

# 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	Børneulykkesfonden Codan Forsikring	
Type of organization	Børneulykkesfonden - Danish Children Accident Prevention Foundation (DCAPF) works to create secure environments for Danish kids at home, in the traffic and at sports/ leisure activities without making any compromises with the kids' play, creativity and physical expression.  Codan Forsikring – Insurance Company with more than a 100 years experience. A part of the global RSA Group.	NGO, company, local authority, school etc.
Organization main activity	Prevention of children accidents  General insurance	Activity field
Country	Denmark	Of the organization
Website	<a href="http://www.borneulykkesfonden.dk">www.borneulykkesfonden.dk</a> <a href="http://www.codan.dk">www.codan.dk</a>	Organization website
Contact person	Børneulykkesfonden - Henriette Madsen  Codan Forsikring – Kia Høier Pedersen	For the follow-up of the application
Contact person's position	Henriette Madsen, Secretary General of the DCAPF  Kia Høier Pedersen, CSR Manager Codan	

Contact person's email address	<a href="mailto:hm@borneulykkesfonden.dk">hm@borneulykkesfonden.dk</a> <a href="mailto:Kip@codan.dk">Kip@codan.dk</a>	
Contact person's phone	Henriette Madsen - + 45 30 37 77 22 Kia Høier Pedersen- + 45 3037 8528	

Partners in the initiative	<p><b>Founders of the campaign</b></p> <p>Danish Children Accident Prevention Foundation (DCAPF) works to create secure environments for Danish kids at home, in the traffic and at sports/ leisure activities without making any compromises with the kids' play, creativity and physical expression.</p> <p>Codan has, for nearly 100 years, sold insurances to Danes, and as an insurance company prevention of accidents is one of the most important tasks to Codan.</p> <p>Therefore Codan uses their knowledge of where and how accidents happen to prevent them from reoccurring.</p> <p>Since the foundation of the Danish Children Accident Prevention Foundation in 2008 Codan has supported the aims to reduce the number of child accidents in Denmark through a number of initiatives, which the National Reflector Day is an example of.</p> <p><b>Partners</b></p> <p>There are 15 partners in the campaign, among others:</p> <p>bObles a danish company, which is known for designing childrens toy. Since the beginning of the campaign bObles has designed the National Reflector. DTL translate to Danish Transport and Logistics and is a professional organization for the Danish transport business on road and track.</p>	
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**SECTION 2: DESCRIPTION OF THE INITIATIVE**

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Date of start and end of the initiative	October 2009	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	NA	In the case of persons, indicate their positions
Geographical scope of the activities	Denmark	Indicate where the activities were implemented
Summary of the initiative	<p>The National Reflector Day is a yearly tradition with the slogan “Illuminating Denmark”. The last Thursday before wintertime is dedicated to put focus on road safety and the use of reflectors with the following activities:</p> <ul style="list-style-type: none"> <li>- Hand out of reflectors and reflective vests all over Denmark</li> <li>- The Reflectors Run, a running event, where children and adults run, covered in different kind of reflectors.</li> <li>- Training of Reflector Officers in kindergartens – A learning concept for kindergartens, which teaches kids about reflectors.</li> <li>- Campaign movies and ads in cinemas, trains, newspapers</li> <li>- In addition, in 2015 the partners introduced two new initiatives – a designer collaboration with a reflex-clothing line and a running kit for running clubs</li> </ul>	<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 Danish Children Accident Prevention Foundation and Codan present an annual traffic safety campaign, which for the fifth year sets focus on traffic safety by handing out 100.000 reflectors all over Denmark. In 2015 the campaign was expanded to have more focus on youngsters. The purpose was to make reflectors seem cool by having a designer and a rapper to design a ready to wear line of reflector clothing – which was sold out in few days. At the same time the awareness of the campaign among the Danish population has increased from 10% in 2014 to 35% in 2015.</p>	<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>The launch of the National Reflector Day was driven partly by the knowledge of how reflectors is of vital importance for road safety and how the Danes can be much better to use reflectors. The aim of the campaign thus is that more Danes will wear reflectors.</p> <p>Our analysis shows, among others, that:</p> <ul style="list-style-type: none"><li>- In Denmark, 36% use reflectors</li><li>- The use of a reflector will reduce the risk of being involved in an accident with up till 85%</li><li>- 23% of parents don't provide their kids with reflectors – in 27% of the cases it is because the parents haven't thought about it</li></ul>	Describe which issues were identified that lead to implement the activities  Max: 100 words
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<p>Activities developed</p>	<p>Every year Codan and the DCAPF expand the campaign based on new insights from surveys and experiences from previous year.</p> <p>Here are some highlights:</p> <ul style="list-style-type: none"> <li>- <b>2011:</b> The National Reflector Day is launched with handouts of reflectors in some of the biggest cities in Denmark</li> <li>- <b>2012: Reflector Run</b> The campaign is expanded with a Reflector Run in Fælledparken in Copenhagen, where joggers are running wearing reflector vests and reflector after nightfall.</li> <li>- <b>2013:</b> The Reflector-Man is introduced. The Reflector-Man is a superhero, who in the campaign movies makes everyone he meets visibly, by providing them with reflectors. It also possible to meet him at the Reflector Run.</li> <li>- <b>2014: “Reflector Officers” – children as ambassadors</b> In cooperation with an educational consultant the partners developed the learning concept “Reflector Officers” – an offer to kindergartens, where kids through illustrative posters, conversations and games learns what is good and important to know about the use of reflectors.</li> <li>- <b>2015: Fashionable reflector clothing line – reflectors must be cool</b> Cooperation with Soulland and Kesi is launched with #blivset (#beseen)</li> <li>- <b>2015: Running kit to running clubs – to activate the National Reflector Day</b></li> </ul>	<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>Latest initiative is an attempt to catch the young fashionable audience. Every year Codan's surveys show that the 15-34 years are least likely to wear reflectors.</p> <p>To make reflectors more attractive to this target group, the DCAPF and Codan have entered a partnership with the Danish design brand Soulland and the Danish rapper Kesi to create a reflector collection, #blivset (#beseen), which is specially targeted the 15-34 years old.</p> <p>Codan and the DCAPF needed a graphic profile, which is known and appealing to the youngsters, and thus the hashtag #blivset was introduced. The hashtag was used at social media, hangtags and for the webpage.</p> <p>Since Soulland and Kesi know this particular target group and know their likening in terms of design, they have been given free rein to design something which they think is cool and think will be a success.</p> <p>Soulland and Kesi have designed a showpiece collection consisting of a jacket, beanie, cap, shirt, vest, sweatshirt, and shoes, which Kesi wore on his tour during the fall 2015.</p> <p>In addition, the beanie and sweatshirt are for sale in stores all over Denmark. The beanie was sold out in a few days.</p> <p><b>Participation in 2015</b></p> <ul style="list-style-type: none"> <li>• 120 Codan employees handed out 100.000 reflectors</li> <li>• 400 attended the Reflector Run in Gentofte</li> <li>• 4000 Reflector Officers were educated.</li> <li>• 20 Reflectors Runs, planned by running clubs</li> </ul>	<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>The launch of the National Reflector Day was driven partly by the knowledge of how reflectors is of vital importance for road safety and how the Danes can be much better to use reflectors. The aim of the campaign thus is that more Danes will wear reflectors.</p> <p>Our analysis shows, among others, that:</p> <ul style="list-style-type: none"> <li>- In Denmark, 36% use reflectors</li> <li>- The use of a reflector will reduce the risk of being involved in an accident with up till 85%</li> <li>- 23% of parents don't provide their kids with reflectors – in 27% of the cases it is because the parents haven't thought about it</li> </ul>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>The Danish Children Accident Prevention Foundation and Codan present an annual traffic safety campaign, which for the fifth year sets focus on traffic safety by handing out 100.000 reflectors all over Denmark. In 2015 the campaign was expanded to have more focus on youngsters. The purpose was to make reflectors seem cool by having a designer and a rapper to design a ready to wear line of reflector clothing – which was sold out in few days. At the same time the awareness of the campaign among the Danish population has increased from 10% in 2014 to 35% in 2015.</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>The National Reflector Day have created great interest among lifestyle media, financial media and news media with over 70 articles about the campaign.</p> <p>The media have covered the handout of reflectors, and the collaboration on the new reflector collection. Also media, which are a bit more unconventional for Codan, have covered the campaign. Among others Soundvenue (music magazine), Bitchslap Magazine (Contemporary Culture and Lifestyle magazine) and Euroman (Denmarks largest fashion magazine for men) have published articles about the new reflector line, and the reflector beanie is number one at preppybeast.coms October must have list.</p> <p>Not only printed media have been interested in the National Reflector Day. There have been several features in national and local broadcast.</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
<p>Continuity</p>	<p>Yes this is an ongoing campaign</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>The awareness of the campaign among the Danish population has increased from 10% in 2014 to 35% in 2015.</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>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>