

Together we are road safety

European Road Safety Charter

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

Excellence in Road Safety Awards 2016

Deadline to submit nominations: December 20th, 2015

Submit to anna.renau@paueducation.com

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions
Name of the organization	The Brewers of Spain	
Type of organization	Association that represents beer producers in Spain	NGO, company, local authority, school etc.
Organization main activity	Promotion of responsible consumption of beer	Activity field
Country	Spain	Of the organization
Website	http://www.cerveceros.org/	Organization website
Contact person	Cristina de Aguirre	For the follow-up of the application
Contact person's position	Responsible for CSR campaigns	
Contact person's email address	social@cerveceros.org	
Contact person's phone	+34 91 308 67 70	

Partners in the initiative	<p>This 15th edition is developed in collaboration with the General Directorate of Traffic (DGT) and the support of:</p> <ul style="list-style-type: none"> • la Confederación Nacional de Autoescuelas (CNAE) • la Asociación Española de Operadores de Productos Petrolíferos (AOP) • el Real Automóvil Club de España (RACE) • RACC Automóvil Club • la Asociación Española de la Carretera (AEC) • Ayuda del Automovilista (ADA) • el Comisariado Europeo del Automóvil (CEA) • Stop Accidentes • Rotary International • la Fundación Española para la Seguridad Vial (FESVIAL) • la Federación Española de Hostelería (FEHR) • la Asociación de Lesionados Medulares y Grandes Discapacitados Físicos (ASPAYM) • la Asociación para el Estudio de la Lesión Medular Espinal (AESLEME) • la Agrupación Española de Vendedores al por menor de Carburantes y Combustibles (AEVECAR) • la Fundación PONS. • la Federación Española de Municipios y Provincias (FEMP). • Plataforma Motera para la Seguridad Vial 	
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SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	<p>The campaign started in 2000 and since then has gained increased support and awareness.</p> <p>In 2014, we renovated the image of the campaign and a crew of Harley Davidson Riders were the main ambassadors of the campaign (SIN RIDERS; “sin”=“without”. Also used for NAB)).</p> <p>The campaign normally take place during the summer break, when holiday trips take place. We use as well specific dates with more traffic (Easter, bank holidays, Christmas)</p>	The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process

Departments/persons implicated internally	Jacobo Olalla, General Director of The Brewers of Spain, and Cristina de Aguirre, responsible for CSR of The Brewers of Spain. The Brewers of Spain works with a Communication Agency to execute the campaign.	In the case of persons, indicate their positions
Geographical scope of the activities	All around Spain. In 2015, the SIN RIDERS rode around 6,000 km and stopped in 50 cities during 34 days.	Indicate where the activities were implemented
Summary of the initiative	As part of its strong commitment towards society, the Spanish Brewers Association (Cerveceros de España) was seriously concerned about the situation of traffic accidents related to drink and driving and decided to start in the year 2000 a campaign to communicate the importance of responsible drinking while driving and pointing out that alcohol-free beer is a safe alternative. The SIN RIDERS were born to create awareness about drinking and driving and in case you want to enjoy a beer, choose a non alcoholic one. We never say “drink it”, we present the non alcoholic beer as an alternative.	Describe the initiative indicating the subject, its aim and the main activities it involves. Max: 100 words
Innovative character	The Brewers of Spain has been committed for many years combating drink driving and giving an alternative to drivers “On the road, non-alcoholic beer”. The campaign needed fresh air, so a compelling story was set up in 2014 involving strong and rough Harley Davidson riders, The SIN Riders, who travelled the country to educate consumers on responsible behavior and promote NAB as a safe alternative.	If applies, describe to what extent the proposed initiative will lead to new approaches and practices Max: 100 words
Issues that are addressed with the initiative	Brewers of Spain is part of the European Road Safety Chapter which its vision is reducing the number of road casualties by 2020. Our main goal is to increase the awareness of the incompatibility between drinking and driving, and in case you wish a beer, choose a non-alcoholic one.	Describe which issues were identified that lead to implement the activities Max: 100 words

<p>Activities developed</p>	<p>The SIN Riders campaign was born in 2014, but potentiated in 2015 with new notorious actions. In order to impact consumers in a direct way, the SIN riders rode more than 6,000 km and stopped in more than 50 cities countrywide in the summer of 2015, when road travelling increases. During this summer tour, they approached consumers with awareness messages and information about NAB. Motorcycle concentrations were organized, involving local riders in events with live music.</p> <p>They approached consumers with awareness messages, information about NAB and invited the public to have a NAB. To generate coverage during the road trips, press presentations were organised in the main Spanish cities, with a kick-off press conference in Madrid. Presentations were visual and inspiring to attract the media's attention. The riders and their motorbikes joined public local institutions in emblematic outdoor places in each city. The media campaign was supported by a digital campaign on YouTube.</p> <p>Also, in order to potentiate the initiative, a website was created where the SIN Riders explain the adventures of their journey and invite drivers, associations and motorcycle clubs to join them. This site has been a very useful channel to communicate the campaign values in an appealing way through videoblogs, routes and advices. Profiles in Facebook, Twitter and Youtube were opened to spread the messages and consolidate the target audience.</p> <p>The SIN Riders campaign achieved a strong institutional support. Presentations in cities received the support of local traffic authorities and City Hall representatives of transport and road safety.</p>	<p>Describe all the activities involved in the initiative and where appropriate indicate the participation arrangement for each partner</p> <p>Max: 600 words</p>
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<p>Genesis</p>	<p>Data demonstrates non-alcoholic beer has become a regular habit when driving:</p> <p>8 out of every 10 Spaniards consider this type of beer as a good option when it comes to driving. (Quota Research July 2009)</p> <p>84% of the drivers never consume alcohol beverages if they anticipate driving long distances (In comparison with 22% in 2003).</p> <p>The DGT awarded the Road Safety Medal of Merit to Cerveceros de España as recognition for the long term commitment.</p> <p>Strong institutional, civil society, industry and victims associations' support.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>The social responsibility messages of the SIN Riders are being disseminated through different channels that complement each other. Directly, they have invited thousands of drivers to have a NAB on the road.</p> <p>During the summer tours, official press conferences with institutional support were carried out and covered by national and regional media which entailed a multiplier effect to a much broader audience.</p> <p>In terms of digital engagement, the SIN Riders' social networks are increasing likes and followers each week, and the interaction among users is very high. Digital contests are being implemented in order to maintain these users active, drawing several items related to the motorcycle world.</p> <p>About 4,000 consumers were impacted through concentrations and activities in high media coverage, with over 500 information published.</p> <p>Digital positioning: launching their own channels with a maximum ratio of engagement (40% during the tour).</p> <p>Website: http://www.sinriders.com/;</p> <p>Youtube: https://www.youtube.com/channel/UCUpjFcslwmYWylqA9YPc8QA</p> <p>Facebook: https://www.facebook.com/pages/SIN-Riders/1402604990067162</p> <p>Twitter: @SinRidersCS</p>	<p>Describe to what extent the proposed initiative will allow the transfer, general spread, dissemination or application of the results, experience, knowledge and good practice on a large scale</p> <p>Max: 200 words</p>

<p>Promotion and dissemination</p>	<p>The SIN Riders was designed as a CSR campaign, that generated curiosity and interest and was very well received by consumers. Motorcycle concentrations were replicated in different cities with word of mouth great success, but most importantly covered by both national and regional media. TV's, radios and newspapers were crucial to spread the messages: drinking and driving are not compatible.</p> <p>The Madrid kick-off event was covered by the 4 main national TV channels and this specific action reached an audience of 34 million Spaniards.</p> <p>Our fourteen allies also are a great help to distribute the campaign through their own channels.</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
<p>Continuity</p>	<p>Since the campaign has been so well received by authorities and society in general, the SIN Riders will hit the road again in 2016 and keep creating awareness in different new places. This new edition SIN Riders 2016 will not only include a summer tour, but a few short-tours through the year when travelling increases (bank holidays, Easter brake, Christmas).</p>	<p>Indicate if there is a plan to continue some activities in the coming years</p> <p>Max: 100 words</p>
<p>Evaluation of the activities</p>	<p>The SIN Riders' awareness activities impacted on 4,000 consumers in more than 100 cities. More than 593 news items were generated nationwide, reaching an audience of more than 81 million and a communication value of € 3,950,030 (100% positive coverage).</p> <p>Facebook was created on May 2015 and by December, the number of likes was incremented in up to 13,000, creating an average engagement rate of 12% (40% while on tour).</p> <p>More than 15 institutions from the private and public sector backed up the initiative, such as the National Department of Traffic. Motorbike clubs and institutions requested to join the initiative.</p>	<p>If relevant, describe the proposed evaluation method and the quality of the result indicators in relation to the expected objectives</p> <p>Max: 100 words</p>
<p>Other important aspect that you want to underline</p>	<p>"After 14 years creating awareness among the public opinion about the incompatibility of alcohol and driving, the campaign "The road demands you, non alcoholic beer" ("La Carretera te pide SIN") has been reinvented through our ambassadors "SIN Riders" and succeeded in reaching the population, in a notorious and direct way, achieving excellent results with the commitment of the National Traffic Authority and many other relevant institutions".</p>	<p>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>