

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	Fondation de la Route	
Type of organization	Corporate Foundation	NGO, company, local authority, school etc.
Organization main activity	The Fondation de la Route is doing road risk prevention actions.	Activity field
Country	FRANCE	Of the organization
Website	http://fondationdelaroute.fr/	Organization website
Contact person	Emmanuelle Paquaux	For the follow-up of the application
Contact person's position	Operational Director	
Contact person's email address	Emmanuelle.paquaux@mget.fr	
Contact person's phone	+33670944645	

Partners in the initiative	<ul style="list-style-type: none"> • The Directorate of Road Safety and Traffic (La Délégation à la Sécurité et à la Circulation Routières (DSCR)) • The Ministry of Ecology, Sustainable Development and Energy (Le Ministère de l'Écologie, du Développement Durable et de l'Énergie (MEDDE)) • The Ministry of Education • The Regional Department Directorate for Equipment and Planning (La Direction Régionale et Interdépartementale de l'Équipement et de l'Aménagement (DRIEA)) • The Departmental Territories Directorates (Les Directions Départementales des Territoires (DDT)) • The Interdepartmental Directions of Roads (Les Directions Interdépartementales des Routes (DIR)) • The Town halls • The Prefectures • The Regional and General councils • Gendarmerie , Police, Fire Brigade and the Red Cross • The mutual insurance organisations and the social economy world • And the militants/volunteers 	
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SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	It started in 1998 as an association, and it became a foundation in 2005 and it's still in process	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	Patrice Lafeuille : facilitator and trainer Jean-Michel Aribot : Development officer Francine Grari : prevention assistant Gisèle Abomo :prevention secretary	In the case of persons, indicate their positions

<p>Geographical scope of the activities</p>	<p>Our actions are happening throughout the French national territory.</p> <p>We are implanted in 5 area of the country :</p> <ul style="list-style-type: none"> - The pole Great-Southwest with one truck based in Tulle (19) - The pole PACA-CORSICA with one truck based in CORSICA (2B) - The pole Great-South with one truck based in Montpellier (34) - The pole Center Ile-de-France with one truck based in Paris (75) - The pole Great-West with one truck based in Angers (49) 	<p>Indicate where the activities were implemented</p>
<p>Summary of the initiative</p>	<p>The Fondation de la Route is doing road risk prevention actions to everyone, of all ages (young, active and senior).</p> <p>The actions take the form of playful and interactive formations, conferences and workshops with a lot of different tools like shock simulator, rolling-car simulator, Ergovision, a car driving simulator...</p> <p>The goal is to provoke among users awareness of road risks and take action to reduce it.</p> <p>Our actions are made to encourage road users to adopt more responsible behavior, to improve safety on the road and to inform people of the actions to reduce the risks of the road.</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>The initiative of the Fondation de la Route is a new way to approach the road risks.</p> <p>The Fondation has one goal : it is to raise awareness in a positive and not guilty way about the road safety.</p> <p>The actions are all about being pedagogical and playful. We try our best to prevent risks on the road by adapting our communication to our different targets. We want to send a message of prevention by spending a great moment.</p>	<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>	<p>This foundation was created by the convergence of several important elements:</p> <ul style="list-style-type: none"> • The number of deaths on the road • The Knowledge of MGET members of "road" because they are men and women who maintain the equipment and think the roads • The activism: DNA of MGET <p>The combination of these three factors presided over the creation of the Foundation. Its aim is to give a different message, not guilt with many pedagogy in order to improve road safety.</p>	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>
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<p>Activities developed</p>	<p>The Fondation de la Route has multiple of actions and tools to prevent the risks on the road.</p> <p><u>First, there are the actions for well-defined targets :</u></p> <ul style="list-style-type: none"> - Actions in pre-school and primary school : the goal is to sensibelize the childrens by make them know the road signs. First, there is an theoretical approach to a road track; then a quizz game and a road track with differents road signs where the childrens can ride with their bikes. - Village Youth Emergency: the target is the teenagers. With our tools like shock simulator, rolling-car simulator, Ergovision, a car driving simulator, the teenagers are doing a learning path with a lot of activities. During these events the Gendarmerie , Police, Fire Brigade and the Red Cross are presents to explain their job and to prevent teenagers in their own ways - Village Road Emergencies : this action aims all the road users, especially the adults. All our tools and our partners are presents. - Senior of the road : This action is made for the seniors, for those who have spent their driving license a long time ago and for those who want to feel more secure, or simply re-acquaintance with the new rules of the road safety. - Road risk prevention formation in companies : this formation respond to the needs of the company. All the tools are available depending on the demand. <p><u>Then, there are specialized actions :</u></p> <ul style="list-style-type: none"> - Conference about "avoid the risk of drowsy driving" : with an expert of the subject, to give advice and informations - Conference about "Awareness on active products (alcohol, drugs)" : with an addiction expert, the conference highlight the consequences of drinking alchohol or taking drugs on driving. - Eco-Driving Formation : it's about to sensibelize drivers about the road safety and eco-driving behavior <p><u>Finally, there are our tools :</u></p> <ul style="list-style-type: none"> - Auto and Moto Driving simulators : Highlight the errors of conduct of the drivers - Frontal shock simulator : Inform drivers and non-drivers of the reality, the violence and the rapidity of a shock at low speed. - Rolling-car simulator : inform drivers and non-drivers of the importance of wearing a seat belts - Ergovision : inform of the importance of the sight in driving, test the sight. - Alcohol and drugs course : with glasses which simulate the alcohol or drugs vision. Highlight the effects on the sight. - The Highway code : introduce the main principles of the Highway code, reminisce it to the drivers and inform about the new regulations <p>The Fondation offers tailor-made actions to respond to clients needs.</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>MGET chose this initiative because the members are men and women who maintain the equipment and think the roads.</p> <p>It was important for MGET to create an initiative to improve road safety and to prevent from the road risks.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>The Fondation de la Route targets all generations, from all ages : from the future driver to seniors. Our actions aim to raise awareness in a positive and playful way.</p> <p>It should not be a painful moment but a nice day where you learn interesting things. Therefore, all the militants are trained.</p> <p>The Fondation aims to anchor it in the minds the extent of the danger and caution . On a large -scale , young , active and seniors will remember when they will be by car, motorbike, bicycle or even on foot some of our tips, like how to put a seatbelt correctly or how many drinks you can or cannot have to be able to drive.</p> <p>The Fondation de la Route owns a great experience about the road, with our professionals tools and our militant’s expertise, we believe that our actions are helping to reduce the number of deaths and accidents on the roads.</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 Fondation de la Route is publicised in multiple of local and national newspaper and websites (France Bleu, le Courrier de l’Ouest, Ouest France, la Montagne, Haut Anjou).</p> <p>The Fondation is present in multiple organised events. Cities and prefectures organised a lot of events with the Fondation de la Route like the Téléthon, Sur la Route de Fanny, Fête de la Mobilité, Don du Sang, Semaine de la Courtoisie etc.)</p> <p>http://fondationdelaroute.fr/</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>MGET is merging with MGEN but the Fondation de la Route remains intact.</p> <p>So the activities of the Fondation are continuing and it will grow with MGEN and its news contacts and targets.</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		If relevant, describe the proposed evaluation method and the quality of the result indicators in relation to the expected objectives Max: 100 words
Other important aspect that you want to underline		Any information that could help the jury to chose your initiative Max: 100 words