

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	GRSP Magyarország Egyesület (English name: GRSP Hungary Association)											
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	The aim of the organizations is to reduce the number and severity of road accidents. Our main activity is to educate and influence the behaviour of road users.	Activity field										
Country	Hungary	Country of the organization										
Website	www.grsphungary.hu	Organization website										
Contact person	Mária Bognár	For the follow-up of the application										
Contact person's position	project manager											
Contact person's email address	maria.bognar@grsphungary.hu											

Contact person's phone number	+36 20 513 9001	
Partners in the initiative	3M Hungary, ORFK-OBB Accident Prevention Committee, Hungarian Roads Management Company, Local Municipalities, OPSZ (Hungarian Civil Guard)	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	The programme started in 2008 when all together 16 pedestrian crossings were painted, 15 in Budapest and 1 in Pécs. In 2010 we continued in bigger cities with 11 pedestrian crossings in Debrecen, 6 in Győr, 6 in Miskolc and 7 in Pécs. In 2017 we restarted the activity with painting 5 pedestrian crossings in Budapest and the OPSZ is planning to continue in 8 cities in Hungary. The plan is to paint 4 pedestrian crossings in each of the 8 cities.	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	not relevant	In the case of persons, indicate their positions.
Geographical scope of the activities	The programme was implemented in Hungary. It started in the capital, in Budapest and continued in bigger cities, in Pécs, Győr, Debrecen and Miskolc. In 2016 it restarted in Budapest and it is planned to be implemented in 8 bigger cities in the country in 2017.	Indicate where the activities were implemented.
Summary of the initiative	<p>"Look around!" graphics around pedestrian crossings</p> <p>In Hungary the proportion of accidents on pedestrian crossings is higher than the EU average. The initiative starting in 2008, it included a before study in which 500 pedestrians were asked 8 questions. Among other findings, it revealed that 46% of the responders do cross the street during the red signal,</p>	<p>Describe the initiative indicating the subject, its aims and the main activities it involves.</p> <p>Max: 100 words</p>

	<p>99% has never been fined for violating the traffic rules as a pedestrian, 89% looks around before stepping on the road and only 60% of the responders feel safe when crossing the street on a pedestrian crossing. Most pedestrians reported not to be sure when they have the right to cross the street or were not familiar with or do not adopt the relevant rules of the Highway Code.</p> <p>The pedestrian safety campaign is based on pavement graphics, which show yellow feet and a sign: Look Around! It emphasizes and turns attention to where and how to cross the street, e.g.: to look around before stepping on the road. The signs were painted at carefully chosen locations, pedestrian crossings without traffic lights and preferably around schools of kindergartens. The pedestrian crossings were also chosen based on accident data. The implementation of the signs were accompanied by a media campaign in 2008.</p> <p>After the implementation of the signs an after study was carried out and the accident statistics were monitored.</p> <p>We restarted the program last year and it will be continued this year.</p>	
<p>Innovative character</p>	<p>Protecting vulnerable road users has always been a mission of GRSP Hungary. When the General Assembly of the Association decided to focus on pedestrian crossings it was clear that the campaign had to have characteristics that show something new for road users. Graphics were designed to be painted on the pavement near more dangerous pedestrian crossings and preferably around schools or kindergartens where no traffic light can be found. One of the purposes was to to direct pedestrians to safe crossings and to indicate that attention has to be paid both by drivers and pedestrians. The creative materials were carefully planned to draw attention.</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>In Hungary the proportion of road accidents at pedestrian crossings are higher than the EU average. At the time of the initiative, according to official statistics, more than 900 pedestrians/year were run over on pedestrian crossings in Hungary. GRSP Hungary aimed to improve pedestrian habits and raise awareness among drivers about pedestrian crossings.</p>	<p>Describe the issues identified leading to implement the road safety activities. Max: 100 words</p>
<p>Activities developed</p>	<p>It started with a before study that included a survey of 500 pedestrian and accident statistics by the ORFK-OBB of pedestrian crossings to choose the right locations. The creative material, the road signs were created by the help of 3M Hungary. The signs were painted at locations in Budapest first along with a media campaign. There were interviews about the campaign and the results of the survey on Tv, radio and papers. An after study was carried out which examined the changes of pedestrian behaviour when seeing the signs. Later on, one year follow up was carried out on accident statistics at some locations and more signs were painted in bigger cities.</p>	<p>Describe all the activities involved in the initiative, and where appropriate indicate the arrangement for each partner's participation. Max: 600 words</p>

<p>Genesis</p>	<p>In Hungary the proportion of road accidents at pedestrian crossings are higher than the EU average. The goal was to make pedestrian crossings safer.</p>	<p>Describe the reasons why you have chosen this initiative. Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>This programme can be adopted at any part of the world where there are pedestrian crossings and they have statistical analysis which shows at least one injury or involvement in an accident</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</p>

		larger scale. Max: 200 words
Promotion and dissemination	The program, when is started in 2008, was wildly published in the media. There were reports on radio and on TV. The media was invited to one of the application of the “Look around” sign painting, where interviews were given by experts. Articles were published in newspapers and online news.	Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.). Max: 100 words
Continuity	The OPSZ is planning to paint 4 pedestrian crossings in 8 cities in Hungary in 2017.	Indicate if there is a plan to continue some activities in the coming years. Max: 100 words
Evaluation of the activities	<p>The activity involved a before and and after study. A before study included a survey of 500 pedestrians as decribed above. The accident statistics at the pedestrain crossings were montitored before the initiative, in the year of the initiative and the following year at certain pedestrian crossings. I am attaching a chart where the numbers can be seen.</p> <p>The after study has been carried out to show the main effects of the programme. The study examined the changes in pedestrian behaviour when seeing the signs. According to the study 66% of pedestrians were influenced by the graphics. 86% of them thought that the graphics were placed on the right place. The majority of pedestrians think that the programme should be continued.</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>

<p>Other important aspect that you want to underline</p>	<p>There are attachments, pictures of the painted pedestrian crossings and accident statistics charts.</p>	<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>
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