

European Road Safety Charter

Call for Good Practices - to enter the selection for the:

Excellence in Road Safety Awards 2017

Deadline to submit nominations: March 31st, 2017

Submit to charter@paueducation.com

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions										
Name of the organization	ATTIKES DIADROMES S.A.											
Type of organization	<table border="1"> <tr> <td>SME</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Large business</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Association</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Education/Research institution</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Local/regional authority</td> <td><input type="checkbox"/></td> </tr> </table>	SME	<input type="checkbox"/>	Large business	<input checked="" type="checkbox"/>	Association	<input type="checkbox"/>	Education/Research institution	<input type="checkbox"/>	Local/regional authority	<input type="checkbox"/>	Please tick one box
SME	<input type="checkbox"/>											
Large business	<input checked="" type="checkbox"/>											
Association	<input type="checkbox"/>											
Education/Research institution	<input type="checkbox"/>											
Local/regional authority	<input type="checkbox"/>											
Organization main activity	PRIVATE MOTORWAY OPERATOR	Activity field										
Country	GREECE	Country of the organization										
Website	www.aodos.gr	Organization website										
Contact person	MS ANNA PETRIDOU	For the follow-up of the application										
Contact person's position	COMMUNICATIONS MANAGER											
Contact person's email address	apetrido@attikesdiadromes.gr											

Contact person's phone number	+30 210 6682146	
Partners in the initiative	<ul style="list-style-type: none"> MINISTRY OF EDUCATION IN GREECE 	Your main partners in delivering the road safety activity

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	<p>In 2014, we launched an educational program for teenagers, called "EYES ON THE ROAD - Attica". The program targeted schools in the Attica region (the wider area of Athens, Greece's capital) and is ongoing. The program was awarded a Road Safety Excellence Award by the European Commission in 2015.</p> <p><u>Our new initiative is a new dimension added to this program in 2017. The new program is called "EYES ON THE ROAD – all over Greece" and it is an online program included an educational movie, that targets teenagers in schools all over Greece (students in distant schools in rural areas, islands, etc.).</u> The initiative is also ongoing and is not foreseen to end in the near future.</p>	The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process.
Departments/persons involved internally	<p>The department that initiated, designed, organized and undertook this educational program, as part of the company's Corporate Responsibility actions, is the Department of Communications of Attikes Diadromes S.A.</p> <p>The persons involved internally are:</p> <p>Ms A. Petridou, Communications Manager, Attikes Diadromes S.A.</p> <p>Ms N. Laini, Marketing, Communications Dept., Attikes Diadromes S.A.</p>	In the case of persons, indicate their positions.

	<p>Ms M. Voulgari, Copywriter, Communications Dept. Attikes Diadromes S.A.</p> <p>Ms R. Kaltaki, Graphic designer, Communications Dept. Attikes Diadromes S.A.</p> <p>The following persons provided valuable road safety expertise:</p> <p>Dr. E. Tirogianni, Transportation Engineer, Strategic & Organizational Manager, Attikes Diadromes S.A.</p> <p>Ms N. Kalfa, Transportation Engineer, Head of Management Information, Attikes Diadromes S.A.</p>	
Geographical scope of the activities	<p>As mentioned above, our educational program “Eyes on the Road - Attica” originally started for a very specific geographical area of Greece: Attica, the wider area around the capital.</p> <p>Unfortunately, although almost half the population of Greece resides in Attica, the majority of fatalities happen in the rest of Greece. More specifically, according to statistics for 2016, 49% of road accidents and 75% of fatalities due to road accidents occurred in the rest of Greece (all areas excluding Attica).</p> <p>For this reason, we decided to take our program one step further and find an efficient and effective way to reach the whole of Greece.</p> <p>Our new initiative, “Eyes on the Road – all over Greece”, which is a new educational website and an educational movie, plans to tackle just that: Reaching all schools in Greece (schools in distant rural areas, islands, etc.), where road safety is a significant problem due to the geophysical landscapes, quality of roads, infrastructure in islands, etc.</p>	Indicate where the activities were implemented.
Summary of the initiative	<ul style="list-style-type: none"> • Our existing educational program – “EYES ON THE ROAD – Attica” is a 2-hour seminar performed in schools in Attica, educating teenagers from 14 to 18 years old on road safety. • Our new initiative “EYES ON THE ROAD – all over 	Describe the initiative indicating the subject, its aims and the main

	<p>Greece” targets students of the same age, in the rest of Greece. It is an online program based on a website available only for schools. For the program we have created a 30-minute educational movie that students watch with their teachers, while we also provide educational material (print and online-information, videos, leaflets, questionnaires) that is available to teachers, in order to help them with the program.</p>	<p>activities it involves.</p> <p>Max: 100 words</p>
<p>Innovative character</p>	<p>Our initiative includes the following innovations:</p> <ul style="list-style-type: none"> • Educational Movie. An actor covers in a dramatized way all road safety information (seatbelt, alcohol, speed, distraction, helmet, etc.). The movie includes videos, diagrams, statistical information. • Dedicated (schools only) website. Schools all over the country can access the material, watch the movie, answer the questionnaires, and give feedback. Also, schools in Attica can access it and review the whole seminar experience and material. • Questionnaires. They follow the structure and subjects of the movie and examine the level of knowledge on road safety, as well as the general habits and stance. Students fill in the questionnaire <u>before and after</u> the program, enabling us to measure its effect and make adjustments if necessary. 	<p>If applies, describe to what extent the proposed initiative will lead to new approaches and practices in road safety.</p> <p>Max: 100 words</p>
<p>Issues that are addressed with the initiative</p>	<p>Through our program, students:</p> <ul style="list-style-type: none"> • Gain a higher level of awareness. • Are educated on basic facts of road safety (seatbelt, momentum, speed, braking & stopping distances, alcohol effect, distractions, mobile phone, helmet). • Realise their own level of ignorance, as they answer the questionnaire twice (before and after the seminar). • Are inspired to talk about their experience with their friends and family and give feedback - 	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>

	<p>generally talk about their concerns, questions.</p> <p>Based on the questionnaires, we have the opportunity to build a substantial database and gain valuable knowledge on all relevant issues.</p>	
Activities developed	<p>Aside from our in-house expertise acquired over our many years of involvement in road safety campaigns, projects, etc., for our new initiative “EYES ON THE ROAD – all over Greece” (started in 2017), we followed the following steps:</p> <ul style="list-style-type: none"> • Identified the problem - With the help of the company's Transportation Engineers, we analyzed the data of accidents in Attiki Odos (Attica Tollroad) and in Greece in general (data from the Statistical Office). • Specified the target audience of our initiative - Through statistical analysis, we identified the groups that are involved in accidents and also the causes behind them. Based on the outcomes, we defined the common goal and campaign's topics. • Designed the program (seminar, educational contents, videos, materials, etc.) and the accompanying printed material (questionnaire, leaflets, posters, banners). • Had the seminar and the printed material scientifically certified by two psychologists, a teacher and a physician. • Had the program and the printed material approved by the Ministry of Education, in order to gain access in schools. • Created a script and a storyboard for the educational movie. This 30-minute movie had to substitute the 2-hour seminar performed in schools in Attica and manage to reflect, in an interesting way for the students, all educational points given in the seminar (the students attending the e-seminar are asked to fill in the same questionnaires with the ones attending the seminars in Attica). • Screened actors and picked the ones to star in the movie (had to be faces that youngsters would 	<p>Describe all the activities involved in the initiative, and where appropriate indicate the arrangement for each partner's participation.</p> <p>Max: 600 words</p>

	<p>associate with).</p> <ul style="list-style-type: none"> • Filmed the movie, edited it, added effects, music, etc. • Designed the web page (educational content and material, restrictions of use for general public, testing, etc). • Applied to the Ministry of Education for permission to start the program (e-seminars) in schools outside Attica (rural areas, islands, etc.). <p><u>For the questionnaires</u></p> <ul style="list-style-type: none"> • In co-operation with in-house experts (transportation engineers/road safety experts), we designed the questions that comprise our questionnaire. • We tested the questionnaires before finalising it. • As the filled-in questionnaires come in after the students' seminars, we have hired a research company to carry out statistical analysis. • Reviewed the statistical results in order to: <ul style="list-style-type: none"> ○ Evaluate key speaker's performance ○ Evaluate general course of the seminars ○ Pin-point issues that need to be corrected or altered ○ Pin-point valuable information about road safety (in general, or in regards to geographical area, age, gender, etc.). 	
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<p>Genesis</p>	<p>Every year, hundreds of people in our country die in road traffic accidents. Young ages are at higher risk, as the leading cause of death for ages 16 to 20 years old are traffic accidents. The problem is even more obvious in most rural areas of Greece (ignorance, poor quality and maintenance of roads, difficult weather conditions, etc.), where 49% of accidents and 75% of fatalities, occur.</p> <p>Through this program, we decided to target teenagers, alert them, raise their level of awareness, and educate them on basic principles of road safety (seatbelt, alcohol,</p>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
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	speeding, mobiles, stopping distances, distractions, safe riding tips, helmets).	
Transferability and multiplier effect	<p>Our new initiative “Eyes on the Road – all over Greece”, was designed to target students aged 14-18 at distant areas of the country (rural areas, islands, etc.) where it was very difficult to reach (at a reasonable cost).</p> <p>Through an educational movie and a website, we managed to reach all schools in Greece. In addition, through the collected questionnaires (around 5.800), very usefull information was deducted regarding the:</p> <ul style="list-style-type: none"> • Level of knowledge before and after the seminar and differences in understanding (due to age, geographical area, etc.). • Build in attitudes, misconseptions. <p>The above can help our country, but also other similar countries as well, to set effective goals in road safety and design effective campaigns.</p> <p>We believe that in similar countries to Greece (where road safety education is insufficient (low government spending on educational campaigns, no road safety education in schools), our program can be easily applied.</p>	<p>Describe to what extent the proposed initiative will allow the transfer, dissemination or application of the results, experience and knowledge gained as well as the good practices on a larger scale.</p> <p>Max: 200 words</p>
Promotion and dissemination	<p>Our educational program is promoted to:</p> <ul style="list-style-type: none"> • <u>Schools</u>, through the Ministry of Education. An official letter was sent to all highschoools and lyceums, informing them about the program and inviting schools’ principals to participate and schedule a seminar for the students. • <u>General public</u>, through <ul style="list-style-type: none"> ○ Publications ○ Print inserts ○ Web banners • <u>Scientists and stakeholders on road safety</u>, through presentations in conferences, workshops, etc. 	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>

<p>Continuity</p>	<p>Our plan is to continue both our educational programs (“Eyes on the Roan – Attica” and “Eyes on the Road – all over Greece”).</p> <p>We do not plan to discontinue our new initiative “Eyes on the Road – all over Greece”, as we believe that by building on it and investing on it, we contribute to building a road safety conscience for our younger generations, thus helping them to make safer choices when they become drivers.</p> <p>In the future, we also plan to take our program one step further on social media (contests on social media with short videos according to category, gifts, etc).</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>As mentioned, we have created questionnaires for the students participating in our program. Through them, we examine students’ level of knowledge on road safety as well as the general habits and stance.</p> <p>We build a valuable database of questionnaires (we have collected around 5.800 questionnaires up to now) that reflect useful information (ignorance, misconceptions, build in attitudes) for us to use in future campaigns.</p> <p>By reviewing the statistical results, we are able to:</p> <ul style="list-style-type: none"> • Evaluate key speaker’s performance and general course of seminars • Pin-point issues that need to be corrected • Extract valuable information about road safety (in general, or regarding geographical area, age, gender, etc.). 	<p>If relevant, describe the proposed evaluation method and the performance indicators in relation to the expected objectives.</p> <p>Max: 100 words</p>
<p>Other important aspect that you want to underline</p>	<p>Unfortunately, in our country, little is being done regarding road safety education, while most actions and programs done, are isolated.</p> <p>In this environment, we decided a few years ago to do our best in investing on educating people (current and future drivers) on road safety.</p> <p>Our actions are ongoing and build up valuable</p>	<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>

	<p>conclusions to be drawn.</p> <p>If you want to find out more about our educational program “Eyes on the Road”, we are at your disposal.</p> <p>The programs website is:</p> <p>http://matiaanoixtastodromo.gr/</p> <p>The movie, the program’s printed material (questionnaires, leaflets, posters, banners), photos of seminars and thank-you letters can be sent to you upon your request.</p>	
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