

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	APPA - Association for Promoting Insurance in Romania											
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	Promoting the insurance concept, protecting the insurance consumers' interests and supporting the development of financial education concerning insurance products in Romania	Activity field										
Country	Romania	Country of the organization										
Website	http://appa-asigurari.ro/	Organization website										
Contact person	Alexandru D. CIUNCAN	For the follow-up of the application										
Contact person's position	Secretary General, APPA											
Contact person's email address	alexandru@ciuncan.com ; executiv@appa-asigurari.ro ;											

Contact person's phone number	0040.752.111.400	
Partners in the initiative	Insurance companies activating on the Romanian market	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	11 July 2016 – 15 September 2016	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	Department of Public Relations	In the case of persons, indicate their positions.
Geographical scope of the activities	Nationally (the campaign was addressed to drivers in the entire country, with some activities being implemented in some of the largest cities in Romania)	Indicate where the activities were implemented.
Summary of the initiative	The "FII TREAZ LA VOLAN!" Campaign (the title can be roughly translated to "Be awake at the wheel!", although in Romanian the expression "be awake" can also refer to being sober, thus adding a double meaning to the campaign's slogan) was a national initiative dedicated to road safety and preventive driving. Overall, the campaign focused on increasing the Romanian drivers' awareness concerning the main risks that can lead to road accidents through online and offline activities.	Describe the initiative indicating the subject, its aims and the main activities it involves. Max: 100 words

<p>Innovative character</p>	<p>The strong support offered by VIPs (well-known persons from the cultural, entertainment, sports, and digital fields who registered their personal messages in short online videos) for the awareness campaign, which generated an overwhelming positive reaction from other well-known figures (and helped expand the ongoing campaign) proved that such an approach can be successfully used for similar road safety projects.</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>
<p>Issues that are addressed with the initiative</p>	<p>Overall, the campaign focused on increasing the Romanian drivers' awareness concerning the main risks that can lead to road accidents: alcohol, tiredness, using the mobile phone while driving, the use of drugs as well as the use of medicine that can affect driving. Thus, indirectly, the campaign aimed to increase road safety on a national level and, ultimately, to decrease the number of road accidents.</p>	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>
<p>Activities developed</p>	<p>Immediately after its official launch, "FII TREAZ LA VOLAN!" started gaining an increasingly significant momentum in the online and offline environments, benefitting from a strong support offered by well-known persons from the cultural, entertainment, sports, and digital fields. The unprecedented large scope of the positive reactions, coming from famous people representing a multitude of domains, set the campaign apart from similar initiatives and demonstrated, at the same time, the need for such an educational campaign in Romania, where statistics show an increase of road accidents and an overall lack of discipline among drivers.</p> <p>Thus, in the first part of the campaign, famous singers (Nicu ALIFANTIS) and theatre artists (George IVASCU), sportsmen with an international reputation (Ionut IFTIMOAIIE) as well as VIPs from the entertainment field (Dan FINTESCU, DJ OLIX) and even from the classical music field (Alexandru PETROVICI) recorded their video messages which were then shared on the campaign's Facebook page, as well as their personal</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>

pages. The videos were seen, shared and liked by thousands of Romanian drivers.

This “first wave” of video messages (testimonials) dedicated to road safety and preventive driving generated a second type of echoes in social media: it gathered a new number of VIP endorsers for the campaign, generating quick responses from well-known people ready to share their personal experiences behind the wheel and support “FII TREAZ LA VOLAN!”’s messages. At the end of August, many of the campaign’s videos and Facebook posts had reached thousands of drivers.

Overall, “FII TREAZ LA VOLAN!”’s messages were mainly distributed using two channels:

Online, through the campaign’s official Facebook page, were the following type of materials were published:

- **Video messages** recorded by VIP endorsers
- **Infographics** focusing on preventive driving advice
- **Short message-cards** warning against the risks drivers expose themselves to if they have a careless/ inappropriate/ illegal behavior behind the wheel (ex: by how much the probability of an accident increases when the driver texts/ speaks on the phone/ drinks etc.)
- **Safety messages** distributed in bi-weekly comic-strips featuring the campaign’s official mascots (two personalized cars - EMA and TEO – which showed why common careless/ dangerous driving behaviors behind the wheel is problematic, in a friendly and funny way)

Other online activities also included:

- An online poll testing the participants’ driving habits, especially those concerning the use of the mobile phone while driving, drinking and driving, checking medicines for side effects that could affect their driving abilities, as well as their habits as pedestrians (crossing the

	<p>streets through unmarked places etc.) etc. The survey aimed to evaluate the current behavior of Romanian drivers (given the lack of such national studies focusing on drivers' habits), as well as to underline, in an interactive manner, important risks posed by careless driving. Over 4,300 people participated at the survey.</p> <ul style="list-style-type: none"> - An online reflex test which challenged users to test their reaction speed (by clicking on a button at a specific time) in two circumstances: "normally" and "after drinking alcohol" (and calculating the distance a car can cover in the additional milliseconds needed to click the button "after drinking alcohol" compared with clicking it "normally" at certain speeds – 50 km/h, 90 km/h and 120 km/h). Although not based on scientific methods and definitely impossible to be considered equivalent to a real life situation, the reflex test aimed to point out that even a few seconds can have a tremendous impact in case of an accident. <p>Offline, through the campaign's brochure, which was distributed nationally, through dedicated promoters handing the brochure in traffic, as well as through one of the most popular daily newspapers in Romania, as an insert. In total, 500,000 brochures were distributed nationally during the campaign.</p>	
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<p>Genesis</p>	<p>Romania is one of the European countries with the highest mortality rate in road accidents (91 dead to 1 million people in 2014), according to data provided by local authorities. Moreover, some data show that many accidents are caused by drunk driving and a lack of attention – the drivers being often distracted by the use of mobile phones while driving. Tiredness was another issue identified as factor that increases the risk of a car accident.</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	The model used for the implementation of “FII TREAZ LA VOLAN!” campaign – based on video messages from VIPs – can be successfully used on a larger scale: by increasing the number of well-known endorsers, the scope and target audience increase exponentially as well. The larger the number of persons involved (who can represent any domain, be it entertainment, art, or show-biz), the higher the target audience can become and the higher the chance that other VIPs and endorsers will get involved in the project during the implementation of it.	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	The campaign’s activities and results were publicised through the campaign’s webpage (www.treazlavan.ro), Facebook page (www.facebook.com/treazlavan), as well as through Romanian mass media.	Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.). Max: 100 words
Continuity	The “FII TREAZ LA VOLAN!” campaign is set to be implemented yearly, during the summer period. Moreover, in December 2016, a one-week spin-off of the national educational campaign “FII TREAZ LA VOLAN!”, named “IARNA, LA VOLAN!” (roughly translated to “Behind the wheel during winter!”/ “During winter, at the wheel!”) was implemented online, focusing on the dangers of driving during the cold season.	Indicate if there is a plan to continue some activities in the coming years. Max: 100 words

<p>Evaluation of the activities</p>	<p>The success of the action was measured through the number of views/ shares/ likes and total reach of all Facebook posts, as well as through the overall reaction the campaign generated (more VIPs joining the campaign after finding out about it, famous Romanian blogger promoting the campaign, company not initially involved in the campaign getting involved through the organization of a competition on its website). The indicators used included:</p> <ul style="list-style-type: none"> • Number of views, the number of shares and the reach of the Facebook videos, filmed by VIPs, promoting the campaign’s messages • Number of shares/likes and the total reach of the campaign’s Facebook posts • Number of people who received a printed informative brochure (500,000 people nationally) • General response from the target audience (most of the answers and reactions had a positive tone of voice) • Number of respondents who participated in the online survey evaluating driving habits (over 4,300 people) 	<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>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>