

Together we are road safety

European Road Safety Charter
Call for Good Practices - to enter the selection for the:
Excellence in Road Safety Awards 2017

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions
Name of the organization	Industrie Mica Prahova SA "Your Safety Matters Also In Traffic" – Campaign consisting in the distribution of brochures aimed at educating children about the importance of road safety	
Type of organization	Company	NGO, company, local authority, school etc.
Organization main activity	Industrie Mica Prahova SA is a joint stock company whose main activity is the production of traffic signs for road signing. The secondary activities are: the application of road markings on city or country roads as well as periodical technical inspections.	Activity field
Country	Romania	Of the organization
Website	www.industriemica.ro	Organization website
Contact person	Iulia-Mihaela Matres	For the follow-up of the application
Contact person's position	PR Specialist	
Contact person's email address	iulia.matres@industriemica.ro	
Contact person's phone	0040244543515	
Partners in the initiative	The weblog <i>Drumul in siguranta</i> , created by company Industrie Mica Prahova SA three years ago, when joining the ERSCharter.	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	The distribution of the brochures started March 1 st , 2016 and was completed at the end of the same month (March 31, st 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 implicated internally	PR Specialist – Iulia-Mihaela Matres	In the case of persons, indicate their positions
Geographical scope of the activities	The city of Ploiesti	Indicate where the activities were implemented
Summary of the initiative	<p>Last year, in March, Industrie Mica Prahova SA started the project called <i>Siguranța ta contează și în trafic!</i> - an initiative meant to promote road safety among young children while involving parents and teachers in emphasizing the importance of road safety for children.</p> <p>Thus, around 500 young children as well as their parents and teachers were taught the basic rules of road safety through a brochure for young pedestrians.</p> <p>On this occasion, all those interested were invited to fill in a questionnaire on children's road safety, created in order to identify the issues that might appear in distributing the information regarding road safety among young children.</p>	<p>Describe the initiative indicating the subject, its aim and the main activities it involves.</p> <p>Max: 100 words</p>
Innovative character	<p>Both educators and children were very happy they were included in the initiative.</p> <p>When evaluating the campaign, the educators saw the brochure as a very important step in educating young children on road safety. 91.7% considered it would have a great impact on the behaviour of young children while in traffic and requested that such initiatives be repeated.</p>	<p>If applies, describe to what extent the proposed initiative will lead to new approaches and practices</p> <p>Max: 100 words</p>
Issues that are addressed with the initiative	<p>The chosen schools for the project were of those with medium and high risk of unwanted road events.</p> <p>The brochure was distributed mainly to young children with the declared aim of promoting road safety among them from an early age.</p>	<p>Describe which issues were identified that lead to implement the activities.</p> <p>Max: 100 words</p>

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Activities developed	The activities involved in the initiative consisted in: the creation and design of the brochure distributed to young children, its distribution in schools, the creation of the questionnaire and its distribution in schools and online, through the Facebook page of the <i>Drumul in siguranta</i> weblog, as well as the collection of the responses. Activities were conducted between March 1 st and March 31 st , 2016. Articles regarding the campaign appeared on the company weblog, as well.	Describe all the activities involved in the initiative and where appropriate indicate the participation arrangement for each partner. Max: 600 words
Genesis	According to most recent statistics, Romania occupies an unwanted first place among the European states with the highest rate of road accidents. It is known that children are some of the most vulnerable participants in traffic and they require careful and constant adult supervision. Also, according to ERSCharter, the age groups which are most exposed to unwanted road events are children aged below 10 and old people above 65. In the case of children, lack of attention as well as the lack of careful adult supervision are some of the causes of such high exposure.	Reasons why you chose this initiative. Max: 100 words
Transferability and multiplier effect	The initiative was made public via the company weblog <i>Drumul in siguranta</i> , as well as through articles published in local and national media. The results of the questionnaire were also made public in the same way.	Describe to what extent the proposed initiative will allow the transfer, general spread, dissemination or application of the results, experience, knowledge and good practice on a large scale. Max: 200 words.
Promotion and dissemination	The initiative appeared on the company website (www.industriemica.ro), its weblog (<i>Drumul in siguranta</i>) – www.blog.industriemica.ro and the press release regarding it was distributed to local and national media. The brochures were distributed also at an event organized by the Prahova Chamber of Commerce and Industry. Here is the link to the article published by a local newspaper (<i>Prahova Business</i>): http://www.prahovabusiness.ro/blogul-drumul-in-siguranta-si-industrie-mica-prahova-se-implica-in-siguranta-rutiera-a-copii/or/ Articles regarding the campaign appeared on the company weblog, as well.	Describe whereby the initiative will be publicised (publications, organized events, websites, CD-ROM, etc) Max: 100 words

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Continuity	The excellent results of the campaign make us consider starting similar activities in the coming years. Meanwhile, we continue to promote road safety through our company weblog, <i>Drumul în siguranță</i> as well as through participation in local/community events.	Indicate if there is a plan to continue some activities in the coming years Max: 100 words
Evaluation of the activities	Around 500 children in Ploiesti together with their parents and educators were taught the basic rules of a safe road trip. According to the questionnaire sent to educators, most respondents evaluated the impact of the brochure as being excellent or very good. At the same time, the rules displayed in the brochure were easily apprehended. The educators considered that the brochure will have a good impact on the way pedestrians use the road.	If relevant, describe the proposed evaluation method and the quality of the result indicators in relation to the expected objectives. Max: 100 words
Other important aspect that you want to underline	Industrie Mica Prahova SA signed the European Road Safety Charter in 2013, thus becoming one of the organizations which are actively involved in promoting the principles and good practices in the area, and thus taking a part of the responsibility for road safety in the EU.	Any information that will help the jury choose your initiative. Max: 100 words

