

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	CitaVision	
Type of organization	Private company	NGO, company, local authority, school etc.
Organization main activity	Traffic planning and projects with children and youth involved.	Activity field
Country	Denmark	Of the organization
Website	http://bornetrafik.dk/english/	Organization website
Contact person	Johan Heichelmann	For the follow-up of the application
Contact person's position	Company owner	
Contact person's email address	johan@bornetrafik.dk	
Contact person's phone	(+45) 5336 9194	
Partners in the initiative	GF insurance foundation and The Danish Road Directorate's Cycle Fund	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	Start: 1 st of February 2014 End: Ongoing	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	Johan Heichelmann, company owner Janne Westfahl, responsible for development and teaching method	In the case of persons, indicate their positions
Geographical scope of the activities	Our activities are spreading from a region in Denmark to be implemented in other regions in Denmark. The activities have been implemented in the cities of Odense, Svendborg and Copenhagen.	Indicate where the activities were implemented
Summary of the initiative	During a two-year period we have been developing a concept to get schools and teachers to raise awareness of traffic as a topic of great teaching potential. Meeting the students in several workshops we involve them in their local traffic conditions and how they see problems solved. This way we hand an interesting teaching topic to the teacher. Students bloom when involved in real world project and not only reading books about the real world. Students have shown that they are capable of solving traffic problems given advice as they have a very significant effect on their own parents behaviour.	Describe the initiative indicating the subject, its aim and the main activities it involves. Max: 100 words
Innovative character	The method itself is innovative as it encourages students to think divergent and develop new solutions. The method is based on user driven innovation. We see the users (in this case the students) as key holders to find the tailored solution for the specific school. Also Danish schools has a focus on innovation why this method is a helping hand to teachers to see innovation in a new perspective.	If applies, describe to what extend the proposed initiative will lead to new approaches and practices Max: 100 words

<p>Issues that are addressed with the initiative</p>	<p>Issues:</p> <ul style="list-style-type: none"> - parent behaviour in traffic - the limits of traditional physical infrastructure - getting schools to engage in traffic by attractive teaching plans - students motivation - engineers in municipalities unable to engage schools in traffic - school leaders and parents think physical infrastructure is the only solution 	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>
<p>Activities developed</p>	<ol style="list-style-type: none"> 1. Developing a concept of 'students participation in traffic solutions'. <ul style="list-style-type: none"> -Testing methods and collecting data in collaboration with three schools. We have tested a method of dialogue suitable for students which is 'temporary physical installation' e.g. temporary cycle tracks or 'fun walking tracks to school'. The formal evaluation report is attached. <ol style="list-style-type: none"> 2. Visual promotion of our method <ul style="list-style-type: none"> - We have produced a video documentary in order to visualize what our method is about. The video tells the story of what students are capable of when they are trusted. <ol style="list-style-type: none"> 3. Implementing the method on a larger scale. <ul style="list-style-type: none"> - We are working in the municipality of Odense and Svendborg to implement our method on a larger scale. The coming year we will be working in at least 10 schools. - We are working with a private engineering company to combine our method with their technical expertise to give a qualitative input to mostly quantitative analysis of school roads. - We are at the beginning of a project that will implement our method in new regions of Denmark. Also we will be developing a concept to target a handful of schools with seminars and a manuals to help teachers carry out a project on their own. 	<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>We believe that real change will come with user involvement. In order to target behaviour it is necessary to give responsibility and ownership to citizens involved.</p> <p>On an early stage we discovered that children are able to affect their parents effectively when it comes to traffic behaviour. Also we have a strong desire to develop teaching activities in schools to oppose the increasing focus on books and standardised curriculums. We believe that these kind of projects have a scope for developing a democratic spirit and more creative thinking. We believe youngsters have a great potential for solveing all kinds of issues, when trusted.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>In general the method is transferable to all schools as it by nature is based on the notion that all school traffic issues are unique. In this perspective the method is more a design process applicable to most context with traffic issues. The transferability is therefore mostly reliable on human resources and the persons involved. Persons/teachers must be innovative thinking themselves or able to encourage students to think divergent.</p> <p>The project must involve a pedagogical and technical expertise. When it comes to road issues we need to have a permission to intervene on the road and therefore it is very urgent to have a good contact to local authorities.</p> <p>The method must be spread by personal advice to those carrying it out on each school e.g. in seminars, workshops or more personalized sessions. Seminars and workshop can be organized on a local level involving 5-10 teachers where teachers design a process suitable for their specific school context and their personal preferences.</p> <p>We use a design manual to illustrate the process and give examples from past projects. We see this manual effectiveness mostly in combination with seminars or other kind of advice, as the method can be hard for a start.</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>The initiative is most effectively promoted via the video documentary (https://vimeo.com/142918476).</p> <p>From our projects we experience that local medias will give priority to these kind of projects. Projects will have an event to kick-off the students initiatives which is very suitable for medias. So far mostly newspapers have attended the schools. The students are often in focus and give interviews to journalists. We think there is a greater potential for promotion if students are more proactive with the medias and keep in contact with medias as part of daily teaching. In this aspect newspapers are most likely to have contact to students as part of a process.</p> <p>The papers involved has been regional newspapers with a local section. Also even more local papers have been writing smaller articles (papers for communities with around 2.000 inhabitants).</p> <p>As part of our project we will be re-publishing a manual of the method as a guide to teachers and project leaders to carry out similar projects.</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>We will be working to continue spreading and develop our method. For now we have a full schedule until October 2015 and expect more schools and jobs after this date.</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>We have been carrying out formal evaluation of our method showing succes of students actions.</p> <p>We wish to highlight that these kind of project not only are documented through formal and traditional evaluation. In addition we have produced a video documentary to capture involved students joy, eagerness and capabilities when they are trusted (https://vimeo.com/142918476). Formal evaluation attached.</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>The democratic scope is important to underline. We are dedicated to give youth a feeling of beeing trusted and think these kind of projects can be a part of the formation of a democratic sense. When youth get a feeling of beeing trusted, they are more likely to engage when they face future challenges.</p> <p>By its holistic nature this method can be combined with other very important agendas e.g. sustanability and health has an interesting traffic perspective.</p>	<p>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>

