

# 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	<b>ACA (Automobile Club Albania)</b>	
Type of organization	<b>Non profit organization</b>	NGO, company, local authority, school etc.
Organization main activity	<b>Promote the interest of the Albanian society in automobiles and be an open forum for the advanced opinions in this field.</b>	Activity field
Country	<b>Albania</b>	Of the organization
Website	<b>www.aca.al</b>	Organization website
Contact person	<b>Bajram MUÇA</b>	For the follow-up of the application
Contact person's position	<b>Club Correspondent</b>	
Contact person's email address	<b>bajram.muca@aca.al</b>	
Contact person's phone	<b>+ 355 66 2075518</b>	
Partners in the initiative	<b>FIA, UPS Albania, FIAT JEEP Albania, SIVIG, ATEX, Ministry of Education and Sport (Albania)</b>	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	<p style="text-align: center;"><b>Date of start 1/01/2015</b></p> <p style="text-align: center;"><b>Date of end 5/12/2015</b></p>	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	<p><b>Road Safety, Foreign Relations, Marketing and Financial Departments: Sokol BARHANI (project manager), Arian KAPEDANI (Club Vice President), Bajram MUÇA (Club Correspondent), Sokol DUMA (Foreign Relations), Elvira RUSTA (Marketing), Eskil XHAMETA (Road Safety), Brunilda ALUSHAJ (Finance).</b></p>	In the case of persons, indicate their positions
Geographical scope of the activities	<p style="text-align: center;"><b>Albania, all over the country</b></p>	Indicate where the activities were implemented
Summary of the initiative	<p><b>The project developed a program to improve road user behaviour. This is crucial for the country. A strong education campaign for children 5-12 years old, was carried on. It was focused on the broadcasting on a National TV, during a 1 year period, of a series of 26 educational animated cartoons, called “Green Light”. The broadcasting and the audience were well evaluated. An agreement was reached with the Ministry of Education to use the “Green Light” series in 80 public schools since this school year. The process will be extended to the other schools on a national level.</b></p>	Describe the initiative indicating the subject, its aim and the main activities it involves.  Max: 100 words

<p>Innovative character</p>	<p><b>We intend to save kids lives, but at the same time, considering the massive wrong behavior of adults, by educating children we seek to reach adults. With his natural kindness and armed with a right logic, the child may influence on his parents to abolish the wrong tradition. In the country`s condition, including the weak State structures, this inversion of roles may be an effective way to make a difference. Even the fact that the education of children on road safety is done in such an organized and continued manner, is an innovative approach for the Albanian auditorium.</b></p>	<p>If applies, describe to what extend 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><b>Before 1992, there were only a few cars on the roads and pedestrians were making the law everywhere (see North Korea today). When a car appeared on a road, the kids were running after it, if it was a toy. After 1992, with the appearance of private cars, it was more than evident the phenomenon of an instinctive and massive non respect of almost all road safety rules. That is why, by selecting the “Green Light” series, we preferred to learn to children, in a funny way, almost all the items of road safety rules.</b></p>	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>

<p>Activities developed</p>	<p><b>To afford the challenge, Automobile Club Albania (ACA) was focused on a key issue – education of children. A project intitled EDUCATE CHILDREN TO EDUCATE ADULTS, was prepared with a total foreseen cost of 91,350 EUR. After application, ACA received a grant of 30.000 EUR from FIA Road Safety Grant Programme. Other partners in Albania, namely UPS, FIAT-JEEP, SIVIG and ATEX offered their financial support for the rest of the amount. A series of 26 cartoon films, named “Green Light”, was purchased from MOTION PICTURE S.A., Barcelona. With the aid of the agency MEDIA UNION, contracts were signed with National TV DIGITALB (for broadcasting), IDRA MEDIA (for broadcast monitoring), TELEMETRIX (for audience evaluation). The series were translated in Albanian language and audio has been prepared (dubbing and voice over, player and audio processing for post production). It has been proceeded with series intro&amp;after template, video and audio production, with branding and requested message.</b></p> <p><b>A strong campaign has been implemented during 2015, including:</b></p> <p><b>1)Broadcasting of “Green Light” series divided in four phases (all over the year). 208 broadcasting of “Green Light” series, 175 general promotional spots and 434 series promotional spots have been transmitted so far. Regarding the audience of the “Green Light” series during the 4 phases of broadcasting, from a sample of 282,832 families, 78% have watched the series during the 1st phase; there was a slight decrease of 70% during the 2nd phase (beginning of vacation season), followed by an increase of 82% and 84% during the 3rd and 4th phase (beginning of the new school year).</b></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>Activities developed</p>	<p><b>2)Production of 5,000 booklets and 1,000 DVD of “Green Light” series to support the campaign . Most of them have been delivered to the Ministry of Education and Sport, in order to start organizing the broadcasting of the series in the primary schools.</b></p> <p><b>3)An agreement was reached with the Ministry of Education and Sport, to introduce the “Green Light” series in the education process of 50 public schools in Tirana and 30 public schools in Durrës city, since this school year. It has been done exceptionally. In collaboration with ACA staff, an instruction has been prepared containing suggestions for the teachers how to use these films in the education process with the pupils of 1st to 5th classes. There is a lack of logistic for the other schools but the Ministry of Education is committed to extend this process to the primary schools, all over the country, in a near future.</b></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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Activities developed	<p><b>4)Previously the series have been distributed also to 50 other private schools in the same districts, chosen by ACA to participate at ETEC (European Traffic Education Contest).</b></p> <p><b>5)ACA has chosen 1 pilot kindergarten and 1 pilot primary school to measure the output of the project. There, different test have been done before and after the campaign (see item “Evaluation of the activities”).</b></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><b>Due to its turbulent recent history, Albania presents a special case in Europe in terms of road safety. Until 1992, private cars were strictly prohibited. It was not an environmental worry but a Machiavellian calculation of the dictatorial regime (the most ferocious dictatorship in Eastern Europe): with banning of private cars, people were deprived from a significant dimension of freedom. This history has created a wrong tradition still in power: pedestrians of all ages, insinctively, enter the roads and highways, challenging the road safety rules and putting their lives in danger. It is very difficult to change a tradition</b></p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p><b>The commitment of the Ministry of Education and Sport of Albania to introduce the series of “Green Light” film in the education process in the primary schools all over the country, in a near future, guarantees the transfer and general spread of this good practice.</b></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><b>Articles have been published on the daily newspapers PANORAMA and SHQIP, on the weekly magazine MONITOR and on the bimonthly magazine AUTOCLUB. Screenshots have been displayed on ACA website and magazine MONITOR website. 5.000 booklets and 1.000 CD-ROM of the “Green Light” film have been produced so far.</b></p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>

Continuity	<p><b>ACA will follow the matter with the Ministry of Education in order to finalize the introduction of “Green Light” series in the education process in the primary schools all over the country.</b></p> <p><b>A key issue will be the introduction of such a film in the kindergartens.</b></p> <p><b>ACA will continue to carry different other activities related to the education of children and young people because their education is a crucial issue and a permanent process.</b></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><b>The 1st exam realized in the pilot kindergarten and pilot school before the launch of the broadcasting campaign has shown a very poor level of knowledge on road safety (in average, respectively 14 from 100 points and 44 from 100 points). The second exam realized at the end of the campaign has shown a very significant increase of the level of knowledge (in average, respectively 84 from 100 and 92 from 100 points). In fact, here ACA staff has done supplementary work, out of the normal TV broadcasting, to assist teachers for road safety education of kids and pupils.</b></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><b>The wrong tradition described above is one of the reasons that makes Albania a country with a very high rate of fatalities in Europe, although the degree of motorization is still low (appr. 300 fatalities / year with 1 vehicle / 8.5 inhabitants). It is important to note that one third of the fatalities are pedestrians.</b></p>	<p>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>



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