

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	Pro-driv.ed. S.r.l.	
Type of organization	company	NGO, company, local authority, school etc.
Organization main activity	Road Users Education	Activity field
Country	Italy	Of the organization
Website	www.progettoguidasicura.it	Organization website
Contact person	Fabrizio Gollin	For the follow-up of the application
Contact person's position	President	
Contact person's email address	info@progettoguidasicura.it	
Contact person's phone	+393493401889	
Partners in the initiative	Patronage by institutions (Province of Treviso, Italian Association of Road Victim Relatives AIFVS) (2013)	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	Development starting november 2009 Real starting february 2013 Still in process	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	Fabrizio Gollin President and board member Ing. Francesco Donà board member	In the case of persons, indicate their positions
Geographical scope of the activities	Permanent Road Education Laboratory in the junior high school “Giorgione” in Castelfranco Veneto, North of Italy (february 2013 – january 2014) Launch of an Itinerant Road Education Laboratory in Caorle, North of Italy (july 2015)	Indicate where the activities were implemented
Summary of the initiative	The laboratory aims to develop and deploy a new road safety education model, based on the principles of awareness and responsibility of road users, via the use a new tool that enables the simulation of dangerous conditions in a realistic, emotionally engaging way for pedestrians, bicycles, motorcycles and motorists; and additionally is economical and thus accessible to all road users. Hence, people will be in a position to understand errors and responsibilities of diverse road users involved in the laboratory, each from his/her distinct point of view.	Describe the initiative indicating the subject, its aim and the main activities it involves. Max: 100 words
Innovative character	The proposed technology is a profound innovation in road training because it offers a superior teaching method due to the psychological and technical effectiveness of the scenic design and simulations used; moreover it is cost effective and therefore accessible to all road users. It has all the requisites to make it become a standard integrative training system for the basic training provided by the education system, driving schools and institutions.	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>Nowadays, an integrated low-cost approach to road education does not exist, because training is focused to drivers; no education methods, involving at the same time all potential road users (pedestrians, drivers, motorcyclists...), exist.</p> <p>Besides, driver training has only 2 levels:</p> <ul style="list-style-type: none"> • basic, by ordinary driving schools, inexpensive but often poor and ineffective; • high/professional, by safe driving schools; courses are not mandatory, because expensive and held in facilities such as racing circuits or in specialised centres. <p>The implementation of the Road Education Laboratory initiates the widespread diffusion of a new ACTIVE and PASSIVE TRAINING system for road users, which faces these issues.</p>	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>
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<p>Activities developed</p>	<p>The key milestones that have led to the current stage of development are as follows:</p> <ul style="list-style-type: none"> a) field test of the technology and the teaching method, with the organization of public events (2009-2011); b) design and construction of an experimental Road Education Laboratory (REL) in Castelfranco Veneto (Italy) (2012); c) official inauguration of the experimental permanent REL in Castelfranco Veneto (February 2013); d) running of the REL with a study of the road users' behaviour in the scenic design setting and consequent improvement of the teaching method (March-June 2013); in particular, a scientific data collection campaign was carried out via audio and video recordings and telemetry, and the data was then analysed in order to study the behaviour of drivers in the car under and emotional and technical stress and their interaction with VRUs in dangerous situations; e) recognition of the high social and educational value in the field of road safety by institutions (Province of Treviso, Municipal Police of Castelfranco Veneto, AIFVS) (2013); f) economic exploitation of the REL (July 2013). g) new scenic design project for a final REL to include active dummies reproducing bicycles and motorcycles h) study and development of an IT-platform for courses remote management (2014-2015) i) launch of an Itinerant REL and improvement of the teaching method in Caorle's event (2015) 	<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 experience and vision of the founders made them able to build and develop a tool that can be used by professionals in the field of road users education.</p> <p>Fabrizio Gollin was a race car driver and is also a safe driving instructor. Francesco Donà is a mechanical engineer.</p> <p>They wanted to fill the dramatic empty space between training led by ordinary driving schools and by safe driving specialised centres, creating a multidisciplinary tool, which collects as many points of view of road users (especially vulnerable ones) and is economically bearable to enhance innovative training methods.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
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<p>Transferability and multiplier effect</p>	<p>This proposal addresses all the stakeholders active in road education and in road accident mitigation:</p> <ul style="list-style-type: none"> • road authorities; • social welfare and healthcare authorities which face accident outcomes; • educational system for young road users; • insurance carriers which face accident outcomes also; • car and road vehicles manufacturers. <p>Most of these stakeholders could be very interested in implementation of a road training system that is cheap, first-rate, user-friendly, suitable for all road users.</p> <p>The REL-based system can be replicated in any European country or throughout the world, because:</p> <ul style="list-style-type: none"> • the problems connected to the dangers in the road environment are exactly the same everywhere in the world; • the teaching method proposed works on the fundamental concepts of road education, which are applicable and current everywhere in the world. 	<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>Creation of brand awareness via participation and organization of appealing public events in the field of road safety, installing the Itinerant REL to give the media operators present an example of an application of the developed technology similar to Permanent REL.</p> <p>Market penetration via:</p> <ul style="list-style-type: none"> • marketing and promotion actions mainly aimed at raising the awareness of parents, who are always attentive to their children’s preparation and safety in terms of the road environment; • exploitation of social networks for marketing and promotion actions so that this type of training can become a status issue, underscoring the most emotional and socially relevant aspects. 	<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>The plan of action is to develop the business and make it self-sustainable, seeking the partners (state, region, entity or institution) interested in applying the technology developed in a structured educational system.</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>Since Pro-driv.ed. s.r.l. is a business company, the main evaluation method is the successful approach to market.</p> <p>Other result indicators are getting rewards by institutions and stakeholders involved in the field of road safety.</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>Unlike the existing solutions, the proposed technology:</p> <ul style="list-style-type: none"> • requires limited space and minimum use of materials because the cars in RELs travel not over 35 km/h; • has minimum environmental impact (minimum the use of terrain, environmental and noise pollution) • is suitable for any type of road environment; • has realistic high-impact scenic designs that provide high emotional involvement; dangerous and difficult situations can be repeated as many times as required, so the students: <ul style="list-style-type: none"> ○ train themselves to develop better reactions to unexpected events that can occur in the road environment; ○ develop an approach to the road environment based on risk prevention. 	<p>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>
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