

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 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 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 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	Association of the Czech Republic Regions, Union of Cities and Municipalities of the Czech Republic, Ministry of Local Development, The Czech Mountain Rescue Service, The Czech Insurers Agency, The Police of the Czech Republic, individual regional and municipal authorities, Municipal Police corps, many partners from the private sector.	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	The Czech Republic	Indicate where the activities were implemented.
Summary of the initiative	The main goal of the project is to contribute to the reduction of the accident rate and in particular of the serious consequences of cyclists' road accidents in the Czech Republic, caused by their incorrect behaviour and failure to use safety elements while cycling, by means of a communication campaign, which aims to inform and motivate cyclists to follow respective safety rules when riding a bicycle.	Describe the initiative indicating the subject, its aims and the main activities it involves. Max: 100 words

<p>Innovative character</p>	<p>It is the only countrywide project in the Czech Republic, which, in form of a communication campaign, puts an emphasis not only on the dangers, resulting from failure to abide by the safe riding rules, not using a safety helmet and using a bicycle, which is not in the proper technical condition, but also looks at cycling as part of a healthy lifestyle.</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 results of an expert study have shown that cyclists, who use a safety helmet, undergo a 19 times lower risk of road accident death, than the ones who do not use it. If a serious or even a deadly injury of a cyclist occurs, in 75 % of the cases the head or neck are affected. Concurrently in 60 % of the cases the effects of the collision could have been softened, because the injuries to the head occur in areas, which could have been protected by the helmet. Thus it can be said, that the safety helmets for cyclists are a highly effective safety measure.</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"> • 109 days of direct communication with cyclists in the terrain on cycle paths and at public events. Currently more than 25,000 cyclists have been addressed by this communication campaign. • Regular press releases, presentation of the topic on social media networks. • During the campaign 78,000 cycle maps and further 70,000 printed information materials have been produced and distributed. • The campaign was supported by a 3 months countrywide billboard and poster campaign. • The marketing support of the project was also in form of advertising in printed media and promotion on social networks. 	<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>Genesis</p>	<p>The year 2016 marked the 6th year of the project "Na</p>	<p>Describe the reasons why you have chosen this</p>
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	<p>kole jen s přilbou” (On the bike only with a helmet). The project started in the year 2011 in the Jizera Mountains in cooperation with the Czech Mountain Rescue Service and the Liberec Region.</p> <p>Since 2013 the project has spread to all areas of authority of the Czech Mountain Rescues Service (The Jizera Mountains, The Giant Mountains, The Ore Mountains, The Bohemian Forest, The Eagle Mountains, The High Ash Mountains and The Beskids).</p> <p>In 2015 many cities have joined the project and so the project became a countrywide project.</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>initiative.</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>Gradually tens of cities throughout the whole Czech Republic have joined the project. We provide for them material support in form of cycle maps and also reflective bands, which are then used by Municipal policemen and policewomen during their preventive activities aimed at cyclists.</p> <p>Through press releases we not only inform the media about this topic, but also the respective regional and municipal authorities, who have the entire output about the project and the individual activities at their disposal.</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>www.nakolejensprilbou.cz – basic information about the project, articles, information about the topic.</p> <p>www.tymbezpecnosti.cz – basic information, articles, info-graphics, Facebook (Road Safety Team) – video reports, articles. Printed media, commenting on the topic in regional and national media outlets (more than 120 segments in 2016).</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 2011. A significant expansion came in 2015. The project is currently financially secured for the year 2017 and in</p>	<p>Indicate if there is a plan to continue some activities in</p>

	part for 2018.	the coming years. Max: 100 words
Evaluation of the activities	Part of the communication campaign is a questionnaire aimed at the topic of safe cycling.	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	<p>Cyclists are indisputably one of the most endangered groups of road users. At the same time, cycling is more and more regarded as a pragmatic way of transport and also a popular free-time activity. These are the main topics of the project “Na kole jen s přilbou” (On the bike only with a helmet).</p> <p>The increasing number of partners and already the 7th year, which is currently being intensively prepared, is in itself a proof of its quality.</p> <p>The Road Safety Team follows modern planning methods, multiplication and the evaluation of the effectiveness of their activities.</p>	Any information that could help the jury to evaluate your initiative. Max: 100 words