

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 ON YOUR ORGANIZATION

| | Please fill in here | Instructions |
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| Name of the organization | Active signalization Korun, Ltd. – A.s.K engineering | |
| Type of organization | Company (young company - Start up) | NGO, company, local authority, school etc. |
| Organization main activity | Intelligent traffic and signaling solutions intended to make road traffic smarter, safer and more efficient. | Activity field of the organization |
| Country | Slovenia | |
| Website | www.ask.si | Organization website |
| Contact person | Peter Korun | For the follow-up of the application |
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| Contact person's position | director | |
| Contact person's email address | peter.korun@ask.si | |
| Contact person's phone | 00386 31 366 169 | |
| Partners in the initiative | Main partner: Zavarovalnica Triglav insurance company Other partners in the project: Slovenian municipalities | |

SECTION 2: DESCRIPTION OF THE INITIATIVE

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| Date of the start and end of the initiative | <p>Start of the project <i>Working Together to Promote Improved Traffic Safety in Slovenia</i>: June 2014</p> <p>The first season ended in June 2015. The second season/phase is still in progress.</p> <p>The initiative was designed so that it could be finished after the first season or upgraded in subsequent seasons. Since in the first season results were great, we have extended the partnership and the initiative.</p> <p>Estimated end: December 2016</p> | The initiative can be new or a continuation of existing activities. It can have ended recently or still be in progress |
| Departments/persons implicated internally | <p>Peter Korun, director of A.s.K</p> <p>Mateja Šoštarić, marketing at A.s.K</p> <p>Polona Škrbec, head of CSR at Zavarovalnica Triglav <i>insurance company</i></p> <p>Ana Cergolj Kebler, CSR manager at Zavarovalnica Triglav <i>insurance company</i></p> <p>Melita Ambrožič, CSR coordinator at Zavarovalnica Triglav <i>insurance company</i></p> | In the case of persons, indicate their positions |

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| | Katja Štruc, PR coordinator at Zavarovalnica Triglav <i>insurance company</i> | |
| Geographical scope of the activities | Dangerous road sections in various regions of Slovenia – altogether planned in 24 different municipalities of Slovenia until the end of 2016. | Indicate where the activities were implemented |
| Summary of the initiative | <p>In the Slovenian start-up company A.s.K, we have developed an intelligent collision prevention system COPS@road (Collision Preventing Safety System). This is a warning system with detection and signs to alert drivers in real-time to increase their caution on dangerous road sections. The insurance company Zavarovalnica Triglav runs several projects and activities for increasing road safety in Slovenia. As part of the project <i>Working Together to Promote Improved Traffic Safety in Slovenia</i>, Zavarovalnica Triglav is co-funding placing COPS@road warning systems in various regions of Slovenia. Closely cooperating with Slovenian municipalities, who can apply for financial support for this system, both partners run active communication campaign to increase road safety.</p> <p>The aim of the project was to install this system on the most dangerous road sections in the country, especially where municipalities would not be able to finance the project by themselves.</p> | <p>Describe the initiative, indicating the subject, its aim and the main activities it involves.</p> <p>Max: 100 words</p> |
| Innovative character | <p>The COPS@road system itself is a Slovenian innovation - a modulated system with variable traffic signs and integrated detection units. The units of the system communicate with each other wirelessly when placed on priority and non-priority lanes. Installation of the system does not require major infrastructural work and is particularly suitable for sections of road where other solutions would be difficult due to financial or infrastructural limitations.</p> <p>With the project, we would like to set up an example of successful cooperation between a big socially responsible company (Zavarovalnica Triglav), a young innovative company (A.s.K) and the public sphere (municipalities) – together for a common goal – to increase road safety.</p> | <p>If applicable, describe the extent that 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>The main issues are traffic accidents on dangerous road sections where there are no other solutions due to infrastructural or financial limitations. Common to all of them is an increased risk of road accidents due to poor visibility (intersections with blind spots, non-transparent underpasses, problematic passages etc.).</p> <p>Another major issue being addressed with the project is the current economic situation and the lack and of financial resources of Slovenian municipalities for intelligent and efficient traffic solutions.</p> | <p>Describe which issues were identified that lead to the implementation of the activities</p> <p>Max: 100 words</p> |
| <p>Activities developed</p> | <p>In June 2014 we launched the campaign with a call for Slovenian municipalities, inviting them to apply for co-funding of the innovative intelligent system COPS@road for dangerous road sections. The main co-funder, Zavarovalnica Triglav, granted a financial budget to equip 12 dangerous road sections with COPS@road warning systems within one year. Therefore, each municipality had to pay only 40 % of the system cost, another 40 % was paid by Zavarovalnica Triglav and 20 % was contributed by A.s.K.</p> <p>One of the main criteria for choosing the most appropriate road sections were the road accident statistics, for which we closely cooperated with local police offices and municipalities.</p> <p>By July 2015, we had chosen and installed the COPS@road systems on 10 intersections around Slovenia in the municipalities of Krško, Zagorje ob Savi, Novo mesto, Ribnica, Hoče-Slivnica, Litija, Prevalje, Beltinci, Mengeš, Žalec and 2 underpasses in Trebnje and Ptuj. More than 150 road accidents, including some fatal crashes, have been recorded in past years at these 12 dangerous junctions that have now been fitted with the COPS@road warning system.</p> <p>Alongside each, we actively run communication on increasing road safety.</p> <p>First results</p> <p>The first 6 systems were installed in November/December 2014 and after reviewing Police statistic one year later in November 2015, we found that only 2 accidents had occurred this year on all 6 road sections where, statistically speaking, more than 90 accidents were recorded in the last 5 years.</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>Continuation of the project in 2016</p> <p>Since the first campaign ended successfully and there was interest in cooperating in the future, we set further goals for cooperation with the main aim of increasing traffic safety and decreasing road accidents even more.</p> <p>In January 2016, we released a new call for Slovenian municipalities to apply for co-funding from Zavarovalnica Triglav for COPS@road warning systems with a value up to 5,000 EUR. We are aiming to equip another 12 dangerous road sections in 2016. The call for municipalities is open until February 19, 2016. In the new season, when possible, we will also focus on children, so we will implement the mascot of Zavarovalnica Triglav Kuža Pazi ("Watch doggy"), who is designed to educate children on safety and responsible behaviour.</p> <p>Improvements to the COPS@road warning system</p> <p>In the company A.s.K, we were able to technically develop the COPS@road system even further and in 2016 we are presenting a new generation of the system with detection and warning displays for a broader spectrum of road sections – intelligent warning alerts on priority lanes, alerts on pedestrian crossings, alerts on road sections that are dangerous for cyclists, unprotected railroad crossings etc. Furthermore, the system now enables us to record extensive statistics of traffic metrics (traffic density, speed, number of 'car encounters' etc.) and also contains information on actual slowdowns of vehicles upon activation of the warning signal.</p> | |
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| Genesis | <p>Many road accidents occur in settlements; the most common causes are failure to comply with the rules on priority road and excessive speed. The COPS@road system reduces traffic accidents on dangerous road sections up to 90 % without major interventions in the existing infrastructure. With the model of joint financing, we can overcome difficulties and financial constraints of Slovenian municipalities and help them equip dangerous road sections with innovative and efficient solutions.</p> | <p>Reasons why you chose this initiative</p> <p>Max: 100 words</p> |
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| Transferability and multiplier effect | <p>By creating and implementing this project, we have taken a further step towards realising our mission of creating a safer future for all. Within the <i>"Working together to improve road safety in Slovenia" project</i>, and with the aim of improving the safety of Slovenia's roads while at the same time supporting Slovenian innovation, Zavarovalnica Triglav is co-funding the installation and further development of the COPS@road systems and thus actively contributing to reducing the risk of road accidents.</p> <p>With this project of joint financing, we wish to show a model of cooperation and continue the good practice of reducing the number of road accidents with COPS systems based on greater integration of socially responsible companies in collaboration with young innovative companies and public institutions - municipalities. We wish that the tested cooperation model that brings win-win outcomes for all partners would be extended to a wider geographical area in the future.</p> | <p>Describe the extent that 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>In 2014 and 2015 after installing COPS@road systems at each location, we organized formal 'openings' of each system for locals and media representatives with local Mayors, directors of Regional units of Zavarovalnica Triglav and the director of A.s.K to present and promote the novelty (COPS@road warning system) in the local area. Until now we recorded 118 (uncomissioned) articles in local and national media about the project. All of them positive.</p> <p>In 2015 we filmed a short movie about the COPS@road system and our project – in the Slovene language: https://www.youtube.com/watch?v=ofb9vpNlsJU</p> <p>In 2016 we will communicate about the project mainly through local media during the campaign and we will communicate the</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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| | results at the end of the campaign to the national media. | |
| Continuity | <p>The campaign in 2016 is already a continuation of the campaign started in 2014.</p> <p>The results show that COPS@road is an optimal and costly efficient solution for problematic road sections where there are seemingly no other solution with the minimal interventions in the given infrastructure.</p> <p>The COPS@road system is a Slovenian innovation. There are many problematic and dangerous road sections around the world that need this kind of solution. Co-funding from an insurance company means less payment of damages for them and it also significantly helps local authorities ensure their roads are safer. It is also in the interest of insurance companies to reduce the damages related to road accidents.</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>The main aim of the project is to decrease road accidents on road sections fitted with the COPS@road warning systems. We are/will monitor the results over time to make sure that the systems are effectively increasing road safety. For these results, we will have to cooperate closely with local Police officers.</p> <p>In the attachment, you shall find recorded statistics of road accidents before and after the installation of COPS@road systems.</p> <p>Due to the improved technology behind the COPS@road warning systems in future (2016) we will be able to monitor and measure the real slowdown of detected vehicles and other traffic metrics and accordingly adjust the function of the system or prepare suggestions for further actions for the authorities.</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> |

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| <p>Other important aspect that you want to underline</p> | <p>The COPS@road system is not a traffic light or any other type of mandatory traffic signal, but it works as a supplementary warning system helping traffic participants to react.</p> <p>The project represents an innovative approach to solving the road problem, which combines superior innovative knowledge of a young company, financial and technical support of the insurance company with a one-hundred-year tradition of caring for an increase in road safety, the local community and the local police who are the most familiar with the real problems of individual road sections.</p> | <p>Any information that could help the jury choose your initiative</p> <p>Max: 100 words</p> |
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