

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	ABERTIS FOUNDATION	
Type of organization	NGO	NGO, company, local authority, school etc.
Organization main activity	Road Safety, Environment and Culture	Activity field
Country	Spain	Of the organization
Website	http://www.fundacioabertis.org	Organization website
Contact person	Georgina Flamme Piera	For the follow-up of the application
Contact person's position	Abertis Foundation contact	
Contact person's email address	georgina.flamme@fundacioabertis.org	
Contact person's position	Contact person Georgina Flamme, telephone 649.255.902	
Partners in the initiative	Barcelona City Council, Madrid City Council, Guttmann Institute, Red Cross.	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
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Date of start and end of the initiative	The "Te queda una vida" ("You only have one life") initiative aimed at raising awareness among young people between the ages of 18 and 30 about the risks of driving under the influence of alcohol and drugs in the vicinity of the busiest night-life areas in Catalonia and Madrid region. The initiative was launched as part of information and awareness-raising activities in 2009 and is still running.	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	Georgina Flamme Piera, contact person at the Abertis Foundation Abertis Communications Department	In the case of persons, indicate their positions
Geographical scope of the activities	Barcelona and Madrid region. (Spain)	Indicate where the activities were implemented
Summary of the initiative	One of the campaigns within the Foundation's Road Safety Programme aimed at raising awareness among young people between the ages of 18 and 30. Named "Te queda una vida" ("You only have one life"), it highlights the consequences of reckless driving so that those who want to enjoy a night out can do so aware of the potentially fatal consequences of behaving irresponsibly at the wheel. In partnership with a group of volunteers from the Guttman Institute and from the ONCE Foundation (ILUNION) with spinal cord injuries resulting from a traffic accident and with the assistance of Red Cross volunteers, young people are warned about the dangers of driving under the influence of alcohol or drugs or of distractions while at the wheel.	Describe the initiative indicating the subject, its aim and the main activities it involves. Max: 100 words
Innovative character	A range of different initiatives have taken place over the years as part of the "You only have one life" campaign and we would like to mention in particular a groundbreaking European action which rewarded good driving practice with the aim of reinforcing positive behaviour and moving away from the punishments typically imposed (fines and points deductions) on offenders. This is aimed at drivers between the ages of 18 and 30 who have provided a negative breathalyser test and are given a leaflet by the police with advice to be taken into account. Given that the initiative is aimed at young people in particular, the internet and new technologies play a central role. This is why the Abertis Foundation launched the microsite www.tequedaunavida.com , which raises awareness about the main causes of traffic accidents in an educational and entertaining manner. The microsite includes an interactive game called "Nine lives at stake" to help raise awareness among drivers of the real dangers of misconduct behind the wheel (talking on mobile phones, smoking, not paying attention whilst adjusting GPS navigators, using music players, driving under the influence of alcohol...). This unprecedented initiative also links driving with culture and learning. We also regard as very important the explanations that volunteers with a spinal injury can provide at police breathalyser checkpoints, where drivers can see and hear about the experiences of a person of a similar age and the consequences of reckless driving.	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>Leaflets are handed out at the breathalyser checks conducted by the police.</p> <p>At the checkpoint a group of volunteers from the Guttman Institute with spinal cord injuries and volunteers from the Spanish Red Cross highlight the dangers of driving under the influence of alcohol and drugs and of distractions whilst at the wheel.</p>	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>
<p>Activities developed</p>	<p>Through its research the Abertis Foundation observed that there is an accident risk among young people between the ages of 18 and 30 and it began contacting a wide range of partners including public administrations, companies and organisations with a view to determining the best way of reducing the accident rate in this age bracket.</p> <p>A group of volunteers from the Guttman Institute with spinal cord injuries explain the causes of a driving accident.</p> <p>A group of volunteers from the Red Cross highlight the consequences of driving under the influence of alcohol or drugs and how they affect the field of vision.</p> <p>The councils of Barcelona and Madrid region set up breathalyser checkpoints in the busiest night-life areas.</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 "You only have one life" initiative was established to reduce the accident rate among 18 to 30-year-olds at weekends when they are enjoying a night out.</p> <p>Raising awareness among young people between the ages of 18 and 30 of the importance of preventing spinal cord injuries and providing information on their causes and consequences and the necessary preventative measures.</p> <p>Reflecting on the consequences of personal attitudes and behaviour in the prevention of traffic accidents.</p> <p>Fostering civic-minded and responsible behaviour among young drivers.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>We think it is vitally important to raise awareness of the serious consequences of spinal cord injuries and to provide information on how to prevent them, with this initiative helping to reduce modifiable risk factors and foster healthy life habits.</p> <p>To raise awareness about alcohol and drug consumption and road accident prevention measures because we think that by providing road safety education to young people between the ages of 18 and 30 we can help them to acquire sound driving habits.</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 initiative is publicised using the company's dissemination tools for its activities: the projects section of its annual report, social networks, website and local and national media. Leaflets are also distributed at breathalyser checkpoints.	Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.). Max: 100 words
Continuity	The "You only have one life" campaign was launched in 2009 and will continue to run annually with the aim of raising awareness of the importance of personal attitudes and behaviour in preventing traffic accidents and reducing the accident rate among young people between the ages of 18 and 30.	Indicate if there is a plan to continue some activities in the coming years Max: 100 words
Evaluation of the activities	Evaluation survey of participants. Evaluation survey of centre contact person. Number of appearances in media.	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	The impact of volunteers with spinal injuries at the police's breathalyser checkpoints, which gives drivers the opportunity to hear first-hand about the experiences of a person of similar age and to fully appreciate the consequences of reckless driving.	Any information that could help the jury to pick up your initiative Max: 100 words