

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	Slovak Association of Motor Sport											
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	National Motor Sport Authority	Activity field										
Country	Slovakia	Country of the organization										
Website	www.sams-asn.sk	Organization website										
Contact person	Ing. Dusan Koblisek	For the follow-up of the application										
Contact person's position	President											
Contact person's email address	koblisek@gmail.com											
Contact person's phone number	+421 903 700 590											

Partners in the initiative	Automedia ltd, RTVS – Slovak National Radio television broadcasting Company, Ministry of Interior – Road Police department, Pseudoart Creative studio ltd	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	August 2015, 2016, 2017 – continue with Drive with Head Serie II	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	Dusan Koblisek, Head Producer of TV serie	In the case of persons, indicate their positions.
Geographical scope of the activities	Whole Slovakia	Indicate where the activities were implemented.
Summary of the initiative	The statistic threat of death is just numbers. The stories of black chronicles that fill up the news with traffic accidents usually happen to the others. But we are all endangered species – drivers, pedestrians or bike riders. This project has a clear goal: leading people to higher consideration on the roads, any kind of vehicle may become a deadly weapon and even a small distraction may have fatal consequences. DNA of the theme is the protection of life, health and positive change of the society. The goal is to feel safer on the roads. If we positively change the behaviour of the drivers, increase their skills, change the mind of pedestrians and cyclers, we will also increase their awareness towards the possible	Describe the initiative indicating the subject, its aims and the main activities it involves. Max: 100 words

	outcomes and we believe it will matter a great deal.	
Innovative character	Slovakia has no regular educational TV program before that could influence the public on regular bases about the threats of the road traffic. Our goal is to create minimum more than 20 TV spots (cca 3-4 min) with an educational aim concerning the road traffic behaviour. These could be aired several times in the regular weekly structure on the National public broadcaster - RTVS . Every time something like this appears abroad it has a positive outcome on the awareness of all the participants of the road traffic.	If applies, describe to what extend the proposed initiative will lead to new approaches and practices in road safety. Max: 100 words
Issues that are addressed with the initiative	2013 was successful concerning the decreasing of killed people on Slovak roads. Despite that the 223 victims of traffic accidents is an overwhelming number. The positive trend was a result of several activities: increase of repressive actions (fines), more strict conditions for getting the driver's licence, slow improvement in the road network, new ways of education, but the programs has a small reach out to the public. The development of the traffic accidents and the number of mortal victims has proved so far that the trend might be interrupted as in the first half of 2014 showed an increase of mortalities by 150 %. All the means of increasing of the awareness of the participants on road traffic are always appropriate. There is no regular program that could influence the public on regular bases about the threats of the road traffic.	Describe the issues identified leading to implement the road safety activities. Max: 100 words

<p>Activities developed</p>	<p>We would like to create an influence on diminishing the fatal consequences of traffic accidents on Slovak roads. Our success will be measured by the statistics in the future. This project is mean to address young drivers and pedestrians (topics: driving without the driver's license, tendency to risk, driving under the influence of alcohol or toxic agents, using mobile devices while driving, headphones in the ears of the pedestrians...), elderly drivers (topics: reaction time, orientation, tiredness while driving and similar), bike and motorbikes riders (topics: technical equipment, driving technique, crossing the streets...). The campaign will be supported by Ambassadors of safe driving; these were chosen among the publicly well-known personalities such as the successful motorsport racers – Stefan Rosina FIA GT, Martin Homola ETCC, olympic winner M. Moravcová (swimming) and similar. Moreover this fundamental evaluation was great as we found a lot of important partners for this Project, which helped our ASN SAMS to improve our positive influence in Slovakia. Along with the public Radio and Television of Slovakia RTVS we signed agreements with very important partners such as the Ministry of Interior Affairs, Police Presidium, Department of Road Police and Slovak Road Safety department of the Slovak Ministry of Transportation. We have also started cooperation with other Slovak member clubs in FIA Mobility – SATC, ASA (in the past it was not such a successful partnership) and we also found new partners in Matador Automotive Company, a car leasing company VWFS (Volkswagen Financial Services). During the production we have acquired excellent cooperation relations with the National Highways company NDS.</p>	<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>
-----------------------------	--	---

<p>Genesis</p>	<p>I personally as a leading person of this project start my professional carrier as a motoring journalist in Czechoslovak radio and in time when my children have age of 10 I write a children's book with road safety</p>	<p>Describe the reasons why you have chosen this</p>
----------------	---	--

	<p>content – Klaudinkine príhody. Next years I was active as motor sport driver, later as a President of the SAMS and also in my professional carrier I was always involved to road transport and car business, I have a dream to do somethink for saving the life on our road. In moment when I feel the possibility to create the team for this campagne I started to prepare this TV serie. I have experience from production of similar motoring program not only in Radio but also in TV and also new iniciatives of FIA was my motivation to start with this program. Situation on our Slovak roads was very complicated and numbers of road traffic victims dramatically increased in 2014. This was the right moment to introduce our Drive with Head Campaigne.</p>	<p>initiative. Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>We prepare a TV campaign consisting of TV spots of 3-5 minutes that are interconnected by the brand, content, theme but on the other hand independent on the order or frequency of the airing. The content will consist of two principles: emotion triggering campaign and education on the roads, continuation of the school education or driving school. Both principles will complement and the key words are: trust (the moderator and experts will be chosen according to their public trustworthiness), meaningfulness (not just plain threats but also skills), and consideration (although it is very hard to restart our empathy in this time of hedonism). The added goal is to build up the brand of the campaign that might be also used outside the TV spots in the interaction with the public. The brand of this safety</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. Max: 200 words</p>

	<p>campaign Drive with Head ! for road traffic can be later implemented into further projects and activities in order to create a permanent platform for road traffic education in Slovakia.</p>	
Promotion and dissemination	<p>Thanks partners – mainly RTVS we prepare also the PR campaign for this Project. Several time we have space to introduce our work on production of the spots in Main News and our faces are also use as experts by the roads traffic themes on RTVS Broadcasting. This year we will prepare special edition of educational CD for Drivers schools and for Ministry of education. In 2016 we also open this Campaigne at the Press Conference.</p>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>In 2016 we aired more than 300 replays of this spots on 2 Channels of RTVS we successfully finished the Drive with Head Serie 1. We create 34 spots and Management of the R5GVS order new Drive with Head Serie 2 and for year 2017 we will prepare another 20 new spots. RTVS have this spots in stabile broadcasting structure and give this program also important title as a Public Important Program which open for this program stabil future.</p>	<p>Indicate if there is a plan to continue some activities in the coming years.</p> <p>Max: 100 words</p>
Evaluation of the activities	<p>There are two views of an evaluation of this program – one is that in 2016 have this Program more then 10 mil spectators. Second one is that 2016 decrease the number of the fatal road accidents on Slovak roads – we know, that it was not only our work, but we have positive feeling that, we do anythink for positively changing the behaviour of the drivers, increase their skills, changing the mind of pedestrians and cyclers and we also increase their awareness towards the possible outcomes and we believe it will matter</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>

	a great deal.	
Other important aspect that you want to underline		Any information that could help the jury to evaluate your initiative. Max: 100 words