

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

Deadline to submit nominations: December 20th, 2015

Submit to anna.renau@paueducation.com

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions
Name of the organization	Prodrive Learning	
Type of organization	Company	NGO, company, local authority, school etc.
Organization main activity	Consultancy & online tooling in the area of sustainable & safe mobility. Business 2 Business.	Activity field
Country	The Netherlands	Of the organization
Website	www.prodrivelearning.com	Organization website
Contact person	Joris Smulders	For the follow-up of the application
Contact person's position	Owner	
Contact person's email address	joris.smulders@prodrivelearning.com	
Contact person's phone	+31(0) 646140587	
Partners in the initiative	Shell Nederland Verkoopmaatschappij, ALD Automotive Nederland, Alphabet Nederland, Arval Nederland, Multilease, Climate Neutral Group.	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	Founded in 2012 and still progressing / growing.	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	The Netherlands	Indicate where the activities were implemented
Summary of the initiative	<p>Prodrive Learning offers a 24 month online program to improve driver behavior. The program consist of 3 pillars. Measure + Train + Motivate.</p> <p>In the first year employees will participate in 6 e-learning modules and in year two we will present them 4 additional e-learning modules. The drivers will receive an invitation via e-mail for a new e-learning module. Separate to the online training content, we also provide the employees with periodical Safe & Eco driving tips via e-mail. These tips are linked to the 4 seasons and the changing weather conditions (often a cause for accidents). Optional we can provide our clients with a Fuel & Safety Monitor, this allows for monitoring driving behavior (fuel consumption CO2 emissions, fines, damages). The Fuel & Safety Monitor even boasts a competition functionality to motivate people, departments and companies to improve their safe en eco driving behavior.</p> <p>We also organise The Dutch Eco Drivers League together with the Climate Neutral group. This is a 9 months competition in which drivers / businesses battle for the greenest in Holland. www.ecodriversleague.com</p>	<p>Describe the initiative indicating the subject, its aim and the main activities it involves.</p> <p>Max: 100 words</p>

Innovative character	Our online training program is very innovative because, when compared with classic behind the wheel training our online solution offers effectiveness over a longer period. Influencing driver (human) behavior, doesn't happen over night, it is a time consuming process. The online training consist of digital gaming, interesting video's all presented by our online coache Lianne.	If applies, describe to what extend the proposed initiative will lead to new approaches and practices Max: 100 words
Issues that are addressed with the initiative	Our solution results in lower carbon emission and increased road safety.	Describe which issues were identified that lead to implement the activities Max: 100 words
Activities developed	<p>Step 1: We produce a Fuel&Safety Scan. This is an analysis of 12 months historical fuel transactions and damages. We benchmark this against the 'Prodrive Norm" and present the findings and recommendations to mitigate, to the client.</p> <p>Step 2: We implement our 24 month driver influencing program. This means that we initiate an internal "Drivers Battle". Starting with a clear video message containing the objectives (increased safety, lower cabron emissions). Every month, during the 24 months program, drivers receive an update on their position, fuel usage, damages, carbon emissions. Every year the company also participates in the Dutch Eco Drivers League.</p> <p>Step 3: Drivers ar invited to participate in our online Safe & Eco Driving Program. The first 12 months everybody participates in 6 interactive modules, the secon year again 4 modules are presented.</p> <p>Step 4: We set-up a tailored driver motivation program containing of incentives for the safest, greenest or most consistent drivers</p> <p>Step 5: Ongoing: Monitoring of the results. We help our clients reap the biggest benefits from our solution.</p>	Describe all the activities involved in the inititative and where appropriate indicate the participation arrangement for each partner Max: 600 words

Genesis	Because it has proven to be very effective. We see a reduction of fuel / carbon emissions of 4-8% and increase of driver safety (less accidents) 10-30%	Reasons why you chose this initiative Max: 100 words
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Transferability and multiplier effect	We are happy to share the results. Everything is well documented.	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 Max: 200 words
Promotion and dissemination	General information can be found on the below websites: www.prodrivelearning.com www.ecodriversleague.com	Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.). Max: 100 words
Continuity	We will continue improving our solution for the coming years. We are already incorporating the use of telematics for measuring driver behaviour.	Indicate if there is a plan to continue some activities in the coming years Max: 100 words
Evaluation of the activities	Over 35.000 dutch drivers have followed the online training so far. The companies we work for are for example: Philips, Unilever, Siemens, Arcadis, Ordina, Shell etc. See also https://www.prodrivelearning.com/nl/resultaat/klant-cases	If relevant, describe the proposed evaluation method and the quality of the result indicators in relation to the expected objectives Max: 100 words
Other important aspect that you want to underline	Our methodology is unique, we combine consultancy, online training & monitoring and competition in a well balanced, result oriented proposition.	Any information that could help the jury to chose your initiative Max: 100 words