

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	ARVAL SERVICE LEASE S.A.	
Type of organization	Company, belonging to BNP Paribas Group	NGO, company, local authority, school etc.
Organization main activity	Specialized in mobility solutions for all size of companies – Vehicle leasing	Activity field
Country	SPAIN, within and multinational worldwide organization	Of the organization
Website	www.arval.es	Organization website
Contact person	Fernando Martin	For the follow-up of the application
Contact person's position	Road safety manager	
Contact person's email address	Fernando.martin@arval.es	
Contact person's phone	+34 91 838 56 19	
Partners in the initiative	University Rey Juan Carlos (URCJ)	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	September 2015 – November 2015	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	RSC & Insurance departments Alejandro Madrigal, Marketing & External Coms Manager	In the case of persons, indicate their positions
Geographical scope of the activities	Madrid, Spain.	Indicate where the activities were implemented
Summary of the initiative	Promote Road Safety withing young studients of first cours at University and from this, spread good practice through their contacts.	Describe the initiative indicating the subject, its aim and the main activities it involves. Max: 100 words
Innovative character	To link and promote best practices in road safety behaviours. Educate young people to stablish road safety principals in all their activities and as an everyday/everymoment practice.	If applies, describe to what extend the proposed initiative will lead to new approaches and practices Max: 100 words
Issues that are addressed with the initiative	Awareness of the relevance of good practice in road safety, become promoters of road safety in all their personal lives, Implement road safety actions withing young people when beeing pedestrian, bikers or drivers. Improve actual knowledge so it becomes natural behaviour.	Describe which issues were identified that lead to implement the activities Max: 100 words

<p>Activities developed</p>	<p>Specialized training courses with theoretic & practice lessons, 3 hrs theoretic + 2 hrs practice with specialized driving simulators included extreme situations, such as driving under alcoholic drinks and drugs).</p> <p>200 students</p> <p>10 groups 20 students each group</p> <p>Personalized attention (2 teachers per group)</p> <p>5 hrs per course: 3 theoretic + 2 practice</p> <p>All students obtained Certification on Road Safety by University Rey Juan Carlos.</p> <p>University Rey Juan Carlos (URJC), which in 2016 celebrates its 20th anniversary, has campuses in Madrid, Mostoles, Alcorcón, Aranjuez and Fuenlabrada. It hosts more than 40,000 students enrolled in degree programs in all areas of knowledge: Social and Legal Studies, Science, Health Sciences, Engineering and Architecture and Arts and Humanities. In all, more than fifty degrees and as many double degrees, plus online degrees and English. To this we must add a wide range of master's degrees, doctoral programs and continuing education courses. URJC has the status of International Campus of Excellence and has cooperation agreements with leading universities worldwide. In science develops numerous research projects, some of them in strategic and pioneering sectors. It is an institution specially engaged in cooperation programs, entrepreneurship, environmental protection and promotion of HR.</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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<p>Genesis</p>	<p>Following Arval principles and activity, this project is in line with company's philosophy to become involved with Road Safety as one of the values offered to our Clients and promote this subject as much as possible within young people, for them to be in few years responsible drivers and road safety promoters among their circles.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
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<p>Transferability and multiplier effect</p>	<p>Integrated in compan’s RSC philosophy, objective is to improve Road Safety behaviours to minimized risks related to this in allpossible areas: pedestrian, bikes, cars, etc...</p> <p>Experience has been very positive and will continue following editions, in a ideal scenario, to extend to main cities in Spain and collaborate with main instituions.</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>Promotion has been done in specialized media, social media, within students chanel and university channels .</p> <p>Events organized:</p> <ul style="list-style-type: none"> - Opening: where students had to apply for the course (in 30 minutes all places were full up!!) - Opening ceremony with max representation of the Univervsity to wellcome all participants and to start first course. Press and Social media followed this event. - Closing Ceremony : ceremony presided by the rector of the Universith, together with Worldwide Moto 2 champion, Alex Marquez, well known besides Motos by his implication in promote Road Safety. - Delivery of a Diploma to all students 	<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>Yes, special budget destined to this action for next years with the objective to grow in terms of investment and enlarge number of cities, within Spain, to implement this program.</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>Very positive, good reaction from University and students and very relevant for the company to have found a continuity project that allow to increase our collaboration and promote awareness to Road Safety.</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>Approach to young people and how they see road safety and problems and actions they expect. Very collaborative for both sides.</p>	<p>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>
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