

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 15. November 2015 until august 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 traffic safety and public relations 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	Estonian Road Administration made a video (https://www.youtube.com/watch?v=AEKk9ysZQtg) to explain what is Vision Zero based on what our new traffic safety program was written. With that video we also arranged PR and social media campaign to disseminate the message that each traffic death can be avoided. The main objective of this campaign was to spark discussion in society on how we could save our traffic and what everyone could do to contribute.	Describe the initiative indicating the subject, its aims and the main activities it involves. Max: 100 words
Innovative character	In Estonia we hadn't talked so directly about consequences of accidents or honestly said that every traffic death can be avoided and how every person has to do it by themselves. For	If applies, describe to what extend the proposed

	Estonian this video was really thought- provoking that way.	initiative will lead to new approaches and practices in road safety. Max: 100 words
Issues that are addressed with the initiative	At the time, when the new traffic safety strategy for 2016–2025 was being prepared based on Vision Zero, we understood that a regular person does not see how the new approach is better or how it would make our traffic safer. In that regard, we want to create an animation introducing Vision Zero in order to explain the concept and what it will involve for all the related parties.	Describe the issues identified leading to implement the road safety activities. Max: 100 words
Activities developed	<p>The main target group included employees and partners of the Road Administration to raise their awareness on changes involved in introducing a road traffic safety programme based on Vision Zero. At the same time, we also introduced the new approach to the whole Estonia via social media, through opinion pieces and the Opinion Festival.</p> <p>The main actions for spreading the message:</p> <ul style="list-style-type: none"> • Creating a video by communication bureau (you can watch it here: https://www.youtube.com/watch?v=AEKk9ysZQtg) • Public relations department ordered reflectors to be distributed at different events, carrying the message “Every traffic-related death can be prevented”. These were distributed at all events related to traffic safety. • Publishing opinion pieces on mainstream media by cooperation between traffic safety and public relations departments. • Carrying out a social media campaign, where we encourage people to express their opinion on how to make Estonian traffic safer by public relations department. • Discussion of changes involved with Vision Zero at the Opinion Festival by cooperation between traffic safety and public relations departments. 	Describe all the activities involved in the initiative, and where appropriate indicate the arrangement for each partner’s participation. Max: 600 words

Genesis	It was a beginning to explain the change that will happen in Estonian Road Safety. The video itself was something that spoke to local people and everyone who have seen it, have said, that they see the problems in our traffic in other ways now.	Describe the reasons why you have chosen this initiative. Max: 100 words
Transferability and multiplier effect	We hadn't used so-called shock campaigns for a long time. With this video, we understood that this approach is somehow still needed and works really well with target-groups in Estonia. While it actually spoke with Estonians, they wanted to share it by themselves and it actually went viral in Internet.	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 film was used as an introductory performance at different events (seminars, conferences, briefings, meetings, etc.), whose audience consisted of regular citizens, representatives of local governments, journalists and other cooperation partners. To remind them of the video, reflectors were handed out to the audience. In addition, we share the animation videos on the Road Administration's website, YouTube, Facebook, etc. We also managed to	Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.). Max: 100 words
Continuity	We are explaining what is Vision Zero in every press release and conference. We see that through journalists it is the most effective way to explain what this new strategy stands for and what will change for traffic safety.	Indicate if there is a plan to continue some activities in the coming years. Max: 100 words

<p>Evaluation of the activities</p>	<p>On social media, the Vision Zero video was viewed 194,000 times and shared 1,550 times, and close to 500 people expressed their opinion on how to make our traffic safer. We published 4 opinion pieces, covering all the major and most popular Estonian newspapers. At the Opinion Festival, traffic specialists took the floor and their discussion reached the social media as well.</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>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>