

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	HERACLES Group of Companies, a member of LafargeHolcim											
Type of organization	<table border="1"> <tr> <td>SME</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Large business</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Association</td> <td><input 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 checked="" type="checkbox"/>	Association	<input 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 checked="" type="checkbox"/>											
Association	<input type="checkbox"/>											
Education/Research institution	<input type="checkbox"/>											
Local/regional authority	<input type="checkbox"/>											
Organization main activity	Manufacturer of building materials	Activity field										
Country	Greece	Country of the organization										
Website	www.lafarge.gr	Organization website										
Contact person	Ioanna Papaioannou	For the follow-up of the application										
Contact person's position	Communications Specialist											
Contact person's email address	ioanna.papaioannou@lafargeholcim.com											
Contact person's phone number	(0030) 2102898568											

Partners in the initiative	Public Relations & Advertising agency	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	From September 2016 to February 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	Logistics, Health & Safety and Communications & Public Relations Departments	In the case of persons, indicate their positions.
Geographical scope of the activities	Professional drivers from more than 30 sites all over Greece took part in the program "Good Driver".	Indicate where the activities were implemented.
Summary of the initiative	The educational program regarding road safety "Good Driver" is a CSR program, especially designed for professional drivers of heavy vehicles and buses. The company aimed at reminding the rules of proper driving behavior as well as encouraging and inspiring the drivers to be personally accountable for their safety via an interactive campaign that engages them. Through a series of webisodes, which were exclusively projected to the company's 600 drivers via the digital platform www.kalosodigos.gr , the program covered in a simple, immediate and pleasant manner a wide range of road safety related topics that professional drivers face in their daily routine.	Describe the initiative indicating the subject, its aims and the main activities it involves. Max: 100 words

<p>Innovative character</p>	<p>The road safety program “Good Driver” is highly innovative because: a) unlike the majority of the information campaigns, it educates the target group in a simple, immediate and entertaining manner, b) the videos’ scenarios are clever, humorous and targeted,c) it has no restrictions and it can be made available to all desired target groups independently of their location thanks to the digital platform, d) it engages the participants, e) its results are measurable at all stages, f) the live reporting from the digital platform allows corrective actions. Its content and implementation can be a source of inspiration for future campaigns.</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>Health and Safety is a core value for HERACLES Group. In particular, transport and road safety is a strategic priority given the fact that the company occupies more than 600 in-house drivers and external contractors. Moreover, road traffic injuries is a leading cause of death at a global level. According to the Hellenic Statistical Authority, more than 800 road accidents were fatal in Greece. Additionally, road accidents are responsible for 70% of fatal accidents of LafargeHolcim, the parent company of HERACLES Group. Lastly, the condition of the Greek road network is deteriorating due to the lack of public funds.</p>	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>
<p>Activities developed</p>	<p>Initially, HERACLES Group in collaboration with an acknowledged independent body specialized in road safety developed the safety tips for professional drivers of heavy vehicles and buses. The scenarios of the webisodes and the questions following each video were based on these safety tips. The scenarios were developed in collaboration with the PR agency. Before the videoshooting, the scenarios were double-checked by the Logistics, Health & Safety and the Communications Departments. Then, the videos were grouped into three circles based on the following messages a) A “Good Driver” is always careful – 6 episodes, b) A “Good Driver” is a correct driver – 5 episodes, c) A “Good Driver” knows how to protect himself and the others – 5 episodes. Furthermore, a</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>friendly well-known Greek actor with whom the professional drivers could be identified was selected.</p> <p>Moreover, the company in collaboration with the PR agency prepared the logo of the program “Good Driver” and registered the domain name www.kalosodigos.gr (.com, .eu, .fr, .ch etc for any possible future use by the parent company). Afterwards, the company in cooperation with the PR agency created a responsive web application through which all videos were released. It was ensured that the platform can be used by all devices (mobile phones, laptops, PCs). The website constitutes the main platform of the campaign. It consists of a) an introductory video with the protagonist explaining how to log in to the site, b) an introductory video with the actor describing the whole process in a simple and pleasant manner, and c) the video of the week regarding a specific road safety related topic. Each video was projected for a week. After the completion of each circle/thematic category, all videos were made available to be watched for a week.</p> <p>After the platform’s preparation and testing, pin cards with the personal username (drivers’ mobile phone number) and pin number were distributed to the drivers so that they could connect to the platform. Thus, their participation in the program, their time of visit in the site and their replies to the questions could be monitored. Additionally, information leaflets were distributed to them as well as posters were prepared.</p> <p>The company run an SMS alert campaign throughout the program so as to inform the drivers regarding the upload of a new video, remind them to participate, let them know about contests and commemorative gifts.</p> <p>After the completion of the projection of each thematic category, branded gifts, such as t-shirts, travel mugs and sun blockers, were given to the drivers that had watched all videos of the circle.</p>	
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	<p>Lastly, all employees of HERACLES Group were made aware of the program “Good Driver” via a short campaign with the message “We all win with the program ‘Good Driver’”. After watching one indicative video of the campaign, they were asked to answer 4 questions, alike the ones in the platform. After a draw, the winners had the opportunity to drive a Ferrari and go kart driving.</p>	
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<p>Genesis</p>	<p>HERACLES Group designed and implemented an interactive campaign that both educates and entertains via a digital platform, given that the target group is mobile, has tight deadlines and is spread all over Greece. Additionally, the company acknowledged the fact that a conventional information campaign would neither attract the drivers’ attention nor engage them. It also recognized that formal written speech via information leaflets/posters etc is not impactful, while the evolution of the technology constantly creates new means of communication. Lastly, it discovered that interactive campaigns in the digital environment have never been implemented in the industry where it operates.</p>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>The educational program “Good Driver” aims at long-term and multiple benefits for the general public as well. Having taken into consideration that lifelong education regarding road safety contributes to safer transportations as well as to the minimization of accidents, this awareness-raising campaign can contribute positively to all drivers that make use of the national highways. Thus, a targeted program for professional drivers has evolved into a commitment of HERACLES Group to its employees, their families and the society.</p> <p>Moreover, HERACLES Group is willing to share the program “Good Driver” with public organizations and</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>

	<p>private companies that consider road and transport safety as a strategic pillar of their CSR and/or H&S programs. The company has invited all interested companies to become part of this campaign and thus, further reinforce the development of road safety awareness.</p>	
Promotion and dissemination	<p>HERACLES Group held a press event to present the CSR program “Good Driver” to Greek journalists. The reporters had the opportunity to watch indicative videos as well as testimonials of the drivers, meet the leading actor and take part in indicative questionnaires that followed each episode. Following the event, the program gained significant publicity in top tier print and online media of Greece.</p> <p>Furthermore, the program won the gold award at “Ermis Awards”, the greatest and most acknowledged institution in the advertising and communications sector organized by the Greek Association of Advertising and Communication Companies on an annual basis.</p>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>Given the program’s success, HERACLES Group intends to run a second wave of the campaign “Good Driver” for all its employees-drivers. In particular, the company will adjust the content of the videos as well as prepare new ones so that it covers all significant topics related to road safety.</p> <p>With regards to the professional drivers, the company will probably run a new wave for a number of new drivers, either in-house ones or external contractors, that will come up after a couple of years.</p>	<p>Indicate if there is a plan to continue some activities in the coming years.</p> <p>Max: 100 words</p>
Evaluation of the activities	<p>HERACLES Group had a clear picture of the program’s course at all stages thanks to the live monitoring and reporting allowed by the digital platform.</p> <p>With regards to the results stemming from the reports: a) 600 drivers participated in the program, b) 85% of the drivers watched each video on a weekly basis, c)</p>	<p>If relevant, describe the proposed evaluation method and the performance indicators in relation to the expected</p>

	<p>95% of the drivers replied correctly to the questions following each episode.</p> <p>Also, following the results of the focus groups in selected sites as well as according to the drivers' testimonials, the program was impactful and engaging, educational and entertaining at the same time.</p>	<p>objectives.</p> <p>Max: 100 words</p>
<p>Other important aspect that you want to underline</p>	<p>It is worth noting that the innovative and interactive program "Good Driver" is part of a number of initiatives related to road safety implemented by HERACLES Group. The Group's drivers are familiarized with theoretical and practical trainings that take place throughout the year. They have also received a number of information leaflets and booklets. This was the first time that they had the chance to participate in a modern, fun and educational program carried out via a digital platform. And they were really excited!</p>	<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>