

# 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	Automobile Club d'Italia	
Type of organization	Public Company	NGO, company, local authority, school etc.
Organization main activity	Road Safety	Activity field
Country	Italy	Of the organization
Website	<a href="http://www.aci.it">www.aci.it</a>	Organization website
Contact person	Luigi DI MATTEO	For the follow-up of the application
Contact person's position	Professional- engineer	
Contact person's email address	l.dimatteo@aci.it	
Contact person's phone	00390649982233	
Partners in the initiative		

## SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	01/01/2015 start 12/31/2015 end	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	Enrico Pagliari coordinator of Technical Area , Lucia Vecere Chief of Mobility and Safety Office ,	In the case of persons, indicate their positions
Geographical scope of the activities	National (in 5 cities): Lecce, Lucca, Pescara, Pordenone, Reggio Emilia	Indicate where the activities were implemented
Summary of the initiative	It was fun-educational events for adults and children, organized in the square or other important places of the city choices, with setting up of stands for the distribution of information and the creation of bike paths that simulate the urban environment and situations critical real (with signs and markings, traffic lights, etc.) to be covered by the rules and adopting a correct and safe. In the course of events it was shown a video animation on the theme of bicycle safety, designed to ACI by JEToP, a Junior Enterprise that is a non-profit, run entirely by students.	Describe the initiative indicating the subject, its aim and the main activities it involves.  Max: 100 words
Innovative character	The main objective is to reach the greatest number of people (adults and children) to bring attention to the issue of the move safely with the bicycle and to raise awareness of all risk factors with an action of information and prevention. The 4 events are also an opportunity to meet and exchange dealing, even in a playful way, the theme.	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	It is a simple project that does not have major problems of realization: it has a low cost and a wide dissemination. We encountered no problems, even many Other actors (traffic police, cycling federation) wanted to join us in the events without receiving any compensation.	Describe which issues were identified that lead to implement the activities  Max: 100 words

<p>Activities developed</p>	<p>The project has had as its goal the production of a video and the organization of 5 events in 5 Italian cities of medium-small size characterized by an intensive use of the bicycle in urban trips (home-work, home-school, free time). It has been fun-educational events for adults and children, arranged in square or other important places of the chosen city, with construction of stands for the distribution of information and the creation of cycle paths that simulate the urban environment and real critical situations (with marking signs, traffic lights, etc..) to go by the rules and adopting a correct and safe behavior. After the conclusion of the project, the event will be repeated throughout the ACI Federation (106 local Automobile Club) ensuring a significant spread throughout the national territory.</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>
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<p>Genesis</p>	<p>According to the statistics on road accidents, there was a decrease of 9.2% of accidents, of 9.3% of wounded, of 5.4% of dead in Italy in 2012, in comparison to the previous year. Despite these important results of general decrease of accidents and victims, the percentage of deaths and injuries among drivers of bicycles is increasing: the dead have risen by 2.5%, the injured by 2.7%. It 'a matter on which we must reflect.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>The process is easily transferable because of its simplicity but had a great media coverage, because the events took place in the heart of the city and were crowded with many children. People passing by stopped and watched the trials of children on bicycles. So the press has always given the news in the newspapers and on the web.</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	The events took an unexpected media coverage particularly in the web. We have released video on the initiative of our local offices. The strength of the project is that talk about it on the web without strong actions of our press office.	Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).  Max: 100 words
Continuity	The event will be repeated throughout the ACI Federation (106 local Automobile Club) ensuring a significant spread throughout the national territory.	Indicate if there is a plan to continue some activities in the coming years  Max: 100 words
Evaluation of the activities	education project has often results that are measured only in the long term, giving rise to an assessment very difficult. The indicators that we have considered were the number of people attending the events and media (press, web, social media) coverage.	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	It was created a partnership, through an agreement with the Cycling Federation of CONI, the Italian National Olympic Committee, for assistance in the event dedicated to the practice of cycling. The Cycling Federation has guaranteed for the events the presence of its representatives and the installation of a dedicated track game with signs.	Any information that could help the jury to chose your initiative  Max: 100 words