

## 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 31<sup>st</sup>, 2017

Submit to [charter@paueducation.com](mailto:charter@paueducation.com)

#### SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions									
Name of the organization	Tramwaje Warszawskie sp. z o.o.										
Type of organization	<table border="1"> <tr> <td>Large business</td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> </table>	Large business									Please tick one box
Large business											
Organization main activity	<p>Tramwaje Warszawskie Sp. z o.o. is a company with a 150 year long tradition, rendering collective public transport services. The Company is guided by the principle of economic, social and ecological responsibility. Its main activity consists in the management of collective tramway passenger transport in the territory of the capital city of Warsaw, including, in particular,</p> <ul style="list-style-type: none"> <li>• Operation of the tramway rolling stock and, with simultaneous existence of an efficient and statutory collective transport;</li> <li>• Purchase, replacement and repair of the tramway rolling-stock;</li> <li>• Management of investment projects in the area of construction, enlargement and repair of facilities and equipment of the collective tramway transport.</li> </ul> <p>Tramwaje Warszawskie is the biggest tramway company in Poland. Every day, 425 tramway trains depart and run along</p>	Activity field									



	<p>293 km of rails (822 cars), which carry about 750 000 passengers. It employs more than 3 500 people, including 1350 tram drivers. The Company's objective is to maintain a modern, fast and safe tram transport in Warsaw. In conformity with adopted and consequently implemented strategy, the Company successively enlarges the existing tram connections network and the number of modern tram cars in Warsaw is growing. Trams are presently a convenient means of transport both for the elderly and disabled as well as for parents travelling with children. The company also actively participates in the social and cultural life of Warsaw in conformity with the motto "Tramwaje Warszawskie friendly to the inhabitants and the city".</p>	
Country	Poland	Country of the organization
Website	<a href="http://www.tw.waw.pl">www.tw.waw.pl</a>	Organization website
Contact person	Elwira Kobylińska	For the follow-up of the application
Contact person's position	Chief Marketing Specialist	
Contact person's email address	<a href="mailto:ekobylinska@tw.waw.pl">ekobylinska@tw.waw.pl</a>	
Contact person's phone number	+48 502005012	
Partners in the initiative	<ul style="list-style-type: none"> <li>• The Warsaw Police Headquarters</li> <li>• The Municipal Firefighters' Headquarters</li> <li>• The City Guard</li> <li>• The Public Transport Authority</li> <li>• The Voivodeship Traffic Centre</li> <li>• The Institute of Motor Vehicle Transport</li> <li>• Foundation "Jednym śladem" (two-one track vehicles)</li> <li>• Foundation "Zen Driving"</li> <li>• Specialist Emergency Rescue Unit s12</li> </ul>	Your main partners in delivering the road safety activity



	<ul style="list-style-type: none"> <li>• The Group of Motor Vehicle Mechanics Schools No. 2 in Warsaw</li> <li>• Radio KOLOR</li> <li>• Multikino</li> <li>• Teatr Kamienica</li> <li>• Theatrical Insitute</li> </ul>	
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## SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	<p>The initiative is held every year from June to December.</p> <p>The first ediction took place in 2009.</p>	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>Department of Marketing and Promotion</p> <p>The Department of Traffic Supervision</p> <p>The Department of Protection</p> <p>The Department of Health and Safety at Work</p> <p>The Department of Transport Management of the Warsaw Wola District</p>	In the case of persons, indicate their positions.
Geographical scope of the activities	Warsaw and the Masovian Voivodeship	Indicate where the activities were implemented.
Summary of the initiative	<p>The initiative objective is to improve road traffic safety through education and the eventual reduction to a zero of the number of collision victims in accidents involving trams. We attempt to make everybody aware of what may result from a lack of vigilance, the ability to anticipate events and an obvious carelessness of street traffic participants who are frequently unaware what tragedy</p>	Describe the initiative indicating the subject, its aims and the main activities it involves. Max: 100 words



	<p>may be caused by a moment's inattention or failure to yield right of way.</p> <p>Every year we organize a simulation show of an accident involving a tram and a passenger car in order to visualise the consequences of inattention and a lack of carelessness on the road. In order to elaborate effective solutions in increasing the tram traffic safety, we have organized conferences and seminars with the participation of Polish and foreign experts for many years.</p> <p>Year after year we increase the range of activities of the educational and warning character.</p> <p>Thanks to our collaboration with Teatr Kamienica, we make educational performances for school children, which have been watched by more than thirty thousand of children and by the end of this year the number will increase by another four thousand.</p> <p>We organize interactive educational workshops in the Theatrical Institute during which children get acquainted with the specific features of how to use the means of urban transport, they play roles in scenes that take place in trams and tram stops every day. About 1 200 children from Warsaw elementary schools will take part in the current edition of such workshops.</p> <p>Our initiative was started in June, just before the beginning of the summer holidays. In collaboration with the Multikino network, we invited groups of children participating in the Summer in the City campaign to four shows "Let's be safe together" organized by the Akademia Filmowa during which talks related to road safety were held as well as educational short film shows combined with a children's film show.</p> <p>This autumn, thanks to the collaboration with the City Guards of the capital city of Warsaw, cycling workshops for almost three thousand children will be conducted in the "road traffic town" in which the road and rail infrastructure is reproduced in the micro scale. We hope that the foregoing activities will bring a measurable effect such as educated youth now and responsible road traffic participants in the future.</p>	
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<p>Innovative character</p>	<p>The activities bring expected effects. Year by year the number of collisions and accidents with participation of trams decreases despite an increasing traffic intensity in Warsaw. The number of accidents has decreased by nearly one third since 2009, from more than 1 200 in 2009 to ca. 800 in 2015, and the number of traffic fatalities fell from 6 annually to 2 in 2015. The road safety awareness level in the society has grown, the number of collisions and accidents with participation of trams has fallen down and the work discipline of tram drivers has increased in terms of their observation of road traffic rules.</p> <p>Not only the effectiveness of the campaign but also the necessity of further education and prevention are confirmed by statistics. It should be also emphasized that road events with participation of trams represent solely about 3% of all the road events in Warsaw, out of which 80% were caused by pedestrians and drivers of other vehicles in the course of last year.</p> <p>For this reason we continue to conduct awareness-arousing activities directed to all traffic participants associated with threats resulting from inattention on tram rails. A tram weighs over 35 tonnes and its braking distance is over twice as long as that of a passenger car. Thus, the driver, and more than that, a pedestrian have no chance at all.</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>Accidents with participation of trams occur multiple times. Road users should take special cautiousness on tram rails since over 80% of road events with participation of a tram in Warsaw are caused by pedestrians and passenger car drivers. No-one has been killed due to a tram driver's fault since 2010.</p> <p>A tram weighing ca. 40 tonnes at the speed of 60 kmh has a braking distance over twice as long as a passenger car. A driver and the more so a pedestrian have no chance.</p>	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>
<p>Activities developed</p>	<p>In the screens of the Multikino network in Warsaw a film spot of the campaign can be watched while in Radio Kolor a warning spot is broadcasted.</p> <p>Trams with graphic form warnings run in the streets of Warsaw.</p> <p>We supply two thousand campaign posters to every</p>	<p>Describe all the activities involved in the initiative, and where appropriate indicate the arrangement for each partner's participation.</p>



	<p>Warsaw school each year.</p> <p><b>I. The RTS (Road Traffic Safety) campaign inauguration ceremony</b></p> <p>A) a press conference with participation of the media (television, radio stations);</p> <p>B) a crash test with a motor vehicle combined with a show of a rescue operation with a commentary (a discussion of accident causes and safe participation in road traffic)</p> <p>C) theatre scenes depicting life threatening situations on tram rails</p> <p>D) Education zone for children:</p> <ul style="list-style-type: none"> <li>• Educational performance "Safe way to school"</li> <li>• Workshops in the "road traffic town" in a tramway depot</li> <li>• A RTS knowledge competition "THE WHEEL OF FORTUNE" with prizes</li> <li>• A City Guard intervention technique show group</li> <li>• A rescue team vehicle</li> <li>• RKO stands (rescuers and phantoms) – workshops in administration of first aid</li> <li>• Educational workshops conducted on board trams – the principles of safe driving and road manners</li> </ul> <p><b>II. Educational activities:</b></p> <p>1) July – August – Film Academy in the Multikino cinema</p> <ul style="list-style-type: none"> <li>• RTS talks, first aid administration show, mini-lecture delivered by a policeman + a film</li> <li>• 4 shows in each of Warsaw Multikino network cinema</li> <li>• Each show will be watched by ca. 300-400 children participating in the Summer in the City campaign</li> </ul> <p>2) September – October – bicycle workshops in the "road traffic town" of the City Guard</p> <ul style="list-style-type: none"> <li>• Target group – elementary schoolchildren/elderly people (2000 people in total);</li> <li>• Practical RTS workshops conducted in the "road traffic town" with trams, and lecture panels held in a training hall of the City Guard</li> <li>• Competitions with prizes – educational books for</li> </ul>	<p>Max: 600 words</p>
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	<p>children and life-saving fluorescent items</p> <ul style="list-style-type: none"> <li>• The workshops will be held in the “road traffic town” at ul. Sołtyka 8/10 in Warsaw</li> <li>• The number of workshops: 60 lessons;</li> </ul> <p>3) October – November – a theme radio broadcast for drivers and pedestrians:</p> <ul style="list-style-type: none"> <li>• A radio programme broadcasted by the local radio station – a series of 20 (3 min.) radio programmes</li> <li>• Campaign radio spots broadcasted by the local radio station – 300 broadcasts</li> <li>• Information campaign in the media (the Internet, press)</li> <li>• Outdoor means – tramcar sides, posters in schools</li> </ul> <p>4) October – November – educational performance (Teatr Kamienica):</p> <ul style="list-style-type: none"> <li>• Target group – elementary schoolchildren – classes 1-6 (a total of 3 600 children)</li> <li>• Educational performance “KULEK”</li> <li>• Place of performance: Teatr Kamienica in Warsaw, the theatre hall houses 350 spectators;</li> <li>• Number of performances: 12;</li> </ul> <p>5) October – December – Theatre workshops (the Theatrical Institute):</p> <ul style="list-style-type: none"> <li>• Target group – elementary schoolchildren- classes 1 - 3 (ca 1200 children);</li> <li>• The workshops will be held at the Theatrical Institute or other theatres in Warsaw;</li> <li>• Form: interactive classes;</li> <li>• The number of workshops: 20;</li> </ul> <p>6) October – Everyone wants to live safely</p> <ul style="list-style-type: none"> <li>• Target group: inhabitants of Warsaw (a total of 5 000 people);</li> <li>• Presentation of the campaign: Let’s Be Safe All Together</li> <li>• The performance will be held in Torwar in Warsaw</li> <li>• The number of events: 1 show</li> </ul>	
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Genesis	<p>The Tramwaje Warszawskie Company initiated the Let's Be Safe All Together campaign in 2009, due to a black series of accidents in which a number of pedestrians were killed on tramway rails. Then we decided that we had to initiate educational, informative and preventive activities so as to warn the Warsaw inhabitants against tragic effects caused by inattention and lack of concentration on and in the vicinity of tramway rails. The up to date observation indicates that the greatest number of road events with participation of trams occur in the city centre or the main transport routes of Warsaw. The prevailing number of events involving trams occur in the left turns and in the places where the vehicles turn back.</p>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>The activities undertaken by the Company may be copied by other tramway companies, but not only those, at home. In 2014, the Company, with participation of other tramway companies from Cracow, Toruń, Gorzów Wielkopolski, Grudziądz, Częstochowa, Chorzów, Łódź, Wrocław and Poznan conducted activities aimed at increasing road traffic safety participants at a national scale.</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	<ol style="list-style-type: none"> <li>1. the exterior surface of the right sides of carriages in Warsaw – 40 carriages 105N;</li> <li>2. the exterior surface of the sides of carriages in Warsaw</li> <li>3. A3 posters inside Warsaw trams</li> <li>4. B1 posters in schools in Warsaw</li> <li>5. an educational book for children "Let's Be Safe All Together" – 20 000 copies</li> <li>6. "life-saving fluorescent items"</li> <li>7. a subpage of a TW (Tramwaje Warszawskie) Internet website</li> <li>8. a radio station – a theme radio programme broadcast for drivers (a series of ca 20 broadcasts);</li> <li>9. a radio station – a radio spot broadcast;</li> <li>10. www.jedz-bezpiecznie (travel safely) – an Internet portal</li> <li>11. theme slides on lcd displays in trams / every week – RTS titbits</li> <li>12. theme articles on the RTS campaign website, in the "Flesz" and on www.jedz-bezpiecznie.pl</li> <li>13. participation in RTS events of campaign Partners</li> </ol>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>



Continuity	<p>The campaign is conducted from June to December each year. The first edition took place in 2009.</p> <p>In 2017, the ninth edition will be inaugurated On 22<sup>nd</sup> June 2017</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>The activities are evaluated in the statistics maintained by The Department of Traffic Supervision of the Warszawskie Tramwaje Company and the statistics maintained by the The Warsaw Police Headquarters.</p> <p>The binding parameters include the number of accidents with participation of trams in a year and the number of fatalities.</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>
Other important aspect that you want to underline	<p>The educational activities undertaken within the framework of the campaign are of a diverse character, addressed to different age and target groups (vehicle drivers, motorcyclists, pedestrians, and urban public transport passengers), but chiefly to children; they are attractive, free of charge and widely available. They enjoy a huge interest of schools.</p>	<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>

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