

# 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**

Deadline to submit nominations: December 10<sup>th</sup>, 2015

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

#### SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions
Name of the organization	Comune di Benevento	
Type of organization	Authority <a href="http://www.comune.benevento.it">www.comune.benevento.it</a>	NGO, company, local authority, school etc.
Organization main activity	Project designed to spread the road safety	Activity field
Country	Benevento - Italy	Of the organization
Website	<a href="http://www.sicurezzastradale.benevento.it">www.sicurezzastradale.benevento.it</a>	Organization website
Contact person	Gagliarde Maria Rosaria	For the follow-up of the application
Contact person's position	Gagliarde Maria Rosaria - Coordinator	
Contact person's email address	<a href="mailto:info@sicurezzastradale.benevento.it">info@sicurezzastradale.benevento.it</a> <a href="mailto:sicurezzastradale.benevento@messaggipec.it">sicurezzastradale.benevento@messaggipec.it</a>	
Contact person's phone	+39 339 533 44 11	
Partners in the initiative	Unicef – Croce Rossa Italiana – Associazione Beneslan – Consorzio Automobilistico della Guida-IstitutoComprensivo “Sant’Angelo a Sasso”	

## SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	The initiative will start with a short opening conference (september 2015) and will end may 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	Coordinator Gagliarde Maria Rosaria Mobility Traffic sector ; Public Works sector Sector Municipal Police ;	In the case of persons, indicate their positions
Geographical scope of the activities	The activities will be implemented on the website and at the establishments	Indicate where the activities were implemented
Summary of the initiative	The project proposals covered part of the following fields of intervention : <ul style="list-style-type: none"> <li>• safety of urban areas at greatest risk and traffic calming ;</li> <li>• centers of planning , monitoring and management ;</li> <li>• training , information and awareness and road safety education .</li> </ul>	Describe the initiative indicating the subject, its aim and the main activities it involves.  Max: 100 words
Innovative character	STRATEGY : The communication strategy will be done through a proper communication campaign on the territory through ongoing actions and targeted approaching the issue of road safety so persistent and attentive . Create a logo and a corporate identity for communication actions to decline the project funded by the plan , it ensures an identity to the project.	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	The issue of road safety called into play different components , which should compete in a synergistic manner to achieve a common end which is to make the user autonomous , able to tolerate the states of insecurity , so that , after careful consideration of the surrounding reality , they are translated into safe behaviors and correct : a guy can relate properly with the social life , who knows the rules of the road and is aware of the need to learn them , understand them and apply them. E ' therefore important that the action is developed on diversified directions which, however converge into a single end through a	Describe which issues were identified that lead to implement the activities  Max: 100 words

	<p>path made of programming and information dissemination .</p> <p>actions and activities aimed at young people of different age groups , from primary school age up of secondary school age , as well as contact with adults and have disabilities.</p> <p>The project specifically and ' addressed to the following users :</p> <ul style="list-style-type: none"> <li>→ Children</li> <li>→ Cyclists</li> <li>→ elderly drivers</li> <li>→ Motorcycles</li> <li>→ Novice drivers</li> <li>→ Pedestrians</li> <li>→ Professional Drivers</li> <li>→ Disability .</li> </ul> <p>In addition to road education project it aims to inculcate in children a sense of respect for others and the environment in which they live , also in the action for campaigns</p> <p>Local information and awareness , it attaches great importance to public information that</p> <p>It aims for a change in attitude or behavior towards road safety .</p> <p>In fact , the ultimate goal of these campaigns is to reduce the number of or damage road traffic injuries through information .</p>	
<p><b>Activities developed</b></p>	<p>He was involved in the project the municipal police , with staff specially already format and used annually as part of the education activities ; Corps Brigade</p> <p>Fire , the Company Mobility Transportation Sannio and various charities such as Unicef , Beneslan association , the Italian Red Cross and various voluntary beneventane</p> <p>with the aim of involving ALL ASSOCIATIONS category . In addition , it is planned participation of teachers of driving schools in the city gathered Consortium " of the Academy Guide "</p> <p>who guaranteed the maximum collaboration , providing their staff</p> <p>Speciality but also and above all a series of advanced equipment for practical demonstrations of safe driving and respectful of every citizen .</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>

<p><b>Genesis</b></p>	<ul style="list-style-type: none"> <li>• develop and strengthen the capacity of government road safety at the Provinces and Common in order to create the conditions for improved security;</li> <li>• promote safety as a culture through projects communication / information;</li> <li>• encourage the formation of a new culture of road safety school, adults' and technicians who can help improve road safety;</li> <li>• promote the development of high-efficiency</li> </ul>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
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	<p>actions - distributed across the range of fields priority action specified in art. 3, paragraph 1) of the call and can be spread so as to determine, for a given available resources, a drastic reduction of the victims of road accidents, with particular reference to the fields of priority action indicated to in art. 3 of the call;</p> <ul style="list-style-type: none"> <li>• involve the population in taking responsibility linked to behaviors guide defined "dangerous" in reference to the community.</li> </ul>	
<p><b>Transferability and multiplier effect</b></p>	<p>This project was designed primarily to promote and disseminate the safety issues road because the best way to create a culture of safety is to allow a depth awareness of the risks and behaviors of an unsuitable.</p> <p>Will be carried out information campaigns for the Target Group will be provided and created an online space easy to access and use that will be shared experiences of information, training and awareness provided.</p> <p>He was involved in the project the municipal police, with staff specially already format and used annually as part of the education activities; Corps Brigade Fire, the Company Mobility Transportation Sannio and various charities such as Unicef, Beneslan association, the Italian Red Cross and various voluntary beneventane with the aim of involving ALL ASSOCIATIONS category. In addition, it is planned participation of teachers of driving schools in the city gathered Consortium "of the Academy Guide" who guaranteed the maximum collaboration, providing their staff Speciality but also and above all a series of advanced equipment for practical demonstrations of safe driving and respectful of every citizen.</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><b>Promotion and dissemination</b></p>	<p>Interventions methodological / teaching must be both functional knowledge of the rules is learning how to behave in various road situations. Therefore, the classroom training will be within a single pilot school the Education Institute Including "Sant'Angelo in Sasso" in the position of Manager Dr. Michael Brook, already promoter of the project "Roads" by "love". At this Institute will agree a series of meetings aimed at promoting a correct knowledge and evaluation of the importance of the rules (for example, the correct connection of the helmet changes</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>

lane, road signs, etc.) and, in addition to the rules, the recommendations addressed to the formation of a correct driving behavior.

Coverage in other city schools will be ensured through the use of online tools and brochures.

To ensure the widest possible dissemination there will be a series of events in the square aggregation and / or in places institutions to participate in collective activities with the participation of all the schools involved, associations and bodies, and a final publication that represents the summary of activities carried out during the project.

The organization of the Days of road safety (two in particular: one at the Center Commercial "Sanniti", the other to Piazza Castello) include the presence of a means for providing information mobile health care, distribution of promotional gadgets, distribution of material information.

During this experience, all students and families will have a chance to confront and interact well with faculty from different disciplines inside your school also with external experts, who from time to time and in relation to the arguments examined, be attended not only by making available its expertise but allowing boys participate in some hands-on activities.

The course, organized in collaboration with the Municipal Police and the consortium "of the Academy Guide" aims to guide the citizens and especially the Children and young people with education road approach type of information and education. Will be transmitted, the ground rules for the security, through the knowledge of the simplified signs. On the occasion of and to receive gratification of the work done in the classroom will be set up competition ( see ANNEX A) on the issue of road safety , rules of civilized life and legality .

Students will be engaged in an educational games and will receive certificates of participation , will be distributed gadgets remember about the project and the work done made visible online . for

ensure the widest possible dissemination and culture 360 ° was made a dedicated web portal road safety [www.sicurezzastradale.benevento.it](http://www.sicurezzastradale.benevento.it) ( see ANNEX B ) where all citizens , can draw useful information to good road safety education , work and interact ; In short be active .

The road education project will be documented in several ways: photographs, videos , drawings , processed , entry forms in the Days and access to the website . Online activities and access will be monitored through graphics and an Analytics account . Invitations commitment to the project of educational

	<p>institutions , local authorities , associations , will  sent by certified mail a PEC that will verify the actual receipt . in  If accession is subsequently completed a special agreement between the parties .</p>	
Continuity	<p>The website will remain active and will be monitored for up to 3 years renewal</p>	<p>Indicate if there is a plan to continue some activities in the coming years</p> <p>Max: 100 words</p>
Evaluation of the activities	<p>everything will be monitored through online access and participation in the events and the competition The "space online " will be easy to access and use that will be shared experiences information, training and sensitization provided . Rich in content , experiences and advice , will run for three years to ensure the maximum possible dissemination not only of this phase of the project , but optimizing the program advertising initiative and disseminate the results in a future spreading it not only to regional and national levels.  We will be informed of the content and access in order to obtain a complete understanding initiative not only from the point of view of information but also from the practical point of view .</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>
Other important aspect that you want to underline	<p>From this project are expected :</p> <ul style="list-style-type: none"> <li>• a safer environment for students in the home school route ;</li> <li>• more students going to school on foot or by bicycle ;</li> <li>• a decrease of the traffic congestion in the neighborhood of the schools during the hours of Input input and output;</li> <li>• reduction of road accidents by taking conscious behavior compared to the risks of a guide not safe;</li> <li>• involvement of the population in taking responsibility related to driving behaviors defined as "dangerous" in reference to the community;</li> <li>• understand and assess both talent and skills, both their own limits;</li> <li>• learn about the environment, its characteristics and possible dangers;</li> <li>• understand the issues of road safety and the relationship between driving style and lifestyle;</li> <li>• take actions inspired by the culture of legality and consistent with the Code of Road;</li> <li>• a greater awareness and a more widespread commitment on security issues</li> </ul>	<p>Any information that could help the jury to pick up your initiative</p> <p>Max: 100 words</p>

	<p>Road by the whole community. In summary, to be involved all the city schools of various kinds and levels, and in addition to students, teachers and parents. Voluntary associations, aiming to increase discipline within road and contribute to a gradual reduction of road accidents. The path of the activities will serve to get to know not only the rules and behaviors observed by road users, but also the foundations of civilized life, respect for life and end with a final event with date to be decided.</p>	
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Benevento, 06 10 2015

Best Regards

