

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	Bezpečně na silnicích o.p.s. (Road Safety Team)											
Type of organization	<table border="1"> <tr> <td>SME</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Large business</td> <td><input 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 checked="" type="checkbox"/>	Large business	<input type="checkbox"/>	Association	<input type="checkbox"/>	Education/Research institution	<input type="checkbox"/>	Local/regional authority	<input type="checkbox"/>	Please tick one box
SME	<input checked="" type="checkbox"/>											
Large business	<input type="checkbox"/>											
Association	<input type="checkbox"/>											
Education/Research institution	<input type="checkbox"/>											
Local/regional authority	<input type="checkbox"/>											
Organization main activity	Road safety projects in the area of human factors	Activity field										
Country	Czech Republic	Country of the organization										
Website	www.tymbezpecnosti.cz	Organization website										
Contact person	Jan Polák	For the follow-up of the application										
Contact person's position	Director											
Contact person's email address	jan.polak@tymbezpecnosti.cz											
Contact person's phone number	+420 776 844 388											

Partners in the initiative	The Police of the Czech Republic, Self-governing Regions, the Liberec Region in particular, Association of Driving Schools, Ministry of Transport, Ministry of the Interior, Regional Red Cross Association, The Czech Insurers Agency.	Your main partners in delivering the road safety activity
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SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	1.1.2016 – 31.12.2017	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	The whole team	In the case of persons, indicate their positions.
Geographical scope of the activities	Czech Republic	Indicate where the activities were implemented.
Summary of the initiative	“Učme se přežít” (Let’s learn to survive) - the main goal of this project is to contribute to the reduction of the number of serious road accidents of motorcyclists. Key activities: Riding improvement training in the safe environment of motor racing circuits and polygons for more than 1,000 motorcyclists, PR activity on the topic of safe motorcycle riding, multiplication of measures, which lead to the reduction of serious injuries of motorcyclists, evaluation of the effectiveness of safe riding training courses for motorcyclists.	Describe the initiative indicating the subject, its aims and the main activities it involves. Max: 100 words

<p>Innovative character</p>	<p>In the Czech Republic, there is currently no project on free of charge complex safe riding training courses for motorcyclists. The training course not only improves riding skills, but also raises awareness about risks and commands respect towards riding a motorcycle (it includes a talk about road accidents, traffic psychology and also first aid training). There is also currently no project that could answer the question of efficiency of funds spent on these activities. The training course participants take part in a follow-up survey.</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>The probability of a motorcyclist dying in a road accident is 24 times higher than when driving a car. Since 1993, 2,184 motorcyclists have died on Czech roads.</p> <p>In the European Union, 1.5 to- 2 % of the overall kilometres is ridden/driven by motorcyclists. Their share of the total number of road accident deaths however, is 15 %. For motorcyclists Czech roads are among the most dangerous in the EU.</p>	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>
<p>Activities developed</p>	<ul style="list-style-type: none"> • Min.: 35 all-day safe riding courses, each course for 40 to 60 motorcyclists. Each day includes a practical part (braking practice, incline braking practice, evasive manoeuvre, etc.) and a theoretical part (seminar on frequent road accident types - Police of the Czech Republic, traffic psychology, first aid - Czech Red Cross). 20 safe riding courses have taken place in 2016. • Regular press releases, presentation of the topic on social media. • Filming of video reports. In 2017, 2 video reports from the courses were filmed. 2 promotional videos and 1 very successful video describing a frequent road accident location in the Czech Republic - Blansko - Šebrov, were also filmed. • Implementation of special training courses for driving school teachers and instructors, including a seminar on the topic of teaching 	<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>motorcycling beginners. In 2016 the first two seminars and one training day have taken place.</p>	
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<p>Genesis</p>	<p>The history of the project “Učme se přežít” (Let’s learn to survive) began in 2010 with the first two training courses. In the course of the following years the project was expanded and further partners have joined. The years 2016 and 2017 were important milestones. During those years the number of training courses has significantly increased and 2 more polygons started their cooperation.</p> <p>The accident rate of motorcyclists presents a significant problem, when we consider the ratio of ridden/driven kilometres and the number of road accidents with serious consequences.</p> <p>The non-profit organization Bezpečně na silnicích o.p.s. - Tým silniční bezpečnosti (Safer on roads p.b.o. - Road Safety Team) was primarily established to fight the serious consequences of road accidents in the Czech Republic.</p>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>Especially PR activities are carried out for the purpose of transferability and the multiplication effect, also courses for instructors and evaluation.</p> <p>Through a strong medialization, paired with a consistent project evaluation, a precisely well-founded argument for the realization of advanced training courses for motorcyclists will be created and presented to public administration entities. This should lead to the</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</p>

	<p>implementation of training courses in the respective regions of the Czech Republic.</p> <p>The transferability is significantly supported mainly by the special courses for other instructors and driving school teachers, who can, based on the acquired qualifications, implement the training course in their region, or alternatively adjust or improve the education within basic driving school lessons.</p>	<p>on a larger scale.</p> <p>Max: 200 words</p>
Promotion and dissemination	<p>www.ucmeseprezit.cz – basic information about the training course, articles, info-graphics.</p> <p>www.tymbezpecnosti.cz – basic information about the training course, articles, info-graphics, Facebook (Road Safety Team) – video reports, articles. Printed media, commenting on the topic in regional and national media outlets (more than 100 segments in 2016). Other servers www.motorkari.cz (most followed moto server in the Czech Republic).</p>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>The project is running continually since 2010. A significant expansion came in 2016. The project is currently financially secured for the year 2017 and in part for 2018. During 2017, further financial partner are expected to join the project.</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	<p>The project is being consistently evaluated by the public research institution - Centrum dopravního výzkumu v.v.i. (Centre for traffic research). In 2016 this research institution delivered a basic evaluation of the project and an evaluation of the training course participants' satisfaction.</p> <p>Quotation from the report:</p> <p><i>“The participants rated the training course based on several indicators and the result is unequivocal, meaning positive. 379 participants would further recommend the training course, which is 99 % of those,</i></p>	<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><i>who have answered this question. In 335 cases (89 % of the 378 valid replies) the expectation of the participants were met. By far the most used grade (in the school grading sense), when grading the instructors, was “1” (83 % of the valid replies, which is 313 participants out of 375).”</i></p>	
<p>Other important aspect that you want to underline</p>	<p>The Road Safety Team and the partners are very proud of the realization of the project “Učme se přežít” (Let’s learn to survive), of its long-term nature and of the individual activities, which so far have never been implemented in the Czech Republic before.</p> <p>The Road Safety Team follows modern planning methods, multiplication and most importantly the evaluation of the effectiveness of their activities.</p> <p>We recommend visiting the website www.ucmeseprezit.cz and watching especially the video reports from the training courses from 2016 in Jihlava and Sosnová and furthermore the video describing the frequent road accident location Blansko, which has a high number of views and triggered a lot of comment interaction.</p>	<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>