

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 31<sup>st</sup>, 2017

Submit to [charter@paueducation.com](mailto:charter@paueducation.com)

**SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION**

	Please fill in here	Instructions										
Name of the organization	ERGO Insurance SE											
Type of organization	<table border="1"> <tr> <td>SME</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Large business</td> <td><input checked="" 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 checked="" 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 checked="" type="checkbox"/>											
Association	<input type="checkbox"/>											
Education/Research institution	<input type="checkbox"/>											
Local/regional authority	<input type="checkbox"/>											
Organization main activity	Insurance for private and business clients	Activity field										
Country	Lithuania	Country of the organization										
Website	<a href="http://www.ergo.lt">www.ergo.lt</a>	Organization website										
Contact person	Marius Armonas	For the follow-up of the application										
Contact person's position	Marketing projects manager											
Contact person's email address	<a href="mailto:marius.armonas@ergo.lt">marius.armonas@ergo.lt</a>											
Contact person's phone number	+370 618 21612											

Partners in the initiative	Ministry of Transport and Communications ( <a href="http://sumin.lrv.lt/">http://sumin.lrv.lt/</a> ) Lithuanian Roads Directorate ( <a href="http://lakd.lrv.lt/">http://lakd.lrv.lt/</a> ) ERGO Latvia	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	<p>The initiative (mobile application and an accompanying communication and PR campaign) was launched on September 6, 2016.</p> <p>The main communication, advertising and PR activities lasted for 4 weeks.</p> <p>However, the overall project is a continuing initiative: the mobile application is available for download anytime, and its purpose is relevant as ever.</p>	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	Marketing dept. with support of Communications, Pricing, Insurance and IT departments	In the case of persons, indicate their positions.
Geographical scope of the activities	Republic of Lithuania, nationwide	Indicate where the activities were implemented.
Summary of the initiative	<p>“Drive Safely” is a mobile app allowing the drivers to evaluate their driving quality and safety. It measures three key driving ‘sins’:</p> <ul style="list-style-type: none"> <li>• exceeding the speed limit</li> <li>• braking dangerously</li> <li>• aggressive acceleration</li> </ul> <p>The app offers interactive praise or reproof, depending on the measured parameters. At the end of the trip, the driver receives an evaluation of 0-10 points. A reward of 20% MTPL insurance discount code is offered once the</p>	<p>Describe the initiative indicating the subject, its aims and the main activities it involves.</p> <p>Max: 100 words</p>

	driver achieves 100 points.	
Innovative character	<p>Most available applications for drivers focus on navigation or road information services, but there were no apps with a clear purpose of evaluating the safety of driving.</p> <p>“Drive Safely” is made with exactly this intention while minimizing other interference with the drivers’ attention. Therefore it is not burdened with navigation or other functions.</p> <p>The application continuously matches current GPS location with the information in the national roads system database to calculate speed limit excess. It uses mobile phone’s accelerometer to evaluate the aggressiveness of braking and acceleration.</p> <p>Driver receives both immediate feedback and evaluation of the whole trip.</p>	<p>If applies, describe to what extend the proposed initiative will lead to new approaches and practices in road safety.</p> <p>Max: 100 words</p>
Issues that are addressed with the initiative	<p>Exceeding speed limit:</p> <p>Surveys show that around 80% of the drivers in Lithuania constantly exceed speed limit by around 10 km/h and it has become a norm.</p> <p>Driving culture:</p> <p>Local media is often flashing with the news of accidents caused by aggressive driving where not even high speed is the culprit, but bad driving culture and aggressive or irresponsible behaviour.</p>	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>

<p>Activities developed</p>	<p>Mobile application “Drive Safely” was developed as an improved version of a similar solution first launched in Latvia by ERGO and Latvian Road Directorate in 2013. The development and promotion of the Lithuanian app was supported by a third party app developer, advertising and PR agencies, and Lithuanian Road Directorate.</p> <p>Signing the Traffic Safety Memorandum along with over 40 other national business, public and institutional organizations. Memorandum was initiated by Lithuanian Road Directorate.</p> <p>Socially focused advertising and communications campaign – promoting application and increasing traffic safety awareness.</p> <p>Kick-off event with the Ministry of Transport and Communications, Lithuanian Road Directorate and even a local music rap star, known for public work on socially important issues, Laisvydas Liaudanskas – Svaras, to achieve more media attention. During the event the journalists were invited to try out the new app using ERGO cars – a mini contest was arranged named “Race of Safety” where the winner was not the person to reach the goal first, but that who achieved the highest evaluation in the app.</p> <p>A brief video from the kick-off event: <a href="https://www.youtube.com/watch?v=V5vlTHohTZQ">https://www.youtube.com/watch?v=V5vlTHohTZQ</a></p> <p>A new discount system in ERGO sales portal, where users could redeem the discount codes they received from the app as a reward for exemplary driving.</p>	<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>This initiative was born considering the increased relevance of these short-term and long-term needs:</p> <ol style="list-style-type: none"> <li>1. Draw public attention to important issues of traffic safety.</li> <li>2. Continuity of ERGO’s long-term traffic safety initiatives, which include sponsorship of the</li> </ol>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
----------------	--	--

	<p>biggest national bicycle marathon event and promotion of the Traffic Safety Memorandum.</p>	
<p>Transferability and multiplier effect</p>	<p>The initiative gained massive media attention and attracted large number of drivers who have downloaded and used the application. Since the launch of the app, it was downloaded over 18.000 times. Over 700 drivers were issued the discount code for good driving.</p> <p>The anonymous usage data was analyzed to make findings of drivers' behaviour. The statistics of what were the main 'driving sins' and what were the average evaluations were used to further increase awareness of the problematics of speeding and driving culture in the media.</p> <p>Furthermore, the mindset within ERGO was shifted towards a more future-oriented thinking. New ideas of MTP risk evaluation based on actual daily driving behaviour are being considered.</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>
<p>Promotion and dissemination</p>	<p>The app can be downloaded on iOS or Android smartphones here:</p> <p><a href="https://play.google.com/store/apps/details?id=lt.ergo.vairuoksaugiai&amp;hl=lt">https://play.google.com/store/apps/details?id=lt.ergo.vairuoksaugiai&amp;hl=lt</a></p> <p><a href="https://itunes.apple.com/us/app/vairuoksaugiai/id1130050415?mt=8">https://itunes.apple.com/us/app/vairuoksaugiai/id1130050415?mt=8</a></p> <p>There were numerous media publications, (in Lithuanian) e.g.:</p> <p><a href="http://www.delfi.lt/projektai/archive/pristatyta-naujove-vairuotojai-suzinos-kur-ir-kada-nusizenge.d?id=72221148">http://www.delfi.lt/projektai/archive/pristatyta-naujove-vairuotojai-suzinos-kur-ir-kada-nusizenge.d?id=72221148</a></p> <p><a href="http://www.15min.lt/gazas/naujiena/saugukelyje-lt/saugaus-eismo-iniciatyva-prie-vairo-elgtis-atsakingiau-skatins-ir-programele-telefone-787-679189">http://www.15min.lt/gazas/naujiena/saugukelyje-lt/saugaus-eismo-iniciatyva-prie-vairo-elgtis-atsakingiau-skatins-ir-programele-telefone-787-679189</a></p> <p><a href="http://kaunas.kasvyksta.lt/2016/09/07/eismas/mobilioj">http://kaunas.kasvyksta.lt/2016/09/07/eismas/mobilioj</a></p>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>

	<p><a href="https://www.technologijos.lt/n/technologijos/automobiliai%20ir%20motociklai/S-56975/straipsnis/Jei-turite-Android-ar-IOS-telefona-isbandykite-savo-vairavimo-igudzius/">i-programele-ivertins-vairavimo-igudzius/</a></p> <p><a href="http://www.technologijos.lt/n/technologijos/automobiliai%20ir%20motociklai/S-56975/straipsnis/Jei-turite-Android-ar-IOS-telefona-isbandykite-savo-vairavimo-igudzius">http://www.technologijos.lt/n/technologijos/automobiliai ir motociklai/S-56975/straipsnis/Jei-turite-Android-ar-IOS-telefona-isbandykite-savo-vairavimo-igudzius</a></p>	
Continuity	<p>Application is available in the app stores. The app proved that the market is very interested in innovative, technologically attractive ideas and that it is an engaging media for conveying important social messages. Therefore we are considering further development of other, more advanced solutions which would follow the positive findings of this 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>Our initial goal was to reach 10.000 downloads, but the actual result was exceeded by +80% (over 18.000 downloads).</p> <p>According to the media post-campaign analysis, the adverts reached 1.176.946 unique users (64,8% of Lithuanian internet users).</p> <p>App store analytics show continuing usage of the application even long after the main communication wave has finished.</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>
Other important aspect that you want to underline	<p>Our main goal was to increase public awareness of the traffic safety issues. We understand that drivers always want mobile solutions with as many useful functions as possible and that it is not always easy to turn their attention to their own driving issues. Therefore we decided to make our app simple and with a very clear goal, also introducing a tangible reward – thus getting the drivers’ attention where we wanted it, even if it meant making some technological compromises. But overall, communication and awareness promotion efforts were as meaningful as the application itself.</p>	<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>