

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	Hrvatski autoklub (Croatian Automobile Club)											
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	Membership, Road assistance, Driving exams, Road safety, Information about road condition	Activity field										
Country	Croatia	Country of the organization										
Website	www.hak.hr	Organization website										
Contact person	Krešimir Viduka	For the follow-up of the application										
Contact person's position	Head of Road Safety Office											
Contact person's email address	kviduka@hak.hr											
Contact person's phone number	0038516611981											

Partners in the initiative	Ministry of Interior, Ministry of Sea, Transport and Infrastructure, Faculty of Traffic Engineering, Road Authorities, Road Safety Associations, EuroRAP, Fédération Internationale de l'Automobile and other national automobile clubs worldwide ...	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	<p>1.2.2016. start of the project Rule7 – Do not use the cell phone while driving</p> <p>Most activities ended by 31.12.2016. but some of them will still be in process:</p> <ul style="list-style-type: none"> • presentation of films at film festivals, • presentations at professional and scientific meetings, • publication of promotional and safety spots in radio and TV programs 	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	Road Safety Office	In the case of persons, indicate their positions.
Geographical scope of the activities	Republic of Croatia	Indicate where the activities were implemented.
Summary of the initiative	<p>Using a cell phone while driving in Croatia is frequent. Vehicles are rarely equipped with hands-free devices. The drivers talk holding the device in hand. Most drivers are using cell phones to send and receive SMS, e-mail... Based on the 10 golden rules in traffic that was created by the FIA and Michelin, HAK implemented a project of interactive campaigns against the use of cell phones while driving called "Rule 7". The project involves detailed study of the drivers' behavior. Children and young people participated in the short films competition. HAK published them in the media campaign.</p>	<p>Describe the initiative indicating the subject, its aims and the main activities it involves.</p> <p>Max: 100 words</p>

<p>Innovative character</p>	<p>Innovation of „Rule 7“ arises in connecting more communication and creative levels essential for a successful campaign.</p> <p>From the global to the individual - Global experience and knowledge used for direct communication with young drivers - 10 FIA Golden Rules in Traffic.</p> <p>From the individual to the global- Children and young people send a widespread message that can be used worldwide through the creative aspect of making films.</p> <p>The uniqueness of Rule 7 has proved that a national campaign can be implemented with modest resources if the potential of the system is used in the right way.</p>	<p>If applies, describe to what extend 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>In road traffic Croatia is one of the least secure countries of the EU (25/28). In addition to traditional risk factors the disturbing problem of using cell phones while driving is imposed as increasingly important. Using a cell phone while driving in Croatia is frequent, drivers talk holding the device in hand, send and receive SMS, e-mail...</p>	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>
<p>Activities developed</p>	<p>HAK has conducted a study of the drivers' behavior, conducted a films competition, put together the results and carried out a campaign in public.</p> <p>The Police participated in educational campaigns in 7 Croatian cities.</p> <p>FIA supported the project, facilitating the use of “10 Golden rules in traffic”.</p> <p>The Academy of Dramatic Arts and the Croatian Film Association have created a competition for films and participated in the jury for the selection the best films.</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>

<p>Genesis</p>	<p>With the support of the FIA, HAK has created, organized and implemented praiseworthy project at the national level. The project had a great echo among drivers and professional public. After the announcement of research results and the implementation of the campaign against the use of cell phones, the problem of driver distraction while</p>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
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	<p>driving spurred on further activity of all stakeholders of the transport system in the Republic of Croatia, including the police. The "Rule 7" showed that with modest means and commitment of a small number of experts successful campaigns can be realized.</p>	
Transferability and multiplier effect	<p>The project is not designed to make financial gain. The benefits of the project were identifiable through the consolidation of the position of HAK as one of the relevant stakeholders in road safety in the Republic of Croatia.</p> <p>The campaign was conducted directly among 40,000 young drivers to whom the FIA/Michelin leaflet 10 Golden Rules were distributed. Preventive messages were published daily on the national TV (over 500 releases), radio stations, websites... „Rule 7“ has increased the public awareness of the problem- using cell phone while driving.</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>In press clipping we recorded hundreds of articles about the campaign Rule7 and HAK activities in the field of traffic safety. Video Film clips were broadcasted on national TV programs, audio spots on radio programs. Many interviews, talk shows and news broadcasts have been made. HAK has further strengthened its position as a significant road safety stakeholder in the Republic of Croatia.</p>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>Formally, the project was completed in 2016. However HAK continues with activities related to problem of mobile phone use while driving: lessons for young people (high school students and young drivers), presentations at professional conferences, nine films created by children and young people within the project Rule 7 were presented at the Road Safety Film Festival (Geneva 20-21 February 2017), Expert seminar "Roads 2017"...</p>	<p>Indicate if there is a plan to continue some activities in the coming years.</p> <p>Max: 100 words</p>

<p>Evaluation of the activities</p>	<p>The project evaluation involves the following:</p> <ul style="list-style-type: none"> • number of promotion and of press conferences • number of young drivers involved (distribution 10 Golden rules 40 000 leaflet) • distribution 10 Golden rules to members (10 000) • Broadcasting video clips on TV (28 releases per week in "HAK promet info" on Croatian TV 1st and 4th Channel) • Broadcasting jingles on 24 radio stations (1000 realizes) • Interviews for newspapers and magazines, • Talk shows and interviews on radio and TV • Public, expert and press reaction (more than 500 press realizes) • improving HAKs image of the field of road safety 	<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>Elements of the project Rule 7 can be implemented relatively easy. HAK is ready to share its experience and knowledge with interested clubs and similar organisations.</p>	<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>