

Together we are road safety

European Road Safety Charter

Call for Good Practices - to enter the selection for the:

Excellence in Road Safety Awards 2016

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions
Name of the organization	Open Youth Institute for Research, Education and Development (iRED)	
Type of organization	NGO	NGO, company, local authority, school etc.
Organization main activity	Youth	Activity field
Country	Bulgaria	Of the organization
Website	www.ired-bg.eu	Organization website
Contact person	Daniel Vankov	For the follow-up of the application
Contact person's position	CEO	
Contact person's email address	d.vankov@ired-bg.eu	
Contact person's phone	+ 359 897 897 052	
Partners in the initiative	Argentina MINU Asociacion Civil (MINU) Austria FACTUM Chaloupka & Risser OG (FACTUM) Belgium Responsible Young Drivers Vlaanderen (RYD) China Shanghai ZhaBei Huatong Injury Prevention Consulting Center (ZBH) Hungary Hajdúsági Hallgatókért és Civilekért Egyesület (HAHA)	

	Romania Association for Youth and Students in Partium (PIHE)	
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SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	02/03/2015 – 01/03/2017	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	Organization wide	In the case of persons, indicate their positions
Geographical scope of the activities	Europe, Asia and Latin America	Indicate where the activities were implemented
Summary of the initiative	<p>The aim is to boost international efforts to save young lives on the road by exchanging information and sharing good practices, providing a platform for long-term targeted impact through a list of exceptional players in the road safety and accident prevention field from Europe, Asia and Latin America. The initiative fosters improvements in awareness raising with focus on the most vulnerable road users (youth, cyclists, children, etc.) and builds better methodology through cross-fertilizing intercontinental experience.</p> <p>The activities consist of 3 international meetings plus a seminar and a conference, 5 international trainings and 6 local road safety campaigns in two editions each, based on cross-fertilized EU, Asian and Latin-American awareness raising campaigns experience, achieved through the use of modern information and communication materials, developed in the framework of the project, and focused on vulnerable road users.</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>It carries three main improvements in respect of innovation:</p> <p>1. We developed a complete common training pack on a very specific topic – vulnerable road users. It includes guidelines for the trainers, hand-outs, PPT presentations and case studies. The initial training was delivered by iRED in English to youth workers and volunteers of each partner. Then the materials is available for translation, adaptation and subsequent delivery according to the</p>	<p>If applies, describe to what extent the proposed initiative will lead to new approaches and practices</p> <p>Max: 100 words</p>

	<p>local needs.</p> <p>2. It builds on the comparative strengths on the partners' activities, providing an opportunity for them to scale their campaigns by cross-fertilizing them with new experience, and provides grounds for substantial involvement of participants with fewer opportunities.</p> <p>3. It supplied the partners from Belgium, Hungary and Romania with modern high-tech equipment, building on the LIVES project experience and feedback, which allowed them not only to reach the level of equipment the leading partner, which proved to be very important for reaching young people in LIVES, but also to play a more active role in the region and develop more attractive awareness-raising campaigns.</p>	
<p>Issues that are addressed with the initiative</p>	<p>The WHO 2013 Global Status Report on Road Safety states "Middle income countries, that are motorizing rapidly, are the hardest hit" where "eighty per cent of road traffic deaths occur..." This is why our initiative focuses on such countries in EU, Asia and Latin America to support not only reaching the 2020 EU road safety target of halving the road victims but also the UN Decade of Action for Road Safety 2011-2020. In Europe the focus is on countries generally lagging behind in achieving results. Those are Romania (96), Bulgaria (82) and to a lesser extent Hungary (61) which have a road deaths rate per population far above the EU average of 55 deaths per million population in 2012 (EC, Road Safety 2012: How is your country doing?). While road deaths have been reduced by 43% on average in the EU27 in the period 2001-2010, those countries achieved reductions of 40% (Hungary), 23% (Bulgaria) and only 3% (Romania). (WHO) Still the partners of those countries are well equipped for being active carriers of social change in their societies and the youth is generally well perceptive of what our initiative can offer them. In the LIVES project the opinion of 2649 young people from Bulgaria, Hungary, Romania and Poland was investigated. 21% of the respondents point out that information and preventive campaigns are the most effective measure to reduce the number of deaths on the roads in the SHORT term. 19% believe that for the LONG term as well. 41% underline the use of interactive non-formal education as the most effective measure to raise awareness among the road users.</p> <p>Facing an average of 161 deaths per million population in the Region of Americas and 185 in Western Pacific, the project involves Argentina (127) and China (205). (WHO)</p>	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>

<p>Activities developed</p>	<p>- exchange of existing knowledge; the project partners' experience will be used to:</p> <ol style="list-style-type: none"> 1. choose and share good practices in road safety, involving modern technologies (driving simulators) for attracting the young people's attention and focusing on volunteer activities with large social impact; i.e. each project partner implements a high quality local road safety campaign; 2. train 18 youth workers (3 people per partner country) and 30 animators (1 team of 5 people per partner country) to successfully plan and implement youth-led awareness-raising campaigns, targeting vulnerable road users. Those people received valuable professional skills which will help their personal and/or professional interests evolve on the basis of the newly acquired experience, improving their chances for better future carrier and/or education. 3. involve directly 1800 citizens (300 per partner country, 50% with less opportunities) in the six local field campaigns, organized by the volunteer youth leaders and to reach at least 12 000 more through the paper materials distributed during them, 50 000 people through the partners' websites and 50 000 reached through media. <p>- knowledge generation: During the first phase of the project, the partners shared their good practices. Then the effort of the partnership were directed towards cross-fertilization of the EU, Asian and Latin American experience. Each partner selected one of its best road safety practices and chose a new element to add to it.</p> <p>- new knowledge exchange and dissemination: During the project partner meetings are reaching out to stakeholders through an open public workshop to be organized in China and a conference to be organized in Argentina with the participation of representatives from the partner organizations (project coordinators and volunteers). There they will present their experience with the project and the received feedback during the implemented campaigns. Based on the findings an independent project evaluator will develop and disseminate a report, which can serve as a guideline for initiating future joint activities between representatives from the three regions.</p>	<p>Describe all the activities involved in the initiative and where appropriate indicate the participation arrangement for each partner</p> <p>Max: 600 words</p>
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<p>Genesis</p>	<p>It was developed, following the recommendations in the evaluation report of TOP-25 (Belgium) of the European Year of Volunteering flagship project in Bulgaria "Volunteer! ... through road safety" (VRS), implemented by iRED in 2011. 21% of the 1008 interviewed project participants indicated "information and preventive campaigns" as the "most effective measure to reduce the number of deaths on the roads in the LONG TERM" putting it on first place among the possible answers. 82% said that the VRS campaign had</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
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	<p>an influence on them. Those numbers were largely confirmed in the LIVES project where the opinion of 2649 young people from Bulgaria, Hungary, Romania and Poland was investigated. 21% of the respondents point out that information and preventive campaigns are the most effective measure to reduce the number of deaths on the roads in the SHORT term. 19% believe that for the LONG term as well. 41% underline the use of interactive non-formal education as the most effective measure to raise awareness among the road users, which was provoked by the use of new driving simulator in the project that travelled between the participating countries. 91% said that the LIVES campaigns (improved VRS experience) had an influence on them. Such recognition encouraged us to look in every detail of the evaluation reports in order to develop a project of a much higher quality.</p>	
<p>Transferability and multiplier effect</p>	<p>The European Youth Forum for Road Safety as well as other international structures such as the World Health Organization, The Global Road Safety Partnership and the Ibero-American Road Safety Observatory, provide a good basis for a substantial multiplier effect of the project and for continuing its impact beyond its lifetime. For sure most youth organizations are interested to introduce new concepts in their activities. By cross-fertilizing EU, Asian and Latin-American experience we will be able to offer such concepts. In other countries, the transferability of the results will be guaranteed thanks to the already wide-geographical scope of the project partners and global impact of the addressed problems. This large and well spread geographical coverage means that the different social and cultural contexts will be widely covered and tested in the project. The results and findings obtained via our project will constitute a precious asset to share with actors who might not have had the chance to be active in such initiatives but who are willing to pursue the same goals. Not only can the useful information, gathered through the project and published on the partners' websites, still be used after the end of the project, giving sustainability to the project, we will also share the "Vulnerable road users" training module, so that it can be easily adapted to every language. Another guarantee for sustainability will be the independent project evaluator, who is chosen on basis of the experience with the evaluation of such actions. Last but not least pillar of the sustainability will be the driving simulators, which are acquired by HAHA and PIHE. They help the two organizations reach the European level of high quality equipment, which iRED and RYD use, allowing them to play more active role on local, national and international level far beyond the project lifetime.</p> <p>The project has already attracted the support of the Ibero-American Road Safety Observatory, which will assist in its final dissemination through the organization of a conference in Argentina during the final project meeting.</p>	<p>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</p> <p>Max: 200 words</p>

<p>Promotion and dissemination</p>	<p>The project website is http://impact.ired-bg.eu</p> <p>During the initiative we are working on:</p> <ul style="list-style-type: none"> - update our websites with information, related to the project, which will be giving details on all issues related to the project. - upload the English version of the developed common training pack on the topic of vulnerable road users (guidelines for the trainers, hand-outs, PPT presentations and case studies) in a designated web space on iRED’s website so that it can be easily adapted and used by interested stakeholders outside the present consortium. - update the European Road Safety Charter website (www.erscharter.eu) with project news for ensuring higher visibility for the community, interested in the subject of road safety. - produce country-specific information and communication materials: Those will be chosen by each partner independently, depending on the elements of EU, Asian and Latin-American experience they would like to cross-fertilize. - equip three of the project partners with high-technology equipment, as suggested by the LIVES project evaluator on the basis of the iRED improved results in the same project after acquiring a driving simulator, thus providing for higher quality of interventions and comparable level of experience and equipment of the European project partners within the project's lifetime and after. - reach out to road safety stakeholders through the implementation activities as well as through the the open public seminar in Shanghai, China, and the conference in Buenos Aires, Argentina. - produce an evaluation report for the project findings that will describe the project process and give recommendations on the base of its results. <p>The electronic versions of the products will be available in English for free use on the Internet.</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
<p>Continuity</p>	<p>The partners will continue to search for such opportunities in order to ensure the sustainability of the results beyond the project lifetime. They will use their regular internal resources to co-fund the initial project development. Once the project products (information stand, information materials, clothing, training module on Vulnerable road users and country specific information and communication materials) are available those regular resources will be enough to maintain the project activities without the need for substantial external funding. Furthermore 58 youth workers and animators are trained in the framework of initiative. They received valuable professional skills through the “Vulnerable Road Users” training module and the opportunity to organize and carry out a large-scale campaign. Those people will remain in the network of</p>	<p>Indicate if there is a plan to continue some activities in the coming years</p> <p>Max: 100 words</p>

	<p>the project partners, ready to step in for new initiatives, even if their personal and/or professional interests evolve on the basis of the newly acquired experience.</p>	
<p>Evaluation of the activities</p>	<p>The project envisages the implementation of an integrated evaluation system foreseeing external (feedback) and final evaluation the objectives of which are:</p> <ul style="list-style-type: none"> - to analyse the level of implementation of the working programme at each stage; - to verify the achievements that could affect the implementation of each subsequent activity; - to collect information about the effectiveness of the work in each partner's context. <p>1. External evaluation: The project evaluator, who is part of the consortium but outside the field activities, drafted an evaluation plan indicating: purpose, questions, methods, tools, tasks and related timing. All the partners actively cooperate in giving to the project evaluator all the information and data needed for evaluation on the two stages of national campaigns implementation.</p> <p>2. Final evaluation: The final evaluation report will be sent to the EC together with the final report. The final evaluation report will show the overall project achievements and will be used for dissemination activities on an international level.</p>	<p>If relevant, describe the proposed evaluation method and the quality of the result indicators in relation to the expected objectives</p> <p>Max: 100 words</p>
<p>Other important aspect that you want to underline</p>	<p>So far three evaluation phasis have been passed, showing highly positive results. Information can be supplied upon request.</p> <p>Recently we evaluated the media impact of the activities in Bulgaria. The report showed that we reached 3 502 825 people which is roughly 50% of the population.</p>	<p>Any information that could help the jury to pick up your initiative</p> <p>Max: 100 words</p>