

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	Veilig Verkeer Nederland (VVN)	
Type of organization	VVN - The Dutch Traffic Safety Association – is a nongovernmental organization (NGO).	NGO, company, local authority, school etc.
Organization main activity	<p>The mission statement of VVN says: Everyone has the right to be able to walk or drive the streets safely. VVN is a societal organization that dedicates itself to that right by inspiring as many people as possible, to stimulate them and involve them actively in road safety.</p> <p>It has a decentralized structure with networks at all levels and volunteer (35.000) and professional staff (80) (national as well as regional). Its approach is based on a positive dialogue with all key players in society, in the knowledge that only shared responsibility can contribute to a safe road system.</p>	Activity field
Country	The Netherlands	Of the organization
Website	www.vvn.nl	Organization website
Contact person	Jenno Kootstra	For the follow-up of the application
Contact person's position	National coördinator	
Contact person's email address	j.kootstra@vvn.nl	

Contact person's phone	0031 (6) 150 33294 or 0031 (88) 524 88 76	
Partners in the initiative	Ministry of Infrastructure and Environment, Local Police Departments, Local governments and national traffic safety partners,	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	January 1. 2016 – December 31. 2016	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	Professional staff: project managers, performers, coordinators. Vollunteers: traffic engineering consultants, neighborhood coaches, speedometers, crossing guards and traffic parents.	In the case of persons, indicate their positions
Geographical scope of the activities	Nationwide	Indicate where the activities were implemented
Summary of the initiative	<p>Unsafe traffic behavior often happens unconsciously. For example speeding, not maintain a proper lookout while crossing or wrong parking in schoolzones. These kind of behavioural issues creates unsafe situations without us realizing it. By involving people after they report these unsafe situations VVN creates awareness of their own traffic behavior.</p> <p>VVN guides local residents and guides them to organize and execute road safety actions and campaigns themselves. By partnering together to create awareness of everyone's role in traffic and road safety. Just when road safety is closely felt (almost daily) residents own actions are effective.</p>	<p>Describe the initiative indicating the subject, its aim and the main activities it involves.</p> <p>Max: 100 words</p>

<p>Innovative character</p>	<p>All elements from the traditional 3E Road Safety approach (engineering, education and enforcement) are involved. VVN added 2 extra E's to it :empowerment and encouragement. These elements combined with the local knowledge of residents and neighborhood commitment address to the shared responsibility in road safety. By showing residents how they can contribute to their own and neighborhood road safety and inviting them to participate actively in it VVN influences road safety behaviour conscious and unconscious.</p>	<p>If applies, describe to what extend the proposed initiative will lead to new approaches and practices</p> <p>Max: 100 words</p>
<p>Issues that are addressed with the initiative</p>	<p>Preventing accidents is the starting point of VVN in the approach to road safety. Without the knowledge of citizens, we are dependent on road accidents numbers. This is a reactive approach. By examining the road safety concerns expressed by civilians. And to involve them by solving them we work proactively to safety.</p>	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>

<p>Activities developed</p>	<p>Phase 1. Communicate and brand Road safety Reportsystem (www.meldpuntveiligverkeer.nl) nationwide. Professional staff: project managers, coordinators.</p> <p>Phase 2. Collect road safety reports from citizens. Professional staff: project managers, coordinators.</p> <p>Phase 3. Challenge and motivate citizens during report proces to get involved in road safety measurements regarding behaviour. Professional staff: coordinators. Vullunteers: traffic engineering consultants, neighborhood coaches, speedometers, crossing guards and traffic parents.</p> <p>Phase 4. Offer practical campaigns, actions and tools to ensure citizens to participate locally (self-reliant or under guidance). Vullunteers: traffic engineering consultants, neighborhood coaches, speedometers, crossing guards and traffic parents.</p> <p>Phase 5. Encourage citizens to keep road safety on top of mind in neighbourhoods for longer period (minimal 3 years). Professional staff: coordinators. Vullunteers: neighborhood coaches.</p> <p>Phase 6. Monitor and register all road safety actions and campaigns (Buurtacties Veilig Verkeer). Professional staff: coordinators. Vullunteers: traffic engineering consultants, neighborhood coaches, speedometers, crossing guards and traffic parents.</p> <p>Phase 7. Evaluate individual actions/ campaigns the participating groups through on-going surveys. Professional staff: coordinators. Vullunteers: neighborhood coaches.</p> <p>Phase 8. Share and communicate results with authorities (national, regional and local) and policymakers to enable them to analyse and determine efficiency and impact. Professional staff: project managers, coordinators.</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>Central to every road safety approach are the human beings. By allowing them to participate within their own environment, they are motivated to contribute actively to road safety in their own neighborhood. By doing this effectively (nationwide) we make residents into strong and trustfull road safety ambassadors.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
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Transferability and multiplier effect	<p>All phases of the initiative are suitable to transfer. VVN will help to inspire fellow NGO's, companies, local authorities and other road safety colleagues abroad in Europe.</p> <p>VVN realizes that one component needs attention; the volunteer culture. It is not so common that every NGO in Europe can fall back on a large groups of experienced volunteers.</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>
Promotion and dissemination	<p>I. Share and communicate results with authorities (national, regional and local) and policymakers to enable them to analyse and determine efficiency and impact.</p> <p>II. Residents publish results through local media, social media, website www.meldpuntveiligverkeer.nl and by word of mouth.</p> <p>III. VVN communicates results on (inter-)national conferences, symposia, journals and National & regional TV broadcasts.</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>All activities will be continued in 2017 - 2018. This approach is becoming the core-business of VVN.</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>Before the intervention (online survey) During the intervention (online survey) After the intervention (online survey and interviews). VVN will use the following indicators to measure success: Road safety perception, Satisfaction, Awareness, Social commitment, Behaviour, Scope of impact en Media impact.</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>
Other important aspect that you want to underline	<p>VVN published a few trailers on the internet to invited residents to start this initiative themselves:</p> <p>Main trailer: https://youtu.be/3Jhr7NT3rLU</p> <p>Speedometer: https://youtu.be/p4pgzjtIX24</p> <p>Brake demonstration: https://youtu.be/ppVRUt_KIYk</p>	<p>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>