

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	Automobile and Motorcycle Association of Slovenia											
Type of organization	<table border="1"> <tr> <td>SME</td> <td></td> </tr> <tr> <td>Large business</td> <td></td> </tr> <tr> <td>Association</td> <td>x</td> </tr> <tr> <td>Education/Research institution</td> <td></td> </tr> <tr> <td>Authority</td> <td></td> </tr> </table>	SME		Large business		Association	x	Education/Research institution		Authority		Please tick one box
SME												
Large business												
Association	x											
Education/Research institution												
Authority												
Organization main activity	Automobile and Motorcycle Association of Slovenia (AMZS) is a national automobile association which unites 79 automobile clubs and automobile touring clubs in Slovenia, with 75,000 members. AMZS main activity is road assistance to its members, but AMZS is also addressing road safety with number of activities and projects, informing its members on novelties. Third pillar is moto sport. It is contributing strongly to road safety on national and international level through cooperation with relevant road safety institutions, responsible Ministries, and a network of international partner institutions.	Activity field										
Country	Slovenia	Country of the organization										
Website	https://www.amzs.si/en	Organization website										

Contact person	Katarina Možina	For the follow-up of the application
Contact person's position	Project manager	
Contact person's email address	katarina.mozina@amzs.si	
Contact person's phone number	+386(0)1 5305 220	
Partners in the initiative	Partners: Fédération Internationale de l'Automobile- FIA, Red Cross of Slovenia, Police, Ministry of Education, Science and Sport, National Education Institute Slovenia	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	Project Bes young driver of Slovenia start was on 1.1.2017 and will end by 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	Safe Mobility department, Safe Driving Centre, Journalist department, Public relations, Marketing	In the case of persons, indicate their positions.
Geographical scope of the activities	National activity	Indicate where the activities were implemented.
Summary of the initiative	AMZS together with project partners designed a theoretical and practical contest for young drivers up to 24 years old. This target group is less experienced and the idea was to challenge them,	Describe the initiative indicating the subject, its aims and the main

	<p>give them a way to refresh their knowledge and find out if they possess the wisdom and skills to be named “best young driver”. AMZS also wants to encourage young people to reflect on the most important topics associated with safe road users. 100 best participants in the online questionnaire will participate in practical contest, the winner will be allowed to use a car for a year.</p>	<p>activities it involves.</p> <p>Max: 100 words</p>
Innovative character	<p>Young drivers in general tend to be criticized and not taken seriously. With such activities they can prove themselves and share the positive message: more experiences and knowledge is the way to go. Young drivers will refresh their knowledge on traffic rules, first aid, technical and practical knowledge, road safety, safe driving and eco driving.</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>With the age of 18, youth in Slovenia can obtain their driving license but need to do a practical safe driving course the period of two years, to obtain a full driving license. Age group from 16-24 represent around 9% of all population of Slovenia, but they cause around 18% of all traffic accidents. Young people are a vulnerable group of road users because of cognitive, attitudinal, behavioral and social factors. Young drivers lack driving experiences and overestimate their driving capabilities. In year 2016, there has been a raise of traffic accidents in this age group, which is alarming.</p>	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>

<p>Activities developed</p>	<p>Competition will be presented in three phases, with online selection contest (theoretical questionnaire), semi-final practical contests and final practical contest where skills of finalists will be rated. Online questionnaire as well as the practical skill tasks will include more than just traffic rules, but also questions in regard to how well do the competitors know their vehicle, their knowledge of performing first aid, knowing road safety and similar topics. AMZS closely cooperated with Red Cross of Slovenia, Traffic Police and driving instructors in preparing questions and tasks. Among other stakeholders, corresponding ministries are involved. Team of AMZS experts in road safety, mechanics, driving instructor, PR and marketing and other experts will be established. The events will take place at AMZS Safe driving center at Vransko. At this moment, the theoretical part of the contest is nearly finalized, in further steps the 100 contestants with best scores will be divided into groups of 10 and invited to Safe driving center for practical semi-final test. Practical semi-final contests will take place in May-June 2017. Winning 10 semifinalists will participate in the final contest, they all will be nominated as “ambassadors of safe driving”. Promotion of safe driving will be done at several events intended for young people until the end of 2017. Final event will declare winner, the best young driver in Slovenia.</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>Genesis</p>	<p>AMZS is closely monitoring the data on road safety and has decided for this initiative due to alarming numbers within age group of 18-24 years. AMZS would like to give as much knowledge as possible to young drivers and contribute to road safety also in such a way.</p>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
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Transferability and multiplier effect	All the project activities will be evaluated. Questionnaires will be analyzed to determine the weak points of young drivers. All know-how will be gathered in manual, so that contest may be repeated elsewhere, the project idea may be easily transferred to other countries. Young drivers are not vulnerable only in Slovenia, but all over the world.	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. Max: 200 words
Promotion and dissemination	AMZS also designed a PR plan to implement the project. First step was a press conference presenting project idea and participating partners. Project has its own web page. An advertisement was designed as a call to action for young drivers and was publicized at several web pages, social and printed media. Also a video to address young drivers, was created. During online contest, several boosts were done to reach the young drivers. So far, over 1.300 young drivers participated in the online questionnaire.	Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.). Max: 100 words
Continuity	AMZS would plans to organize such a project/contest each year. As young drivers are not the only vulnerable road users, there are more age/user groups to address with such activity. Therefore, AMZS plans to address i.e. senior drivers as well with a slightly adapted scenario.	Indicate if there is a plan to continue some activities in the coming years. Max: 100 words

<p>Evaluation of the activities</p>	<p>AMZS set the aim to reach 500 participating young drivers. So far, over 1.300 young drivers participated. Through online questionnaire, AMZS will gain important information on how much young drivers really know in regard to contest topics, which will be analyzed and presented to general public. All the practical exercises will also be measured, evaluated and analyzed.</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>Other important aspect that you want to underline</p>	<p>Young road users and young people in general are more often criticized, but contest gave them the opportunity to prove the opposite. AMZS would like to give the added value in knowledge to these young drivers and offer additional activity that will improve their driving, free of charge and in a memorable way.</p>	<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>