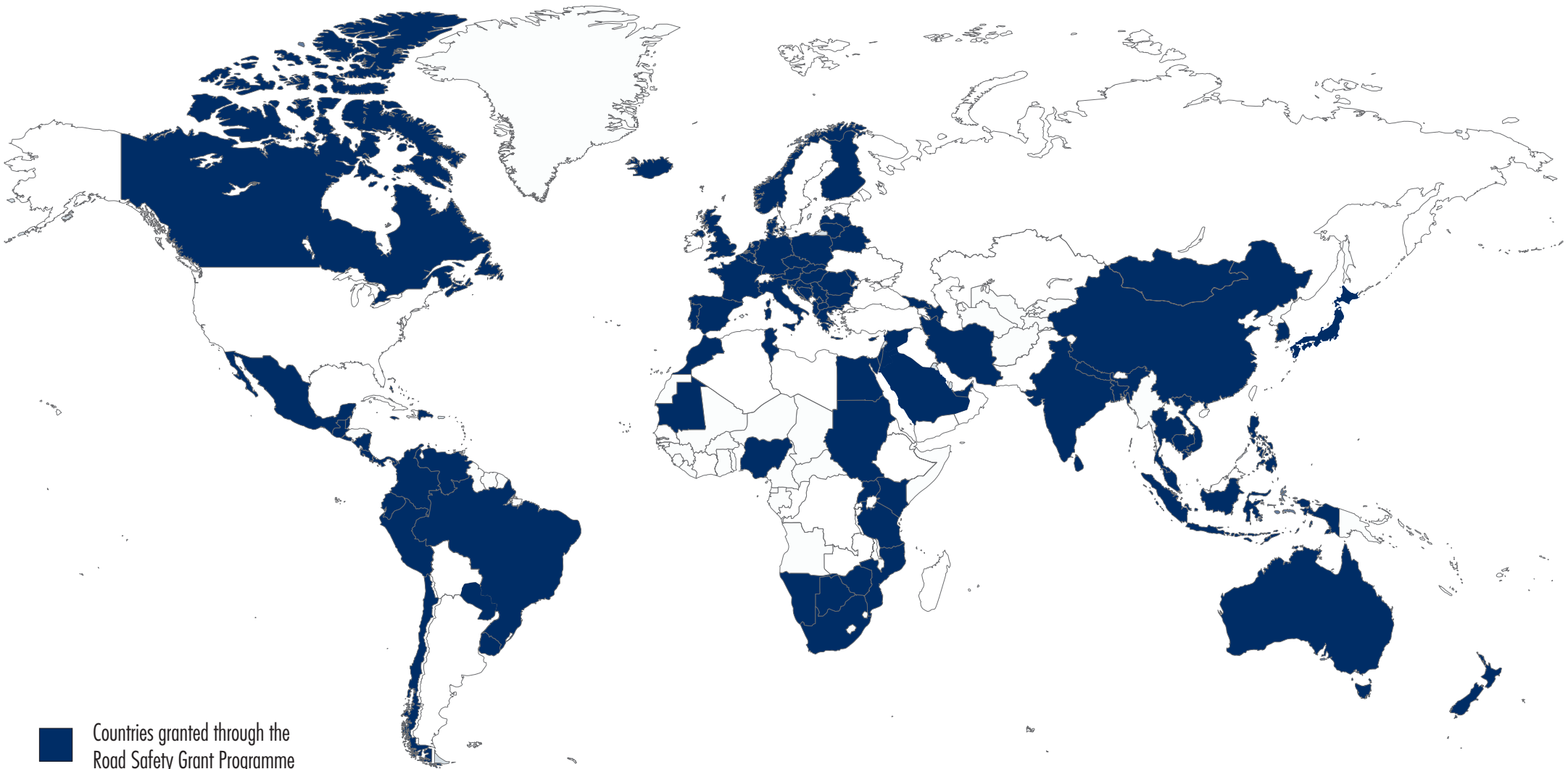




ROAD SAFETY
GRANT PROGRAMME

AWARDED PROJECTS

2012, 2013, 2014, 2015, 2016, 2017, 2018 & 2019



■ Countries granted through the
Road Safety Grant Programme

AWARDED PROJECTS - 2019

FIFTH UN GLOBAL ROAD SAFETY WEEK Save Lives #SpeakUp

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2019	1	ALBANIA	ACA	SAFE TRIP TO SCHOOL	Advocacy campaign aiming at improving infrastructure and enforcing traffic laws especially around schools. The Club intends to display material campaign in schools areas.
2019	1	AZERBAIJAN	AMAK	STOP CHILD PEDESTRIAN DEATHS AROUND SCHOOLS	The club intends to organize a press conference with key public and private stakeholders to raise awareness on child safety near schools. After conducting a survey around one specific school, AMAK wishes to initiate high impact infrastructure movements to prevent injuries. A final event will be organized in order to present the results.
2019	0	BAHAMAS	BMSA	RESPECT THE NEW ROAD SAFETY LAWS	The Club is planning to promote a new law banning the use of cell phones for road users. Many stakeholders such as Minister of Transport, Police forces, Junior ambassadors, petrol stations and cell phone companies will participate in the communication campaign.
2019	1	BELARUS	BKA	ROAD SAFETY WITHOUT BARRIERS: A HELPING HAND	The Club intends to focus on public accessibility for disabled people. BKA wants to ensure sufficient accessibility across all forms of transport. They will involve the representatives of the Ministry of Transport and Road Traffic Police in the campaigns.
2019	4	BELIZE	BATA	SAVING THE CHILDREN OF TOMORROW	The Club is planning to organize events such as painting road bumps and road side walking with children near schools. Visual inspections led to a need of education on Road Safety in some villages. BATA intends to promote campaigns through visuals on medias and by printing UN materials on t-shirts. Children will also receive road safety printed material.
2019	1	BOSNIA AND HERZEGOVINA	BIHAMK	SAVE LIVES #SPEAK UP	The club will be collecting and analyzing data on CRS usgae and then organize a round table and press conference with relevant stakeholders in order to propose supplementary regulations on road safety for children to the Ministry of Traffic and Communication.
2019	1	BOTSWANA	Emergency Assist 991	#SAVESLIVES AND #SPEAKUP	Awareness campaign focusing on the dangers of drinking and driving. The Club will organize educational activities involving the Police Services and the department of road transport
2019	2	CAMBODIA	AAC	WE DEMAND SAFE ROAD TO SCHOOL	The Club will organize two events in Phnom Penh: marching with students in schools districts and setting up booths to collect signature for a petition. AAC is demanding to the government to improve infrastructures and suggests to use iRAP Star Rating for School application to assess school districts.

AWARDED PROJECTS - 2019

FIFTH UN GLOBAL ROAD SAFETY WEEK Save Lives #SpeakUp

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2019	4	COLOMBIA	ACC	HOME DELIVERY: SAFE SERVICE	The Club is planning to organize the signing of the National Great Road Safety Pact on May 9th, an event that gather more than 100 companies in Colombia. Prior to the event, a survey will be conducted to determine the risks delivery people on motorcycle and bicycle meet. Report of the signing will be send to the Labor Ministry, to the National Road Safety Agency and to the National Advertising Association.
2019	4	COSTA RICA	ACCR	BICIONARIOS	The Club will organize a press conference and meetings with cyclists in order to find solutions to a safer journey. ACCR also intends to organize rides along the cyclo-paths in San José. They will improve the infrastructure and provide safer lines for cyclists to ride their bike.
2019	1	CROATIA	HAK	MY PERCEPTION OF ROAD RISKS	The Club intends to conduct a research focusing on the elderly drivers. The results will be communicated to public institutions in order to find solutions and potential improvements that could help the drivers according to their age or experience during a roundtable.
2019	1	CZECH REPUBLIC	ACCR	ROAD SAFETY WEEK 2019 CZECH	The ACCR wants to raise awareness on the lack of road signs in their country and more particularly on the difficulty on to assess the distance between cars. The Club will conduct a social media campaign and send a letter, pictures and a video to the Ministry of Transport to advocate for a legal change.
2019	3	DOMINICAN REPUBLIC	ACD	EDUCATING THROUGH LEADERSHIP	The ACD is planning to organize the first Road Safety Kids Day where they will emphasize on the importance to educate children on road safety issues. Additionally, the club will organize a march with the youngest drivers during the first race of the National Karting Championship using the UN Global Road Safety Week material demanding for better road safety to their leaders.
2019	1	EGYPT	ATCE	"SAFER CARS FOR EGYPT" INITIATIVE	Digital awareness campaign focused on assessing vehicle safety. The Club plans to promote the importance of assembling vehicles with safety features such as Electronic Stability Program, Tire Pressure Monitoring System. They will reach public institutions and importers of vehicle to raise awareness on the importance of these features.
2019	0	GEORGIA	GASF	5 TH GLOBAL UN ROAD SAFETY WEEK	The Club intends to run a campaign targeting children and parents. GASF will hold meetings in schools to discuss road safety issues and produce a video tutorial inviting people to join their campaign.
2019	2	HONG KONG	HKAA	BE A LEADER FOR ROAD SAFETY	The HKAA is planning to organize a public seminar and a social media campaign on the risk of drowsy driving among professional drivers. The Club intends to raise awareness among policy makers and industry players. HKAA will communicate on its project through the Club's newsletter and its social media pages. The goal of this project is to urge policy makers to provide reasonable rest period for professional drivers.

AWARDED PROJECTS - 2019

FIFTH UN GLOBAL ROAD SAFETY WEEK Save Lives #SpeakUp

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2019	1	HUNGARY	MAK	UN ROAD SAFETY WEEK IN HUNGARY IN 2019	The Club plans to run an educational campaign targeting young road users distracted by their headphones their concerns and goals will be forwarded to experts and decision makers during the events, in a memorandum of the MAK Board, in their magazine "Autósélet" and in the short films which will be sent to the attention of decision makers, local leaders and experts. They will pledge the decision makers and leaders to deal with this new phenomenon.
2019	2	INDIA	FMSCI	MSAEI ROAD SAFETY	FMCSI intends to foster Women leadership. The Club will conduct surveys with the help of the police to assess what are the main risks faced by road users. They will then organize a press conference with members of the Police and members of the Government to increase awareness on this issues among the police and government.
2019	1	ITALY	ACI	IT'S UP TO YOU	The club intends to organize 4 events in 4 cities and also a press conference in Rome. The goal of the campaign is to facilitate mobility systems for people with disabilities. Local and national political decision makers will be contacted in order to take actions.
2019	2	JAPAN	JAF	STOPPING BRIEFLY AT PEDESTRIAN CROSSINGS WHERE THERE ARE NO TRAFFIC LIGHTS	"JAF will encourage motorsport fans and participants to join the UN Global Road Safety Week campaign through Motorsport Japan festival and JAF Motorsports Clubs Regional Conference. Japanese famous racing driver will raise awareness on the failure to stop at pedestrian crossings without traffic lights and will call for attention to improve driving manners. PR posters will be displayed at JAF booth to ask visitors to join activities during the UN Global Road Safety Week.
2019	1	JORDAN	RACJ	MAKE MY ROAD CROSSING SAFE	RACJ will use UN Road Safety week material with the club logo. They will be distributed to the Minister of Transport, Mayor of Amman, Head of Traffic Department and Head of Parliament. A media campaign on local papers and on the club social media will also be conducted. The club will visit 2 school during the UN week to raise awareness on how to cross roads. The goal of the project is to ask the mayor to make zebra crosses near each school of Amman.
2019	1	LATVIA	LAMB	LEADERSHIP FOR ROAD SAFETY IN LATVIA	The Club will emphasize on the issues linked to inadequate traffic infrastructure. LAMB will take pictures and videos of the road hazards to show the risks faced by road users, prepare a petition and share them with responsible authorities to ask for improvement. The Club will also conduct an online campaign.

AWARDED PROJECTS - 2019

FIFTH UN GLOBAL ROAD SAFETY WEEK Save Lives #SpeakUp

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2019	1	LITHUANIA	LAS	SAVE LIVES #SPEAK UP	The Club is going to organize events in public spaces to raise awareness on speeding drivers. Radio, TV, websites and social medias will display messages during the UN Road Safety Week. Participants will be encouraged to sign a petition which will be forwarded to decision makers.
2019	1	MACEDONIA	AMSM	#SPEAKUP	The Club is planning to encourage people to assess their journey focusing on zebra crossing. They will be then encouraged to sign online and offline petitions. A round table will be organized with decision makers in order to solve the issues. Communication on the project will be done through social media, promotional booths, web banners and flyers.
2019	1	MOLDOVA	ACM	SPEAK UP FOR SAFE JOURNEY	The Club will focus on the risks faced by pedestrians and people with limited mobility. The Club intends to organize round table discussions with decision makers and civil society representatives to foster change and tackle this issue.
2019	2	MONGOLIA	MAMSF	SAVE LIVES SPEAK UP	The goal of this campaign is to raise awareness of children's safety in traffic and to address the problems of children, youth as passengers, pedestrians and cyclists, by including teachers, parents, local communities and state stakeholders to pay more attention to this issue. The Club plans to achieve this by broadcasting a video clip on local TV stations, distributing posters and setting up billboards publicizing how roads to school can and should be safe for all.
2019	2	NEPAL	NASA	SAVE LIVES #SPEAKUP	NASA plans to organize a rally and interaction programmes displaying promotional materials of UN Road Safety Week in 7 provincial cities of Nepal, a national training for Road Safety motivators, an automotive engineering conference for Innovative, Leadership and Safer Mobility and policy dialogue with lawmakers, leaders and government agencies on Road Safety.
2019	2	NEW ZEALAND	NZAA	SADD AOTEAROA: LEADERSHIP FOR ROAD SAFETY	The Club intends to raise awareness against screen distraction of young road users. SADD (Students Against Dangerous Driving), a charity supported by NZAA has many connections such as NZ Police and is launching a road safety campaign from April to June. During the UN Road Safety Week, NZAA will post messages on social medias. The goal is to highlight decision makers on issues to be resolved.
2019	1	NIGERIA	ATCN	ADVOCACY CAMPAIGN FOR STRONG LEADERSHIP ROLE IN ROAD SAFETY ACHIEVEMENT	ATCN will organize a 2 days walk in Abuja and others satellite towns involving university students. Material campaign such as t-shirts and flyers will be distributed. The aim is to reach country leaders and police forces and make them more implicated in the respect of traffic rules. Communication will be made through newspapers, radio and letters to universities.

AWARDED PROJECTS - 2019

FIFTH UN GLOBAL ROAD SAFETY WEEK Save Lives #SpeakUp

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2019	4	PANAMA	ASAI	SAFER STREETS	During the UN Global Road Safety Week, activities will include meetings with the government, media and private companies, calling the attention of local authorities around road safety, in order to awaken the citizens awareness around the problem. Program will be supported by media coverage, government authorities support and strong engagement of private companies who will be invited for an active participation in the "Safe Mobility Fair".
2019	4	PARAGUAY	TACPY	"I USE A HELMET"	The Club wants to raise awareness on the importance of wearing a helmet. TACPY will carry out two educational and informative road safety workshops and perform activities with experts in the streets of Asuncion.
2019	4	PERU	TACP	THE PASSENGER ALSO COUNT	The Club will organize a series of activities to raise awareness on the importance of wearing a seatbelt and using a child restraint system. Collection of 5,000 citizen signatures in order to request the Ministry of Transport to place specifically in the annual vehicle technical inspection certificate the item for review and verification of operation of the safety belts.
2019	2	PHILIPPINES	AAP	AAP ENCOURAGES LIPA CITY'S YOUTH TO #SPEAKUP	The AAP plans to conduct a road safety forum in Lipa City involving the Sanguniang Kabataan (city youth council), the student councils of different schools, and the leaders established with the Lipa City local government. AAP will solicit the involvement of the city youth council and barangay officials to discuss the importance of Road Safety in the city. Through the Forum, participants will urge the local government to take action by creating a local ordinance or implementing safety interventions.
2019	1	POLAND	PZM	ROAD SAFETY AND MOBILITY OF DISABLED DRIVERS PROGRAMME, KICK OFF (DDP)	Organization of workshops with the local authorities and four employment offices where the barriers faced by disabled people will be addressed and solutions will be proposed. The Club will work in collaboration with the Ministry of Investment and Development.
2019	1	PORTUGAL	ACP	HELMETS IN THE CITY	The Club will participate in an annual event that focuses on the risk of not wearing a helmet. Several campaigns will be developed, such as the campaign to raise motorists' awareness of pedestrian crossings, raise children's awareness through the ACP Kids programme and raise awareness among young people with the new campaign of acp helmet. The police and schools will be involved, as well as local Press and ACP Media. The campaign will be launched with a dramatized daily scene, performed by students, and a distribution of leaflets.
2019	1	SERBIA	AMSS	"SAFE ON A BICYCLE#SPEAK UP FOR #ROAD SAFETY	The Club is planning to organize an education campaign for 150 children aged 7 to 14 years old to teach them how to properly and safely use bicycles in traffic. AMSS will encourage twenty six teachers, representatives from the Ministry of internal affairs and Secretariat for Education and Child

AWARDED PROJECTS - 2019

FIFTH UN GLOBAL ROAD SAFETY WEEK Save Lives #SpeakUp

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2019	2	SINGAPORE	AAS	BEWARE OF TURNING VEHICLES' BLIND SPOTS!	Organization of on-site vehicle demonstrations to illustrate the dangers of turning vehicles' blind spots at traffic junctions which is a major accident cause in Singapore. The visitors will be invited to sign a petition to support the movement and advocate for a reduction of this risk. #SpeakUp campaign materials will be disseminated via online and offline channels.
2019	1	SPAIN	RACE	CAMPAIGN "ROAD SAFETY EDUCATION IS EVERYONE'S BUSINESS"	The Club will develop three school events in three different cities, with the presence of the mayor to raise awareness on the importance of road safety education. Students, parents and grandparents, teachers and town council representatives will join the events and sign the manifesto. Road education materials for the school (school patrol kit, reflective bracelets) and brochures will also be distributed.
2019	2	SRI LANKA	AAC	SPEAK UP AGAINST TEXTING	The Club intends to launch an awareness campaign on the risks of texting while walking. Students with police officers will carry boards with messages near 25 schools. Messages of the campaign will be posted on social medias in order to make the police react about texting while walking.
2019	1	TANZANIA	AAT	"I FEEL UNSAFE GOING TO SCHOOL"	The club intends to collect petitions from Dar es Salaam schools about road safety issues (lack of zebra crossing, signs to show schools, lack of seat belts in buses, lack of crash helmets). Petitions will be passed to the government in order to improve the law. Government officials will be invited to the events organized by the clubs.

AWARDED PROJECTS - 2018

#3500LIVES CAMPAIGN

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2018	1	ALBANIA	ACA	DON'T TEXT AND DRIVE	The ACA conducted an online and outdoor awareness campaign on the "Don't Text and Drive" golden rule. The Club placed outdoor advertising at a busy roundabout in Tirana city, where a large number of cars and pedestrians pass, as well as at the entrance of Tirana-Durres motorway where car drivers accelerate as they join the motorway. The Club also disseminated the #3500LIVES campaign messages on Facebook and displayed web banner adverts on the main newspaper webpages and web portals to target the general audience. This online campaign reached 6,097 people including 702 engaged in conversations on Facebook and 1,183,881 people through the newspaper websites.
2018	0	BAHAMAS	BMSA	LIVES MATTER... TEXTS DO NOT	The Club's objectives were to raise awareness on the "Don't Text and Drive" Golden Rule. To do so, they organized a presentation in a big shopping mall with the Minister of Transport and the Junior Road Safety Officers, aged up to nine years old, who distributed road safety leaflets. The Club also organized presentations in public schools with the Minister of Transport. Finally, the Club collaborated with a cinema to show the 'Save Kids Lives' film.
2018	2	BANGLADESH	AAB	FIA #3500LIVES AA BANGLADESH	The Automobile Association of Bangladesh organised #3500LIVES presentations in English and Bengali at three schools to raise awareness on national and global road safety problems and to promote the FIA Golden Rules. In turn, the schools participated in a social media road safety campaign competition, from which the winner's campaign will be selected to be the AAB advocacy campaign in 2019.
2018	1	BOSNIA HERZEGOVINA	BIHAMK	#3500LIVES	The club conducted an online campaign using Google Ads to raise awareness of the #3500LIVES Golden Rules "Buckle Up", "Use a Child Safety Seat", "Wear a Helmet", "Never Drink and Drive", "Obey the Speed Limit", "Don't Text and Drive", "Stop When You're Tired" and "Stay Bright". The visuals were displayed on BIHAMK's official website and YouTube channel, as well as on Facebook. A Google Ads campaign led to more than 1.6 million views in total. There were 246 reactions to the campaign's article and video clip, which was shared 43 times.

AWARDED PROJECTS - 2018

#3500LIVES CAMPAIGN

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2018	4	BRAZIL	ACB	#3500LIVES- A BRAZILIAN MULTIMEDIA CAMPAIGN	The goal of this Project was to reach as many families as possible through Facebook adverts and increase visibility of, and commitment to, the #3500 lives campaign. The Club made five Facebook posts, reaching over 1.6 million people in 20 days and leading to a high number of signatures of the #3500LIVES manifesto.
2018	1	BULGARIA	UAB	DAY OF FREE SERVICES AT UAB	A workshop consisting of lectures and the dissemination of educational children's books. The Union des Automobilistes Bulgares organised a day of technical services in several car repair shops to promote the "Safer Vehicles" Golden Rule and encourage vehicle owners to check their car more often, in a country where 40% of the population drive cars over 20 years old. During the events, every visitor had the chance to have his car thoroughly inspected by UAB mechanics for free. The Club also disseminated the messages of the campaign through social media, press advertising, radio, email marketing and direct SMS.
2018	4	COLOMBIA	ACC	19 VIDAS IN COLOMBIA #3500LIVES IN THE WORLD	The campaign organised by the ACC consisted of the installation of billboards displaying the #3500LIVES visuals in eight strategic locations in Bogota. The visuals were also displayed in several shopping malls, where individuals passing by were encouraged to sign them, and flyers were distributed (31,600) displaying the 10 FIA Golden Rules to raise awareness of these crucial rules. These events attracted families, who, it was observed, were the most interested, and took photographs in front of the athletes.
2018	1	COSTA RICA	ACCR	VISION6500	The Club developed a three-week campaign about the Golden rule "Check your vision". The Club made professional photos of all the Costa Rican drivers that participate in the Costa Rica track championship with the #3500LIVES visuals. The Club was also active on social media sharing visuals of the #3500LIVES campaign. Finally, the Club's president participated in five media interviews.
2018	1	CYPRUS	CAA	#3500LIVES CAMPAIGN - CYPRUS	The Cyprus Automobile Association supported the #3500LIVES campaign by displaying the campaign visuals during the 2018 Cyprus Rally week and distributing flyers to the public. The George Mavrikios Road Safety Foundation, as well as the police, participated in the events organised by the Club in two major shopping malls to inform the public on Road Safety issues, attracting the attention of a wide range of people. Furthermore, in partnership with the Panos Mylonas Institute (also a member of the FIA), the Club created a website dedicated to the campaign.

AWARDED PROJECTS - 2018

#3500LIVES CAMPAIGN

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2018	1	CZECH REPUBLIC	ACCR	#3500LIVES - CZECH REPUBLIC	The Autoclub of the Czech Republic focused on one of the five most relevant golden rules in the country, and promoted them on Facebook and Instagram, which are the most used platforms in the country. The campaign was held over six weeks at the beginning of summer, when young drivers tends to spend more time on the road. In total 778,113 people were reached via social media.
2018	1	CZECH REPUBLIC	UAMK	HOW TO SAVE 3500 LIVES PER DAY?	The Club displayed the campaign visuals during two public events in which UAMK promoted road safety using simulators and children's traffic playgrounds so that people could experience the dangers of not respecting the campaign messages. The Club emphasised the golden rules that aimed to fight the most critical safety phenomena in the Czech Republic – buckling up, speeding, vulnerable road users and safe driving techniques. More than 1,000 people attended these events and were reached directly with the #3500LIVES messages. These activities were supported by an online campaign on social media, which had a good impact, but could be improved by a higher penetration rate of the Club's pages.
2018	1	DENMARK	FDM	#3500LIVES FDM	FDM created a campaign targeting school-age children to raise awareness of the dangers of distracted driving behaviour. They teamed up with a school class to create a campaign about safe use of mobile phones in traffic and combined it with the #3500LIVES campaign. The Club organised activities such as the "dots concept" - dots placed on the sidewalk with messages and posters to raise awareness among the public of the #3500LIVES messages.
2018	3	DOMINICAN REPUBLIC	ACD	NUESTRA RESPONSABILIDAD EN #3500LIVES	With the creation of 13 informative videos in Spanish, Automóvil Club Dominicano showed how the Golden Rules applied to different scenarios in the Dominican Republic. The Club displayed the #3500LIVES videos and visuals throughout their social media platforms to disseminate the content with the assistance of various influencers in the country. Ministries, sports journalists, safety promoters, health bloggers, and other influencers joined in with this awareness campaign, reaching a total audience of 1.3 million people. Thanks to this campaign, ACD increased its number of followers on social media by almost 500%, generating a 44% reach in the capital city, Santo Domingo, within the 25-34 year-old age range, of whom 71% are male.

AWARDED PROJECTS - 2018

#3500LIVES CAMPAIGN

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2018	1	EGYPT	AICE	#3500LIVES MEDIA AWARENESS CAMPAIGN	The Egyptian Automobile and Touring Club project consisted of an eight-week radio awareness campaign, accompanied by a digital campaign. During those sixteen radio episodes, the Club explained the significance of each of the nine chosen golden rules and gave road safety tips for the different road user groups (passenger car drivers, motorcycle riders, bus drivers, taxi drivers, light commercial vehicle drivers and heavy goods vehicle drivers).
2018	4	EL SALVADOR	ACES	SALVEMOS VIDAS	The Automóvil Club de El Salvador promoted the #3500LIVES Campaign in four different cities. They organised discussion groups targeting two different categories of people: families and community leaders, and individuals who had lost their driving licence. In both cases, the participants had the opportunity to learn how the FIA and ACES were working together to help save lives on the road and were reminded of the FIA's Golden Rules for Road Safety. A specific emphasis was made on the need to observe traffic laws in the second group. #3500LIVES goodies were also distributed, to spread the campaign message.
2018	0	FINLAND	AKK	TALKING WITH MEMBERS OF PARLIAMENT	AKK organised a panel discussion and conversation in the Parliament building, with four members of the Finnish Parliament, two representatives from youth associations for high school and secondary school students, a member of the police (who is a partner of the Club for this project), and a member of the ministry of safe traffic. The members of the panel committed to creating a legislative initiative to tackle the amount of young people dying on the road. The Club collaborated with the biggest Finnish newspaper and with Metro magazine, and organised an online campaign that reached more than 10,000 people in total.
2018	0	GREECE	RSO	RSI - PROMOTING FIA #3500LIVES	The organisation created a video with Greek personalities who had sustained injuries in road accidents. The video included #3500LIVES visuals and was broadcast on TV, promoted during radio interviews and disseminated on social media.
2018	4	GUATEMALA	ACG	SOCIAL MEDIA PROMOTION ACG #3500LIVES	The Automovil Club de Guatemala conducted a social media campaign to complement the JCDecaux outdoor campaign in Guatemala. The Club targeted young and adult vehicle and motorcycle owners aged between 18 and 45. The social media campaign reached 4,000,000 people with 14,455 people involved (11,776 positive reactions, 619 comments and 2,060 shares). The Club also supported the #3500LIVES campaign during national sports events, where motor sport drivers promoted the campaign by taking pictures on track with the campaign messages before posting them on their social media accounts. Ten thousand people visited the venues and were exposed to the campaign messages.

AWARDED PROJECTS - 2018

#3500LIVES CAMPAIGN

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2018	2	HONG KONG	HKAA	DRIVE SAFE #3500LIVES	HKAA's project was built around two main activities. The Club organised an online quiz designed to interact with road users and remind them of the key messages of road safety. The online quiz was promoted through social media, and all participants were invited to sign the pledge on the FIA website. They also held a traditional outdoor campaign during two months where the campaign visuals were printed on billboards and placed at the busiest locations in the city. Messages were also displayed in car magazines, and windscreen stickers using the #3500LIVES visuals were produced and distributed to new car buyers via car dealers.
2018	1	HUNGARY	MAK	SAVE 3500LIVES VIDEO AND POSTER CAMPAIGN	In the course of the project, the Magyar Autoklub launched an awareness campaign by displaying posters and videos of the #3500LIVES campaign. Aimed at raising awareness on the "Buckle Up", "Check Your Tyres" and "Obey the Speed Limit" messages, the Club displayed the visuals at 44 technical stations and 10 travel bureaux countrywide, as well as on the MAK website, a monthly auto magazine, the MAK newsletter and its Facebook page.
2018	2	INDIA	FMSCI	AGRA MOTOR SPORTS CLUB	The Federation of Motor Sports Clubs of India organised training sessions in several schools in partnership with the Delhi police, where a range of topics were covered, from the importance of wearing a helmet to the introduction of safety signs. Additionally, the Club displayed 178 visuals in busy locations of Agra City during one month. Following the advocacy work carried out by the Club, traffic police gave out 300 tickets per day to drivers who were not observing speed limits or were not wearing seat belts.
2018	1	ITALY	ACI	FIT4ROAD	The Automobile Club d'Italia emphasised the "Check Your Vision" Golden Rule by organising events and training sessions in eight different cities. The Club targeted pupils from 25 schools and elderly people over 65. Using the 11 Golden Rules from the #3500LIVES campaign, the trainers underlined the key importance of the road safety rules using demonstrations, games and simulations. The Club also involved law enforcement agencies and rescue services, such as the fire brigade and the Italian Red Cross.

AWARDED PROJECTS - 2018

#3500LIVES CAMPAIGN

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2018	1	JORDAN	RACJ	CHECK YOUR VISION CAMPAIGN	The Royal Automobile Club of Jordan organised a threefold project to highlight the importance of eyesight when driving. First, they conducted an open day in two universities in which the head of the traffic department was invited to give a talk about the dangers of poor vision and the importance of having eyesight checks on a regular basis. Secondly, the Club invited young people from universities to attend a training course (theory and practical) at its training centre to raise awareness on the importance of good vision while driving. Finally, the Club organised a play on the same topic on their premises, which was attended by 250 people.
2018	1	KENYA	AAK	STAY BRIGHT	The objective of the campaign of the Automobile Association of Kenya was to raise awareness of the role every road user has to play to remain safe on the road, as most of the road safety campaigns in Kenya focussed on drivers, and none had focused on pedestrian safety in the recent past. The Club displayed three billboards in strategic major road locations in Nairobi City (500,000 people use these roads every day) to promote the Golden Rule "Stay Bright". Additionally, the Club promoted the campaign on their social media (Facebook and Twitter) to increase its visibility.
2018	1	KOSOVO	AMCK	SAVE A LIFE	The Auto Moto Club Kosova sought to raise awareness of the FIA's Golden Rules for safer motoring. In particular, they focused on the "Obey the Speed Limit" and "Don't Text and Drive" Golden Rules. AMCK set up stands in different parts of the country where a considerable number of people travel by car. They distributed flyers and talked face-to-face to people about road safety. The #3500LIVES campaign was also promoted on citywide LED screens and billboards, during six car races organised by FASK, and through social media, TV and radio programmes.
2018	1	LATVIA	LAMB	STAY LIVE RADIO QUIZ	The Auto-Moto Society of Latvia organised a radio quiz, with questions based on the 10 Golden Rules. Promotion of the quiz was done through the Club's Facebook and Twitter accounts and on the Latvian national social network "draugiem.lv". The aim was to promote the radio quiz and inform radio listeners of the opportunity to participate in the quiz and win a prize. The Club gave away 30 LAMB membership cards that provide free car technical roadside assistance and towing services, as well as child car safety seats. A total of 70,000 radio listeners were reached.

AWARDED PROJECTS - 2018

#3500LIVES CAMPAIGN

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2018	1	LEBANON	ATCL	THINK GLOBAL, ACT LOCAL FOR ROAD SAFETY	<p>The Automobile et Touring Club du Liban, in collaboration with the Adel Metni Foundation, decided to engage with young students by involving them in presentations and visual discussions in class in seven different schools. This also enabled the involvement of teachers and schools' administrations. The students were invited to sign the printed #3500LIVES visuals as a commitment towards ending the causes leading to fatalities on the roads.</p> <p>Additionally, the road safety expert and president of the Adel Metni Foundation, jointly with ATCL, held TV and radio interviews to discuss the #3500LIVES campaign's goals and impact. Five interviews were organised on local TV and radio stations.</p>
2018	1	LITHUANIA	LAS	#3500LIVES LITHUANIA	<p>The Association of Lithuanian Automobilists decided to focus on the importance of using seatbelts. The Club organised a tour in which they participated in six major events. Seatbelt equipment was provided and tested by over 1,500 people. The Club also supported the #3500LIVES campaign by disseminating 2,000 #3500LIVES brochures, organising road safety quizzes and publishing posts on their Facebook account using the hashtag 3500LIVES for greater visibility.</p>
2018	1	MACEDONIA	AMSM	SAVE #3500LIVES	<p>Avto-Moto Sojuz na Makedonija had three components in their project. First, they disseminated approximately 400 flyers of the #3500LIVES campaign in 21 high schools in Skopje. They raised awareness on drink-driving messages during graduation time, during which students tended to party more.</p> <p>Secondly, the Club disseminated "Look before crossing!" flyers at the busiest crossroads at 10 locations of the capital city where most road accidents involving pedestrians occur. Finally, the Club organised an online campaign through Facebook and Instagram adverts with each of the campaign messages, as well as web banners on one of the most visited web sites in the country. The online campaign reached a total of 28,960 people.</p>
2018	0	MAURITANIA	FMSM	CHILDREN PEDESTRIAN AWARENESS	<p>The Federation Mauritanienne des Sports Mécaniques conducted a twofold project. First, they distributed leaflets in the streets of Nouakchott for drivers especially in the congested areas near schools to raise awareness on child safety and on the goals of the #3500LIVES campaign.</p> <p>Secondly, the Club targeted students and teachers and distributed leaflets describing the best ways to cross the streets, use the roads and the dangers they can face.</p>

AWARDED PROJECTS - 2018

#3500LIVES CAMPAIGN

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2018	1	MOROCCO	MCM	#3500LIVES	From 1 July to 1 August, the Mobilité Club Maroc promoted the #3500LIVES Global Road Safety campaign on the streets of Casablanca, which accounts for 40% of the national vehicle fleet and the highest number of road traffic accidents in the country. Six rules were selected as the most relevant for Morocco: "Don't Text and Drive", "Check Your Tyres", "Buckle Up", "Look Before Crossing", "Use a Child Safety Seat" and "Never Drink and Drive". A digital activation of the campaign on Facebook was also planned.
2018	2	NEPAL	NASA	#3500LIVES CAMPAIGN	Public awareness campaign through the production of a short The Nepal Automobiles Association conducted road safety training sessions in 18 schools where they showed the FIA #3500LIVES videos, NASA road safety video and the top three films of Kathmandu Road Safety Film Festival. The Club also distributed more than 10,000 road safety posters and flyers of the campaign in schools and colleges and to pedestrians. Banners were also exhibited in schools and colleges in various cities in Nepal. Finally, the Club organised a walkathon on road safety displaying the posters of the FIA's #3500LIVES Campaign.
2018	1	NIGERIA	ATCN	ROAD SAFETY FOR ALL USERS	The Automobile and Touring Club of Nigeria organised a special event dedicated to road safety. Mr Maurice Okoye from the Federal Road Safety Commission gave a talk for parents and children, explaining key road safety rules and presenting the #3500LIVES campaign. Mr Bashir Umar from Red Cross International held another talk on first aid, during which participants could learn how to assist injured people without causing more harm and endangering their lives. The event, attended by 75 people, was a success, and schools in Abuja are now asking ATC Nigeria to organise other road safety talks with teachers and parents of pupils.
2018	4	PARAGUAY	TACPy	TDB	The Touring y Automóvil Club Paraguayo promoted the #3500LIVES campaign, displaying the visuals on buses, bus shelters and their information screens, as well as on their social media accounts, their new driving school and at the Expo Feria. The latter is the largest and most visited event in the country (with an estimated attendance of 600,000 people in 15 days).

AWARDED PROJECTS - 2018

#3500LIVES CAMPAIGN

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2018	4	PERU	TACP	COMMUNICATION CAMPAIGN #3500LIVES	The Touring y Automovil Club del Peru promoted the #3500LIVES campaign both online and by displaying the campaign's visuals on buses in Lima. The objective of publishing the road safety messages on social media was to motivate followers to visit the campaign page and sign the manifesto. A total of 1,165,252 people were reached through social media, of which 21,000 people reacted to the contents. The eight public buses displaying the banners circulated along Lima's busiest roads, thus reaching a maximum amount of people.
2018	2	PHILIPPINES	AAP	SUSTAINING #3500LIVES CAMPAIGN AROUND A SCHOOL ENVIRONMENT	The Automobile Association Philippines organised road safety activities with pupils from Lipa elementary and high schools. As most of the children cycled or walked to school, AAP decided to focus on the "Stay Bright" Golden Rule. They organised a conference on pedestrian safety, where students, teachers and school employees could learn about road signs, road markings and basic safety equipment. Participants were also given reflective jackets and campaign brochures to further understand the importance of road safety.
2018	1	POLAND	PZM	FIGHTING SPEED LIMIT AND DISTRACTION ON POLISH ROADS	The Polish Club, Polski Związek Motorowy, promoted the #3500LIVES Global Road Safety campaign with the aim of fighting speeding and distraction on Polish roads. Their activity was twofold. First, a #3500LIVES tent was set up at several PZM events during those two months. Leaflets and reflective wristbands were also distributed to event participants. Secondly, a specific contest, called "The safest young driver of Poland", was organised, in partnership with the police and the WORD Warszawa (regional road traffic centre). Targeted at young drivers, who were particularly affected by road accidents, the contest attracted more than 1,300 people.
2018	1	SAUDI ARABIA	SATA	3500LIVES ROAD SAFETY CAMPAIGN	The Saudi Automobile and Touring Association created an online and offline marketing campaign to support the #3500LIVES campaign and disseminate the "Obey Speed Limits", "Buckle Up", "Check Your Tyres" and "Wear a Helmet" messages to car owners. The Club posted the four golden rules visuals on its Twitter account, reaching its 15,395 followers. The Club also published the "Check Your Tyres" visuals in a famous Saudi magazine (Riyadh Destination). Finally, the Club reached its target by distributing flyers and displaying roll ups at petrol stations.
2018	1	SERBIA	AMSS	SAFE ROAD FOR ALL	The Auto-Moto Association of Serbia conducted an online campaign to support the #3500LIVES campaign. The Club displayed the visuals on their Facebook and Instagram accounts and collaborated with famous Serbian newspapers to publish the visuals over two months. The online campaign received around 35,500 views. Posters of the campaign were also shared through AMSS key points (70 locations to reach age groups less familiar with social media platforms).

AWARDED PROJECTS - 2018

#3500LIVES CAMPAIGN

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2018	2	SINGAPORE	AAS	BUCKLE UP FOR SAFETY!	<p>The Club focused on two golden rules "Use a Child Safety Seat" and "Buckle Up". The Automobile Association of Singapore displayed the campaign visuals during the "KidSafe Day 2018", where over 300 parents were educated on the correct use of a child seat and its proper method of installation. During this event, the Club discovered that over 95% of child seats were improperly installed and took this opportunity to rectify the errors made by the attendees.</p> <p>To generate greater awareness on the campaign, the Club installed digital billboards with the "Buckle Up" message in a prime location to reach out to a large audience.</p>
2018	1	SLOVAK REPUBLIC	ASA	#3500LIVES	<p>The Autoklub Slovakia Assistance organised activities with «Crash» and «Rollover» simulators which simulated what happened when a car hit a barrier at only 30 km per hour. The idea was to emphasise the necessity of respecting the safety rules in cars through hard-hitting experiences. Over 12,000 visitors attended the event.</p> <p>The Club also distributed leaflets of the #3500LIVES campaign and organised events with pupils attended by traffic police, the fire brigade, first aid organisations and the mayor.</p>
2018	1	SPAIN	RACC	«YOUTH AND MOBILITY" RACC CONTEST	<p>The Reial Automobil Club de Catalunya supported the #3500LIVES campaign during their Youth and Mobility Annual Contest attended by 2,000 high school students in Catalonia. They displayed a photocall backdrop with five messages of the campaign and distributed campaign leaflets among the students.</p> <p>The Club also disseminated the #3500LIVES visuals on the social media accounts associated with the contest and in the RACC magazine delivered to 300,000 households.</p>
2018	2	SRI LANKA	AAC	VISION FOR ROAD SAFETY - #3500LIVES CAMPAIGN	<p>In August and September, the Automobile Association of Ceylon promoted the #3500LIVES campaign in Sri Lanka. Their aim was to raise awareness among all road users of the importance of testing their vision regularly to stay safe on the road. Posters and display boards featuring Campaign Ambassador Michael Fassbender were put on roadsides and at bus stops, and were viewed by two million people.</p>
2018	1	TANZANIA	AAT	WEAR A HELMET	<p>The Automobile Association of Tanzania focused on raising awareness of the «Wear a Helmet» Golden Rule by distributing posters of the #3500LIVES campaign in more than 1,500 schools. The Club also distributed flyers on high-traffic roads and at bus stops. Helmets that had been damaged in accidents were shown to schoolchildren to encourage them to have a safer journey to school. The event press launch was covered by a number of national TV channels and attended by senior officials from Tanzania traffic police headquarters, district education officers and teachers.</p>

AWARDED PROJECTS - 2018

#3500LIVES CAMPAIGN

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2018	0	VIETNAM	AIP Foundation	#3500LIVES CAMPAIGN VIETNAM	<p>The Asia Injury Prevention Foundation organised two types of workshops targeting students and parents, and conducted in-depth evaluation of the learning results. The student workshop focused on five key target areas: wearing a helmet and wearing it correctly when traveling by motorcycle, respecting the safety rules and wearing appropriate attire when riding motorcycles, avoiding texting while driving, and the penalties incurred when breaking these rules. The parent workshop focused on child safety in vehicles, as well as traffic laws. Knowledge and understanding of road safety and traffic laws increased in both groups of beneficiaries. The Deputy Chief of the Secretariat of the Hanoi Traffic Safety Committee (TSC) said: «The two topics today were really useful for students, as traffic accidents involving students often happen because they don't know the laws. Now that they know, they will be more protected and drive safer". The Club also installed a billboard in a strategic location of Hanoi.</p>

AWARDED PROJECTS - 2017

FOURTH UN GLOBAL ROAD SAFETY WEEK



YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2017	1	ALBANIA	ACA	SAVE LIVES, SLOW DOWN, SHPETO JETE, UI SHPEJTESINE	An awareness campaign through media and billboards in support of UN Global Road Safety Week «Save Lives #SlowDown». ACA has selected two types of dangerous road spots known for frequent car crashes due to speed and around 5 elementary schools in Tirana aiming to sensitise drivers to save children's lives as well as their own.
2017	3	BAHAMAS	BMSA	SAVE LIVES... SLOW DOWN !	An initiative with the slogan "SAVE LIVES... SLOW DOWN!" run by and targeting young people from 7–17 years of age in around twenty schools and also a mass audience at the Central Shopping Mall on the first Saturday of UN Global Road Safety Week with a go-kart demonstration to attract media attention.
2017	2	BANGLADESH	AAB	SAVE LIVES SLOW DOWN SOCIAL MEDIA DIGITAL CAMPAIGN	A digital social media campaign led by the AAB to raise awareness during UN Global Road Safety Week under the save lives #slowdown motto. ABB has completed its own comprehensive analysis and HD video documenting all the problems faced on the roads in Bangladesh.
2017	1	BELARUS	BKA	SAVE LIVES, SLOW DOWN	A public awareness campaign to develop and disseminate hand-outs: leaflets, reflective elements and car stickers with the "Save lives, slow down" motto. A dedicated hotline available 24/7 especially for the period of the initiative received calls from road users with speeding issues, obtaining the plate numbers of speeding vehicles and forwarding the information to the road police.
2017	1	BOZNIA AND HERZEGOVINA	BIHAMK	SLOW DOWN, OTHERS MAKE MISTAKES TOO	A digital campaign consisting of 4 video spots and interactive web banners aiming to raise awareness on road safety accidents cause by speed. Testimonies of those involve in car accidents due to speed were broadcasted.
2017	1	BOTSWANA	Emergency Assist 911	SAVE LIVES, SLOW DOWN ! MARCH	On May 8 and 12, 2017 In collaboration with the Botswana Police Services (BPS), Taung School students had an hour long march during peak morning traffic to sensitise motorists of the 4th UN Global Road Safety Week. They distributed posters previously designed.
2017	2	CHINA	CAMF	LITTLE HANDS GUIDING BIG HANDS: ROAD SAFETY AWARENESS WEEK IN SCHOOLS	An initiative comprising 15 pilot schools to design and implement a range of school and community based activities to celebrate Road Safety Week. Teachers channelled the 'Save Lives #Slowdown' motto into the activities in order to have a greater impact on students.

AWARDED PROJECTS - 2017

FOURTH UN GLOBAL ROAD SAFETY WEEK



YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2017	4	COLOMBIA	ACC	GO SLOW TO GO FURTHER	An awareness campaign led by the ACC in cooperation with Michelin targeting 18- to 24-year-old students. The ACC organised the installation of GPS in 70 vehicles to measure the driving skills and compare drivers' habits after a training session.
2017	4	COSTA RICA	ACCR	DISMINUYA Y ESTARA MAS SEGURO	A project to showcase the speeding statistics on a highway. The National Road Safety Council ran tests and studies in parallel to the ACCR's campaign through social media, newspapers, TV and radio.
2017	1	CYPRUS	CAA	CAA RSI SLOW DOWN CAMPAIGN	A campaign addressing the issue of speed in order to raise awareness, led by the Cyprus Automobile Association (CAA) working with RSI (Road Safety Institute «Panos Mylonas»), including TV and radio spots, broadcasted as a social message in Cyprus and Greece, and an e-banner for social media and websites to achieve maximum coverage.
2017	1	CZECH REPUBLIC	UAMK	SPEED MATTERS	A one-day public awareness raising event organised by UAMK at the driver training centre in České Budejovice, focusing on demonstrating the various effects and impacts of speed when driving. A promotional video and photos were used to disseminate the message more widely via online media and networks.
2017	1	EGYPT	ATCE	SAVE LIVES, , SLOW DOWN MEDIA CAMPAIGN INITIATIVE BY THE EGYPTIAN AUTOMOBILE & TOURING CLUB	A one-week radio campaign accompanied by a digital/online campaign as part of the UN Global Road Safety Week organised by the Egyptian Automobile & Touring Club, given that public awareness on road safety and speeding hazards is one of the main problems facing Egypt in its fight against the high numbers of road crashes and road fatalities.
2017	1	GEORGIA	GASF	SAFEDRIVE1GASF	An initiative of the GASF in cooperation with the Police Department and Rustavi International Motorpark to promote not only the necessity of slowing down when driving, but the sporting opportunities for lovers of speed.
2017	4	GUATEMALA	ACG	MANEJA CON PRECAUCIÓN Y SALVA VIDAS (DRIVE CAREFULLY AND SAVE LIVES)	A massive media campaign in Guatemala during the period of 8–14 May as part of the «Save Lives #Slow Down» initiative. Promotion of slower speeds on the streets to save lives. The rollout includes social media, radio, newspapers, and live interviews with the club's correspondents and race car drivers.

AWARDED PROJECTS - 2017

FOURTH UN GLOBAL ROAD SAFETY WEEK



YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2017	2	HONG KONG	HKAA	MANAGING SPEED AND SAFETY WITH YOUNG DRIVERS	An educational campaign using social media to spread the Save Lives #SlowDown message, aiming to increase young drivers' awareness of the risks associated with speeding. The education programme targets young and inexperienced drivers.
2017	1	HUNGARY	MAK	4TH UN GLOBAL ROAD SAFETY WEEK	A campaign to draw the attention of drivers to the increased risks of accidents due to speeding launched by MAK during the UN Global Road Safety Week. Bringing responsible driving habits into the foreground, the Club focused particularly on speeding problems. The "Save Lives # Slow Down" motto was disseminated during a cross-country programme in 19 different locations and in the Club's 47 technical bases.
2017	2	INDIA	FIAA	THRILLER KILLER	The project aims to enlighten motorists and highlight the consequences of driving too fast and dangerously targetting young motorcyclists and drivers who are unaware of these consequences.
2017	1	IRAN	TACI	LESS IS SAFER	This project aims to emphasize the importance of slowing down and the possible dangers for passengers and pedestrians. Trainers participated in the workshops and theoretical sessions. Two main highways in north-eastern and north-western Iran have been selected for the implementation of this project.
2017	1	ISRAEL	MEMSI	SLOW DOWN, SAVE LIVES	For this project, MEMSI worked with high schools and universities. This project is aimed at young drivers and is intended to raise awareness of the importance of speed control while driving and the consequences of driving too fast.
2017	1	JORDAN	RACJ	I AM COMMITTED TO SLOW DOWN	A campaign entitled «I am committed to slow down» was held from 8–14 May in cooperation with the Jordanian Traffic Department. Volunteers wearing t-shirts with road safety messages stood with traffic police on major city roads to monitor speed.
2017	2	KOREA	KARA	SAVE LIVES, SLOW DOWN	A Mobile Safe Driving Competition Event giving the opportunity for users to participate by setting SK Telecom – T map as platform. Korea Transportation Safety Authority promotes safe driving contest rally (offline) by targeting mobile event participants. Visitors of the BMW Driving Center were invited to sign the Golden Rules (Safe Driving Oath).

AWARDED PROJECTS - 2017

FOURTH UN GLOBAL ROAD SAFETY WEEK



YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2017	1	LATVIA	LAMB	CHILD AS CO-DRIVER	A project whereby the mobile app developed by ACR (Romania) through the 2016 Grant Programme adapted to help slow down parents when children are playing the game "Good driver" during the car trip. A systematic approach of informing and educating children may contribute to new, prospective road users complying with the principles of safe driving.
2017	1	LEBANON	ATCLB	SLOW DOWN	The awareness campaign aims to prevent speeding on roads through various messages using traffic signs (tips, messages in specific areas) that target young people and students.
2017	1	LITHUANIA	LAS	SAVE LIVES, SLOW DOWN	A project whereby a video which encourages society to join the initiative was created. LAS urged people to take a photo together with a printed project logo and upload it to their social network profile.
2017	1	MAURITANIA	FMSM	PROTECT KIDS FROM SPEEDING CARS	The project aims to raise awareness about the dangers that are caused by traffic around schools with the lack of traffic signs and road crossing. Children and their parents were also informed on how to stay safe when travelling to school.
2017	1	MOLDOVA	ACM	SLOW DOWN, EVERY LIFE MATTERS	The campaign mirrors the #3500LIVES FIA global campaign, inviting 5-10 famous people from different social spheres and organising a campaign and photo/video session to raise awareness about speeding risks and issues in unsafe zones.
2017	1	MOZAMBIQUE	ATCM	STOP BLOOD AND HIGH SPEED ON THE ROADS	The project consists of deploying several volunteers in strategic places in Maputo during 3 days: 3 roundabouts, 3 bus stations, at the entrance of 3 shopping centres, and at toll gates.
2017	2	NEPAL	NASA	SAFE DRIVE : SAFE LIVES	An awareness rally on road safety and speed control distributing posters, pamphlets and promotional materials organised in major cities of Nepal. Interactive programmes on road safety, safe driving and tourism were organised, as well as road safety exhibition and quizzes targeting students and young people.
2017	1	NIGERIA	ATCN	SPEED MANAGEMENT AND SAFETY FOR DRIVERS	A training session that targets road transporters that tend to violate speed limits. The ATCN seeks the participation and involvement of the National Union of Transporters, government authorities and private organisations.

AWARDED PROJECTS - 2017

FOURTH UN GLOBAL ROAD SAFETY WEEK



YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2017	1	NORWAY	NAF	NAF ROAD SAFETY WEEK	This project aims to identify stretches of road and crossing points use by children on their way to school during the road safety week in May.
2017	4	PARAGUAY	TACP _y	SQUARE ROAD IN VULNERABLE SCHOOLS	The project intends to set up a «road space» in five schools in the area of Remansito and Cerrito, near the international route called Transchaco, which records a high number of traffic accidents.
2017	4	PERU	TACP	SAVE LIVES, SLOWN DOWN	The campaign involves small plays being performed related to accidents due to speed, at crossroads in high traffic areas. The TACP advertised their project through social media and magazines.
2017	1	POLAND	PZM	ROAD SAFETY ON AIR	A Radio Road Safety Competition «Road Safety On Air» during the 4th UN Road Safety Week. The winners received a prize: a trip for two to the Formula 1 Grand Prix in Hungary. The package includes: plane tickets, 3 nights' accommodation, and 2 weekend tickets for the GP.
2017	1	PORTUGAL	FPAK	DEVAGAR SE VAI AO LONGE (EASY DOES IT)	A project called «Devagar se vai ao longe» advertised in the three most important Portuguese sports newspapers and their online editions: Autosport, Auto Hoje and Auto Foco. The name relates to the Save Lives#Slow Down motto.
2017	1	ROMANIA	ACR	#SLOWDOWN ROMANIA	A campaign launched with a press conference attended by public authorities and public figures where road safety studies were presented. The campaign was also supported by motor sport drivers spreading the #SlowDown message and by the traffic police which stopped drivers who exceeding speed limits and informing them about the risks.
2017	1	SERBIA	AMSS	SAVE LIVES - SLOW DOWN	An awareness campaign that highlights the consequences of speed-related crashes and the importance of speed compliance among drivers, urging them to slow down.
2017	2	SINGAPORE	AAS	SAFER SENIORS, SAFER ROADS	A month-long road safety awareness campaign educating AA members and the public on practicing good road safety habits such as reducing speed and increased alertness on the roads. An informational road safety kit was released and distributed to the public, focusing on road safety and the problem of speeding in Singapore.
2017	1	SLOVAKIA	ASA	SAVE LIVES, SLOW DOWN	A «Crash Simulator» and demonstrations for children was held with a mini helmet and «EGGS»(protection by wearing a helmet) along with the distribution of fluorescents straps. The ASA staffs also presented a dedicated tool, which shows trail braking in meters at speeds from 0 to 150 km on dry or wet road surfaces.

AWARDED PROJECTS - 2017

FOURTH UN GLOBAL ROAD SAFETY WEEK



YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2017	1	SLOVENIA	ASA	SAVE LIVES, SLOW DOWN	A «Crash Simulator» and demonstrations for children was held with a mini helmet and «EGGS»(protection by wearing a helmet) along with the distribution of fluorescents straps. The ASA staffs also presented a dedicated tool, which shows trail braking in meters at speeds from 0 to 150 km on dry or wet road surfaces.
2017	2	SRI LANKA	AAC	HEY! SLOW DOWN	An awareness campaign to provide knowledge about speeding and associated risks and educate the public to identify 'Speeding' as a serious crime rather than a minor error. The goal of this campaign is also to provide support to road safety experts and practitioners.
2017	1	SYRIA	ACS	SPEEDING AND DISTRACTION AWARENESS CAMPAGIN	The project aims to raise awareness about the danger of speeding in general and more specifically near schools. Children accompanied by police officers and teachers were based at congested intersections that they frequent often when walking to/from schools. They wore appropriate t-shirts to convey the «save lives, slow down» slogan, using signs and brochures.
2017	1	TANZANIA	AAT	4TH GLOBAL UN SAFETY 8-14TH MAY SAFE SPEED MANAGEMENT "SAVE LIFE SLOW DOWN"	Through previousprojects, it was found that 80% of schools do not have speed bumps, stop signs or zebra crossings on the streets in front of them. Drivers are often speeding near schools, causing great danger to the children. With this project, an example of a safe road is created, placing all the necessary signs at Kibasila street in Dar es Salaam, and making the drivers aware of the Save Lives #SlowDown campaign.

AWARDED PROJECTS - 2016

SAFE ROAD TO SCHOOL

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2016	2	AUSTRALIA	RACQ	DELIVERY OF PRIMARY SCHOOL ROAD SAFETY EDUCATION TO INDIGENOUS CHILDREN FROM REMOTE COMMUNITIES #2	An educational project similar to that of the Cherbourg Primary School visit, whereby community and Education Department staff (qualified teachers) will be sent to Woorabinda Aboriginal Shire Council to present the Streets Ahead Road Safety educational programme.
2016	1	BOSNIA AND HERZEGOWINA	BIHAMK	SAFE ROAD TO SCHOOL WORKSHOP	A workshop consisting of lectures and the dissemination of educational children's books and textbooks to teach children proper road safety behaviour with a special focus on their increased visibility: using roads with and without pavements, crossing the street, child restraint systems, walking in conditions of lowered visibility, riding bicycles, etc. Competition to design the best reflective stripes for backpacks: the first three stripes with the most likes on the BIHAMK facebook page will be awarded prizes
2016	4	COLOMBIA	ACC	THE STREET & ME (A SAFE ROAD TO MY SCHOOL)	This programme seeks to raise awareness among school children on the precautions to take on their way to and from school and the most common situations/risks with traffic on public roads. The focus is on learning to know the risks in the street using language and forms of communication used by the children and young people themselves and by means of a video contest.
2016	1	CROATIA	HAK	RESEARCHING THE DANGERS IN TRAFFIC FOR CROATIAN CHILDREN	The project aims to research the road safety of Croatian children (6 to 10 year olds) on their way to and from school by observing the dangers they face in traffic and their behaviour. Results will be published via the media in late June/early July: local authorities, police, Ombudswoman for children, and UNICEF will be informed of the findings and concrete proposals will be suggested to tackle the problems. Findings will be published in promotional materials and there will be a campaign in September 2016 at the beginning of the school year.
2016	2	INDIA	AASI	WE WILL GO SAFELY TO SCHOOL	The project aims to educate children on the precautions they should take to ensure safety on the road, especially when they are on their own going to and from school, whether it be by walking, cycling, riding pillion on motorised vehicles or travelling by car or bus. The project particularly targets young and low income children.
2016	2	INDIA	WCIM	SAFER SCHOOL TRANSPORT	A programme looking at the various methods of transport used by children each day to and from school such as private cars, school buses, public transport, walking and cycling. Public transport and particularly school transport have particularly high safety records when compared with private cars for example. Proper school bus design and maintenance, sound driver qualifications and continuous driver training, as well as a regulatory framework are some of the key factors to improve safety.

AWARDED PROJECTS - 2016

SAFE ROAD TO SCHOOL

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2016	1	IRAN	TACI	WALK SAFE TO SCHOOL	A training programme for children in partnership with the Iranian Ministry of Education and Welfare Organization of Iran, aiming to teach the best ways and means to improve road safety. Training sessions and workshops will be delivered, which will be broadcasted on national TV and other media.
2016	1	MACEDONIA	AMSM	INFORMED PARENTS. SAFE KIDS!	A training programme for parents sensitising them on the importance of child safety in cars. Further to new legislation in Macedonia, child restraints have been made compulsory for children under 5 years old. The AMSM will work in collaboration with 30 schools to raise awareness and ensure parents have appropriate knowledge of child restraint systems.
2016	NA	MAURITANIA	FMSM	SAVE KIDS LIVES	An awareness campaign targeting drivers and children. The FMSM will distribute brochures among drivers in the street, encouraging them to be more careful with regard to pedestrians, especially children. Reflective stickers and explanatory brochures will be distributed to children.
2016	1	NIGERIA	ATCN	SAFE ROAD TO SCHOOL	The objectives of the project are to sensitise children to traffic rules and regulations, such as how to use a seat belt, the safe way to walk on roads, how to cross a road, the use of reflective jackets and first aid treatment. This will help promote the safety of children on their way to school and make them aware of their role in ensuring their own safety on roads in general.
2016	4	PARAGUAY	TACPy	SCHOOL ACCIDENT PREVENTION SYSTEM	The project aims to educate children in five schools located in areas of high vulnerability to traffic in the departments of Paraguarí and Guairá on the concept of road safety by training school police officers. This will be achieved by training students and teachers from schools in the cities of Escobar, Sapucaí, Caballero, Colonel Martínez and Felix Perez Cardozo, all located on the edge of the highway linking the Paraguarí and Villarrica departments.
2016	2	PHILIPPINES	AAP	UP CEBU TRAFFIC SAFETY MODEL ZONE	The project aims to educate school children on practising good road safety habits, such as no dashing across roads, not using mobile phones while walking on roads, etc. To do so, the Association will produce educational posters to be distributed and displayed at local primary and secondary schools and for teachers to use as teaching materials. Through colourful illustrations, the poster hopes to bring children's attention to road-user rules and the potential dangers they might face on road on a daily basis.

AWARDED PROJECTS - 2016

SAFE ROAD TO SCHOOL

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2016	1	POLAND	PZM	FROM SCOOTER TO HARLEY	A preventive programme aimed at improving road safety and increasing awareness of the risks to teenagers (13 year olds), who are permitted by law to drive scooters on streets. The programme will be organised in cooperation with the Town Hall, Warsaw police and organisational units of the Mazovia Province Governor.
2016	2	SINGAPORE	AAS	SAFE ROAD HABITS	The project aims to educate school children on practising good road safety habits, such as no dashing across roads, not using mobile phones while walking on roads. To achieve this, educational posters will be distributed for display in local primary and secondary schools and for teachers to use as teaching materials. Through colourful illustrations, the posters hope to bring children's attention to road-user rules and the potential dangers they might face on roads on a daily basis.
2016	1	SLOVENIA	AMZS	SAFE WAY TO SCHOOL WITH ANJA, MARKO AND ZDRAVKO	A project based around three new club mascots called Anja, Marko and Zdravko to approach kids in a friendly and memorable way in order to promote road safety activities near the end of the school year. Recent research in Slovenia shows that schools do not have optimal safe routes due to infrastructure difficulties. Awareness-raising on the use of bicycle helmets, seat belts, safe crossing at pedestrian crossings and visibility issues among children and parents.
2016	2	SRI LANKA	AAC	FOOT-BOARD TRAVEL THRILLS, BUT IT KILLS!	An educational project to raise awareness and reduce the high rate of injuries caused by the use of footboards – a major issue in Sri Lanka. Children often use footboards to travel because they find it exciting, but especially due to the inadequate means of public transport to and from school.
2016	3	MEXICO	ANA	ROAD SAFETY FOR CHILDREN	The "Road Safety for Children" project is intended to raise awareness among parents on the use of in-car safety equipment for children. It will consist of designing and manufacturing a child restraint simulation that will be shown in schools all around the metropolitan area of Mexico City.
2016	NA	BELIZE	BAC	ROAD SAFETY IN SCHOOLS	A programme to raise road safety awareness in Belize by traveling around the country and training school children on road safety issues. Road safety training for the next generation of drivers is important to decrease the number of accidents country wide.

AWARDED PROJECTS - 2016

SAFE ROAD TO SCHOOL

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2016	1	SERBIA	AMSS	A SAFE ROAD TO SCHOOL	The aim of this campaign is to raise awareness of children's safety in traffic and to address the problems of children as passengers, pedestrians and cyclists, by including teachers, parents, local communities and state stakeholders to pay more attention to this issue. This will be achieved by broadcasting a video clip on local TV stations, printing leaflets for teachers and parents, distributing posters and setting up billboards publicising how roads to school can and should be safe for all.
2016	1	SYRIA	ACS	SAFE TRIP TO SCHOOL	A project aimed at providing training on safe commuting to school, giving examples of the use of seat belts and car seats among other themes. Theoretical and practical courses will be provided in order to raise awareness of dangers and provide examples of safe behaviour on the road to school. The courses will be suitable for children and will include tutorials and games.
2016	1	ISRAEL	MEMSI	A SAFE ROAD TO SCHOOL	This project will focus on elementary school pupils as pedestrians, bicycle and scooter riders and passengers in cars and buses. The main goal is to raise their awareness as road users on the issue of safety and to help them understand their ability to improve road safety for themselves and other road users.
2016	2	MALAYSIA	AAM	AAM BUCKLE UP 2016	The main objective of this project is to share knowledge of child safety issues in hospitals via antenatal and parent education classes and providing rental child seat services to selected hospitals. This will cultivate a responsible culture among parents when travelling with babies/ children.
2016	4	PERU	TACP	ITINERANT CLASSES OF ROAD SAFETY	A programme known as "Touring Traffic Education Classes", which has been instructing children aged between 3 and 11 years of age since 2006, and provides educational road safety classes designed to make drivers and pedestrians more responsible.
2016	NA	HUNGARY	MNASZ	TRAINING COURSE FOR HUNGARIAN POLICE EDUCATION OFFICER	A road safety course designed to train Hungarian police education officers who deal with children directly in Hungarian schools to improve their traffic skills and knowledge. The project targets pre-school and primary school children.

AWARDED PROJECTS - 2015

THIRD UN GLOBAL ROAD SAFETY WEEK **#SaveKidsLives**

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2015	2	AUSTRALIA	RACQ	PRIMARY SCHOOL ROAD SAFETY EDUCATION TO INDIGENOUS CHILDREN FROM REMOTE COMMUNITIES	An educational programme to transport primary school indigenous Australians from rural and remote communities to Brisbane where they will participate in the Streets Ahead road safety education programme.
2015	2	AUSTRALIA	RAASA	STREET SMART PRIMARY	A school based programme that sends trained teachers with specialist road safety knowledge into schools to collaborate, train and mentor local teachers. By mentoring, the programme is sustainable as local teachers are inspired to continue to teach road safety once the visiting teacher leaves.
2015	1	AUSTRIA	ÖAMTC	"KLEINES STRASSEN 1X1"	A project for children aged 5 to 6 where they will learn in a playful way how to safely participate in road traffic (how to cross a street, how to act when on a sidewalk, how to be safe in a car/bus, etc.). Everyday traffic situations are demonstrated with an explanation of how to behave correctly in these situations.
2015	1	BELARUS	BKA	"CHILD VACCINE FOR ROAD SAFETY" - MOBILE APPLICATION	A project focusing on the key initiative of safer walking and cycling to school. The aim is to have children use a mobile phone to save their lives on roads through road rules studying and the inclusion of maps for safe routes to and from school.
2015	1	BOSNIA I HERZEGOVINA	BIHMAK	"ETESTS – ROAD TRAFFIC REGULATIONS LEARNING PROGRAM FOR SCHOOLCHILDREN"	The project covers the design, development and implementation of educational software, i.e. the eTests for primary school students aimed at improving their knowledge on road safety through attractive and age-adapted computerized learning.
2015	4	COSTA RICA	ACCR	"I WALK SAFE ON MY WAY TO SCHOOL"	A campaign to educate child pedestrians in moving securely on the streets to their schools and homes as well as teaching how to be better cyclists.
2015	1	CROATIA	HAK	"5FORKIDS"	The "5 for kids" combines HAK's five projects for spring 2015: SaveKidsLives, I Think Bike, Sigurno u promet-u FIA ETEC precontest, School traffic units contest and Zagreb Energy Week. During the projects, especially the 3rd UN Global Road Safety Week 2015, the public will be invited to sign the Child Declaration.

AWARDED PROJECTS - 2015

THIRD UN GLOBAL ROAD SAFETY WEEK *#SaveKidsLives*

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2015	1	CYPRUS	CAA	KIDS & ROAD SAFETY	A programme in collaboration with the nonprofit organization REACTION Youth for the Prevention to conduct a national campaign on the safety of children in the car, in buses and on the wider road network.
2015	1	CZECH REPUBLIC	UAMK	"ROAD SAFETY MUST START WITH CHILDREN 2"	The project focuses on practical educational activities in road safety with special attention to child behaviour in traffic. UAMK will organize two full-day events (at central squares of Prague and Ceske Budejovice), where the public (and specifically pre-school and fundamental school children) will be welcomed to experience and practice various road safety features.
2015	2	HONG KONG	HKAA	"LITTLE JOURNALISTS"	A campaign involving a video making competition among children. The Little Journalists programme aims to encourage safer behavior on road usage, such as following road signage and using footbridges, subways, 'Zebra' or 'Green Man' crossings, and to discourage unsafe road behavior. The videos will feature on social media and the exhibition of HKAA and Hong Kong district councils.
2015	2	INDIA	AAUI	#SAVEKIDSLIVES WITH ROAD SAFETY	A project to address vital issues relating to child safety involving children, parents, school teachers, school and public transport drivers and the driving community at large.
2015	2	INDIA	AASI	BOOKLETS ON ROAD SAFETY	A campaign to publish and distribute booklets to school children to create awareness. The booklets will be presented to appeal to young people and will be followed up with a quiz and awards.
2015	2	INDIA	WIAA	CARTOONS MOVIE AND COMIC BOOKS ON ROAD SAFETY	A project to educate 3000 school children aged 8 to 15 on road safety in approximately 30 schools in Mumbai. The project aims to develop cartoon based video and comic style books on road safety with the video shown at annual ceremonies and other occasions throughout the year.
2015	1	IRAN	TACI	YOUTH AND ROAD SAFETY	Translation of the current Youth and Road Safety Action Kit into Persian (Farsi) and aimed not just at young Iranians on road safety issues, but also at the authorities.
2015	1	ISRAEL	MEMSI	ROAD SAFETY FOR ELEMENTARY SCHOOL CHILDREN	A campaign covering the theoretical and practical aspects of road safety including being a pedestrian, cyclist, and passenger and encouraging the child to be the one to motivate parents.

AWARDED PROJECTS - 2015

THIRD UN GLOBAL ROAD SAFETY WEEK **#SaveKidsLives**

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2015	1	ITALY	ACI	MOBILITY AND SAFE TRANSPORT OF CHILDREN	The project aims to raise awareness of adults and children on the safe transportation of children in cars through the proper use of appropriate child restraint systems.
2015	3	JAMAICA	JAA	CHILDREN'S ROAD AWARENESS VIDEO	Improved visuals to impart knowledge on safer road practices will ensure that the content will be absorbed and practiced by primary school users. The specific objectives of the video project are to increase awareness of the dangers associated with improper road usage among children ages 5-12, to impart knowledge on safer road practices and to expose children to post crash care techniques.
2015	2	JAPAN	JAF	"LET'S LEARN ROAD SAFETY WITH HELLO KITTY!!" - EVENT WITH THE JAPANESE RED CROSS SOCIETY AND SANRIO	A two pronged campaign involving road safety education and a first aid workshop with Japanese Red Cross. To add interest to the education component, JAF has teamed with the company responsible for such characters as Hello Kitty and Jewelpet.
2015	1	LEBANON	ATCL	ATCL & KUNHADI #SAVEKIDSLIVES WITH SAFE CROSSINGS	ATCL and Kunhadi are working together on an educational project dedicated to children. Established in 2006, Kunhadi is a non-profit organization dedicated to save lives by introducing a new culture of safe driving habits among the Lebanese community through awareness mostly aimed at youth.
2015	1	NEPAL	NASA	KIDS' INITIATIVE FOR 'SAVE KIDS LIVES'	A broad campaign to effect behavioral change of kids and youth. A range of road safety activities like walkathon, play, photo, video, painting exhibitions, distribution of posters on road safety will be carried out in different regions of Nepal.
2015	1	NIGERIA	ATCN	SAFETY KNOWLEDGE COMPETITION FOR CHILDREN AND PARENTS	A training programme to sensitize children and adults sharing roads on the importance of seat belts, child restraint, safer cycling and walking to school, use of reflective jackets, and knowing the traffic rules. A series of comprehensive topics will be covered, including first aid training with Nigeria Red Cross.
2015	4	PARAGUAY	TACP _y	ROAD SAFETY FOR VULNERABLE CHILDREN SCHOOLS	A project in 10 schools located in highly vulnerable areas of the city of Asunción, where 100 teachers will be trained in road safety, passing the learning to more than 4000 students, with all then taking part in a one day event.

AWARDED PROJECTS - 2015

THIRD UN GLOBAL ROAD SAFETY WEEK **#SaveKidsLives**

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2015	4	PERU	TACP	CHILD ROAD SAFETY	A programme with the collaboration of the Ministry of Education where an educational mobile bus goes directly to schools where the students learn appropriate road safety behavior and rules.
2015	2	PHILIPPINES	AAP	SCHOOL SERVICE DRIVERS' TRAINING PROGRAMME	A training programme for school bus drivers reinforcing their roles and responsibilities and raising awareness of stress and fatigue and how to manage them. The drivers will also be given "tips" on safe and courteous driving.
2015	1	PORTUGAL	ACP	SAVE KIDS LIVES	Aveiro, Faro and Lisboa districts of Portugal have the highest number of deaths in accidents involving bicycles. A broad campaign will educate children and the public and make clever use of the craze for "Selfies" through a "Safie" promotional competition with wide publicity around it.
2015	2	SINGAPORE	AAS	"BELT UP!"	A campaign on the importance of ensuring that children are properly and safely belted up, which includes the use of the right child restraint. The project includes an article in Highway magazine which is mailed to over 63,000 members, quiz on the proper use of child restraints/ booster seats on Highway and on social media, plus other media activities.
2015	1	SPAIN	RACC	"BETTER WITH YOUR HELMET ON" - URBAN BICYCLE HELMET CAMPAIGN	A campaign to save lives and prevent injuries among urban cyclists under 16, for which helmet use is now compulsory. It will run in Barcelona and includes a study on the behavior and helmet usage of cyclists, recommendations for proper use, a launch press conference and distribution of about 500 helmets.
2015	1	SYRIA	SAC	SCHOOL LOOK AND CLICK CAMPAIGN	A project targeting 6-7 years olds in two schools, reaching around 100 children. The SAC trained 15 trainers with the Austrian organization test and training Int. (TTI) and this campaign is an opportunity to implement the programme.
2015	2	THAILAND	RAAT	SAVE KIDS LIFE IN THAILAND	An education and awareness campaign on the importance of safety equipment in reducing death and injury, encompassing seatbelt and helmet use and targeting kids, parents and authorities.
2015	4	URUGUAY	ACU	CHECKPOINT CHILD RESTRAINT (SRI)	This project is focused on increasing the use of SRI, by educating parents and children; and reviewing existing facilities as well as also introducing new facilities.

AWARDED PROJECTS - 2014

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2014	1	CROATIA	HAK	GIVING EVERYONE THE CHANCE TO BE A LIFE-SAVER	A first aid campaign to raise knowledge and confidence of citizens in first aid.
2014	1	CZECH REPUBLIC	UAMK	FIRST AID AND ROAD SAFETY TRAINING CAMPAIGN	A public event to raise awareness and knowledge of first aid techniques and safe driving behaviour, targeting teenagers and driving school students.
2014	4	ECUADOR	ANETA	TRAINING AND SOCIALIZATION OF FIRST AID	Distribution of leaflets and updating of training in driving school clubs, plus communication outreach in public places.
2014	1	HUNGARY	MAK	WORLD FIRST-AID DAY 2014	An outreach to the public and media on the importance of first-aid knowledge and education.
2014	1	ISRAEL	MEMSI	COOPERATION WITH MDA ON POST-CRASH CARE	A first aid awareness campaign teaching drivers to prevent deterioration of the injured before the arrival of a medical crew.
2014	2	JAPAN	JAF	FIRST AID TRAINING COURSE AT "6 HOURS OF FUJI"	Collaboration with the Red Cross to raise awareness of post-crash care and general road safety. The project will take place during the World Endurance Championship (6 hours of Fuji).

AWARDED PROJECTS - 2014

 International Federation
of Red Cross and Red Crescent Societies
Global First Aid Reference Centre

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2014	1	MADAGASCAR	FSAM	GIVING A CHANCE TO BE A LIFE-SAVER	First aid training for drivers and users of public transport on how make an effective intervention before arrival of the medical team.
2014	4	PARAGUAY	TACP _y	FIRST AID COURSES	A training program to improve first aid skills and knowledge in 4 cities in Paraguay. The project aims at educate people to provide first aid when an accident occurs, before the arrival of medical assistance.
2014	1	POLAND	PZM	PROMOTION OF FIRST AID AMONG PEOPLE	Development of a "lifeguard on a motorcycle", with life-saving equipment, to fill the gap before back up medical assistance reaches an accident site.
2014	1	SLOVENIA	AMZS	AMZS AND THE SLOVENIAN RED CROSS EVENT	First aid training and production of a promotional brochure to present vital information on vehicle first aid kits, backed by a media event in conjunction with Red Cross.
2014	2	SRI LANKA	AAC	FIRST AID	First aid training to minimize fatalities due to poor initial treatment at accident sites.
2014	1	SYRIA	ATCS	FIRST AIDS ON ROADS AWARENESS	An assessment of people in public places on knowledge and awareness of road safety and first aid in order to understand their needs and address it through ATCS sessions.
2014	1	TANZANIA	AAT	FIRST AID AWARENESS PROGRAMME	A leaflet campaign explaining basic first aid steps supported with demonstrations from the Tanzania Red Cross Society.

S-PROJECTS: MYWORLD - 2015 SURVEY

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2014	1	ALBANIA	ACA	ROAD SAFETY EDUCATION IN SCHOOLS	A web and/or print newspaper campaign to highlight road safety and covering use of seat belts, drink driving and speeding as key factors causing accidents in Albania. The online campaign will link to the MyWorld survey encouraging signatures.
2014	4	ARGENTINA	ACA	SUITABLE BEHAVIOUR + INDULGENT ROADS = LESS ACCIDENTS	Flyers for the public, explaining the concept of indulgent roads and showing why it can considerably reduce accidents. Flyers will include the MyWorld link in support of better roads and transport.
2014	1	BOSNIA AND HERZGOVINA	BIHAMIK	WALK SAFELY THROUGH LIFE	Involving around 1000 pre-school and primary school children, this is a short walk along the main city street in Sarajevo with kids wearing t-shirts and caps with Decade logos and road safety slogans. At a Club stand, visitors will receive leaflets and be urged to sign for MyWorld.
2014	1	BOTSWANA	Emergency Assist 911	THE LONG SHORT WALK FOR BETTER ROADS & TRANSPORT	Primary school children will march with informative banners on MyWorld 2015 in partnership with Tlhare Segolo Foundation, MVA Fund and the Department of Road Transport and Safety.
2014	1	ISRAEL	AAK	MYWORLD 2015	As part of MEMSI's activities to promote Road Safety, this project is all about promoting votes for «better roads and transport» in the UN Survey. MEMSI has produced postcards that include a barcode for people to be able to scan and vote directly from their Smartphones. The postcards are given to all IDP applicants and distributed in Road Safety Conventions where posts for online voting are also available to the public. Timeline: -March 13th, formal letters have been sent to Government Officials and the -Israeli Ambassador to the UN; -March 24th, Road Safety convention; -Attaching brochures to all IDPs; -May, Media campaign.
2014	3	JAMAICA	JAA	THE JAA JUNIOR CLUB'S: My World Video Campaign	Engaging Jamaican youth to create videos to promote the My World Survey and vote for «better roads and transport». The videos will feature on both social media and mass media.
2014	1	KENYA	AAK	SAFE WALK TO SCHOOL: Ask the children and call for actions	The AAK will organise for children a series of walks to school with informative stands about voting for better roads and transport in UN Survey. The project will involve many children from different parts of the country. They will be taught how to be safe on the way to school. A series of walks to school will be organised. Walking children will receive safety vests and reflective stickers. Along the route AAK will take pictures of dangers in traffic and set up informative stands about the possibility to vote for better roads and transport. AAK road safety experts will also be present in the media and at local community gatherings.

S-PROJECTS: MYWORLD - 2015 SURVEY

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2014	1	LITHUANIA	LAS	VOTE FOR - BETTER TRANSPORT & ROADS	The main idea is to explain audience the situation on roads in a world; to prove that accidents can be avoidable and to encourage to vote. 1. letter to governmental institutions (translation & sending) 2. preparing of the information in Lithuanian 3. publishing materials (leaflets, brochures, posters) 4. participation at «Transbaltica 2014»-the largest exhibition in Baltic states, having a goal to meet the main target group - drivers and encourage to vote. Measures (stand, published material, tools for video and voting on the spot; staff for communication, spreading the leaflets and collecting the votes).
2014	1	MACEDONIA	AMSM	MY WORLD, MY VOTE FOR SAFER ROADS	Promotion of MyWorld 2015 and encouragement of AMSM members and citizens to participate. The campaign includes text messages to members, a paid Facebook ad and canvassing of votes via electronic tablet sign up of shoppers and commuters.
2014	3	MEXICO	OMDAI	MOVING MORE	An event involving famous personalities, to promote safer road use. Animators will engage attendees to participate in games, photos and voting on MyWorld 2015, while providing road safety advice.
2014	1	MOLDOVA	ACM	BRIGHT, SEEN AND SAFE !	An awareness campaign on pedestrian visibility comprising such activities as celebrity charity dinner, walks, flash mobs, press conference, and distribution of reflectors and including vote gathering for MyWorld 2015.
2014	1	MOZAMBIQUE	ATCM	CAMPAIGN IN DRIVING SCHOOLS AND RESTAURANTS	A project involving workshops with theatre performances in three driving schools, plus the distribution of sugar sachets in restaurants and ministries on MyWorld 2015, urging votes and dispensing safety messages.
2014	4	NICARAGUA	NAC	BETTER TRANSPORT AND ROADS	A campaign supported by a meeting with the Minister of transport to distribute flyers demanding better roads and transport for the public in general.
2014	1	NIGERIA	ATCN	BETTER ROADS AND TRANSPORT CAMPAIGN	An awareness rally where participants will march with posters and flyers in support of better roads and transport. They will march past government and private offices encouraging signatures for MyWorld 2015.
2014	4	PARAGUAY	TACPY	JUNTOS, PODEMOS SALVAR MILLONES DE VIDAS	An awareness campaign to discourage unsafe road practices and encourage safer behaviour.

S-PROJECTS: MYWORLD - 2015 SURVEY



YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2014	4	PERU	TACP	UN MYWORLD 2015 CAMPAIGN	Communication through print and electronic media to reach users of the current web and Facebook page of TACP as well as those of strategic partners. Specifically, a webpage will be created with links to encourage votes.
2014	1	PORTUGAL	ACP	PEDESTRIAN CROSSING CAMPAIGN	An awareness campaign for pedestrians and drivers focussing on high impact messages painted on pedestrian crossings.
2014	1	ROMANIA	ACR	SAY "YES" FOR A BETTER WORLD2015. VOTE FOR "BETTER TRANSPORT AND ROADS3	A national road safety project for mobilization and participation of the public in MyWorld2015, including mobile information points, TV and radio campaign, and letters to MPs.
2014	1	SERBIA	AMSS	VOTE FOR LIFE !	The project is dedicated to raising awareness of the necessity of having better transport and roads after 2015, by collecting votes for the UN survey. Votes will be collected at road safety related events, such as International conference «Road Safety in Local Communities», European road safety day, gathering of fans of historical vehicles, and the city of Belgrade and national rounds of the traffic education contest 2014. All road users will benefit from this project. We hope to have a great impact and will use media to a great extent to help spread the word and collect as many votes as possible.
2014	1	SPAIN	RACC	BETTER ROADS AND TRANSPORT MYWORLD SURVEY CAMPAIGN	A campaign for RACC members, mobility experts and media to explain the objectives of the MyWorld global survey to encourage people to vote for better roads and transport.
2014	2	SRI LANKA	AAC	PREVENT RAILWAY CROSSING ACCIDENTS	An awareness campaign to highlight the number of accidents at railway crossings due to the negligence of drivers and pedestrians.
2014	1	TANZANIA	AAT	VOTE FOR BETTER ROADS & TRANSPORT	A march of 250 pupils from five schools, including police and Boda Boda motorcyclists, with banners and flags to a civic square, seeking votes and also presenting a petition to government officials.
2014	1	UAE	ATCUAE	MYWORLD 2015 INITIATIVE	A project to heighten awareness of MyWorld 2015 and to capitalise on government connections, member database and wide ranging media activities in gaining support and signatures.
2014	1	YEMEN	YCTA	100 000 NAMES PROJECT	A broad campaign to achieve 100,000 signatures for MyWorld 2015.

AWARDED PROJECTS - 2013

UN GLOBAL ROAD SAFETY WEEK

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2013	1	AUSTRIA	OAMTC	SOS CHILDREN VILLAGES JOIN THE UN GLOBAL ROAD SAFETY WEEK	Children of the SOS Children's Villages are asked to draw their every day way to school, raising awareness to the possible difficulties and dangers of participating in the road traffic as pedestrians. Results will be presented at a press-conference, an award will be given to the best drawing.
2013	1	BELARUS	BKA	PEDESTRIANS+DRIVERS = ROAD-SAFETY PARTNERSHIP	The project aims to reduce pedestrians' death rate and injuries on the most dangerous pedestrian crossings of Minsk as well as to improve the level of road safety consciousness through the awareness and education campaign and to create the platform for partnership between pedestrians and drivers.
2013	1	BELGIUM	TCB	WALK SAFE: THE SAFETY CORNER	TCB will organise a road safety media corner on 6 May, either at the starting point of the Long Short Walk or the end of the walk.
2013	4	CHILE	ACC	SEGURIDAD VIAL EN PEATONES	In Chile we have more than 1.500 people dead by car accident and 50% are pedestrians. As they often don't respect the traffic lights and other signals, we develop an active campaign displayed on the streets to all pedestrians the "wrong way and the safe way" to cross the streets.
2013	4	COSTA RICA	ACCR	TRAFFIC CALMING PROJECT/ ARTISTIC CROSSWALKS IN HIGH RISK CROSSES	Curridabat is a city of 72,000 inhabitants. Large numbers of vehicles travel across the city daily. Citizens must recover their right to cross the road safely. Our goal: Strengthen our road safety efforts by installing three artistic crosswalks on the most dangerous intersections in Curridabat.
2013	4	ECUADOR	ANETA	ROAD SAFETY PROJECT FOR PEDESTRIANS	We will make many activities in the entire Road Safety Week, through our 36 schools in the whole country. We will educate and train drivers and pedestrians through mechanisms which can reduce traffic accidents where they are involved.
2013	1	HUNGARY	MAK	MAK ROAD SAFETY EVENTS DURING THE SECOND UN GLOBAL ROAD SAFETY WEEK	Joining the Second UN Global Road Safety Week, MAK is going to hold a series of road safety events in Szeged, a cultural and university center, between 6 - 12 May 2013. We wish to draw participants' attention to the importance of pedestrians' safety in traffic, to occurring dangers and to rules.

AWARDED PROJECTS - 2013

UN GLOBAL ROAD SAFETY WEEK

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2013	2	INDIA	WCIM	PEDESTRIAN ROAD SAFETY	Kids are invited at the institute for training & fun activities for this project. The main target is reaching entire family. Communication strategy in these activities will help us in reducing road accidents.
2013	2	INDIA	WIAA	PEDESTRIAN SAFETY WEEK	Training & fun games for children at Traffic Park to visiting the traffic authorities to display Pedestrian safety concerns. Alternatively, the Communication strategy highlights the mass mediums to treat it as a social responsibility.
2013	2	INDIA	AAUI	SECOND UN GLOBAL ROAD SAFETY WEEK	The Project consists of following activities: booklet distribution, Banners, Face to Face Interaction with pedestrians, volunteer to guide pedestrians. This project brings in an opportunity to the FIA clubs to conduct studies and organize programs that are of great value for saving walkers lives.
2013	2	INDIA	AASI	INCREASING AWARENESS ON 'RIGHT OF WAY FOR PEDESTRIANS AT PEDESTRIAN CROSSINGS'	Training & fun games for children at Traffic Park to visiting the traffic authorities to display Pedestrian safety concerns. Alternatively, the Communication strategy highlights the mass mediums to treat it as a social responsibility.
2013	2	INDIA	AAEI	SECOND UN GLOBAL ROAD SAFETY WEEK	A workshop to be organized at school level to build awareness in collaboration with local Police authorities. A distribution of leaflets & banners with the FIA logo at congested areas with the message «Don't use Mobile Phone while crossing», «Don't cross while traffic is on», «Use ZEBRA CROSSING», «Use Footpath where available» will accompaing the activities together with the organisation of the Long Short Walk with Celebrities. Media coverage will maximise the program effect.
2013	1	ISRAEL	MEMSI	BE SAFE PEDESTRIAN CAMPAIGN	A collaboration with five big municipalities for a distribution of training materials in kindergartens by volunteers and professional trainers. Trainings will be supported by 5000 workbooks, produced by MEMSI, on the importance of being careful on the road to the children in a story-telling way. The campaign will be supported by the distribution of 5000 crosswalk shirts, white and black for school children as well as the yellow FIA action for road safety decade pins and reflectors bracelet. The campaign will be promoted on the local media channels and it will be distributed throughout the country.

AWARDED PROJECTS - 2013

UN GLOBAL ROAD SAFETY WEEK

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2013	1	ITALY	ACI	A SHORT SAFE WALK IN THE TRAFFIC OF YOUR CITY	ACI experts and sport champions will accompaing primary school pupils on a pleasant/ educational walk along the streets of historical Rome. Children will be taught how to walk safely along the roads and pedestrian crossings. The Long Short Walk logo will be shown during the walk.
2013	1	KENYA	AAK	"SAFE WALK TO SCHOOL: ASK THE CHILDREN AND CALL FOR ACTIONS"	In the framework of the Road Safety Week, AAK will organise a drawing completion in schools in order to raise awareness on road safety for school children. The main event will be the organisation of a "walk to school" with a group of children.
2013	1	MOLDOVA	ACM	UN ROAD SAFETY WEEK IN MOLDOVA	To raise pedestrian awareness and mark the UN Global Road Safety Week - an important event in achieving the goals of the Decade of Action for Road Safety. The overall objective is to promote responsible behavior and decrease pedestrian deaths and involve key-stakeholders and civil society.
2013	1	MOZAMBIQUE	ACTM	THEATRE AT SCHOOLS FOR THE ROAD SAFETY	A series of lectures in schools on road casualties, accompanied by a Theatre performance called "Maxaca" (Family) with 13 to 16 performers.
2013	1	NAMIBIA	AAN	"SHORT WALK WITH SCHOOL CHILDREN"	AA Namibia aims at organising a "Short Walk" with school children. The objective of the project activity is to create awareness to the risks pedestrian are exposed to when using the road, promote safe road user behaviours, sensitise drivers on the rights of pedestrians as road users.
2013	4	NICARAGUA	CAN	REFLECTIVE DECAL STICKERS AND PROJECT WITH MINISTER OF EDUCATION IN SCHOOLS TO RAISE AWARENESS	The distribution of 20 000 Reflective decals all over Nicaragua to motorcycles owners, bike owners, horse carriages, cow carriages. The project is run in full support of the Police department that will help distribute sticker to everyone who is getting a license.
2013	1	NIGERIA	ATCN	THE "CHILDREN TRAFFIC CLUB"	In support of the Road Safety Week, the ATCN will organise lessons to promote peer-to-peer road safety training. The concept is to train 100 students of different ages from ten schools as to equip them to teach road safety to their peers.

AWARDED PROJECTS - 2013

UN GLOBAL ROAD SAFETY WEEK

YEAR	REG	COUNTRY	CLUB	PROJECT TITLE	PROJECT DESCRIPTION
2013	1	POLAND	PMZ	UN GLOBAL SAFETY WEEK EVENT FOR CITIZENS OF ZIELONA GÓRA CITY AND SURROUNDINGS	The local bureau oé-f PZM in Zielona Góra will organise a special event for citizens of Zielona Góra city- especially for the safety of pedestriansadult and children. Policemen and teachers will show how to walk safely in and outside the city.
2013	2	SINGAPORE	SMSA	UN GLOBAL ROAD SAFETY WEEK SINGAPORE	In support of the Second UN Global Road Safety Week, the Singapore Motor Sports Association in partnership with the Canberra Housing Estate Citizens Consultative Committee (CCC) is proposing a multi-day approach to encourage road safety awareness amongst child pedestrians and drivers of the estate.
2013	2	SRI LANKA	AAC	WALK SAFELY	«Road safety Program for All» on 7th -8th May 2013 is mainly dedicated to pedestrian safety.The main objective is to reduce injuries and fatalities among road users and pedestrians.
2013	1	TUNISIA	NACT	LA SÉCURITÉ DES PIÉTONS	"We are all pedestrians ... Let us share the road" is the motto presented by NACT for its initiative in the schools of 24 governorates. Pupils will be trained by the local police on pedestrian crossing and will receive reflectors, posters and stickers on road safety. The events will be accompanied by the release of 2001 balloons in memory of the 2001 pedestrians' kills in Tunisia.
2013	1	UAE	ATCUAE	PEDESTRIAN SAFETY - OUR GOAL	The ATCUAE as a safety partner with the MOI is physically involved with the EducationGoing forward, the pillars of the Educational approach will guarantee that all aspects of pedestrian safety are addressed. The maian objective is to develop schools programs, educate drivers and marketing measures.
2013	1	ZIMBABWE	AAZ	"PEDESTRIAN SAFETY ROAD SHOW"	The Automobile Association of Zimbabwe will launch a road show to raise awareness on pedestrian safety by targeting members of the public in the CBD. The road show includes a quiz show, distribution of road safety fliers and a school drawing competition.