

# 3000 Ambassadors for Road Safety

Submitted by the Automobile Club of Italy (ACI)

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## Automobile Club of Italy (ACI)

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### Size of organisation

500-5000, people involved: 1-5

### Type of sector

Public administration, modernisation,  
institutional affairs, reform

### Key words of project

Social inclusion, vulnerable road users,  
safer mobility models

Automobile Club d'Italia, a non-profit public body, represents and protects the general interests of Italian motorists, performing its activities through its own network of local clubs to serve the whole national territory. The philosophy behind the Club's policies and actions towards improving mobility is aimed at spreading the culture of road safety and integrating foreign-born residents into the country.

A survey from the beginning of 2012 on road accidents in Italy showed that 13.5% of the foreign-born driving population (estimated at 2.7 million people) is involved in road accidents – the Egyptian, Peruvian and Albanian communities being those most affected. This is a highly significant rate with regard to the social expenditure related to road accidents, which is borne by the whole national community, and amounts to €30 billion, or the equivalent of 1% of the Italian GDP.

This led to an investigation of the reasons behind the statistics, and a study on what actions could be taken to curb the phenomenon, while also making an impact on the integration of foreign-born residents in the fabric of Italian society.

The identified action consists of a programme offering free safe-driving courses to foreign-born residents driving in Italy. The teaching format is based on the European standards of excellence. The relevant communication plan stresses the values of safe mobility and social inclusion. After attending the course participants are certified 'Ambassadors for Road Safety' not only to behave and drive in a safe way, but also to promote a road safety culture within their own national communities.

Language difficulties – especially for speakers of non-European languages – and a number of differences in comparison with the countries of origin concerning traffic rules, road signs and markings, the road environment, climatic conditions, etc. are undoubtedly among the main reasons interfering with safe mobility for this category of vulnerable road users. Foreign embassies, consulates, and the relevant foreign communities in Italy have been identified as the driving force of the project.

Since the very beginning, the programme has been under the patronage of the Italian Prime Minister's Office and the Ministries for Foreign Affairs, International Cooperation and Integration, and Regional Affairs, Tourism and Sport; it has also been supported by the embassies and all the representatives of the national and international communities.