

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	National Automobile Club of Azerbaijan Azərbaycan Milli Avtomobil Klubu (AMAK)	
Type of organization	NGO	NGO, company, local authority, school etc.
Organization main activity	Current: Roadside assistance services, road safety campaigns Plans: Tourism services/products	Activity field
Country	Azerbaijan	Of the organization
Website	www.amak.az New website is under construction	Organization website
Contact person	1) Mr. Vusal Rajabli 2) Mrs. Afag Huseynli	For the follow-up of the application
Contact person's position	1) Mr. Vusal Rajabli (President) 2) Mrs. Afag Huseynli (Mobility and Strategy Director)	
Contact person's email address	vusal.rajabli@amak.az afag.huseynli@amak.az	
Contact person's phone	1) +994 50 2102285 2) +994 51 8040777	

Partners in the initiative	Baku 2015 1 st European Games Organizing Committee Ministry of Transport Organic Solutions	
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SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	April, 2015 – June, 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	Transport / Communications / Marketing departments of partner institutions	In the case of persons, indicate their positions
Geographical scope of the activities	Baku, Azerbaijan	Indicate where the activities were implemented
Summary of the initiative	The initiative was a road safety campaign aimed at both drivers and pedestrians and called “Conscious Citizen”. The objective of the campaign was to promote behavioural changes among drivers and pedestrians by raising awareness on the fact that road safety is a serious problem in Baku and encouraging compliance with road safety rules.	Describe the initiative indicating the subject, its aim and the main activities it involves. Max: 100 words

<p>Innovative character</p>	<p>The innovative character of the campaign was in the systematic approach of the campaign, where it addresses both the pedestrians and drivers under a unified slogan “Conscious Citizen” and the scope of the campaign.</p> <p>So far, this was the only campaign that lasted for 3 months, which involved calls/addresses by key government figures (through interviews, video clips) and spread through variety of media channels and activities. The campaign also involved key transport figures for one main purpose of educating public on road safety.</p> <p>Since the campaign involved key transport players’ attention and support on the topic, it created a platform for collaboration for a single aim of ensuring road safety, as well as, dealing with road safety awareness issues in a more systematic and innovative ways, that was never the case before, it is hoped that such initiatives will grow in number, in scale and in scope and transform in nature from one time, small scale event into an ongoing process from now on.</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>Not every driver and pedestrian in Baku focus on road safety in general, hence, are little aware of the fact that road safety is a serious problem. Speeding, wrong pedestrian crossing and aggressive driving remain as key problems contributing to road accidents, fatalities in Baku and other cities of Azerbaijan. Hence, these key, striking causes of road safety issues were chosen as a focus of the campaign and the activities were based around these key issues.</p>	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>

<p>Activities developed</p>	<p>The activities for 3 months included:</p> <ol style="list-style-type: none"> 1. 3 video clips – One video clip calling for more attention and focus on road safety addressing drivers and pedestrians by the Head of Media of the State Road Police. Specific video clips: 1 for the pedestrians and 1 for the drivers. These video clips were aired on all local TV channels, at the monitors of all Baku city bus stops, big digital billboards throughout the Baku city. 2. Posters on road safety – 6 different posters on selected key road safety topics aimed at drivers and pedestrians. These posters were placed at bus stops, open air billboards, on public transport buses, lightboxes inside several metro stations, in underground parking lots. 3. Arranged interviews/messages by key transport agencies/figures (Ministry of Transport, Road Police) addressing the public (drivers, pedestrians) to focus on road safety (selected key messages) 4. BTL campaign throughout the 3 months, where conscious drivers and pedestrians following road safety rules were awarded with special gifts (e.g. pedestrians crossing on zebra crossings etc.) 	<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>As already mentioned above, there was a need for a more systematic and noticeable campaign that would involve more than one relevant agency, because there was and still is a big need, an urgency to address road safety issues, especially educational/awareness aspects widely. This campaign was just a start, quite a successful start in combining the efforts of various relevant agencies to achieve a bigger resonance, than the various stand-alone and very short efforts made so far.</p> <p>And the topics selected (speeding, wrong pedestrian crossing) were the key, the most visible and the biggest reasons for road safety problems existing in Baku on a daily basis.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
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<p>Transferability and multiplier effect</p>	<p>This particular campaign may be a very typical, traditional type of road safety campaign for many European countries, however, especially this kind of approach was chosen as a starting point for a road safety campaign, that is, a collaborative, systematic approach, that would last not only for one day, even a week and be led by one institution, but on the contrary, last for a couple of months and be a collaborative effort. A campaign of this nature has never been implemented in Azerbaijan and still considered a great effort and achievement, yet a starting point.</p> <p>Such campaigns should not only focus on the capital city of Baku, but should spread throughout the regions, other cities of Baku.</p> <p>The videos and posters developed as part of this campaign, are still referred to and used, even though the campaign has officially stopped. This means that these materials are of needed quality, content and relevance.</p> <p>The campaign hopefully, will encourage for a better cooperation of relevant agencies in Azerbaijan and transform further in scale and nature.</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>Various end products (interviews, posters, video clips) were publicized using different mediums, like:</p> <ul style="list-style-type: none"> ➤ Websites of relevant involved agencies (Ministry of Transport, Road Police website) ➤ TV & Radio channels ➤ Facebook ➤ Posters on open air billboards, at the bus stops, on the buses ➤ Videos on city digital monitors, monitors at the bus stops, on TV channels ➤ Newspapers (press releases etc.) ➤ Print publications (maps, flyers) ➤ BTL gifts for the ‘conscious’ drivers and pedestrians (“Conscious Citizen”) ➤ Targeted Interviews (Media Spokesperson of the Ministry of Transport, State Road Police) 	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>

Continuity	Definitely, there are plans to continue and implement new projects, campaigns with the involvement of relevant key transport agencies. The projects will transform in nature and target groups (e.g. various age groups among pedestrians). More tailored campaigns/projects will be appropriate as well. The projects are planned in the following 6 months.	Indicate if there is a plan to continue some activities in the coming years Max: 100 words
Evaluation of the activities	For this particular project, there was no particular evaluation planned, hence, no method, as it targeted a very big target group of drivers and pedestrians and aimed at getting attention of these groups to the road safety issues. However, with more tailored projects/campaigns in the future evaluation will be made a part of it.	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	This campaign was a first ever initiative to get key transport agencies work together and spread a unified message and lasted for quite a long period of time. This was a great start and definitely successful, hence, hopefully, with more initiatives, this collaboration will become stronger, more visible and efficient.	Any information that could help the jury to chose your initiative Max: 100 words