



## **R2R! Success Stories and hints & tips**

# R2R / ShLOW / STARS CAMPS



# *R2R 2008 results*

- 19 Students
- 17 Final Reports
- 13 projects implemented
- 9 finalists evaluated by 9 jury members...->

3 winners from Cyprus, Greece, and Serbia

# Marios, Cyprus (1st)

This “Black Spot” is a 1,5 km road which links Lakatamia town with Deftera village and it is a section of the Arch. Makariou III main Avenue. It is now identified as a black spot firstly by Ministry Of Communications And Works and by the Police Research Department because of the rate and seriousness of occurring accidents (*2 deaths only in 2008*).



# Before & After Treatment

**Implemented!**

- Installment of metal guard rails - crush barriers so that road forgiveness is implemented



# Before & After Treatment

## Implemented!

- Cleaning the traffic signs and the road shoulders from visibility obstacles such as trees, bushes or advertising signs
- Installment of new speed limit signs



# Not yet implemented

- Creating new, clear and visible road markings
- Addition of proper traffic signs indicating the location of the junctions
- Relocating and adding more signs about the speed limit.
- Installing traffic cameras approximately on the middle of the road distance



# ***Petros , Greece (2nd)***



**Before**

**Current  
Situation**





# Petar , Serbia (3rd)



- waved form of carriageway (insufficient visibility)
- small distance between trees and road
- no longitudinal white lines beside border of carriageway, no roadside studs laid

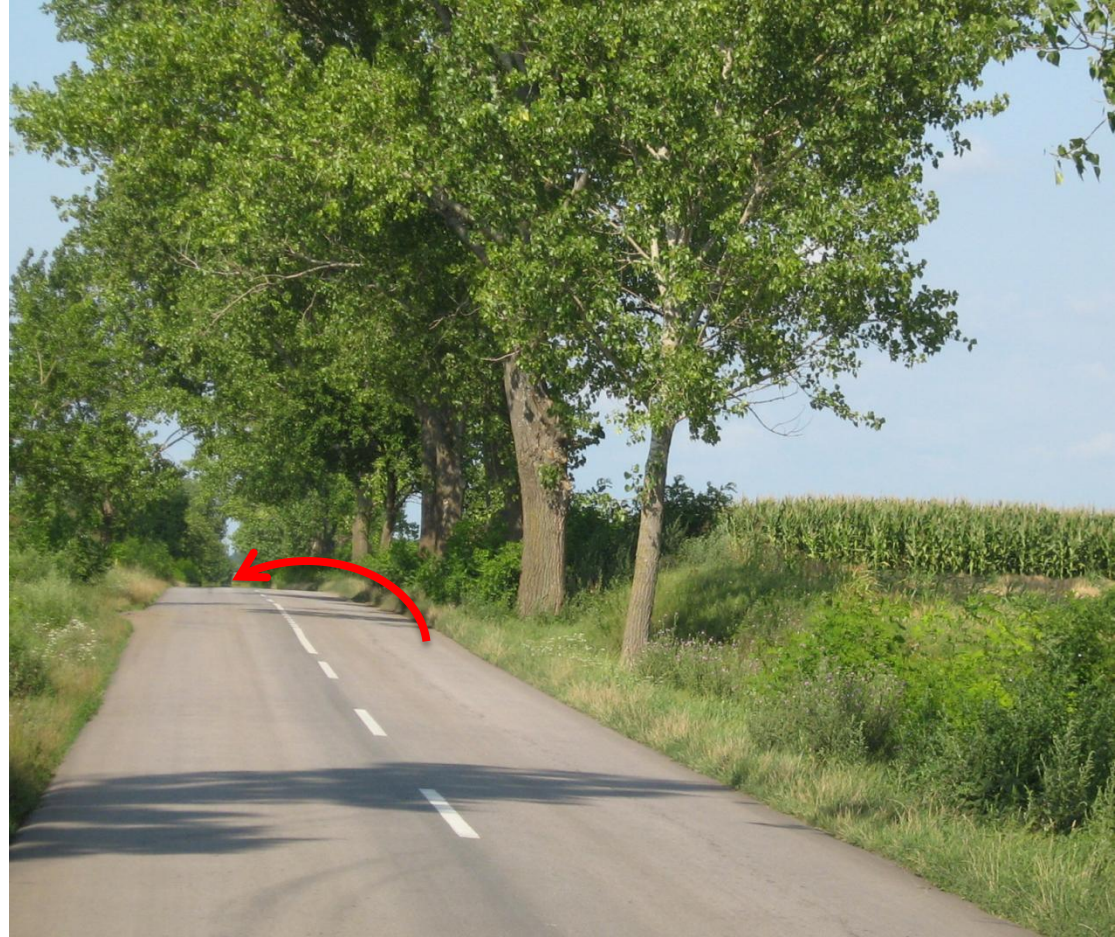
# *Petar, Serbia (3rd)*



# ***Petar , Serbia (3rd)***

In these places exists: ***vertical curvature of road (bend), existence of roadside alley near carriageway and intersection with rural road (which bring dirt and mud on the road) at the same place.***

**3 elements that symbolize terms for accidents to occur!**



# ***Petar , Serbia (3rd)***

- **Cutting down the trees alley** will improve the safety of all users of the road Panonija – Bajsa. A clear shoulder could hold a vehicle if gets off the carriageway. There will be no more optical illusion, and drivers will slow down the speed.
- **Building crash barriers** on two black spots (if it`s not permitted to cut down the trees) will secure vehicle, which leave the carriageway, from hitting the tree. Also, it will show the intensity of vertical curve (bend), so the drivers approaching can adapt their speed.
- **Ensuring the white longitudinal lines** beside the border of carriageway would mark the edge of road and improve visibility in night conditions. This is important because this road winds and gets drivers into unknown situations.
- **Installing road studs** will bring more visibility in night conditions. They will show the line (route) of the road and mark a shoulder. It is important to have road studs in waved terrain, together with longitudinal lines.

# Hints & Tips!

# The real challenge

Technically the solutions you propose should be easy to implement (if not choose another one), the real challenge is to convince someone to implement it (local authority/company etc.)

So: focus on the **How** questions more than on the **What** questions!

This presentation gives you hints to prepare a strategic plan to answer those questions... A good plan is 50% of your job

# Chain of preconditions

- Road safety cannot do without **social support**, **political will**, and **some resources** (in this case you focus on solutions requiring little financial resources, but also think about human resources needed). These preconditions usually follow the chain below.
- At every level your negotiating party is concerned with a simple question: **What's in it for me?** If you give the good answer you win...so anticipate this question for every party!!!



# Road Map

- **ROAD MAP**
- **1. PREPARE THE GROUNDS AND SELECT YOUR SOLUTION**
- **2. DRAFT THE CONCEPT**
- **3. BUILD A COALITION**
- **4. WIN SUPPORT OF DECISION MAKERS**
- **5. CARRY OUT YOUR SOLUTION**



# 1. PREPARE THE GROUNDS AND SELECT YOUR SOLUTION

- **Background research:** look for existing road safety programmes in your surroundings (State run / local initiatives/ NGOs / Business ) and **identify the gap** you want to address: normally you don't want a problem already addressed! (unless you can bring added value)
- **Talk to local people** in newsstands, shops, residents etc.: they see everything and live with local news
- **Talk to experts** (for example ETSC members in your country / the police...), they know what is lacking
- **Identify your natural allies** (school/university/police etc...) and **who you need to convince**

# 1. PREPARE THE GROUNDS AND SELECT YOUR SOLUTION (continued)

- **Get data and evidence**, ask the police for **accidents data** find out about the real safety **Problem**. Ask if there are **speed measurements** or make them yourself if possible, ask for **traffic volumes** or count traffic, observe **users behaviour** (take pictures/make a film). For a campaign: who is your **target audience** and what is their current attitude / belief / behaviour?
- Consider **subjective risk** (opinions: residents complaints), and **objective risk** (facts: crashes, other evidence-based criteria), think of **potential for improvement** and **complexity** of the solution you have in mind
- **Assistance** start drafting a list of support you can get from ETSC and its partners: reference letter, technical advice, accidents data, contact names.

# 2. DRAFT THE CONCEPT

- Now you can define the **PROBLEM**, and establish the **GOAL**
- In your **investigation** balance **data** and **opinions (objective and subjective elements)**
- Develop the general idea for your **SOLUTION**
- Consult with your allies
- You can prepare a clear and concise **leaflet** with the project concept and a nice visual **presentation** and other materials that can be useful
- And a few commercial rules that are always true (next slide):

# 2. DRAFT THE CONCEPT (continued)

- 1. Many products are bought thanks to their package
- 2. Successful marketing relies on the **4P mixture**:  
**p**roduct, **p**romotion, **p**lacement and **p**rice
- **Product** – is your blackspot treatment solution
- **Promotion** – is the way you advertise it to the stakeholders: local authorities, roads manager, company, citizens...
- **Placement** – is what makes your idea different and better from the others for your local problem... invest efforts where your solution is needed / wanted!
- **Price** – is what a local authority / company will invest to benefit from your project (not just money)

# 3. BUILD A COALITION

- Residents, authorities, organisations affected by the project will have a specific interest (stake) in it. A simple **Stakeholder Analysis** will give you a good insight.
- Stakeholders' attitudes may be positive, negative or neutral: they can help you or impede the project.
- Recognize the stakeholders, their specific **interest** and **influence** to identify **allies** and opponents.

# 3. BUILD A COALITION (continued)

- Talk to people: use **facts and emotions**, demonstrate the **benefits** of the project
- Most likely to care about safety are: elderly people, parents of small children (esp. mothers!), schools, victims & their families, local NGOs, the police, automobile clubs / driving schools, social / cultural / neighborhood associations, fleet managers...
- Make yourself a friend of the local **media**, let them show social responsibility
- Look around you: friends, family, relations can help!
- Look sharp: you may find a company ready to **sponsor** your project.

## 4. WIN SUPPORT OF DECISION MAKERS

- Make the project look **attractive**, demonstrate societal / political / business **benefits**
- Activate the **coalition** as a whole and its individual **members** (some may be very powerful!) with support of the media
- Approach and set up a meeting with **the person(s) you need to convince**
- Meet them and describe the project, **use the voice of other stakeholders too (you don't have to go alone!)**, stress the social appreciation...and have a nice visual packaging (powerpoint etc.)
- Try to keep it simple (your message recipient is not always an expert and has a short attention span!)

# 4. WIN SUPPORT OF DECISION MAKERS (CONTINUED)

Businesses:

- Want return for their money
- Are concerned about their employees' job satisfaction and company commitment
- Are concerned about their company's image
- Some have clearly defined CSR objectives (and budgets)



## 4. WIN SUPPORT OF DECISION MAKERS (CONTINUED)

Local authorities:

- Have many **problems** to solve in **various areas** and too little money so they need to make priorities
- Love to be in the **limelight** and be viewed like **benefactors** of the citizens' community
- Are run by politicians who care about their position, image and look for votes and support for the next elections – should see a **benefit in the short term**
- Turn social benefits they produce into **political profit**

## 4. WIN SUPPORT OF DECISION MAKERS (CONTINUED)

Show you have considered alternatives!

- Show what makes your project **different** from other investments? Why is **your** project worth attention and money? (social responsibility, concept ready, benefit at low cost, assistance you offer etc.)
- What are future scenarios that should be taken into account?
- Compare alternatives and how do these alternatives perform compared to your idea/project?
- Also show what happens when nothing is done! Social and economic cost of accidents/pollution etc.

# Carry out your solution

- Offer any help you can mobilise in finalising the **SOLUTION** (drawings, materials, data collection, scientific support etc.)
- Assist in organising a **press conference** for the opening to honour the commitment of all partners, esp. the local authority / the company who has taken a commitment...
- Try to carry an **EVALUATION**: crashes, injuries, traffic speeds and volumes...
- Even with limited resources a simple evaluation is better than no evaluation

# Is your idea SMART?

## Is your idea SMART?

- **S** simple/specific
- **M** measurable/manageable
- **A** achievable
- **R** relevant (Low cost / black spot treatment please!)
- **T** time bound (can you make it in a relatively short term?)