

INTERREG V-A Romania-Bulgaria Programme

Priority Axis: 1; Specific objective: 1.1;

Project title: **Targeted efforts for improving road infrastructure in the cross border area**

Project e-MS code **ROBG-408**

Subsidy contract no. 44540 / 19.04.2018

Lead Beneficiary: **Dolj County Council**

Beneficiary 2: **Road Infrastructure Agency**

ACTIVITY REPORT

WP T1 - Common awareness raising measures

Activity A.T1.2 - Awareness campaign for speed managing and human tolerance on roads

General information

Along with the main infrastructural measures the project **Targeted efforts for improving road infrastructure in the cross border area (Acronym: EF-ROAD)** is developing 5 (five) joint mechanisms:

- 1. Traffic safety education activities for children in kindergarten and schools;**
- 2. Awareness campaign for speed managing and human tolerance on roads** - brochures, reflective materials, gadgets, etc.;
- 3. Driver's feedback signs** will be mounted on the road, in that particular case solar radar speed signs;
- 4. Noisy markings** for the horizontal edge lines will be used on the road;
- 5. A common approach on both roads for installing the guardrails reflectors** in order to provide much more night time reflectivity.

The last three joint measures (radar speed signs, road markings and the reflectors on the guardrails) are related with the construction works and they are reported in the work packages Investment I1 and I2. The contribution to the programmes indicators is also indicated in the same work packages.

The two joint measures - **educational and informational (awareness) campaigns** - *Traffic safety education activities for children* in kindergarten and schools and *Awareness campaign for speed managing and human tolerance on roads*, use new approaches in order to make the road network safer and to bring only positive impacts of the project execution.

The current **Activity Report** is for the implementation of the joint mechanism

- 2. "Awareness campaign for speed managing and human tolerance on roads"**, respectively within project area Dolj County and Pleven district.

Aim of the Activity: The campaign targeting adults aimed to change the behaviour of all participants to traffic - drivers, pedestrians, bicyclers etc., in the project area, with focus on observing the traffic safety rules the management of the driving speed.

Management: This activity was jointly managed by the partners, under coordination of the LP (Dolj County Council), through the Information & Communication Manager and closely supported by Assistant Communication Officer.

Target group: drivers (vehicles and motorbikes), pedestrians, bicyclists etc. - 200 persons half from Dolj County, and half from Pleven district.

Status of implementation: LP and PP mobilized their own staff in order to organize this activity on both sides of the border, namely in Dolj County and in Pleven district. This campaign was in fact a dissemination activity of specific publications and promotional materials. The brochures included motivational information and messages, focused on preventive driving, mutual respect, tolerance in traffic and speed managing.

For the implementation of this activity, the following information and promotional materials were provided: brochures, leaflets, T-shirts and caps, personalized with appropriate message/drawing, USB sticks with educative materials, travel mugs, reflective safety slap bracelets, safety reflector with light, wheel spoke reflectors for bikes, digital tire pressure and tread depth gauge.

LP delivered part of the materials in two different ways: part of them in the local community, in Craiova and in the county, to people on the streets, whether they were pedestrians, drivers or bicyclers, having short discussions with them on the importance of observing the traffic rules and having an appropriate traffic behaviour, and another part during a local public gathering attended by people from different fields of activity - economical or institutional, and also students from different schools etc. (list of participants with part of the attendees attached as Annex 1 - List of participants - Dolj County).

PP used the following channels for dissemination of the information and promotional materials: **Municipal Tourist Information Centre in Pleven and the Regional Road Administration in Pleven.**

The address, contact details and photo material of the visited Pleven Regional Info point are attached to the Report. The delivery-receipt protocol for the relevant materials is also attached, signed by the responsible officer of Municipal Tourist Information Centre in Pleven.

Materials provided

The following materials were provided in the project for this activity:

by LP

- 100 pcs brochures
- 100 sets of gifts - safety reflectors and gadgets improving the safety
- 100 pcs T- shirts, shared with PP
- 100 pcs caps, shared with PP
- 200 pcs USB sticks, shared with PP
- 200 pcs travel mugs, shared with PP

by PP

- 100 pcs brochures
- 350 pcs gifts - safety reflectors and gadgets improving the safety

The brochures, in Romanian and also in Bulgarian, included motivational information and the messages were focused on preventive driving, mutual respect and tolerance in traffic, speed managing. For supporting the awareness campaign, promotional materials were also provided, including T-shirts, caps and thermo-cups bearing awareness-raising messages, USB sticks, reflective safety slap bracelets, safety reflectors with light, wheel spoke reflectors for bikes, digital tire pressure and tread depth gauges.

Materials disseminated in the communities (Dolj and Pleven):

by LP

The following materials were disseminated during the campaigns in Dolj County:

- 100 pcs brochures with specific, targeted content
- 100 sets of gifts - safety reflectors and gadgets improving the safety
- 50 pcs T- shirts with awareness-raising messages
- 50 pcs caps with awareness-raising messages

- 100 pcs USB sticks
- 100 pcs travel mugs with awareness-raising messages

by PP

The following materials were provided to Municipal Tourist Information Centre in Pleven and to the Regional Road Administration in Pleven for dissemination during different campaigns promoting the road safety, organized by Pleven municipality:

- 100 pcs brochures
- 50 sets of gifts - safety reflectors and gadgets improving the safety
- 50 pcs T-shirts, from LP, with awareness-raising messages
- 50 pcs caps, from LP, with awareness-raising messages
- 100 pcs USB sticks, from LP
- 100 pcs travel mugs, from LP, with awareness-raising messages

All visual identity rules and elements were respected, and the design and campaign messages were aligned with the purpose of the campaign.

Conclusion

The activity was essential for the project as it delivered a joint mechanism for raising awareness and increase knowledge about traffic safety, speed managing and human tolerance at cross-border level, improving coordination among transport stakeholders, in mutual interest. The message of the campaign was focused on preventive driving, adjusting the speed to the traffic conditions, risks reducing, pedestrians and bicyclers' behaviour and rules, mutual respect in traffic etc.

The activity complements the project investment efforts dedicated to improving the transport infrastructure in the cross-border area, which will lead to better traffic conditions, increased road safety and improved behaviour of the road users.

Attachments:

1. Annex 1 - List of participants - Dolj County
2. Annex 2 - Contact details_info points_Pleven district
3. Annex 3 - Delivery-receipt of materials_info points officers_PP
4. Annex 4 - Photo material

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