

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	OSRAM Česká republika s.r.o.											
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		Activity field										
Country	Czech Republic, Slovakia	Country of the organization										
Website	www.osram.cz , www.osram.sk	Organization website										
Contact person	Ellen Benešová	For the follow-up of the application										
Contact person's position	Marketing Manager											
Contact person's email address	e.benesova@osram.com											
Contact person's phone number	00420 737 270 950											

Partners in the initiative	TROST Czech Republic AUTO KELLY Slovakia Media Trust Communications BESIP, BECEP, Czech Police, Slovak Police	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	24. – 28.11.2014, 2. - 6.11. 2015, 7.- 13.11.2016	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	Marketing / Benešová	In the case of persons, indicate their positions.
Geographical scope of the activities	Czech Republic and Slovakia	Indicate where the activities were implemented.
Summary of the initiative	OSRAM is the initiator of a preventative safety campaign entitled “Vidět a být viděn” (“See and be seen”) in the Czech Republic and “Vidieť a byť videný” in Slovakia. The aim of the campaign is to draw drivers’ attention to frequently incorrect lighting in their cars (lights not working, incorrectly adjusted lights, non-approved light sources) and the need to check lights before driving. During the course of one week in November, all drivers have the opportunity of	Describe the initiative indicating the subject, its aims and the main activities it involves. Max: 100 words

	having the lights on their cars checked and adjusted free of charge in selected partner service centres.	
Innovative character	Thanks to the “Vidět a být viděn” campaign, drivers can have their headlights adjusted free of charge, ready for the winter season when correct lighting is very important with a view to visibility. The campaign corresponds with the activity of BESIP and BECEP, which have recently in particular been concerned with pedestrians in road traffic in relation to obligatory use of reflective elements while moving around public roads. If checking lights before the winter season becomes an unwritten rule and drivers get used to taking advantage of the opportunity to have their lights adjusted free of charge, this activity will undoubtedly contribute towards an increase in road safety.	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	The motoring public are familiarised with the campaign via the media, articles in print and on-line, on the radio, television and via the information materials of partners. Service centres which are involved in the campaign are listed on an interactive map of the Czech Republic and Slovakia on special microsites which have been created for this campaign.	Describe the issues identified leading to implement the road safety activities. Max: 100 words
Activities developed	The first year of the campaign was organised in 2014 in collaboration with AUTO KELLY Česká republika, BESIP and the Czech Police. The campaign was presented at a joint press conference. More than 100 AUTO KELLY service centres participated in the first year. Preventative police inspections took place before the actual “Vidět a být viděn” campaign, the aim of which was to draw drivers’ attention to problems relating to incorrect lighting. Drivers were provided information about the risks relating to incorrect lighting by means of information leaflets which were handed out by BESIP workers during inspections. The campaign was extended to also	Describe all the activities involved in the initiative, and where appropriate indicate the arrangement for each partner’s participation. Max: 600 words

	<p>include Slovakia the next year (2015) and we commenced cooperation with the Slovak POLICE, BECEP and AUTO KELLY Slovenská republika. We also drew attention to risks relating to incorrect lighting and use of non-approved automotive lamps at AUTOSALON (TV Prima).</p> <p>Special websites were created for the Czech Republic and Slovakia last year (http://www.videt-a-byt-viden.cz/, http://www.vidiet-a-byt-videny.sk/) on which all drivers can find the nearest service centre where their lights will be adjusted free of charge. Information was also provided to the general public on TV NOVA in the “Snídaně s Novou” programme and on TV Markíza in “Dobré ráno”. TROST also got involved in the campaign in 2016 with its partner service centres.</p>	
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Genesis	<p>As a leading global manufacturer of automotive lamps and all types of light sources for cars, OSRAM feels responsible for road safety too. Checking lights and adjusting headlights is a fundamental yet often overlooked activity which should always be performed before driving, in particular in the case of older cars where there are no dashboard warning lights to automatically warn the driver that the lights are not working.</p>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>In Germany where our company’s head office is located, “Light test week” is already a longstanding tradition and German motorists are used to having their lights regularly checked and adjusted at least once a year. We wanted to introduce this tradition in the Czech Republic and Slovakia too.</p> <p>In addition to this, there is a clear synergy here with the newly introduced obligation for pedestrians to</p>	<p>Describe to what extent the proposed initiative will allow the transfer, dissemination or application of the results, experience and knowledge</p>

	wear reflective elements. No reflective element shines by itself. A light must first be shined on it correctly. This is not possible with headlights which do not work or are incorrectly adjusted and reflective elements would not perform their function.	gained as well as the good practices on a larger scale. Max: 200 words
Promotion and dissemination	Press conferences, PR articles in print and on-line media, television broadcasting, brochures, information on the websites of partners, special websites http://www.videt-a-byt-viden.cz/ , http://www.vidiet-a-byt-videny.sk/	Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.). Max: 100 words
Continuity	We would like to continue in organisation of “Vidět a být viděn” and “Vidieť a byť videný” preventative safety campaigns in the future. This year, we would like to create a video for the on-line campaign distributed via social networks, focused in particular on young drivers who often use older cars. Adjustment of halogen headlights is very important here.	Indicate if there is a plan to continue some activities in the coming years. Max: 100 words
Evaluation of the activities	A campaign similar to this one is also underway in Poland, Hungary and last year also in Romania. OSRAM is involved in all of these activities. We plan to extend these activities to include other European countries. The aim is to constantly increase the number of drivers who have their lights checked and to get the maximum possible number of service centres involved.	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	The “Vidět a být viděn” preventative safety campaign does not have a large budget. It requires coordination of communication between all of the partners. The fundamental issue is provision of information to the general motoring public about the possibility of having headlights with halogen lamps adjusted free	Any information that could help the jury to evaluate your initiative. Max: 100 words

	<p>of charge over the course of one week in November and willingness on the part of the employees of the service centres involved to provide advice and aid to drivers and to adjust their lights with no entitlement to a fee. Ensuring the maximum possible level of promotion for the “Vidět a být viděn” campaign is very important. Its primary objective is to increase safety on the roads. Our aim is of course also to ensure the good reputation of our company and all of the participating partners.</p>	
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