

# 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	Via Directa - Companhia de Seguros S.A.	
Type of organization	Company	NGO, company, local authority, school etc.
Organization main activity	Insurance	Activity field
Country	Portugal	Of the organization
Website	<a href="http://www.ok.pt">www.ok.pt</a>	Organization website
Contact person	Rui Esteves	For the follow-up of the application
Contact person's position	Team Leader	
Contact person's email address	rui.esteves@viadirecta.pt	
Contact person's phone	935611819	
Partners in the initiative	Digital agency _ comOn.	

#### **SECTION 2: DESCRIPTION OF THE INITIATIVE**

	Please fill in here	Instructions
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Date of start and end of the initiative	Date of start: 14/01/2015 On going.	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	Marketing and Innovation	In the case of persons, indicate their positions
Geographical scope of the activities	National Scope	Indicate where the activities were implemented
Summary of the initiative	<p>With the aim of encourage road safety, we developed a new mobile APP, OK! drive you, that allows us to gather, in real time, data and analyses the driving behavior patterns. In the end of each trip, the user gets a score according to the evaluation of the variables assessed.</p> <p>We believe that with this feedback we are encouraging a safer and more conscious driving.</p>	<p>Describe the initiative indicating the subject, its aim and the main activities it involves.</p> <p>Max: 100 words</p>
Innovative character	<p>The APP uses the smartphone GPS navigation capability, which is used to measure the variables, and it is available for free in Android and iOS platforms for general public.</p> <p>To maximize the engagement, we have created a benefit to reward the good drivers, according to the global score achieved – Up to 20% of discount that can be used in a new car policy.</p> <p>We have already released a new version that includes gamification (challenges to earn badges) and social media integration, to promote competition between friends and other users.</p>	<p>If applies, describe to what extend the proposed initiative will lead to new approaches and practices</p> <p>Max: 100 words</p>
Issues that are addressed with the initiative	Therefore we develop an APP that can help our clients and the general public to assess their driving, and be conscientious of their driving patterns and what they can do to improve them, and hopefully, reducing the accident rate, making the roads a safer place to be.	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>

Activities developed	<p>The APP OK! drive you was developed between our company and our digital agency.</p> <p>Once we had the technical requirements defined and the variables to be assessed (speed, braking, accelerations and environmental efficiency), we developed a specific algorithm for this purpose.</p> <p>Then the agency developed the APP, and today, together we continue to improve the APP and new ways of engaging users.</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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Genesis	<p>In order to ensure that our products remain simple, affordable and innovative, we are always developing strategies, supported on new technologies, that allow better accessibility to our services.</p> <p>We try to be a step ahead of our business, this way, develop work in road safety, is a natural step for us.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>Announcing the App OK! drive you through a spot on national TV was our first step to get to as many people as we can.</p> <p>Now in the gamification phase, our strategy relied on Facebook, where users can challenge their friends to use the App and became better drivers.</p> <p>With a Facebook strategy we are now communicating to a much younger public.</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>The APP was released with a Spot TV, and it's continually communicated in our website and Facebook.</p> <p>We released a new version that includes gamification (challenges to earn badges) and social media integration, to promote competition between friends and other users.</p> <p>Recently, in the launch of the gamification phase, we promote a healthy competition between the users of the APP to find out who's the best driver.</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>We are still launching new challenges for the users, and we will continue in the future. Our aim is to create engagement with the users and try to help them to become better drivers and this way promote road safety.</p>	<p>Indicate if there is a plan to continue some activities in the coming years</p> <p>Max: 100 words</p>

Evaluation of the activities	Total of users: 3839 Total of trips submitted to the APP: 14.743 Average grade for trip: 89 points	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		Any information that could help the jury to pick up your initiative  Max: 100 words