

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	KTI Institute for Transport Sciences Non-profit Ltd.											
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 checked="" 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 type="checkbox"/>	Education/Research institution	<input checked="" type="checkbox"/>	Local/regional authority	<input type="checkbox"/>	Please tick one box
SME	<input type="checkbox"/>											
Large business	<input type="checkbox"/>											
Association	<input type="checkbox"/>											
Education/Research institution	<input checked="" type="checkbox"/>											
Local/regional authority	<input type="checkbox"/>											
Organization main activity	Research and development on the fields of road safety, environmental protection, transport energy use and application of intelligent technologies, covering the entire transport sector with respect to rail, road, inland water, and air transport modes issues.	Activity field										
Country	Hungary	Country of the organization										
Website	http://www.kti.hu/	Organization website										
Contact person	Tamás Berta Dr. Arpad Török	For the follow-up of the application										
Contact person's position	Head of Centre for Road Safety Deputy Head of Centre for Road Safety											

Contact person's email address	berta.tamas@kti.hu torok.arpad@kti.hu	
Contact person's phone number	+36 1 371 5885 +36 1 371 5825	
Partners in the initiative	Main Partners: Ministry of National Development; National Transport Authority; National Police Headquarters - National Accident Prevention Committee; Transport Development Coordination Centre; National Toll Payment Services PLC; Aegon N. V.; National Citizen Soldier Association; GRSP Hungary; Harley Owners Group; International Auxiliary Police Association; International Bodyguard and Security Services Association; NiT Hungary; Transport Sciences Association; Transport Museum; Hungarian Police; Safety-Hungary Honda; Hungarian Public Road Non-profit PLC; Hungarian Auto Club; Mercedes-Benz; Hungarian Motorsport Federation; International Road Transport Union; Opel; Hungarian Bike Federation; Toyota; Hungary Road and Railway Management Company; Hungaroring Sport Zrt.; Groupama Assurance; Centre for Budapest Transport; Minimax	Your main partners in delivering the road safety activity

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
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Date of start and end of the initiative	From 12 th April 2011- continuously	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	Centre for Road Safety	In the case of persons, indicate their positions.
Geographical scope of the activities	The whole country through media, events in Hungary in several towns. Activities in educational institutes: kindergartens, schools, universities.	Indicate where the activities were implemented.
Summary of the initiative	<p>Life on the Road Programme is part of the National Road Safety Program, it broadens the uniform approach of traffic education and driver training with continous further training for adults on the field of road safety. In this way the road users become well prepared participants of traffic through life-long learning after collective and uniform awareness raising.</p> <p>Aims:</p> <ul style="list-style-type: none"> • Increase the number of children attained by road safety education. • Application of the principle of trust built up in preparation for traffic. • Strengthen parental responsibility <p>Main activities:</p> <ul style="list-style-type: none"> - presentations on events, practical activities, competitions - teaching materials, activities for kindergartens and schools -advertisements, posters, public service advertising 	<p>Describe the initiative indicating the subject, its aims and the main activities it involves.</p> <p>Max: 100 words</p>

	campaigns	
Innovative character	<p>The program recognized the need for a uniform traffic education. It is based on life-long learning, gives informations to the different ages step by step guided by a modular skill based matrix according to the age characteristics.</p> <p>It contains practical education, as road safety knowledge can be learned effectively in this way.</p> <p>Cooperation between partners: teachers, traffic experts, police, national authorities, vehicle manufacturing companies, cooperating partners.</p> <p>It broadens knowledges of road safety widely, with the help of partner organizations, wide coverage is assured.</p> <p>It creates effective and coordinated cooperation between the different specializations.</p> <p>The program is based on specified methodological basis, with content elaborated and controlled by experts.</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>According to the results of a survey (2011) of traffic patterns and attitudes towards traffic in young age, more than the 25% of the students were in dangerous situation, 25% of them experienced traffic accident, and the 25% of the parents were participants in at least one traffic accident.</p> <p>Most of the youngsters think that it is acceptable to break the traffic rules, and it is so often based on the model of their peers and their parents.</p> <p>Hence to improve the road safety, it is important to provide road safety education in childhood, besides giving information to the adults.</p>	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>

<p>Activities developed</p>	<p>Since the starting of Life on the Road Programme the activities below are continuously realized:</p> <p>-residential events for road safety, road safety practical activities on different events, implementation of KRESZ (Hungarian traffic laws) parks (some example):</p> <ul style="list-style-type: none"> • Life on Road Family Day on 31st may 2014.: handover ceremony of a Traffic safety practice-ground for children in the Railway History Park. In the Traffic safety practice-ground park children below 12 years can safely practice the traffic laws, the regular biking. The main partners of Life on the Road Programme were the Railway History Park and the GRSP Hungary Association. • Road Safety Family Day in the Palace of Arts 28th February 2016. • Children’s Day in the City-park – realized every year. The Life on the Road Programme operates a Traffic safety practice-ground park for children on the event of International Child Rescue Service, in cooperation with the Mercedes Benz Hungary. • PlayKid Children’s Day – 24th and 25th may 2014. Road safety activities on one of the biggest Children’s Day event in cooperation with babanet.hu website. The Centre for Road Safety implemented and operated a Traffic safety practice-ground. • “The Transport Culture Day” - every day should be a day of civilized traffic. The event's mission is to disseminate transport safety and environmental behaviours, as well as the presentation of the diversity of tolerance and partnership based attention to each other and the transport culture itself. 	<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>

	<ul style="list-style-type: none"> • To encourage the road safety widely in Hungary Ministry of National Development and KTI Institute for Transport Sciences has published a call for proposals among the cities, villages in Hungary. The aim is to reduce traffic accidents and raise the awareness of the road safety widely. <p>-Surveys: for example on the VOLT festival in the city of Sopron 02.07.2014.</p> <p>-education plan and teaching materials to pedestrian license</p> <p>-creation of “Safe Kindergarten” network for kindergartens excellent in education for road safety</p> <p>-coloring books for kindergartens, drama performances, puppet shows, "at every turn" puppet traffic competition</p> <p>- transport information booklet for kindergarten starting children's parents</p> <p>- initial of academic year campaign in every year</p> <p>-drawing and traffic competitions</p> <p>-“Superbike” program – continuously – national road safety program for elementary school students. It is realized in the cooperation of the National Development Ministry, the KTI, Institute for Transport Sciences Non-profit Ltd, and the National Transport Authority.</p> <p>-events in universities and colleges.</p> <p>-voting and competitions on internet</p> <p>-hand-out of road safety</p> <p>-advertisements, press releases, publications in journals (for example in Road Safety Journal)</p>	
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	<p>-posters, public service advertising campaign</p> <p>-TV series (Domonkos, the smartphone – on MTV; MiniKRESZ – on Minimax), online communication</p>	
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Genesis	<p>The education for road safety, started at childhood, and then built on each other has a beneficial long-term effect on society-shaping, as the children will travel safely not only in their childhood, but if the education is effective, it becomes part of their behavioral patterns, what remains stable in their adulthood, moreover they pass on to their environment and children.</p> <p>We believe, that the education for traffic has to react to the characteristics of the age groups, as every stage of the life has its own crisis, its own special circumstances, which has to be considered when thinking about education.</p>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>The Life on the Road Programme is an education for road safety program based on a uniform conception developed by experts. Its activities are developed by experts specifying the characteristics and limits of the age groups, based on the life-long learning concept. The messages targeted to the different age groups are generally valid, in every language. The program is not only series of activities, but the main part of it is the strong framework, that makes it applicable in other countries too. The program is on for 6 years, so there are a great amount of experiences in connection with the activities, they show that the concept is adequate,</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>

	and helps improving road safety. Its main concepts are applicable internationally, not only meet the local characteristics.	
Promotion and dissemination	<p>Official website: www.eletuton.hu</p> <p>Promotion on other websites: www.kozlekedes-biztonsag.hu, frissjogsi.hu; zoldjogsi.hu; kozszemle.hu; szabalyzoo.hu.</p> <p>Publications are being released continuously in journals of road safety (eg. Road Safety Inspection, Road Safety Journal, etc.) On the websites of the partners there are news about the realized events, highlighted that the project is supported by the Life on the Road Programme, and the program's logo is indicated.</p> <p>It is promoted on professional and residential events, in national and regional campaigns, in local traffic education programs, in teaching materials and releases in connection with road safety.</p>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>The aims are long-term and continuous: improving road safety, reducing the number of traffic accidents, so continuation of the activities are needed.</p> <p>In total the Life on the Road Programme is operating continuously, with all of its activities.</p> <p>There is plan for realizing all of the activities of the program in the following: spreading of the teaching materials, programs for road safety in schools and kindergartens, participation on residential events in cooperation with partners, competitions, releases and promotions on events and in professional journals, broadcasting of the specialized materials by media.</p>	<p>Indicate if there is a plan to continue some activities in the coming years.</p> <p>Max: 100 words</p>

<p>Evaluation of the activities</p>	<p>A monitoring system were elaborated: questionnaire shooting among students, broken down by age group. It measures their road safety knowledge and their attitudes towards road safety. This way we can measure the improvement on these fields, as the program is aiming mainly this age group.</p> <p>The effectiveness of the program also can be evaluated through examining the changes in the number of accidents, mainly involved in children, and the changes of the use of seat belt and child safety devices, as these are the main objectives of the program. The activities of the program covering the whole country.</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>Life on the Road Programme is a widely applicable approach of the road safety education. It has strong concept, developed by experts. The experiences gained so far show that the life-long learning concept and the education adapted to the age characteristics are effective, the feedbacks from teachers, professionals, cooperating partners are positive.</p> <p>The experience of the road safety experts show, that starting road safety education in the early ages help young adults to acquire traffic driving considerably easier. This program coordinates the different activities by its partners, gives them a methodologically and conceptionnally uniform frame.</p>	<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>