

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	Automobil Clubul Român (ACR)											
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 checked="" 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 checked="" 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 checked="" type="checkbox"/>											
Education/Research institution	<input type="checkbox"/>											
Local/regional authority	<input type="checkbox"/>											
Organization main activity	Road Safety	Activity field										
Country	Romania	Country of the organization										
Website	www.acr.ro	Organization website										
Contact person	Georgiana MOGA	For the follow-up of the application										
Contact person's position	General Director											
Contact person's email address	georgiana.moga@acr.ro											
Contact person's phone number	+40 21 315 55 10											

Partners in the initiative	Publicis Romania	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	<p>Start date: 01.02.2015</p> <p>End date: 01.06.2015</p> <p>These dates are only for the implementation, the project is still running on http://streettest.ro/en/</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	Alin Drosu – Deputy Director	In the case of persons, indicate their positions.
Geographical scope of the activities	The activity was first implemented in Romania, but now is extended in Slovenia.	Indicate where the activities were implemented.
Summary of the initiative	<p>Street Test it is the first platform from the world that updates the driving school theory for the digital generation.</p> <p>Street Test is the first driving school learning method that uses real life Google Street View situations, handpicked by the ACR instructors.</p> <p>From now on, students of the driving schools can learn traffic rules directly on the streets they are going to drive on.</p> <p>We also involve experienced drivers in the platform, who contribute by flagging traffic and signposting mistakes and challenging situations on Street View.</p>	<p>Describe the initiative indicating the subject, its aims and the main activities it involves.</p> <p>Max: 100 words</p>

	With their help, new relevant situations are constantly added to the method.	
Innovative character	<p>Before we implemented this project, the students had been learning driving theory on outdated, “bird’s eye view” illustrated questionnaires. Therefore we decided to reinvent them and create a new test benchmark: “<u>Street View Test</u>” - the first driving tests using Google Street View images. Helping students understand better driving, and “face” the streets right from learning phase.</p> <p>Besides the tests, people were asked to flag unusual traffic or road events on Google Street View – that would be turned into new exam questions by ACR instructors. This way, Google Maps turned into a global, traffic education tool.</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>
Issues that are addressed with the initiative	<p>Romania is one of the countries with the highest number of accidents in European Union. Many accidents involve young people with no driving experience.</p> <p>Only 7% of driving school students get their driving license at first attempt most of them having troubles passing the theory exam.</p> <p>Even those who passed, are not fully prepared for the real roads. According to statistics, the drivers causing most serious and fatal accidents are aged between 18 and 35.</p> <p>One of the causes could be an abstract learning method based on illustrated tests, unchanged for almost a century and pretty disconnected from reality.</p>	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>

<p>Activities developed</p>	<p>Activity 1: Identifying Google Street View Images</p> <p>The first activity of the project was to search and identify Google Street View images that were suitable for driving school questionnaires. Together with ACR Driving School instructors, we identified more than 800 Google Street images with real traffic situations, covering driving schools topics like overtaking, pedestrian priority, road signaling, etc. During this activity, we tried to cover all the topics that are normally covered in all traditional questionnaires books.</p> <p>Activity 2: Creating the questionnaires based on the Google Street View real traffic situations</p> <p>After identification of all Google Street images, we created questionnaires based on those images. With help of ACR Driving School instructors, we created 800 driving school questionnaires that could be used by the students. The questions are based on the real traffic situations and cover all the topics that are necessary to teach the driving schools' students.</p> <p>Website creating</p> <p>Once the questionnaires were ready, we started to create the project website. Actually, this is the platform where the driving schools' student can learn the traffic rules using real traffic situations.</p> <p>The website contains the following options:</p> <p>Home page – available at http://streettest.ro/en/</p> <p>Start test button – designated to start a questionnaire</p> <p>My account – the users can create the personal account where can view the personal tests results and also the history of their tests.</p> <p>Report a place – a facility that enables the users to report a place, from Google Street View, where the legislation is violated or the road signaling is not</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>
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	<p>good. With this information, ACR driving instructors will create new questionnaires.</p> <p>Buttons for social media sharing – the users can share their results on Facebook and Twitter.</p> <p>Project launching and promotion</p> <p>Street View Test was launched on 15.05.2015 and quickly gained the attention of mass media and public. For a better promotion, we created a short video to promote the initiative on national and international mass media. A case study video was also created and published on youtube in order to show the results we achieved when promoted our project.</p>	
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Genesis	<p>The main reason we created this project based on real traffic situations, was to lower the number of accidents that involve young people with no driving experience. Another reason was to raise the number of students that pass at first attempt the driving school exam, providing them with innovative questionnaires that contain real traffic situations images, not only the old 2D drawing figures. Currently, the number of students who pass the exam on first attempt is around 7%.</p>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>Street Test it is an online platform that can be used by everybody who wants to test his/her driving theory knowledge on real traffic situations, not on drawings. Street Test can be easily adapted in any country where Google Street View images are available. Questionnaires can be easily created on street images captured by Google and this shows an enormous potential of this platform. These changes could be implemented at low cost and the platform could be available in any driving school from the respective country. As an idea, the local authorities that take care of the theory driving schools exams could implement this project as a tool for students'</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>evaluation. And this could be done in many countries. As an example, ACR Street Test is now implemented in Slovenia. Street Test could be implemented globally, as a real education tool.</p>	
Promotion and dissemination	<p>In the first 3 weeks after the project launching, 7 TV stations picked up the project in the prime time, 321 articles have been published on national and international newspapers, websites blogs, etc. ACR facebook page increased by 248% fans and the number of students that signed up at ACR driving schools increased by 52%. The project was recognised by Google as an innovative project and have been introduced in their creative lab Google Sandbox.</p> <p>One month after launching, we recorded 40.511 sessions, 31.769 users, 172.042 page views, 4,25 pages/session, an average session duration of 00:07:20 and 78,42 % new sessions.</p>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>Street Test platform will stay available on http://streettest.ro/ on both Romanian and English version and will be available for all driving schools in Romania. We will continue to promote it on our website, club magazin, facebook page and through newsletter to our members. This innovative project will be presented on advertising and road safety international festivals so we can get a permanent promotion of this road safety education tool. Also we will continue to get in touch with the FIA clubs for international implementation of this platform.</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 evaluation was based on the outcomes that we achieved. We conducted an evaluation with our partner that developed the platform, based on the project objectives and their deadlines and also based on the number of users and how the mass media presented our innovative project.</p> <p>The following indicators have taken into consideration in order to measure the project's success:</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>Users that used the platform</p> <p>Test sessions</p> <p>Facebook page's fans</p> <p>The written articles that have published information about our project</p> <p>The prime time televisions that broadcasted news about our project.</p>	
<p>Other important aspect that you want to underline</p>	<p>Street Test was the first platform in the world that uses Google Street View images on driving schools questionnaires and gained quickly the national and international mass media attention. This project is very flexible and can be easily adapted in any country where Google Street View images are available. This could be the future of the learning methods used in the driving schools that can have a significant contribution to the international road safety efforts.</p>	<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>