

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	Estonian Road Administration											
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></td> </tr> <tr> <td>Education/Research institution</td> <td></td> </tr> <tr> <td>Local/regional authority</td> <td>+</td> </tr> </table>	SME		Large business		Association		Education/Research institution		Local/regional authority	+	Please tick one box
SME												
Large business												
Association												
Education/Research institution												
Local/regional authority	+											
Organization main activity	Traffic safety, road construction and maintenance.	Activity field										
Country	Estonia	Country of the organization										
Website	www.mnt.ee	Organization website										
Contact person	Merit Mähar	For the follow-up of the application										
Contact person's position	Chief Specialist in Public Relations Department											
Contact person's email address	merit.mahar@mnt.ee											
Contact person's phone number	+372 5801 0023											

Partners in the initiative	Communication bureau	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	Since 14. October 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	Estonian Road Administrations Traffic Safety and Prevention Departments.	In the case of persons, indicate their positions.
Geographical scope of the activities	All over Estonia	Indicate where the activities were implemented.
Summary of the initiative	Since 2003, when the national road traffic safety programme entered into force in Estonia, more than 1,700 people have lost their lives in traffic. The issues range from exceeding the speed limit, extraneous activities behind the wheel, and fatigue to misuse or failure to use safety equipment. A lifestyle characterised by risk behaviour is most common among men in the age group of 18–34 years, while the wider target group is at the age of 16–45. Topics of these preventive TV clips have high priority in all the aforementioned strategies.	Describe the initiative indicating the subject, its aims and the main activities it involves. Max: 100 words
Innovative character	These messages were imparted as music videos from the best rapper in Estonia, who is followed by most of the teenagers and young people in Estonia. Now he has been a spokesperson for some traffic safety topics in Estonia to make youngsters to understand how much their actions count and what they have to	If applies, describe to what extend the proposed initiative will lead

	follow the traffic laws.	to new approaches and practices in road safety. Max: 100 words
Issues that are addressed with the initiative	<p>Since 2003, when the national road traffic safety programme entered into force in Estonia, more than 1,700 people have lost their lives in traffic. According to the data from 2016:</p> <ul style="list-style-type: none"> • 71% of drivers engage in extraneous activities behind the wheel; • 54% of respondents exceed the speed limit while driving in a built-up area, and that indicator has not changed significantly over the last few years; • 20–25% of traffic accidents result from the driver’s fatigue; • 97% of front-seat passengers use the seat-belt, while its use is decreasing among back-seat passengers – only 71% of adult passengers fasten their seat-belts. 	Describe the issues identified leading to implement the road safety activities. Max: 100 words
Activities developed	<p>To support our cause, the Road Administration ordered four preventive clips: speeding, extraneous activities, fatigue, safety equipment to be used at training courses, seminars, conferences, meetings, but also in the public media in order to harmonise the population’s knowledge regarding traffic safety.</p> <p>We involved the well-known and popular Estonian rapper Reket to explain the difficult and yet wide-known topics in an easily understandable audiovisual language. In cooperation between the Road Administration, the famous rapper and the advertising agency, we prepared video clips that were broadcast on Facebook, YouTube and in different larger cinemas across Estonia before the beginning of film sessions.</p> <p>You can watch the Estonian clips here:</p> <ul style="list-style-type: none"> • speeding: https://www.youtube.com/watch?v=RmIb0DiEbYQ (published in late March 2017); • extraneous activities: https://www.youtube.com/watch?v=jabdUVTJppE • fatigue: 	Describe all the activities involved in the initiative, and where appropriate indicate the arrangement for each partner’s participation. Max: 600 words

	<p>https://www.youtube.com/watch?v=thku07Zhbqg</p> <ul style="list-style-type: none"> • safety equipment: <p>https://www.youtube.com/watch?v=zZY0_s3tMD</p>	
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Genesis	<p>There is a problem in Estonian marketing that it is hard to reach young people with campaigns because they don't watch TV and ignore most of the campaigns. As I mentioned before then this was the first time when traffic safety messages were imparted as music videos from the best rapper in Estonia, who is followed by most of the teenagers and young people in Estonia. This is why the messages went viral and youngster wanted to share and distribute them by themselves and listened what he said.</p>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>The best thing about this was that we didn't use usual advertisement clips to spread important messages but rapvideos that people share more willingly and that is why they became viral.</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>
Promotion and dissemination	<p>The main output used was social media (Facebook), where we can reach the largest audience with the widest demographic profile. In addition, we used YouTube advertisements and larger cinemas.</p>	<p>Describe whereby the initiative will be publicised (publications, events, websites,</p>

		CD-ROM, etc.). Max: 100 words
Continuity	We have agreed with Reket to make at least two videos more about intoxication and bikes. Also Reket has agreed to be the face of the campaigns that he has made those songs about.	Indicate if there is a plan to continue some activities in the coming years. Max: 100 words
Evaluation of the activities	The campaign targets were 100,000 views per clip on the Road Administration's Facebook page and 10,000 views on YouTube. Both targets were met. On Facebook, we exceeded the target by two or three times per clip and on YouTube, we exceeded it by three or four times per clip. According to the cinema statistics, one preventive clip reached at least 200,000 viewers at 2,500 sessions on the average.	If relevant, describe the proposed evaluation method and the performance indicators in relation to the expected objectives. Max: 100 words
Other important aspect that you want to underline		Any information that could help the jury to evaluate your initiative. Max: 100 words