

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	Europcar Ib. S.A.											
Type of organization	<table border="1"> <tr> <td>SME</td> <td></td> </tr> <tr> <td>Large business</td> <td>X</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	X	Association		Education/Research institution		Local/regional authority		Please tick one box
SME												
Large business	X											
Association												
Education/Research institution												
Local/regional authority												
Organization main activity	Rent a car (short term)	Activity field										
Country	Spain	Country of the organization										
Website	www.europcar.com	Organization website										
Contact person	Elena Hervás	For the follow-up of the application										
Contact person's position	Quality & Internal Communication Responsible											
Contact person's email address	Elena.hervas@europcar.com											
Contact person's phone number	34 917226273											

Partners in the initiative	Pons Seguridad Vial	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	1/01/2017 – 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	<ul style="list-style-type: none"> - Human Resources (Quality & Internal Communication, Health & Safety) - Fleet (Insurance, Fleet controlling) - Marketing (External Communication, e-commerce) - Operational Department 	In the case of persons, indicate their positions.
Geographical scope of the activities	Spain	Indicate where the activities were implemented.
Summary of the initiative	We've launched a Road Safety Plan for 2017, after our certification with the Road Safety standard ISO 39001 in September 2016	Describe the initiative indicating the subject, its aims and the main activities it involves. Max: 100 words
Innovative character	We include in our scope not only employees but, customers and suppliers as our main stakeholders	If applies, describe to what extent the proposed initiative will lead to new approaches and practices in road safety.

		Max: 100 words
Issues that are addressed with the initiative	We want to raise awareness about road safety among our stakeholders and reduce serious accidents in our rentals and internal movements	Describe the issues identified leading to implement the road safety activities. Max: 100 words
Activities developed	<p>Suppliers:</p> <ul style="list-style-type: none"> - Road safety information campaign - Road Safety compromise in new contracts - Assistance to road safety training in Europcar - Inclusion of road safety aspects in internal audits for suppliers - Ask manufactures to include blue tooth in our vehicles <p>Customers:</p> <ul style="list-style-type: none"> • Newsletters and social media actions: <ul style="list-style-type: none"> - Speed limits - Spanish regulation - Road safety tips - Dangerous points in our road communication • AESLEME Road Shows • Tuatara Verde - Tibidabo action with kids • Participation of customers and media in our training in Malaga & Barcelona • Inclusion of mobile use in RA envelope • New phrase in pick up dialogue: "Thanks for trusting Europcar and please drive safely" • Road Safety European Charter signature • Pens and drawing booklets for the kids at offices • Road safety tips for customers • Connected cars <p>Employees:</p> <ul style="list-style-type: none"> • Mobility Plan (New survey, dangerous points communication to the local authorities / Ponle Freno, GIP) • Training with simulators in Malaga and Barcelona • Training: learning pills (road safety tips, perception of risk) • Training: AESLEME roadshow for employees • Road safety Portal revision 	Describe all the activities involved in the initiative, and where appropriate indicate the arrangement for each partner's participation. Max: 600 words

	<ul style="list-style-type: none"> • Internal newsletters and Flas Verde • Participation in Ponle Freno race 	
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Genesis	As we want to raise awareness among all our customers, employees and suppliers we need to design a complete plan with several actions for each stakeholder	Describe the reasons why you have chosen this initiative. Max: 100 words
Transferability and multiplier effect	We would like the rest of the countries in our group (Europcar) to get the certification and assume road safety as one of our CSR policy	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	We will use different media to distribute the information, web, social media, meetings, letters, newsletters, radio, TV, internal and external events...	Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.). Max: 100 words
Continuity	As we are certified in road safety we need to design a new plan each year, after analyzing all our indicators	Indicate if there is a plan to continue some activities in the coming years. Max: 100 words

<p>Evaluation of the activities</p>	<p>We've selected some indicators included in our management system to evaluate our actions included in 5 main objectives:</p> <ul style="list-style-type: none"> - 4% reduction in the frequency of accidents being our customer/ employee, responsible - 11% reduction in vehicles rejected due to security reasons - 5% reduction in accidents being our supplier the responsible - 12% reduction of fines due to high speed and 10% reduction of fines due to mobile phone use (customers / employees / suppliers) 	<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>We have a multidisciplinary working team in the company, and we have all the support from our General Manager and management board and we work with Pons Seguridad Vial, an external consultant, that we consider it is an expert in this area</p>	<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>