

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	Automoto society of Latvia (LAMB)	
Type of organization	NGO	NGO, company, local authority, school etc.
Organization main activity	For the last 20 years LAMB is next to motorists to strengthen road safety, protect drivers' interests, and take actions against gaps in traffic safety and road infrastructure. On a regular basis club organizes various driver supporting road safety actions. The most famous one "Headlights – in order!" is organized for 15 years. Another projects implemented in 2015 were "Think bike", dedicated to cycling safety; video clip contest on the FIA 10 safety golden rules and "Save Kids Lives", dedicated to children safety on roads. For a long time LAMB cooperates with FIA (Federation Internationale de l'Automobile).	Activity field
Country	Latvia	Of the organization
Website	www.lamb.lv	Organization website
Contact person	Juris Zvirbulis	For the follow-up of the application
Contact person's position	Member of the board	
Contact person's email address	Juris.Zvirbulis@lamb.lv	

Contact person's phone	67566222	
Partners in the initiative	FIA	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	01/03/2015 to 30/10/2015	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	Project manager PR specialist	In the case of persons, indicate their positions
Geographical scope of the activities	Latvia	Indicate where the activities were implemented
Summary of the initiative	The project aim was to ensure active involvement of various road users into the road safety issues and the FIA 10 golden traffic safety rules observation. The appropriate approach is required to attract their attention. An interactive, laconic but direct "message" about road safety issues with involvement of definite audience nowadays gives much more positive results comparing to the non-interactive methods. While organized campaign we certainly attracted into the jury recognized auto industry professionals and well-known in the society, especially among young people, recognizable persons. Participants was asked to prepare a short film about one of the 10 Micheline Golden Rules. Top 10 in various categories was awarded.	Describe the initiative indicating the subject, its aim and the main activities it involves. Max: 100 words

<p>Innovative character</p>	<p>An interactive, laconic but direct “message” about road safety issues with involvement of definite audience nowadays gives much more positive results comparing to the non-interactive methods.</p> <p>The drivers, cyclists and other road users should be involved in ensuring safety on the roads. Therefore, to organize of competitions in which are shown their understanding of safety on the road, are able to achieve better results. It is a proactive why to involve road users to think about their safety. The main motto of that kind of campaign is - with positivity against negativity.</p>	<p>If applies, describe to what extent 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>For the last two years LAMB is actively involved into 10 Michelin Golden Rules distribution among vehicle drivers. We think it's time to modernize this type of distribution and public education, choosing more interactive, modern methods that should attract a broader audience part, both among existing, new and next road users (car drivers, cyclists, motorcyclists).</p> <p>The most vulnerable road users are cyclists and motorcyclists. This year (2015) road traffic accident statistics in Latvia show that the number of fatalities in comparison with the previous year's same period has increased by 16%.</p>	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>
<p>Activities developed</p>	<p>Activity 1.1: Search for the sources of co-financing. - Project manager (PM)</p> <p>Activity 2.1: Prepared competition regulations that are publically available at LAMB web-site during the campaign. Defined the number of jury members. PM and PR specialist</p> <p>Activity 2.2: Chosen the required members of jury. PM and PR specialist.</p> <p>Activity 2.3: Announcement of competition. Information in mass media. PR specialist.</p> <p>Activity 2.4: Evaluated at least 95% of all the submitted for the competition video. Determined the winners. PM and PR specialist.</p> <p>Activity 2.5: Announcement of the results and awards - information in mass media. PR specialist.</p> <p>Activity 3.1: Period of receipt of video clips (short films). 6 months Received all the submitted video clips. PM</p> <p>Activity 4.1: Publications of video in social media or if possible - on TV. PR specialist.</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>

Genesis	<p>First: We think it's time to modernize this type of distribution and public education, choosing more interactive, modern methods that should attract a broader audience part, both among existing, new and next road users.</p> <p>Second: Educating drivers preventively reduced number of road accidents with fatal consequences.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>By organized this interactive campaign during which participants was asked to prepare a short film about one of the 10 Micheline Golden Rules, greater interest and respect was encouraged in participants to the chosen particular rule, thus not only educating themselves, but later, after the publishing of the video clips prepared by the contestants - also other road users.</p> <p>Educated road users should be more attentive, prevent the mistakes they can commit by non-observation of the 10 Golden Rules. Indirectly it should favour the reduction of car accidents that could have taken place if none of the rules observed. LAMB believes that by re-developing of similar campaigns, a higher sense of responsibility to the road traffic can be achieved among the campaign participants.</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>All information about the competition and its results were published on LAMB social media accounts:</p> <ol style="list-style-type: none"> 1. https://www.facebook.com/LAMBautoklubs/?fref=ts 2. http://www.draugiem.lv/LAMB/ 3. https://www.youtube.com/watch?v=9igctmcAwZA and https://www.youtube.com/playlist?list=PLHVnT8GrJg4U-3BxuSkY6cxhMuYe7Gey3 4. https://twitter.com/autoklubsLAMB 	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>It is planned after a year to conduct an express questionnaire or a test of participants with the aim to check whether they haven't forgotten about the respect of these 10 Golden Rules. If it will be possible to find a partner for co-financing then can be re-organized in the same campaign in the future.</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 main indicator to be taken into account - how many competitors will express their wish to participate in this campaign, as well as how many of these participants in the future will really follow these 10 Golden Rules.</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>----</p>	<p>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>