European Road Safety Charter

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

**Excellence in Road Safety Awards 2018**

Deadline to submit nominations: April 15th, 2018

Submit to [charter@vias.be](about:blank)

**SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION**

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|  | **Please fill in here** | **Instructions** |
| Name of the organization | Narón City Council |  |
| Type of organization | |  |  | | --- | --- | | Large business |  | | SME |  | | School |  | | University/Research institution |  | | Local/regional/ National authority | X | | Association |  | | Please tick one box |
| Organization main activity | Public administrations | Activity field |
| Country | Spain | Country of the organization |
| Website | [www.naron.es](http://www.naron.es)  ww.facebook.com/educacionvial.concellodenaron/ | Organization website |
| Contact person | Pedro Caneiro  Sonia Lopez | For the follow-up of the application |
| Contact person’s position | Responsible for the education team of the Naron City Council  Road education coordinator |  |
| Contact person’s email address | seguridadevial@naron.es |  |
| Contact person’s phone number | 666438222 |  |
| Partners in the initiative | Infant and primary schools  High school  University of A Coruña | Your main partners in delivering the road safety activity |

**SECTION 2: DESCRIPTION OF THE INITIATIVE**

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|  | **Please fill in here** | **Instructions** |
| Date of start and end of the initiative | Date of star 09/01/2017 | The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process. |
| Departments/persons involved internally | Department of Education of the City of Narón | In the case of persons, indicate their positions. |
| Geographical scope of the activities | City Council of Narón | Indicate where the activities were implemented. |
| Summary of the initiative | SAFE SCHOOL PATHS +KISS&GO+ DISSUASIVE CAR PARKING are an “experimental series of measures” in local schools that consist of co-designing inclusive, safe, sustainable school itineraries to participate in, including the main figures responsible as proactive leaders. The whole community, teachers and small local businesses will all take part. An element of externalization is involved: we eradicate excess traffic in school zones, noise and atmospheric pollution will be reduced considerably, improving the pedestrians field of vision. Students will be able to go to school on their bikes, scooters or by foot, reducing stress, improving emotional health and making them feel part of the community. | Describe the initiative indicating the subject, its aims and the main activities it involves.  Max: 100 words |
| Innovative character | Participatory Methodology in Road Safety for people in risk of social exclusion, especially those with special needs.  - Intergenerational aspect of the action with the participation of children, grandparents and parents. A community based social support network as the strength behind the sustainability of the Project.  - Incorporate ICT’s both in the follow up of the trajectory of the Path as well as the point system introduced in exchange for gifts in the local shops and businesses.  - Positive Impacts: A reduction of the carbon footprint, vibrations and noise pollution, school community awareness and the involvement of society with a support network and community volunteers in the neighbourhoods. | If applies, describe to what extend the proposed initiative will lead to new approaches and practices in road safety.  Max: 100 words |
| Issues that are addressed with the initiative | The following issues are addressed:  “Aggressive urban design” that prioritises private vehicles instead of sustainable mobility and accessibility.  Excessive vehicular traffic which generates pollution, stress and a negative perception of school on behalf of the students.  Chaos in traffic control leading to danger for the children.  Road-Safety Education as a “residual subject” in the educational system and the lack of information as a means of transmitting other types of learning skills (Road-Safety Education Olympics, 10 years of Bike Rides and Rallies for the promotion of our local heritage). Scarce neighbourhood participation in the problematic neighbouring areas. | Describe the issues identified leading to implement the road safety activities.  Max: 100 words |
| Activities developed | Naron encourages a network of dialogues in all its school centres and signs a collaboration agreement in 2009 with 10 Infant and Primary Schools and in 2010 with 2 Secondary Schools (100% of the educational centres of the municipality, introducing a Road Safety Education Coordinator who promotes dialogue and communication regarding all the initiatives proposed by the local administration. We would also create Child Policemen/Policewomen who would work together every week controlling traffic at the zebra crossings surrounding the school area.  The proactive child population is the cornerstone for the startup of diverse actions following the Tonucci Methodology, reeducating their families in everything regarding Road Safety.  We outline three aspects for this project:   * Co-designing the Path with the educational community, involving students in the creation of a “Pegadas” mascot (proposing a competition the 10 educational centres can participate in), the Child Parent Associations and the families. They would also prepare the initial routes and reports. * Establishing dissuasive parking areas in the vicinity of the educational centres, cancelling the payment of Real Estate Tax for those that surrender their land property temporarily. * Kiss&Go, reduces the amount of time a car can stop at the school doors allowing a one minute stop between 08:30 and 09:10am. There will be both vertical and horizontal traffic road signs.   We have also launched an app that sends information regarding the Safe School Path to parents. The app sends alerts to the parents when their children enter the school building and it also counts the days they walk, skate or cycle to school. At the same time it allows the local businesses adhered to the promotion to manage the “walking” points used in exchange for gifts.  Other innovative and dynamic measures that will surprise students include acrobats, mimes or musical shows to liven up going to school.  Other actions have also taken place, and continue to do so, since 2008. These include other members of the community:   * Road Safety Carriage for students from Infant, Primary and Junior schools. * Workshops for pregnant women regarding child passenger restraint systems. * Specific training for School Bus Passenger Assistants. * Safety Workshops for the elderly in conjunction with neighbourhood associations. * Driving simulator workshop, in conjunction with driving schools, for teenagers and young adults that simulate drink driving through the use of special glasses. * 2nd Road Safety Education Galician Congress aimed at experts and the education sector, in conjunction with the Supralocal Administration and endorsed by the private sector.   Apart from the Safe School Paths, other important actions undertaken by the town hall for over a decade:   * End of year Bike Rides with the participation of 1000 people (students, teachers, disabled people). * Since 2014 we have promoted Bike Rides against domestic violence. * Programme “Learn Riding” since 2008, with bicycle repair workshops, field trips promoting our natual and architectural heritage and, recently, the Road Safety Education Olympics. * We have edited instructional materials and now have guide books for Primary Schools. We’ve also staged a play with the Municipal Theatre school, celebrated festivals and introduced audiovisual aids all regarding Road Safety. | Describe all the activities involved in the inititative, and where appropriate indicate the arrangement for each partner’s participation.  Max: 600 words |

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| Genesis | We have chosen this initiative as the answer to the needs we have detected regarding the following:  -Set up sustainable Park and Ride and safe pedestrian areas. These would be co-designed with the participation of the educational community, minimizing traffic and the presence of vehicles. An incentive programme for those that use alternative means of transport that eliminate physical and social barriers.  - Generate confidence/support networks within the neighbourhoods, promoting the participation of social agents, strengthening the network of associates and public/private collaboration and improving the perception of safety in the school environment.  -Incorporate Road Safety Education as a crosscurricular topic. | Describe the reasons why you have chosen this initiative.  Max: 100 words |
| Transferability and multiplier effect | This methodology can easily be adapted to the different groups we’re aiming for, both technically as well as technologically (due to the use of the logical framework perspective and participatory techniques). This is already being demanded by other towns such as Ferrol, A Coruña, Santiago de Compostela, Boiro, or Moeche.  The Project will be sustainable through time due to the implementation of the following actions that possess various elements that can be transmitted and transferred:  - 3 point actions to be implemented as a pilot experience in an educational centre. SAFE SCHOOL PATH + KISS & GO + DISSUASIVE PARKING.  -Level of commitment of the centres by signing the collaboration agreements and the designation of a spokesperson..  -Planning the milestones with the press office to maximise the feedback from the media trying to find the impact on public opinion and the visibility of the Project. The result is possible due to its innovative character in the Autonomous Community.  -High level of collaboration from the public and private sector established in the Company Collaboration Agreements for the sponsorship of the means and the University of A Coruna (Study of school mobility) along with the network of associates and local businesses. | 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.  Max: 200 words |
| Promotion and dissemination | -Generic Institutional Web Page, platform for the School Path Project, the Galician Congress Web page and popular social media (Facebook).  -Student workshops as an attraction and also as the target element within their own families.  - Mobility Week following the celebration of the Specialists’ Congress. We decentralise activities in the mornings and afternoons, outdoors in the street, school playgrounds and civic centres. These are channelled to attract the public in general: students, families, school transport assistants, pregnant women, teachers, etc.  -Broadcasting our progress through the local press office and network of other press rooms. | Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).  Max: 100 words |
| Continuity | The infrastructures created in the inside and outside of the educational centres, with all 15 of the Road Safety circuits (itineraries, traffic lights, roads, zebra crossings etc.. that make up “indoor cities” which include sign posts and painted signs).  The level of commitment via cooperation agreements with the educational institutions, centres, foundations, universities and private companies.  The level of collaboration with bordering or neighbouring local councils. (An agreement with the community of municipalities of Ferrol for the management of the public bicycle loaning system and also with the start-up of the Sustainable Development Strategy, DUSI, with this administration. | Indicate if there is a plan to continue some activities in the coming years.  Max: 100 words |
| Evaluation of the activities | From a quantitative point of view:   * 10 centres participating since 2009 (100% of the centres in the town) * 3.400 school children participating in Sustainable Mobility actions during the present course. * 10 uninterrupted years celebrating Student Bike Runs and an additional 4 years of specific Bike Runs such as those against domestic violence and the “Learn Cycling” programme.   On a qualitative level:   * Use of sustainable mobility as another way of learning values and different subjects (material and immaterial heritage, working from emotions, solidarity, accessibility). * Applied transversal techniques in the co-design of the programmes. . | If relevant, describe the proposed evaluation method and the performance indicators in relation to the expected objectives.  Max: 100 words |
| Other important aspect that you want to underline | The local council has a very clear mission within its programme which proves itself through the plenary agreements and the support of declared methodological principles which provide coherence to its projects.  - 2012-2013. Cycling Mobility Plan and the Sustainable Mobility Director Plan. They’ve been a secondary source for the devising of the current Municipal General Urban Development Plan.  -2015. Supporting the European Road Safety Charter.  -2015. Joining the international Project “La ciudad de los niños/as” (The city of the children) by Francesco Tonucci.  -2016. Presentation alongside the city of Ferrol of the Project “Ria de Ferrol 2020”, approved in 2018 with the DUSI Strategy. | Any information that could help the jury to evaluate your initiative.  Max: 100 words |