

Together we are road safety

European Road Safety Charter

Excellence in Road Safety Awards 2017

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions
Name of the organization	Cyta (Cyprus Telecommunications Authority)	
Type of organization	Semi-governmental Organisation	NGO, company, local authority, school etc.
Organization main activity	Cyta was established with the aim of providing, maintaining and developing a comprehensive telecommunications service, both nationally and internationally. Cyta is considered to be the leading provider of integrated electronic communications services in Cyprus.	Activity field
Country	Cyprus	Of the organization
Website	www.cyta.com.cy	Organization website
Contact person	Alexia Yiallouridou	For the follow-up of the application
Contact person's position	Head of Cyta Public Relations Department & Coordinator of Cyta Team for Road Safety	
Contact person's email address	alexia.yiallouridou@cyta.com.cy	
Contact person's phone	+357 22701809 or +357 99610809	
Partners in the initiative	The initiative, action, cost etc belong 100% to Cyta. The impementation of the initiative involves directly the Cyprus Police (Traffic Department) and indirectly the Ministry of Education & Culture.	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	2007 – present	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	<ul style="list-style-type: none"> • Ms Alexia Yiallouridou – Head of Public Relations – <i>Coordinator of the Cyta Road Safety Team & National Correspondent of the ERSC in Cyprus</i> • Mr Theodoulos Makriyiannis – Head of Corporate Social Responsibility & Health and Safety Officer – <i>Member of the Cyta Road Safety Team</i> • Mrs Maria Stavriniidou – Officer in the Consumer Market - <i>Member of the Cyta Road Safety Team</i> 	In the case of persons, indicate their positions
Geographical scope of the activities	The activity covers all of Cyprus	Indicate where the activities were implemented

<p>Summary of the initiative</p>	<p>Cyta offers free of charge certified safety helmets (bearing the CE mark and certified with EN 1078 - <i>helmets for pedal cyclists and for users of skate boards and roller skates</i>).</p> <p>The helmets are given as a present from Cyta to all children visiting the Police Road Safety Park in Nicosia, in order to encourage them to use them in their daily activities .i.e. cycling, roller skating etc.</p> <p>Since 2007 Cyta has offered more than 100.000 helmets.</p> <p>The park is visited yearly by approximately 13.500 pupils of kindergartens and primary schools from all over the country, in order to receive both theoretical and practical education from the Cyprus Traffic Police Officers in a specially designed area that simulates real life road environment conditions (road, pavements, traffic lights, pedestrian crossings, model cars, bicycles, etc.)</p>	<p>Describe the initiative indicating the subject, its aim and the main activities it involves.</p> <p>Max: 100 words</p>
----------------------------------	---	---

<p>Innovative character</p>	<p>Being fully aware of the fact that many road accident victims not only in Cyprus, but all over Europe and the rest of the world are young motorists/cyclists not wearing helmets, Cyta had the idea and the initiative to propose a related new Guinness World Record (GWR). The idea turned into reality with Cyta’s achievement of the new GWR named “The Largest Gathering of People Wearing Helmets”. Despite the fact that Cyprus is a country populated by only 850.000 people, we have achieved the amazing GWR of 1.196 children simultaneously wearing helmets. After being promoted internationally via media and especially social media and via TISPOL (European Traffic Police Network) https://www.tispol.org/system/files/Jan%202013.pdf as well, Cyta’s example, lead the way and other countries either tried to break the record or even better succeeded in creating new GWRs. Here is the history of the GWRs:</p> <ol style="list-style-type: none"> 1. Nicosia, Cyprus – Cyta, 15th October 2012 - 1.196 participants https://www.youtube.com/watch?v=6SHvalEVsmM&feature=youtu.be 2. Nizamabad, India, 15th March 2014 - 1.263 participants https://www.facebook.com/events/1416294418623509/?ref=106&action_history=null 3. Manitoba – 3rd June 2015 - 1.300 participants http://www.cbc.ca/news/canada/manitoba/manitoba-goes-for-world-record-on-bike-helmets-1.3098760 4. Istanbul, Turkey, 20th October 2015 - 2.770 participants http://www.guinnessworldrecords.com/world-records/largest-gathering-of-people-wearing-helmets 5. Abu Dhabi, UAE, on 13 March 2016 - 3,929 participants http://www.guinnessworldrecords.com/world-records/largest-gathering-of-people-wearing-helmets 	<p>If applies, describe to what extend the proposed initiative will lead to new approaches and practices</p> <p>Max: 100 words</p>
<p>Issues that are addressed with the initiative</p>	<p>A big percentage of road accident victims in Cyprus and the rest of Europe are young people under the age of 25, many of them not wearing helmets.</p> <p>As a pioneering member of the European Road Safety Charter since 2004, Cyta always believed that it is very essential to start educating and cultivating road safety awareness from the very early stages of a child’s life.</p>	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>

<p>Activities developed</p>	<p>Turning its commitment to ERSC into action, Cyta has been contributing to road safety as part of its Corporate Social Responsibility both within the Organisation (as a responsible employer) and outside the company, as a responsible member and supporter of the Society. See the related corporate website and short video on Cyta & Road Safety here https://www.cyta.com.cy/road-safety/en</p> <p>Regarding the initiative of offering helmets:</p> <ol style="list-style-type: none"> 1. Cyta - was the generator of the idea and responsible for the provision of specially designed safety helmets for the support of the Cyprus Police Road Safety Park. 2. Cyprus Police – Responsible for the training of children in the Road Safety Park where the helmets are given as a present to all children receiving the special training. 3. Ministry of Education & Culture – Encourages schools to visit the Park during school periods and receive the training on Road Safety as part of their school lessons. 	<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>
-----------------------------	--	---

<p>Genesis</p>	<ol style="list-style-type: none"> 1. The fact that the use of helmets in Cyprus was limited and the number of road accident victims (especially young motorists/cyclists) was big. 2. Our need as Cyta to keep being loyal to our commitment to Road Safety and keep supporting the targets of ERSC and the work of the Cyprus responsible bodies for Road Safety (Police and related Ministries), by contributing to the creation of Road Safety awareness through innovation, with young people in focus. 3. The need to contribute to the cultivation of road safety awareness starting from the early ages. 	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
----------------	---	--

<p>Transferability and multiplier effect</p>	<p>The facts speak for themselves as the idea has been welcomed by other countries, not only from Europe but from all over the world. Educating children on safety in general and on road safety in particular is essential. The offering of safety helmets to children is an action that encourages them to use them in their daily activities i.e cycling, roller skating etc and becomes a habit that for our own safety wearing a helmet is important!</p> <p>The offering of helmets is an act that can be promoted in any country, at any extend, according to the available material and human recourses (i.e interested bodies, budgets etc).</p> <p>It is worth mentioning, that such an initiative may be supported by companies eager to sponsor these actions, as part of promoting their sensitivity on Road Safety and their related CSR commitment.</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>The initiative has been publicised since it began in 2007 and every year new publicity is given with every occasion, i.e on the occasion of offering the new quantity of Cyta safety helmets to the Traffic Department of the Cyprus Police, as well as through related activities, such as the event to achieve the Guinness World Record etc.</p> <p>These actions on Road Safety are always promoted via Cyta's website https://www.cyta.com.cy/road-safety/en and Cyta's social media accounts i.e Facebook, Twitter and You Tube https://www.youtube.com/watch?v=6SHvalEVsmM&feature=youtu.be</p> <p>Also, press releases are sent to and published by print and electronic media (including social media), CDs sent to Media People and to other organisations, such as the EFQM (European Foundation of Quality Management) etc. Representatives of Cyta participate as guests/speakers to TV / Radio programs, seminars, conferences and other events related to road safety issues.</p>	<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>Through its signing of the ERSC and as part of its CSR, Cyta has been committed to Road Safety and it is part of the organisations culture to be loyal to its commitments in every possible way.</p> <p>Regarding the offering of safety helmets, it is worth mentioning that Cyta’s commitment to keep offering the helmets is proved by the fact that this action is still on since it was initiated back in 2007. The last offering of Cyta helmets to the Cyprus Police took place this year and the quantity is scheduled to cover the needs of children visiting the Model Road Safety Park of the Cyprus Police for the two coming years.</p> <p>Other related activities on road safety are also being planned or continued, such as the offering of free specialised road safety training to all soldiers of the Cyprus National Guard since 2004.</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>	<ol style="list-style-type: none"> 1. According to the reports of the Cyprus Police for the period of 2012 – 2016 (see attached table statistics), motorists-victims of road accidents in Cyprus (totalling 69) decreased from 16 to 12 respectively. Out of these 26 were motorists Holders of Learner’s Permit -HLP (17 years old). The importance of these statistics is the fact that victims holders of HLP were decreased by 54% in 2013 (in comparison to 2012 - from 13 to 6), while the decrease in 2014 compared to 2012 reached the impressive percentage of 85% (from 13 to 2). A similar impressive decrease applies for seriously injured HLP (from 81 in 2012 to 30 in 2016). <p>Taking into consideration that Cyta’s initiative began in 2007, the abovementioned decrease can be linked to the first HLP drivers, that must have received as children training at the Cyprus Police Road Safety Park and a Cyta helmet.</p> <ol style="list-style-type: none"> 2. The interest of organised groups of children to visit the Police Park and receive training on Road Safety is very high and the free helmet is a very strong incentive. 3. Since 2007, the Ministry of Education & Culture has endorsed lessons on Road Safety as part of the primary & secondary education . In 2015 the lessons have been extended to cover the Upper Secondary Education as well. 	<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>Cyta is the leading telecommunications provider in Cyprus and its involvement to the society and support to various aspects of life in Cyprus mainly focuses on Technology, Education and Environment.</p> <p>Recognising the importance of contributing to Road Safety and the saving of lives, Cyta has been turning its commitment to ERSC into action from 2004 to present, not only with this action of offering helmets to children visiting the Road Safety Park of the Cyprus Police, but with many other actions and innovative initiatives and creating big awareness all over Cyprus, which despite its small size, compared with other countries- members of the ERSC, it has proportionally a very big percentage of member-organisations to the ERSC.</p> <p>See related website https://www.cyta.com.cy/road-safety/en</p>	<p>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>
--	---	--