

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	ProMove											
Type of organization	<table border="1"> <tr> <td>SME</td> <td>X</td> </tr> <tr> <td>Large business</td> <td></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	X	Large business		Association		Education/Research institution		Local/regional authority		Please tick one box
SME	X											
Large business												
Association												
Education/Research institution												
Local/regional authority												
Organization main activity	Driving skills training	Activity field										
Country	Belgium	Country of the organization										
Website	www.promove.be	Organization website										
Contact person	Chris Vanhee	For the follow-up of the application										
Contact person's position	General Manager											
Contact person's email address	chris@promove.be											
Contact person's phone number	+32 477 43 73 91											

Partners in the initiative	Renault Belgium, DVV/Les AP Insurance, Bridgestone and Bosch	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	Started on September 1 st (2016), still running.	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		In the case of persons, indicate their positions.
Geographical scope of the activities	Belgium	Indicate where the activities were implemented.
Summary of the initiative	<p>Addressing 'the young drivers' paradox by convincing them to follow a professional driving training.</p> <p>Arrange partnerships to keep the financial threshold of the training as low as possible.</p> <p>Transforming the 'old school' skid course into a well balanced training by introducing both lower and higher order skills of the GDE Matrix.</p>	<p>Describe the initiative indicating the subject, its aims and the main activities it involves.</p> <p>Max: 100 words</p>
Innovative character	ProMove has a broad experience (20 years) as provider of driving skill training. At the end of 2015, the training was critically evaluated in-house. The	If applies, describe to what extend the proposed initiative will lead to new

	<p>target was to introduce a number of innovative elements to improve the training.</p> <ol style="list-style-type: none"> 1. Moments of self reflection before and after the driving skills training. 2. Reflection time on the impact of a traffic accident by a testimony of two mothers who have lost their daughter in traffic (presented during a short film). 3. Confrontation knowledge traffic regulations (test on a tablet application) 4. Evaluation by attention points and tips & tricks. 5. Integration of the training during a lifelong learning process. 	<p>approaches and practices in road safety.</p> <p>Max: 100 words</p>
<p>Issues that are addressed with the initiative</p>	<p>In Belgium there's no mandatory professional driver education. It is not evident to convince young drivers to have themselves educated. Belgian young drivers can reach their license by following a short education given by their relatives. Many young drivers are injured or killed in traffic.</p> <p>Survey proved that a lot of young drivers refuses to follow a driving training due to financial motives. ProMove contacts companies to arrange a partnership for making the training less expensive.</p> <p>As the ProMove training is in lot of cases the first contact with a professional driving training, the training has to be well-balanced and may not be focussed only on the driving skills, but also on the higher order skills of the GDE Matrix.</p> <p>Young drivers has to be convinced that a driving training never ends and that it has to be seen in a lifelong learning process.</p>	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>

<p>Activities developed</p>	<p>ProMove offers the trainings on different locations in Belgium. There are two professional training grounds (Zolder and Andenne) and there's a mobile infrastructure which allows to offer the training nearby each customer.</p> <p>ProMove arranged a lot of partnerships which allows to reduce the price for the customer to follow a training. Most important partnerships are those with Renault Belgium and DVV Insurance. By buying a new Renault car, clients are getting the training for free. Everyone who has the intention to make an insurance contract with DVV receives a € 25,00 discount on the training, and a discount on the policy after following the training.</p> <p>From the beginning of 2016 till now, more than two hundred different activities were developed. Not only the basic trainings, but also initiations (e.g. during the Renault World Series on the racetrack at Francorchamps), city-activities (trainings organized by local governance and offered for free or at a reduced price at their young citizens), company events, etc...</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>
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<p>Genesis</p>	<p>To many (young) people are getting injured or killed in traffic in Belgium.</p> <p>No mandatory professional driver education in Belgium.</p> <p>Having the opportunity to use a network to make 'road safety' less expensive for young drivers.</p>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>As every item of the training is specified in a 'curriculum', the training is easy transferable. It allows ProMove to offer the same training with different trainers on different locations.</p>	

	<p>As most aspects of the training are continue evaluated, it is also easy to adjust them if necessary.</p> <p>As each participant will be invited for a recycle training (after a period of 6-12 months after each training), it is easy te implement the training into a lifelong learning.</p> <p>Results of the evaluations will be published and can be discussed with the Governance.</p>	
Promotion and dissemination	<p>ProMove introduced for the launch of the initiative already a new campaign with a carousel to accentuate that 'road safety' isn't boring. On a carousel everybody is driving in the same direction, every vehicle is keeping a safe distance towards the other vehicles and accidents never happen. Riding on a carousel makes everybody happy. The initiative was published on brochures, flyers, website, mailings, e-newsletters, social media campaigns, press campaigns and in every other forms of communcation.</p>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>ProMove has the intention to continue this activity during the next years.</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>Internal research by questionnaire/interviews (443 respondents)</p> <p>Action has reached already more than 1.200 persons (action is still running), 37% female, 63% male.</p> <p>86% of the participants will drive more carefully after training, 81% will keep more distance, 83% will adapt their speed and 86% shall use tips received from the coach.</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>

	<p>88% found the experience of the drivers training good and pleasant and 73% is convinced that this training should be followed frequently</p> <p>External research by Qfor Client Scan</p> <p>Scope: learning activities, global Qfor quality score: 83%</p> <p>Please find both reports in annex.</p>	
<p>Other important aspect that you want to underline</p>	<p>During all ProMove trainings, there is always an instructor on board of the car. ProMove does not use walkie-talkies!</p> <p>ProMove provides in an internal education for al their instructors. This procedure takes +/- one year.</p> <p>Media (print and TV) has covered this action extremely good. (videos available on demand)</p>	<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>