

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	Lazio Region – Assessorship to infrastructures, Housing Policies and Environment Regione Lazio- Assessorato alle Infrastrutture, Politiche Abitative e Ambiente	
Type of organization	Regional Authority	NGO, company, local authority, school etc.
Organization main activity	Infrastrutture, Environment, Housing Policies	Activity field
Country	Italy	Of the organization
Website	http://www.regione.lazio.it/rl_infrastrutture/	Organization website
Contact person	Ing. Luca Marta Dott.ssa Vincenza Marino	For the follow-up of the application
Contact person's position	Ing. Luca Marta (accountable manager of the Office “Infrastructural networks” – Regional Direction for Infrastructures, Environment and Housing policies) Vincenza Marino (civil servant of the Office “Infrastructural networks”)	
Contact person's email address	lmarta@regione.lazio.it vmarino@regione.lazio.it	

Contact person's phone	Luca Marta +390651686365 Vincenza Marino +390651686365	
Partners in the initiative	<p>Iris T&O – Tecnologie e Organizzazione - Istituto di Ricerca e Sviluppo</p> <p>Iris T&O - Technology and Organization - Institute of Research and Development - Association no profit – Activity: Education, training, social development, individual development, territorial development - www.jamesfox.it - www.iriscampus.it - info@iriscampus.it</p> <p>Link to the website of the initiative: www.comebackhome.it</p> <p>26 municipalities, 3 company, 81 educational institution (51 primary schools, 27 middle schools, 3 high school)</p>	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	Start 01 november 2014 end 30 november 2015	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	<ul style="list-style-type: none"> - Iris T&O – Partner of the initiative "Come Back Home": 2 psychologists, 1 sociologist, 8 educators, 4 animators of community, 2 journalist/operator communication/operator web-social, 2 manager coordinators, 3 videomaker, 2 photographer, 4 organizational operators - Lazio Region: Office " Infrastructural networks" – Regional Direction for Infrastructures, Environment and Housing policies- 1 manager, 2 civil servants, and the administrative staff of the office (3 people) 	In the case of persons, indicate their positions
Geographical scope of the activities	Italy, Lazio Region	Indicate where the activities were implemented

<p>Summary of the initiative</p>	<p>“Come BACK HOME – Drive safe, security return” is the slogan of initiative. It invites us to reflect on the feelings, the passions, the responsibilities that the adults have towards their loved ones. It is the scream of our son advise us to be careful in the driving. It is the prayer to reciprocate their love with our homecoming.”</p> <p>Its aim is the creation of an active net of Town Administrations, Strengths of order, Schools, Families to affirm a conviction system, values and behaviors that promote healthy behaviors for a "participated safety" based on shared experiences.</p> <p>A year of education of over 15.000 children with laboratories that involve their families. Contest and Olympiads of safety with a final event (Regional Day of the Safety) to name the “safety agents”. Activities brings to a change of convictions sustained by the emotional investment that fixes the experience in the memory and progressively reinforces the message.</p> <p><i>Overview of the activities</i> https://www.youtube.com/watch?v=00bdGazUM9o</p> <p><i>Video report of the Regional day of road safety</i> https://www.youtube.com/watch?v=k_uF_7IHul</p>	<p>Describe the initiative indicating the subject, its aim and the main activities it involves.</p> <p>Max: 100 words</p>
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<p>Innovative character</p>	<p>The methodology is innovative and easy to be understood. The images and the redundancy of the information on more communicative channels make the message arrive easily.</p> <p>The rules become shared and appreciated tools. To apply them is not anymore a duty but a pleasant game.</p> <p>It's direct and full of experience: safety is experimented in everyday life, it is never boring and abstract. With outside and school activities it's shared with friends.</p> <p>It's interactive (televoter, social network...), It's multimediale: (video, images, music..), It's fun.</p> <p>It emotionally involves: the language is studied for young people and they are the protagonists with a direct, reliable and approved message.</p> <p><i>Some videos that show the formation in the classroom with different ages:</i> https://www.youtube.com/watch?v=Wak7IMSUZx4 https://www.youtube.com/watch?v=8zRF4RESRaI</p> <p><i>Bid videos of some lessons:</i> https://www.youtube.com/watch?v=zPJ6ticG5Ns https://www.youtube.com/watch?v=zhp3D_KITdo https://www.youtube.com/watch?v=pOiq-SCPRwY</p> <p><i>Creative laboratories that show children and boys while they are learning the Road Safety in fun and innovative way:</i> https://www.youtube.com/watch?v=OrlDLM2BBTo https://www.youtube.com/watch?v=G5FSzdJa2KU https://www.youtube.com/watch?v=nctr6J8p9JQ</p>	<p>If it's applied, 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 is an element that accompanies everyone since children: living the road in the correct way since we were born is fundamental to develop the necessary sensibility to be a motorist, a biker, a bicyclist or a pedestrian responsible in the adult age.</p> <p>The identified problems are:</p> <ol style="list-style-type: none"> 1. The use of the devices and protection systems; 2. To avoid the incorrect behaviors to prevent the risk; 3. To avoid the errors and distractions that all commit without realizing; 4. The knowledge of the rules like prevention and not repression. 5. The risk of high speed and of the aggressive driving. <p><i>Interviews to stakeholder realized for identifying the problems more felt, the most common errors, the rules less respected of driving etc.</i></p> <p>https://www.youtube.com/playlist?list=PL46Vq3rsZ2-5dZ65_tNAXH4fqGm1otkU9</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>Activities aim at to spread the knowledge of measures of prevention and to the construction of a culture of safety. For a whole scholastic year the following activities are developed:</p> <p>The strengthening formation of the culture of safety. Interactive games involve the children of the elementary schools and average schools. The educational / formative meetings are directly realized in the schools and they're comparable to involving and stimulating shows.</p> <ul style="list-style-type: none"> - Contest of Safety that integrates and completes educational runs on safety themes: through an interactive game children and kids "show" their own learnings. The game becomes a real experience of learning. Children and kids that get the most higher scores represent their own city in the Ending of the Trophy of Safety. - Kids formation in the band 14-19 years "to make them" a Junior Trainer for students of the elementary and average schools. - Group formation to safety. The team shares with teachers and operators the formative / educational methodologies. They discover the potentialities of new technologies and they learn to use the technological kit, videos and the tutorials - Social and Real contest " Rimalza il malintenzionato ." Participating in games and quiz, all the components of the family are turned into Safety Agent and they enter to the Team of the Safety of their own town. - Demonstrations in public areas. With the Strengths of order amuse showing the consequences of the incorrect and not safety road behaviors. - Regional Road Safety day <p><i>Overview of the activities</i> https://www.youtube.com/watch?v=00bdGazUM9o</p> <p><i>Video report of the Regional Road safety day</i> https://www.youtube.com/watch?v=k_uF_7IHul</p> <p>A campaign of Communication and sensibilization accompanies the whole run. The activities are:</p> <ul style="list-style-type: none"> - Animation on the most diffused social networks, with formative actions. The team transforms in "scout of safety" children, kids, the young people, parents, the Strengths of order and the citizens that share the values. - The innovative and involving communication is the strategic key of the project on the territory. We use innovative and traditional tools often resorting to resources available given by the local institutions. - TJ Fox: the "breaking news" of safety that tells the events of the Team and interviews the protagonists of safety on the territory. around the breaking news of safety is produced by children, kids, young people and teachers. 	<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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An Event (Regional Road Safety day) finishes with 4.000 participants.

The scenery where the "Regional Road Safety day" took place was Cinecittà World. A location that, for twenty-four hours, prepared and dedicated to the day / event where we only talk about road safety.

Bid video of the Regional Road Safety Day and the Olympiads of Road safety
<https://www.youtube.com/watch?v=ik84U1EDhHw>
https://www.youtube.com/watch?v=Eb_A-3WeSIE

Small synthesis of the Regional Road Safety Day
<https://www.youtube.com/watch?v=vqpgem3slls>

Shall be arranged:

- The "**Safety Camp**": a film studio of over 2.000 mqs that entertains different laboratory activities to become "Safety Agent" and to participate in the "Olympiads of Road Safety.
- The "**Safety School** ultramodern theater with over 200 places where the education and the formation are turned into involving shows.
- The "**Square dancing**": open air theater with giant screen to dance and to celebrate all together.
- The "**Hall of thinkers**": the area devoted to the technicians and the institutional representatives that meet to discuss how to improve safety on our roads.
- The "**Safety Campus**": the central theater with over 1.300 seats that entertains the clou event , the endings of the Contest and the Olympiads of Road Safety.

Some missions realized during the Regional Road Safety Day
<https://www.youtube.com/watch?v=OrLDLM2BBTo>
<https://www.youtube.com/watch?v=G5FSzdJa2KU>
<https://www.youtube.com/watch?v=nctr6J8p9JQ>

<p>Genesis</p>	<p>The initiative born by execution of the Regional Law n°42/02 relative to the celebration of the "Regional Day of Road Safety", that promotes a range of events and activities of sensibilisation on Road Safety specially dedicated to young people.</p> <p>The realization of the Regional Day of Road Safety in 2014 has been entrusted to the no-profit organization Iris T&O, with their project "Come BACK HOME – Drive safe, security return" based on "shared security" and "participated safety" because it involves in an innovative and multimedial didactic way all involved actors (childrens, families, school, institutions), with great passion.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>The initiative uses of a base web and cultural streaming (www.comebackhome.it), results of searches and experimentation of new digital technologies. A complex of videos and tools to support the scholastic didactics, the families and the institutions. An integrated plant composed by technological infrastructures, didactic tools, digital contents integrated to the traditional (crossmedialità) guided pedagogic trials that uses technologies to reach the maximum learning, an innovative didactic model and an big range of educational and formative digital materials.</p> <p>On the web platform is available documents that detail the needs to which the initiative responds, the environment in which to apply the model, the elements and the resources to disburse the activities, the indexes to measure, the tools to measure the effectiveness and the relapse.</p> <p>Educators have to their disposition learning courses to learn to disburse the activities and to adjourn the contents. The platform is completely sustainable and is able to control and manage the activities.</p> <p>Currently The Net of support is formed from 25 Local Corporate body, 42 Enterprises, 70 schools, 3 corporate body of formation 1.000 teachers and he/she insists on a population of over 500.000 inhabitants. The net uses of numerous experts and involves national and regional stakeholder.</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 initiative uses the know-how and of the organizational structure of "James fox. the super friend of safety" (mark recorded by the Partner Iris. Institute of Research and development) and it uses of its communicative plant. web www.jamesfox.it; facebook profile: jamesfox.iris; facebook page Squadra-Speciale-JFox-di-James-Fox; twitter @SquadraJamesFox; channal youtube JamesFoxIris.</p> <p>It has its own website www.comebackhome.it. Many are the materials, gadget specific products and distributed to the involved partners(devices and the systems of protection, road signals, bookmarks, poster, brochure, etc.).</p> <p>The initiative is based on tools audiovideo and produces a TJFox (periodic Newscast of information on the developed activities and those scheduled produced by children and kids).</p> <p><i>Promo TJ Fox</i> https://www.youtube.com/watch?v=ODcKFhVrIC4</p> <p>Some TJFox:</p> <p>https://www.youtube.com/watch?v=e-giM1nH6zQ&index=11&list=PLbTPIjJHmKLXnMqjHYXKr-BrbcXXi7krC https://www.youtube.com/watch?v=qzSp5-rx9oA&list=PLbTPIjJHmKLXnMqjHYXKr-BrbcXXi7krC&index=23 https://www.youtube.com/watch?v=OWMjmdiwJQE&index=26&list=PLbTPIjJHmKLXnMqjHYXKr-BrbcXXi7krC https://www.youtube.com/watch?v=MPraAAIt5z0&list=PLbTPIjJHmKLXnMqjHYXKr-BrbcXXi7krC&index=30 https://www.youtube.com/watch?v=V6ujGquhoVs&index=31&list=PLbTPIjJHmKLXnMqjHYXKr-BrbcXXi7krC</p> <p>Events have been organized in some of the cities that have involved over 3.500 participants; there has been an event “Regional Road Security day” in an amusement park with over 2.000 families involved.</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
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<p>Continuity</p>	<p>The activities started with the Regional Day of Road Safety (Regional Law n°42/02) in November 2014 continued for the full year 2015 and it will continue, on initiative of partner IRIS T&O, for year 2016.</p> <p>The initiative continues with public funding made available by network partners and the Local, National and Community institutions.</p> <p>The "culture of the safety" should be capillarily spread and with continuity but the actual economic situation doesn't allow the right attention. Nevertheless the action is getting encouraging results counting on a net in continuous expansion that supports the initiative with an ample and convinced consent.</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 valued indicators are:</p> <ul style="list-style-type: none"> • The dimension of the net for the "participated safety" • The level of involvement • The pleasure towards the activities from the beneficiaries • The emotional involvement • The knowledge about road risks • The degree of perception of the road risk • The change of attitude toward the road rules and of the safety • The knowledge of rules, of devices and of the protection systems <p>The initiative uses innovative technological solutions. Connected interactive electronic systems to database able to pick up feedback. Children and kids are endowed with these systems and, while "they play", they express their degree of learning.</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>It uses an innovative didactic model and a big range of high quality educational and formative digital materials. It founds on a cultural platform, a result of searches and experimentation of new digital technologies. A complex of video and tools to support the scholastic didactics, families and the institutions.</p> <p>The project has been thought for being directly realized from educational structures. A web platform makes available all tools.</p> <p>The Idea is that only a participated safety and shared by all the actors of the road safety it can allow the attainment of the objective to decrease the mortality for road accident.</p> <p>The project follows the indications of the Education and training 2020 of the OCSE plain for the construction of a new scholastic system that founds upon the innovation.</p> <p>Some videos:</p> <p>https://www.youtube.com/watch?v=09PX_vTUGUg https://www.youtube.com/watch?v=pcXefQby3Ns https://www.youtube.com/watch?v=8jXLjm2WWrc https://www.youtube.com/watch?v=uaskWkbRcLY</p>	<p>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>
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