress

To succeed in eliminating traffic fatalities, it is essential to know where, when and why collisions, casualties and injuries and deaths in order to respond to incidents with the latest trends occur. So we can assess the responsiveness that has the system.

Large Vehicles

Large vehicles are the highest in terms of deaths when a collision occurs percentage.

We must implement reinforcement learning up your drivers, especially at company level, thus reducing claims on mission.

Include the "laws of vulnerable users," giving more responsibility to

road users to exercise more power, either a car in front of a cyclist, or bicyclist to a pedestrian, or a truck versus a car.

Educate Road Safety

Safety education for street and public disclosure will help people move more safely through the cities and towns, whether you are driving, walking, biking or using public transportation. Education is effective to ensure safety on the street, creating a set of common expectations and changing behavior, creating safer and more livable for all streets.

Promote pedestrian priority in many areas, raising awareness of the

Penalties for violations of the law.

How to implement full speed in school zones, 10 km / h on streets

major, and 30 km / h in secondary.



Roads Safe School.

Public Policies for Change

Through public policy initiatives at national and local level, we advocate for policy changes that save lives by reducing the speed of traffic, improving the methods of law enforcement and more.

Automate Speed Control

Changes in national law if needed, to allow cities and

Municipalities traffic cameras placed near schools and senior centers to

drivers for speeding can be sanctioned. The application

Automated has shown health benefits and safety significant other

countries.

Safety Lifecycle Road

Job security over the life of the road, especially at the stage of

maintenance of the same, thus filling the loopholes that exist in around

conservation thereof.

Personal audits of public agencies devoted to Traffic and Road Safety

in cities and towns in Spain.

Safety Engineering

Vision Zero SP intended to be located the streets with higher rates of collisions

to prevent the tragedy when users make mistakes.

We ask projects to support Vision Zero, adding security enhancements

effective as protected bike lanes, wider sidewalks and reduced

traffic speed. The aim is to calm traffic, increase visibility and improve

the organization of our streets.

Projects update and prioritize

Accelerate projects it is key to our security, and we demand that

a tracking tool to develop in line to allow anyone

You can track your progress and thus maintain accountability

to the population.



Projects supporting bicycle safety Sustainable Mobility

We need to implement improvements in bike safety to help a growing number of people who can use it safely and comfortably through cities and municipalities.