

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 | Auto magazin, Part of the Albatros Group | | | | | | | | | | | |
| Type of organization | <table border="1"> <tr> <td>SME</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Large business</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Association</td> <td><input checked="" 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 type="checkbox"/> | Association | <input checked="" 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 type="checkbox"/> | | | | | | | | | | | |
| Association | <input checked="" type="checkbox"/> | | | | | | | | | | | |
| Education/Research institution | <input type="checkbox"/> | | | | | | | | | | | |
| Local/regional authority | <input type="checkbox"/> | | | | | | | | | | | |
| Organization main activity | Publishing | Activity field | | | | | | | | | | |
| Country | SLOVAKIA | Country of the organization | | | | | | | | | | |
| Website | www.automagazin.sk www.vodicroka.sk | Organization website | | | | | | | | | | |
| Contact person | Ing. Ivan Mičko | For the follow-up of the application | | | | | | | | | | |
| Contact person's position | General manager, Publisher | | | | | | | | | | | |
| Contact person's email address | micko@automagazin.sk | | | | | | | | | | | |

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| Contact person's phone number | 00421 2 52962550 | |
| Partners in the initiative | BECEP, SLOVAKIA RING, FALCK, ZELENA VLNA, OPEL, | 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 | April – November/2016 April – October/2017 | 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 | TEAM OF 10 PEOPLE THROUGHOUT FIRST 4 ROUNDS AND 20 AT THE FINAL | In the case of persons, indicate their positions. |
| Geographical scope of the activities | ENTIRE COUNTRY OF SLOVAKIA | Indicate where the activities were implemented. |
| Summary of the initiative | Because every year die and get injured too many people in car accidents. To prevent and save each one of them is our success. | Describe the initiative indicating the subject, its aims and the main activities it involves. Max: 100 words |

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| <p>Innovative character</p> | <p>The Driver of the Year must be “literate” not only with rules and signs on the road, but with first aid, driving skills, insurance, etc. also.</p> | <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>rules and signs on the road, but with first aid, driving skills, insurance,</p> | <p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p> |
| <p>Activities developed</p> | <p>BECEP – short cut for Safety on the roads traffic, govern by Ministry of transportation, is trying to support contest financialy and at the finale by securing Police cars with explanation of members from police force about their atribution to the safety on the road.</p> <p>SLOVAKIA RING and their Centre for safe driving is the only professional SAFE DRIVING CENTRE in Slovakia. It trains all types of drivers with particular focus on managing unexpected and emergency situations on the road. The driving academy's facility meets the strictest European requirements for</p> | <p>Describe all the activities involved in the inititative, and where appropriate indicate the arrangement for each partner’s participation.</p> <p>Max: 600 words</p> |

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| | <p>professional driver training on motorcycles, passenger cars and light and heavy trucks.</p> <p>FALCK – the biggest first aid company in Slovakia with 107 first aid stations;</p> <p>ZELENA VLNA – „green wave“ road news 24 hours nonstop by RTVS (Radio TV Slovakia)</p> <p>OPEL – car sponsor of contest...</p> | |
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| Genesis | <p>Because every year die and get injured too many people in car accidents. To prevent and save each one of them is our success.</p> | <p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p> |
| Transferability and multiplier effect | <p>Autosalon Bratislava, Nitra,</p> <p>Auto magazin 4, 5, 6, 7-8, 9, 10/2017,</p> <p>All partners websites</p> <p>Slovak TV stations Jednotka, TA3, Bratislava TV</p> <p>Radio Expres, RTVS, Zelena vlna</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> |

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| Promotion and dissemination | www.vodicroka.sk www.automagazin.sk www.becep.sk www.zelenavlina.rtvs.sk www.drivingacademy.sk www.opel.sk billboards | Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.). Max: 100 words |
| Continuity | It's more than certain that after first year in 2016 and all partners decision to continue in 2017 we will be continuing in future | Indicate if there is a plan to continue some activities in the coming years. Max: 100 words |
| Evaluation of the activities | The best evaluation is definitely through the numbers not only increasing to become part of contest but most importantly with decreasing of car accidents, injured and deaths! | If relevant, describe the proposed evaluation method and the performance indicators in relation to the expected objectives. Max: 100 words |
| Other important aspect that you want to underline | There is nothing more important than human life, health and safety! | Any information that could help the jury to evaluate your initiative. Max: 100 words |

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Our commitment saves *lives*