

European Road Safety Charter

Call for Good Practices - to enter the selection for the:

Excellence in Road Safety Awards 2017

Deadline to submit nominations: April 15th, 2017

Submit to charter@paueducation.com

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions										
Name of the organization	Malta Road Safety Council											
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 type="checkbox"/></td> </tr> <tr> <td>Education/Research institution</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Local/regional authority</td> <td><input checked="" type="checkbox"/></td> </tr> </table>	SME	<input type="checkbox"/>	Large business	<input type="checkbox"/>	Association	<input type="checkbox"/>	Education/Research institution	<input type="checkbox"/>	Local/regional authority	<input checked="" type="checkbox"/>	Please tick one box
SME	<input type="checkbox"/>											
Large business	<input type="checkbox"/>											
Association	<input type="checkbox"/>											
Education/Research institution	<input type="checkbox"/>											
Local/regional authority	<input checked="" type="checkbox"/>											
Organization main activity	Promote Road Safety at a National Level	Activity field										
Country	MALTA	Country of the organization										
Website	N/A	Organization website										
Contact person	Pierre Vella	For the follow-up of the application										
Contact person's position	Executive Manager											
Contact person's email address	Pierre.p.vella@timesofmalta.ma											
Contact person's phone number	+356 2291 4522											

Partners in the initiative	(Vodafone Malta) (GO plc) (Melita Malta) (MCA) (TM)	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	Start Date: May 2017 End Date : December 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	TM Marketing, Stanley Agius	In the case of persons, indicate their positions.
Geographical scope of the activities	National – Malta & Gozo	Indicate where the activities were implemented.
Summary of the initiative	<p>Originated four video clips discussing driving under the influence of alcohol, mobile use, respect on our roads, respect to bikers. We have come up with the concept or creating a story and illustrating a family situation involving both children and parents. The main objective is that these promos are being pushed by the country's main mobile service providers on all their platforms.</p> <p>Clearly illustrating that accidents are caused because there is a mobile service. So these service providers are pushing for the correct use of mobile usage.</p>	<p>Describe the initiative indicating the subject, its aims and the main activities it involves.</p> <p>Max: 100 words</p>

	<p>The idea of drink driving will also be endorsed by these providers.</p> <p>Lucky https://we.tl/jLFOquacSL</p> <p>The Party https://we.tl/lbJnJFu9R</p> <p>Retirement Day https://we.tl/iVsYbz4DrH</p> <p>Ara ġejja https://we.tl/BVsCNJhoel</p>	
<p>Innovative character</p>	<p>This is something completely new as the promos will be aired at all service providers outlets, mobile and TV platforms. The exposure will be ongoing and continuous, giving road safety awareness a totally new concept and new areas.</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>Four different features illustrating the grievances and post accident sorrow after such incidents occur. Along the story script, the viewer gets to know the victim. From a retired person to a family dog (pet) that is run over by a person who was texting. Losing lives is always tragic even if it is a family pet.</p>	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>

Activities developed	A lot of effort and expense has been incurred to get these features done but with the commitment from the three service providers will give a massive national platform with these promos being aired during opening hours of respective outlets plus twenty four hours on tv platforms.	Describe all the activities involved in the initiative, and where appropriate indicate the arrangement for each partner's participation. Max: 600 words
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Genesis	We had to think outside the box. Having the service providers who in a way are one of the causes of accidents have made us chart new territory	Describe the reasons why you have chosen this initiative. Max: 100 words
Transferability and multiplier effect	There is no limit to exposure plus the variety of the topics will definitely attract people and even children as these are featured in two of the features	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	ALL service providers outlets and their respective TV and mobile promotional channels. Besides people visiting the outlets , we will be penetrating all households in both Malta and Gozo	Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.). Max: 100 words

Continuity	Definitely	Indicate if there is a plan to continue some activities in the coming years. Max: 100 words
Evaluation of the activities	This will come once the exercise kicks in.	If relevant, describe the proposed evaluation method and the performance indicators in relation to the expected objectives. Max: 100 words
Other important aspect that you want to underline	We feel it is something different and urge all service providers to push such initiatives as good practice towards better safety on our roads.	Any information that could help the jury to evaluate your initiative. Max: 100 words