

# 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	The Automobile Association and The AA Charitable Trust	
Type of organization	Motoring Organisation/Club and road safety charity	NGO, company, local authority, school etc.
Organization main activity	Roadside Recovery	Activity field
Country	United Kingdom	Of the organization
Website	<a href="http://www.theaa.com">www.theaa.com</a>	Organization website
Contact person	Edmund King OBE	For the follow-up of the application
Contact person's position	President of the AA	
Contact person's email address	<a href="mailto:Edmund.king@theaa.com">Edmund.king@theaa.com</a>	
Contact person's phone	01256 497053	
Partners in the initiative	AA Charitable Trust, British Cycling and the Motorcycle Industry Association	

## SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	March 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	AA Press Office AA Charitable Trust	In the case of persons, indicate their positions
Geographical scope of the activities	The Campaign was launching the United Kingdom and has since been launched in 24 countries including Italy and Iran.	Indicate where the activities were implemented
Summary of the initiative	Research showed that 80% of drivers find it hard to see cyclists and motorcyclists. Following the death of a motorcycling friend of former AA Patrol of the Year Tony Rich the Think Bike Campaign was launched. The Think Bikes Campaign centres around a pair of simple stickers placed on a vehicle’s wing mirrors as a reminder to do a ‘double-take’ in their mirrors for cycles and motorcycles in their blind spots. The campaign was launched with the backing of Olympic cyclist Chris Boardman and 20-time Isle of Man TT winner John McGuinness.	Describe the initiative indicating the subject, its aim and the main activities it involves.  Max: 100 words
Innovative character	With the use of the Think Bike stickers it will become second nature for drivers to be more observant of cyclists and motorcyclists creating more respect for all road users. Greater awareness alongside education, enforcement and improved infrastructure will make our roads safer for all.	If applies, describe to what extent the proposed initiative will lead to new approaches and practices  Max: 100 words

<p>Issues that are addressed with the initiative</p>	<p>Cycling is becoming more and more popular. Research showed that nine out of ten drivers (93%) admit it is sometimes hard to see cyclists while driving and more than half (55%) are often 'surprised when a cyclist appears from nowhere'. This research also showed that 85 per cent of drivers think motorcyclists are sometimes hard to see and more than half (57%) are often surprised when 'a motorcycle appears from nowhere'. The stickers placed on a vehicle's wing mirrors as a reminder to do a 'double-take' in their mirrors for cycles and motorcycles in their blind spots.</p>	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>
<p>Activities developed</p>	<p>The Think Bikes Campaign centres around a pair of simple stickers placed on a vehicle's wing mirrors as a reminder to do a 'double-take' in their mirrors for cycles and motorcycles in their blind spots. The campaign was launched with the the 'Naked Cyclist' video <a href="http://www.youtube.com/watch?v=AIGmiHKCDI4">http://www.youtube.com/watch?v=AIGmiHKCDI4</a></p> <p>One million stickers were distributed via a wide variety of avenues including AA Members, AA Driving School and Cycling groups.</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>

<p>Genesis</p>	<p>The Campaign was the idea of former AA Patrol of the Year, Tony Rich, following the death of a close friend in a motorcycling accident. An increase in road accidents involving cyclist and motorcyclists revealed a need for a campaign to increase awareness and more effective road sharing.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>Following the launch of Think Bikes over six million stickers have been distributed throughout the United Kingdom with interest from motorist and cyclists alike. The success of the UK Campaign spread and, with support from the FIA, the campaign has now been 24 countries across the world with more interest regularly being expressed from countries such as Canada and Australia. This campaign is a superb example of how a small, simple idea can grow into a global campaign to change the attitude of road users world wide.</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>

<p>Promotion and dissemination</p>	<p>The launch in Central London was supported by Olympic-cyclist Chris Boardman and 20-time Isle of Man TT winner John McGuinness as well as the Metropolitan Police. In addition to numerous radio interviews, the launch was broadcast live on BBC Breakfast and was featured in the UK's national newspapers. The 'Naked Cyclist' video received around 300,000 views on You Tube. The campaign has also received coverage from around the world as the success of the campaign grew. The campaign has also been promoted at a number of motoring conferences including TISPOL Conference and the Global Motoring Association.</p>	<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 Think Bike Campaign has proved such a success and the activity will continue as it is rolled out world wide.</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>Before the campaign launched we conducted some research amongst AA Members that found - we proposed to repoll the members at the end of the campaign which will show the benefits from the campaign.</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>This campaign was the result of how out of personal grief Tony Rich created an idea to reduce the risk of others having to experience the turmoil that losing a loved one in a cycling or motorcycling accident can bring. A simple idea that has resulted in such a change in attitude of road users.</p>	<p>Any information that could help the jury to choose your initiative</p> <p>Max: 100 words</p>