

European Road Safety Charter

Call for Good Practices - to enter the selection for:

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	Guida Boh (is a proprietary brand of Renewable Italy SRLs)											
Type of organization	<table border="1"> <tr> <td>SME</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Large business</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Association</td> <td><input 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 checked="" type="checkbox"/>	Large business	<input type="checkbox"/>	Association	<input type="checkbox"/>	Education/Research institution	<input type="checkbox"/>	Local/regional authority	<input type="checkbox"/>	Please tick one box
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Large business	<input type="checkbox"/>											
Association	<input type="checkbox"/>											
Education/Research institution	<input type="checkbox"/>											
Local/regional authority	<input type="checkbox"/>											
Organization main activity	To raise and spread awareness of road safety during leisure time, without driving your own car. The sectors involved are clubs and social events, and transportation companies (Taxi - NCC - Bus) authorized by the Ministry of Transport.	Activity field										
Country	Italy	Country of the organization										
Website	www.guidaboh.it	Organization website										
Contact person	Oscar Pinna	For the follow-up of the application										
Contact person's position	Founder of Guida Boh											
Contact person's email address	guidaboh@gmail.com											

	oscarpinna90@gmail.com	
Contact person's phone number	+39 3779750012	
Partners in the initiative	ANVU - Aci - 118 - Police Forces, municipalities, associations and Confcommercio northern Sardinia.	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	Beginning January 1, 2016 Ongoing initiative	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	Domenico Careddu (director) Stefano Pinna (public relations officer)	In the case of persons, indicate their positions.
Geographical scope of the activities	Italy	Indicate where the activities were implemented.
Summary of the initiative	<p>Guidaboh.it is the first web platform dedicated to the enjoyment and the safety of the national road. Users can look at clubs and events, choose a specialized driver in their province and book a ride using their preferred mode of transport between NCC car, taxi and bus in complete confidence.</p> <p>GuidaBoh.it does not earn percentages on transport, but rather offers a discount to make it more advantageous to book a safe means of transportation whenever necessary, 24h. All interlocutors mentioned are guidaboh.it direct partners with the common goal of providing information on all events and clubs promoted in Italy and encourage the use of transport other than their own cars, spreading the culture to move and enjoy safely.</p>	<p>Describe the initiative indicating the subject, its aims and the main activities it involves.</p> <p>Max: 100 words</p>

<p>Innovative character</p>	<p>The innovation is to encourage present and future generations to use alternative means to their car, such as in many major European capitals.</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>The problem was the lack of correct habits in terms of road safety and services that inform on possible solutions.</p> <p>GuidaBoh have transported and saved thousands of lives and licenses while continuing to raise awareness, distribute and offer intelligent solutions, with the aim to help road safety.</p>	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>
<p>Activities developed</p>	<p>The major activities are:</p> <p>Demonstrations, school tours, car rallies, motorcycle rallies, promotion at clubs, universities, various events including sports, concerts, festivals, fairs, festivals, beer festivals, wine festivals, amusement parks.</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>Origin</p>	<p>Born to have a unique place in the web, where you can choose a means not to use your car and avoid traffic accidents. Where you can also ask for free, in real-time where to spend your free time.</p>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>The collaboration between the companies of GuidaBoh system is so convenient it is easy to spread on a larger scale. Road safety is of interest to all nations.</p>	<p>Describe to what extent the proposed initiative will allow the transfer, dissemination or application of the results, experience and knowledge</p>

		<p>gained as well as the good practices on a larger scale.</p> <p>Max: 200 words</p>
Promotion and dissemination	<p>Offline advertising: Print advertising, billboards, posters, exhibitions, events, demonstrations, radio, tv.</p> <p>Online advertising: website, blog, social networks such as facebook, instagram, twitter, google +, linkedin, pinterest, youtube, vimeo, web TV, web radio, influencer, newspapers.</p>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>The planned activities are periodic and constant in the coming years, with a goal of international expansion.</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>To properly estimate the GuidaBoh value, we must analyze the performance it is able to generate by using the following items:</p> <ol style="list-style-type: none"> 1) Easy for the user to get to know the drivers and events, 24h. 2) Reduction of Accidents and pollution. 3) Visibility and status for clubs, increasing potential new clients. 4) The possibility to increase work and employment for partner drivers. 	<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>With the serious financial crisis facing Italy, GuidaBoh is a demonstration of how you can do business and create new job opportunities while offering a vitally important service to the community such as road safety, in collaboration with all regular companies, through a merit-based system.</p>	<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>