

## 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 31<sup>st</sup>, 2017

Submit to [charter@paueducation.com](mailto:charter@paueducation.com)

#### **SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION**

	Please fill in here	Instructions										
Name of the organization	La Nuova Guida S.p.A. (Hereinafter LNG)											
Type of organization	<table border="1"> <tr> <td>SME</td><td>X</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>Authority</td><td></td></tr> </table>	SME	X	Large business		Association		Education/Research institution		Authority		Please tick one box
SME	X											
Large business												
Association												
Education/Research institution												
Authority												
Organization main activity	LNG is active on the road safety education industry as: <ul style="list-style-type: none"> <li>- A Network of Driving School (70 all around the Country)</li> <li>- Editor of booklet and format on safety driving issues</li> <li>- Driving School Software and App developer</li> </ul>	Activity field										
Country	Italy, based in Rome (Headquarters) and Milan	Country of the organization										
Website	<a href="http://www.lanuovaguida.it/">http://www.lanuovaguida.it/</a>	Organization website										
Contact person	Ms. Ivana Inella	For the follow-up of the application										
Contact person's position	BD Manager											

Contact person's email address	Mail <a href="mailto:i.inella@sermetra.it">i.inella@sermetra.it</a>	
Contact person's phone number	Mobile 3482801366	
Partners in the initiative		Your main partners in delivering the road safety activity

## SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	31 <sup>st</sup> of Gennuary 2017 – In progress	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	Mr. Luca Andreoli, CEO Ms. Ivana Inella, BD Manager Mr. Luca Santangeli, BD Ms. Francesca Aragona, Graphic Designer Ms. Francesca Pagnoni, MKTG	In the case of persons, indicate their positions.
Geographical scope of the activities	The initiative is widespread by: <ul style="list-style-type: none"> <li>- Associated driving school lessons</li> <li>- A social campaing (Facebook and Twitter)</li> <li>- Media (TV and Radio)</li> </ul>	Indicate where the activities were implemented.

Summary of the initiative	<p>“La Strana Coppia-prove di convivenza civile tra ciclista ed automobilista” (The Odd Couple-civil coexistence practices between cyclists and motorists) aim to improve the dialogue between urban cyclists and drivers.</p> <p>The goal is to raise awareness and the spread of good practices both for those who are about to become car driver, cyclists and road users in general.</p>	<p>Describe the initiative indicating the subject, its aims and the main activities it involves.</p> <p>Max: 100 words</p>
Innovative character	<p>“La Strana Coppia” is the first attempt in Italy to match the needs of drivers and cyclist and to go beyond the stereotypes.</p> <p>The concept is to face the educational topic in a spontaneous and ironic 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>
Issues that are addressed with the initiative	<p>“La Strana Coppia” deals with the following issues, analysing the point of view of the two characters:</p> <ul style="list-style-type: none"> <li>- How to share the road</li> <li>- visibility</li> <li>- intersections</li> <li>- overtaking</li> <li>- correct position</li> <li>- cycle paths</li> <li>- How to turn left safely</li> <li>- Tips for drivers and cyclists.</li> </ul>	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>

Activities developed	<p>After a period of study and analysis of the road accidents data, with particular attention to those in which cyclists were involved, we launched the campaign of "La Strana Coppia" on January 31.</p> <ul style="list-style-type: none"> <li>- January 31: the social campaign got started with the first post (18,892 people reached on the Facebook page of LNG)</li> <li>- January 31: publication of the booklet " La Strana Coppia " on the website <a href="http://www.lanuovaguida.it">www.lanuovaguida.it</a></li> <li>- January 31: the driving schools' network were given the opportunity to use the lesson kit by LNG's intranet</li> <li>- Feb. 9: second social post (2871 people reached on Facebook)</li> <li>- "La Strana Coppia" on the Media: the major journals and radio channels launched the news : <i>Il Sole 24 Ore, Republic, Ansa, La Gazzetta dello Sport, Adnkronos, Bikelive.it, Last kilometer (radio transmission), Yahoo news, Along The Way etc.</i></li> <li>- March 6: Mr. Luca Andreoli, LNG CEO, got interviewed by TGCOM24, one on the mail all-news channel in Italy. The video has reached, so far, over 46k people on Facebook.</li> <li>- March 26: Mr. Luca Andreoli took part of <i>TG2 Motori</i>, the most famous TV program about cars and road safety</li> <li>- March 27: Mr. Luca Andreoli was invited to <i>Uno Mattina</i>, one of the most popular AM transmission from the Rai 1, to represents "la Strana Coppia".</li> </ul>	<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>
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Genesis	<p>“La Strana Coppia” is part of a wider project focused on the vulnerable road users:</p> <ul style="list-style-type: none"> <li>- Children (Bimbi a Bordo – 2014)</li> <li>- Over 65 drivers (Patente argento)</li> <li>- Cyclists and drivers (La Strana Coppia)</li> </ul>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>By translating it, the good practices we summed up on the booklet could be transferred anywhere in EU.</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 initiative is published on:</p> <ul style="list-style-type: none"> <li>- Website <a href="http://www.lanuovaguida.it">www.lanuovaguida.it</a></li> <li>- Social: LNG Facebook page and Twitter</li> <li>- Media: TV and radio</li> <li>- By the driving schools’ network</li> </ul>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>We are planning other booklet/format on safety driving issues.</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>The main goal of the project is to boost the awareness on the proper way to share the road between drivers and cyclists.</p> <p>The evaluation can't but be set up in terms of visibility and people reached on the web and through national press, TV and driving school's pupils.</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>
Other important aspect that you want to underline	<p>Our aim is to provide appropriate training to novice drivers and spread a genuine culture of road safety.</p>	<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>