

# 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	GODA	
Type of organization	NGO	NGO, company, local authority, school etc.
Organization main activity	Preventing alcohol misuse	Activity field
Country	Denmark	Of the organization
Website	Goda.dk and alkoholdialog.dk	Organization website
Contact person	Anett Wiingaard	For the follow-up of the application
Contact person's position	General Manager	
Contact person's email address	aw@goda.dk	
Contact person's phone	+45 20 25 17 53	
Partners in the initiative	Odense municipality, Assens municipality, Nordfyns municipality, Ulykkes Analyse Gruppen (The Accident Analysis Group), OUH, Technological Institute and GODA.  Students and teachers at schools in Odense municipality.  Producer: Feldballe Film & TV	

## SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	May 2014 - 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		In the case of persons, indicate their positions
Geographical scope of the activities	Denmark	Indicate where the activities were implemented
Summary of the initiative	<ul style="list-style-type: none"> <li>• A digital campaign and activity website addressed to schools and driving schools. And aimed to young people in general. Teachers and parents.</li> <li>• A web based game where the player is exposed to realistic dilemmas in the traffic.</li> <li>• A corresponding educational presentation designed as an e-paper.</li> <li>• A documentary film about the story behind a traffic accident. Among other things, where a young man lost his life.</li> </ul> <p><b>Description of the interactive educational game:</b> The player is exposed to realistic situations/dilemmas concerning traffic and behaviour. In every situation the player is presented with possibilities demanding that he/she makes a choice. The choice has an essential meaning in the on-going game. Every choice is given a score, which by the end of the game will be shown. The choice can be changed on-going, and the story will take a new turn.</p>	<p>Describe the initiative indicating the subject, its aim and the main activities it involves.</p> <p>Max: 100 words</p>

<p>Innovative character</p>	<p><b>The interactive game:</b></p> <p>The player is exposed to realistic situations/dilemmas by using an avatar, which is innovative and involving for young people.</p> <p><b>Educational presentation:</b></p> <p>Young people have the opportunity to interact with the teaching assignments in order to get to know traffic rules and laws in the relation to the traffic behavior. They are not told what to do and not do, but to reflect on their own and others' behavior for everyone's safety. They are encouraged to give their own story and opinion and share through social media and networks.</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>The main purpose of the project is prevention of traffic accidents and contribution to create a healthier youth culture and to improve the traffic culture for the benefit and safety of all, by informing and educating adolescents in the traffic law in an interactive and vicarious approach.</p>	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>
<p>Activities developed</p>	<ul style="list-style-type: none"> <li>• A digital campaign and activity website addressed to schools and driving schools. And aimed to young people in general. Teachers and parents.</li> </ul> <p>The website contains:</p> <ul style="list-style-type: none"> <li>• A web based game where the player is exposed to realistic dilemmas in the traffic. Focus on inattention in traffic, affected in traffic and risk-taking.</li> <li>• A corresponding educational presentation designed as an e-paper with news, stories, teaching activities and other.</li> <li>• A documentary film about the story behind a traffic accident. Among other things, where a young man lost his life.</li> <li>• A campaign on social media – YouTube and Facebook – and through municipal traffic networks.</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>

Genesis	<p>Driving simulators has shown to be an effective way to teach young people about the consequences of a risky behavior. A physical simulator is, however, expensive and is only available for a limited audience, while a web-based games reaches a wider audience.</p> <p>It is also an important point, that young people through activities and the website content are given the opportunity to reflect on their own behavior in relation to everyone's safety. Rather than given the "correct" answer in advance.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>The website is free to use on the internet. It's also spread through social media and networks. Everyone can write, download, use and share with whom they like.</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><b>Promotion:</b></p> <p>The website is published on the internet; <a href="http://www.godtrafikstil.dk">www.godtrafikstil.dk</a></p> <p>The content is free to use.</p> <p>The website is also promoted through GODA, municipalities in Denmark, and national websites for students and teachers; emu.dk og Materialeplatformen.</p> <p>The films can be seen on YouTube, Vimeo, and Facebook.</p> <p>It has also been promoted in national newspapers.</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>The website will be maintained and developed ongoing.</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>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>