

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	Associazione Motociclisti Incolumi A.M.I ONLUS	
Type of organization	No profit	NGO, company, local authority, school etc.
Organization main activity	Road Safety	Activity field
Country	ITALY	Of the organization
Website	www.motociclisti-incolumi.com	Organization website
Contact person	Davide Gelati	For the follow-up of the application
Contact person's position	Board Member	
Contact person's email address	Davide.gelati@motociclisti-incolumi.com	
Contact person's phone	0039 3404632768	
Partners in the initiative	None	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	March 2015 – March 2017	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	Communication and Marketing Giada Zavaroni – communication assistant Lorenzo Mendogni – riding school instructor	In the case of persons, indicate their positions
Geographical scope of the activities	Italy	Indicate where the activities were implemented
Summary of the initiative	<p>Italy is a lovely place where ride a motorbike. Unfortunately, the wrong approach to road safety problems causes an almost stationary number of dead and injured people between the PTWs. The two main area that we analyse are: infrastructure and driving</p> <p>#RunForSafety by A.M.I ONLUS is a project, which aims to realise concrete actions to solve the problem of infrastructure and driving, linking the problem with who can solve it.</p> <p>The project use the symbol of not safety guardrails to restore attention on PTWs accidents and explain to what is a wrong projected infrastructure, in parallel we organize meetings with councils. On the other side we work to give safety driving trainings.</p>	<p>Describe the initiative indicating the subject, its aim and the main activities it involves.</p> <p>Max: 100 words</p>
Innovative character	A.M.I. ONLUS wants to solve this issue being as more "commercial" as possible and use different kind of communicative languages, based on the differences among interlocutors.	<p>If applies, describe to what extend the proposed initiative will lead to new approaches and practices</p> <p>Max: 100 words</p>
Issues that are addressed with the initiative	<p>Reach a critical number of people to support the initiative</p> <p>Create a "brand" with enough appeal for the institution and for the normal people at the same time, as the symbol of the project.</p> <p>Push all actors to the same direction: safety roads for all users</p>	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>

<p>Activities developed</p>	<p>Involve PTWs big groups to speak with local councils about local road safety issue and find solution and money.</p> <p>During 2015 the principal figures involved in the project were a wellknown institutions like Clinica Mobile and the italian drivers of Moto3,Moto2 and Motogp.</p> <p>It is possible to find all the advertismet realised here: #RunForSafety</p> <p>#RunForSafety is in particular:</p> <ul style="list-style-type: none"> • promotion of the "brand" for safety roads • organization of cheap and affordable training days (road and track) to explain the possible dangers on the road to young people 18- 35 years old especially. • Promotion of innovative safety device: <ol style="list-style-type: none"> 1- Motoirbag 2- Helmets innovative solutions. Saphibeat or through guidelines: how and helemt works. 3- ABS systems • Meeting with young bikers on the "field", speaking the same language and create discussions (bikers expo, tours etc) • Creation of an open petition to stimulate the discussion with the italian government and bikers Link to the Petition • Support local council to reach a fast execution of the guardrail law. <ol style="list-style-type: none"> 1 - Example of technical support 2 - Working with Council of Bolzano 3 - Example of technical support 2 	<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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Genesis	<p>A.M.I ONLUS is born in 2003 to encourages the improvement of safety conditions for motorcyclists. With its team of professionals, practitioners, medical and legal experts, AMI analyzes the root-causes of accidents and propose solutions</p> <p>This initiative is the normal consequence to follow up this aim.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>The same program can be adopted in every nation, where is necessary.</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>Websites/ news papares / blogs : a list of very important journalists has been created during this first year. These journalists are always availables to publish material related to road safety</p> <p>social networks: we have created a strong network of groups and pages on facebook, instagram and twitter</p> <p>Facebook AMI</p> <p>#RunForSafety</p> <p>mailing list : through our mailing list is possible to reach formally many polititian involved in road safety issue</p> <p>autopromotion: the people has the power to spread our project.</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>In 2016 the project will reach to the second step, after the creation of the contacts and thanks to the support of very important people in the bikers environment, we would like to get closer to people and to local politiatians to push our road safety ideas</p> <p>We want to get closer to the bikers starting,for example, with a local and really efficient communicative association - Motor Lab. They had already an extrodinary result collecting money for the recent earthquake in Emilia Romagna and for fix a raod with new kind of guard rails. www.motorlab.it</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>Number of local city that adopt a safe guardrail</p> <p>Number of people involved through social media</p> <p>Number of people participating to our trainings</p> <p>An Example of the result of the project is the task reached by the council of Ferrara. Thanks to our support, they can now start an improvement of road safety using money from road users penalties</p> <p>Ferrara Motion</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>This activity is born from people that loves motorbikes and want safety roads for all users.</p> <p>A certified brand could help significantly for the success of the project</p>	<p>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>