

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	Norddeutscher Rundfunk Kiel, NDR 1 Welle Nord											
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	Public service broadcaster (Radio, TV, Online)	Activity field										
Country	Germany	Country of the organization										
Website	www.ndr.de/sh	Organization website										
Contact person	Daniel Hinrichsen, Renato Ferreira	For the follow-up of the application										
Contact person's position	Responsible Editors											
Contact person's email address	d.hinrichsen@ndr.de , r.ferreira@ndr.de											
Contact person's phone number	0049 431 9876 501											

Partners in the initiative	<ul style="list-style-type: none"> - Landespolizei Schleswig-Holstein (State Police Schleswig-Holstein) - Verband des KFZ Gewerbes Schleswig-Holstein (professional association representing the interests of the motor trade and repair businesses in Schleswig-Holstein) 	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	<ul style="list-style-type: none"> - The initiative was launched on 02 February 2017 expanding on one of our existing radio claims "Schleswig-Holstein fährt fair" (Schleswig-Holstein drives fairly) - We branded the month of February as our "Fair-Fahrer-Februar" (Fair-Driver-February) and for three weeks we focussed our radio, television and online programming on the initiative. - The claim is still in extensive use on our radio programme during our traffic announcements and whenever we cover topics related to road safety and transportation safety we brand them as part of the "Schleswig-Holstein fährt fair"-initiative. 	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	<p>Radio hosts: Jan Bastick, Mandy Schmidt, Maja Herzbach, Pascal Hillgruber</p> <p>Radio reporters: Thorsten Creutzburg, Kathrin Bohlmann, Jörn Schaar, Julian Marxen, Samir Chawki</p> <p>Online contributors: Juliane Thomas, Sabrina Santoro, Anna Baake</p> <p>Video journalists: Janis Roehlig, Kalina Nennstiel</p>	In the case of persons, indicate their positions.
Geographical scope of the activities	Federal state of Schleswig-Holstein	Indicate where the activities were implemented.
Summary of the initiative	<ul style="list-style-type: none"> - We report on the major security problems on the roads of Schleswig-Holstein and send the signal: Together we make the roads in Schleswig-Holstein safer. 	Describe the initiative indicating the subject, its aims

	<ul style="list-style-type: none"> - We raise awareness with informative and emotional elements on the radio, online and on TV. - We report on a wide array of road safety problems, i.e. speeding, safety for children and cyclists, drunk driving, the use of cell phones behind the wheel, aggressive drivers, the future of road safety. - We follow up on road safety concerns of our listeners, readers and viewers and distribute "Schleswig-Holstein fährt fair"-posters to put up next to dangerous streets. 	<p>and the main activities it involves.</p> <p>Max: 100 words</p>
Innovative character	<p>Thanks to the input from our listeners and with the distribution of our "Schleswig-Holstein fährt fair"-posters we hope to improve the road safety in those crucial traffic areas reported by our listeners. The extensive reporting on air and online about the different road safety issues of our state combined with the emphasis on our claim multiple times an hour should further raise the awareness about road safety in Schleswig-Holstein.</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>
Issues that are addressed with the initiative	<p>The problems on Schleswig-Holstein's roads are manifold and the numbers alarming: 85.000 accidents per year, more than 15.000 people injured and more than 100 people killed. Every 7 minutes the police in Schleswig-Holstein is called to a traffic accident - from the cycling accident on a small street to the big car pile-up on the highway. Given the very diverse road safety problems in our state that has rural and urban areas we decided to try and tackle as many of them as possible dedicating one full day of programming to each of them for three weeks.</p>	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>
Activities developed	<p>In collaboration with the Landespolizei Schleswig-Holstein</p> <ul style="list-style-type: none"> - Our reporters accompanied the police while looking for speeding drivers and confronted those drivers with the potential consequences of their actions. - Our reporters accompanied the police looking for people driving their cars under the influence of alcohol and drugs and discussed the dangers of drug use behind the wheel. - One reporter tested and reported about a drunk driving simulator to better describe the impact of alcohol on a person's driving ability. - Our reporters accompanied the police looking for people using their cell phones while driving and confronted those drivers with the potential consequences of their actions. 	<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"> - Our reporters accompanied the highway police to talk about highway safety and the dangers of aggressive driving. - Our reporters and hosts talked with the police about what you can do to make your bicycle safer and how to be safe as a cyclist on the road. <p>In collaboration with the Verband des KFZ Gewerbes Schleswig-Holstein)</p> <ul style="list-style-type: none"> - Our reporters visited car garages and described the process of car inspections and what to look for relating to road safety - We gave away vouchers for car safety inspections to raise awareness for proper road safety measures and to improve around 20 cars with the help of our partners. <p>For our radio and online reports:</p> <ul style="list-style-type: none"> - We talked with people who have been in traffic accidents, people who have lost loved ones due to traffic accidents, first responders about their experience in dealing with accidents, experts on the future of road safety and with traffic psychologists - Our morning show hosts invited a driving instructor into the show to talk about learning how to drive and the most common dangerous mistakes, young drivers have to try and avoid. - Our morning show hosts tried (and succeeded) to retake their practical driver's licence test while being filmed by our online video journalists. - We asked our listeners and readers to tell us about specific road safety concerns in their neighbourhood. Then we sent our reporters there to raise awareness and to distribute our "Schleswig-Holstein fährt fair"-posters. - Our reporters visited a school during the morning rush hour to talk with children, parents, teachers and drivers about the road safety issues around schools. - We talked with countless people in Schleswig-Holstein on air and online about their opinions, problems and advice concerning road safety in our state and encouraged and engaged in discussions via our social media channels. 	
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Genesis	<p>Improving the road safety in Schleswig-Holstein has been part of the programming of our radio station for years. The rising numbers of accidents in the past years have prompted us to emphasize on this and increase our efforts with the “Fair-Fahrer-Februar” as part of our “Schleswig-Holstein fährt fair”-initiative. Our goal was to educate as many of our listeners, viewers and readers as possible, raise awareness for our road safety problems and build a stronger community where everyone drives more safely for the benefit of themselves and others.</p>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>With 400.000 daily listeners in a state of 2.8 million we expect that raising the awareness of our listeners and emphasizing a community of a state that drives fairly, we can increase the road safety in Schleswig-Holstein bit by bit. We continue to state our claim in every traffic announcement and continue to discuss road safety issues on air, online and on social media. The reports and results of our three weeks of focused programming are still available online for educational use. We also continue to follow up on road safety concerns by our listeners and distribute as many “Schleswig-Holstein fährt fair”-posters as possible to people who want to put them up to make their home street, their childrens way to school or their local intersections safer.</p> <p>As an additional practical effect we can state that we made around 20 cars safer by giving away vouchers for car inspections in cooperation with our partner the Verband des KFZ Gewerbes Schleswig-Holstein.</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>
Promotion and dissemination	<p>The initiative was broadcasted extensively on our radio station and our website with additional reports in our regional television programme. All in all around 100 audio, video and text reports were produced. Most of them are still available online at http://www.ndr.de/wellenord/sendungen/guten_morgen/Schleswig-Holstein-faehrt-fair,shfaehrtfair182.html . Additionally around 100 “Schleswig-Holstein fährt fair”-posters were distributed in the initial three weeks and are now standing / hanging close to roads and areas that our listeners deemed especially dangerous regarding 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>We continue to emphasize our “Schleswig-Holstein fährt fair”-claim every day in every traffic announcement on the radio and whenever we discuss or report on road safety issues in our state. Our initiative posters are still available and we follow up and report on the road safety issues brought to us by our listeners, readers and viewers.</p>	<p>Indicate if there is a plan to continue some activities in the coming years.</p>

		Max: 100 words
Evaluation of the activities	<p>Since the main goal was to raise awareness, we evaluate the performance of the initiative based on the number of people we reached and the feedback we received.</p> <ul style="list-style-type: none"> - 400.000 daily listeners on the radio - More than 1.000 phone calls during the three weeks of focussed programming related to the different road safety topics and concerns - Around 100 "Schleswig-Holstein fährt fair" posters distributed per request from listeners - Up to 150 reactions to our Facebook posts 	<p>If relevant, describe the proposed evaluation method and the performance indicators in relation to the expected objectives.</p> <p>Max: 100 words</p>
Other important aspect that you want to underline		<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>