

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	Touring Club Switzerland TCS Chemin de Blandonnet 4 1214 Vernier/Geneva Switzerland	
Type of organization	TCS is the largest mobility Club of Switzerland with 1.5 million members. Founded in 1896 as a not-for-profit organisation in Geneva, it is composed of 24 Chapters and a central club. As an influential partner of local and federal authorities, it stands for the free choice of the means of transportation.	NGO, company, local authority, school etc.
Organization main activity	Touring Club Switzerland provides first-class 24/7 breakdown assistance and roadside recovery. Over 620 roadside assistance patrols and partner garages all over Switzerland provide guaranteed mobility to drivers. As the country's number 1 mobility club, we provide 24/7 support, first-class breakdown assistance, insurance, safety training, road safety education for children, car and leisure tips and special member offers.	Activity field
Country	Switzerland	Of the organization
Website	www.tcs.ch	Organization website
Contact person	Helmut Gierer	For the follow-up of the application
Contact person's position	Communication & Campaign Manager TCS Road Safety	



Contact person's email address	helmut.gierer@tcs.ch	
Contact person's phone	+41 58 827 23 74	
Partners in the initiative	Swiss Council for Accident Prevention (bfu) and the Swiss police	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	June 2015 to September 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 implicated internally	TCS Road Safety department	In the case of persons, indicate their positions
Geographical scope of the activities	National	Indicate where the activities were implemented
Summary of the initiative	<p>This awareness-raising campaign is directed at all motorists and is particularly important at the start of each school year. The message of this prevention campaign is: motorists must always come to a complete stop at pedestrian crossings to let children cross the road. The claim of the campaign is:</p> <p>“Kids ahead, stop like it’s red Come to a complete stop at pedestrian crossings”</p>	Describe the initiative indicating the subject, its aim and the main activities it involves.
Innovative character	In addition to the traditional media, we launched a new, previously unused medium: the car tyre. We encouraged the Swiss population to help us spread the message by writing it on the tyres of their own cars.	If applies, describe to what extent the proposed initiative will lead to new approaches and practices

Issues that are addressed with the initiative	Children are among the most vulnerable traffic participants, and a misunderstanding exists between them and adults. Children learn in school to cross a road only after vehicles come to a complete stop. The reason for this rule is that children are unable to estimate the speed and distance of an approaching car. Drivers are unaware of this rule and usually only slow down, while at the same time making hand gestures or flashing the headlights to encourage the children to cross.	Describe which issues were identified that lead to implement the activities
Activities developed	<p>We produced TV spots, radio advertisements, posters, banners, printed advertisements and boxes with chalk as giveaways.</p> <p>The giveaways were distributed by teams of police and children near schools. The packaging mentions a hashtag address where pictures of the tires with the slogan could be uploaded.</p> <p>The campaign was also integrated in the TCS website: https://www.tcs.ch/fr/le-tcs/securete-routiere-et-prevention/campagnes-et-evenements/chemin-de-l-ecole.php</p>	Describe all the activities involved in the initiative and where appropriate indicate the participation arrangement for each partner

Genesis	We wanted to involve the target audience of this road safety campaign as participant ambassadors of the message “Kids ahead, stop like it’s red”. By writing it on the tyres of their own car, they fully integrate this rule in their own conduct as drivers.	Reasons why you chose this initiative
Transferability and multiplier effect	Apart from private drivers and VIP ambassadors we generated huge interest from professional drivers to participate. These were, among others, local transport companies, company fleet cars, courier companies, transportation trucks and taxis.	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 Max: 200 words
Promotion and dissemination	As ambassadors of this campaign, we also asked well known persons from the sports, cinema, TV and political environment to participate. We had an event with Mrs. Doris Leuthard, the Federal	Describe whereby the initiative will be publicised (publications,

	<p>Councillor and Minister of transport in Switzerland, who wrote, together with children, the slogan on the tyres of her official limousine in front of the Swiss parliament building.</p> <p>This PR activity generated huge press coverage</p> <p>Pictures of participating private persons who wrote the message of the campaign on their tyres were uplodod on http://radstehtkindgeht.ch</p>	<p>organised events, websites, CD---ROM, etc.)</p>
Continuity	The campaign will continue until 2017	Indicate if there is a plan to continue some activities in the coming years
Evaluation of the activities	<p>The evaluation of the campaign showed that we reached 95% of the target audience. The recall was 93%, the message was understood by 88%.</p> <p>At the of 2015, the “Kids Parlament” of the city of Lucerne allocated the “Golden Lollipop” for the most child---friendly activity of the year.</p>	If relevant, describe the proposed evaluation method and the quality of the result indicators in relation to the expected objectives
Other important aspect that you want to underline	<p>With this campaign we did not simply initiate a new way to communicate, we started a real grassroots movement.</p> <p>We plan to propose this campaign to other countries without charging any creative fees.</p>	Any information that could help the jury to chose your initiative

TV commercial



Outdoor poster



Print advertising



Webpage



PR Event

Mrs. Doris Leuthard, the Federal Councillor and Minister of transport in Switzerland; Bern, August 2015

