

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

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions
Name of the organization	Laser International Foundation (LIFE)	
Type of organization	Foundation (NGO)	NGO, company, local authority, school etc.
Organization main activity	<p>Communication and campaigns Global Road-Safety Film Festivals (Geneva 2006, 2007, Paris 2008, Marrakesh 2010, UNESCO 2013, Casablanca 2014), International Road-Safety Film Festival (Delhi 2006)</p> <p>Capacity building European Road Safety Summer University (La Baule 2004, Paris 2005, Nantes 2006), West African countries Road Safety Forum (Dakar 2009, 2010, 2012), audits, design and implementation of road safety policies</p> <p>Education and training Educational programme for children, Young Drivers' European Tours, The elderly drivers programmes</p>	Activity field
Country	Belgium	Of the organization
Website	www.life4roadsafety.org	Organization website
Contact person	Robert TROTTEIN	For the follow-up of the application
Contact person's position	President	
Contact person's email address	robert.trottein@roadsafetyinternational.org	

Contact person's phone	+33 6 87 53 47 58	
Partners in the initiative	<ul style="list-style-type: none"> • Laser Europe • European Youth Forum for Road Safety • Prevention Routiere International • Parliament of the Brussels Capital Region • Federal Minister of Mobility • Secretary of State of the Brussels Capital Region, in charge of road safety 	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	The 1 st European Road Safety Film Festival was organized in Brussels on Monday September 14, 2015, during the European Mobility Week.	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	<p>All the organizations and agencies interested in the sustainable mobility and the road safety in Europe were associated under the aegis of the United Nations Economic Commission for Europe, the European Parliament, the United Nations Road Safety Collaboration.</p> <p>They are associated either by their actual presence in Brussels or by participating in the vote for the films in competition they have access to the websites of LIFE and official partners.</p> <p>Number of personalities has accepted to be present:</p> <ul style="list-style-type: none"> • Mr. Dominique Riquet, Vice president of the Commission of Transport of the European Parliament • Mr. Charles Piqué, President of the Parliament of the Brussels Capital Region • Mrs. Jacqueline Galant, Federal Minister of Mobility • Mr. Maxime Prévot, Vice-President and Minister of the Walloon Government, in charge of road safety • Mrs. Bianca Debaets, Secretary of State of the Brussels Capital Region, in charge of road safety • Mrs. Luciana Iorio, President of the UNECE Forum of road safety • Mrs. Awa Sarr, President of the UNRSC Road safety at work committee • Mr. Joop Goos, President of the Prevention Routiere Internationale • Ms. Sophie Corret, President of the European Youth Forum for Road Safety 	In the case of persons, indicate their positions

<p>Geographical scope of the activities</p>	<p>Number of countries, from Europe and elsewhere, attend the 1st European Road Safety Film Festival, among them Argentina, Australia, Belgium, Benin, Canada, Congo, Czechs Republic, France, Greece, Hungary, India, Italy, Luxemburg, Morocco, Norway, Poland, Portugal, Quebec, Russia, Spain, Sweden, Switzerland, Senegal, The Netherlands, Uruguay.</p>	<p>Indicate where the activities were implemented</p>
<p>Summary of the initiative</p>	<p>Objectives</p> <ul style="list-style-type: none"> • Promote best productions in Europe and compare movies and video communication tools for the general public, educational backgrounds, training centers, businesses. • Foster meetings between stakeholders in road safety: organizations of the United Nations, European organizations, governments, public authorities, business leaders and associations, media, communications professionals, youth networks , producers, directors, and anyone interested in road safety. • Facilitate the implementation in Europe of national and local programs by the contribution to the European road safety film centre. <p>This event is a platform to mobilize a large number of stakeholders on the priority actions of European Union: pedestrian safety, helmet use, speeding, driving under the influence of alcohol and drugs, wearing seat belts, use of restrains for children, sustainable road infrastructures, safe vehicles and emergency relief.</p>	<p>Describe the initiative indicating the subject, its aim and the main activities it involves.</p> <p>Max: 100 words</p>
<p>Innovative character</p>	<p>Award for young people producing road safety videos on social media: As part of the European programme for road safety 2011-2020 “LIFE” is launching the “Life Awards”, social media youth road safety film Award©”</p> <p>This action aims to create a public road safety awareness campaign among worldwide youngsters enrolled in academic institutions (schools, colleges, universities, companies, associations, NGOs...) by inviting them to realize short films that will be broadcasted on the social media platforms...) they use to communicate on an everyday basis (YouTube, Vimeo, Vine).</p>	<p>If applies, describe to what extent the proposed initiative will lead to new approaches and practices</p> <p>Max: 100 words</p>

<p>Issues that are addressed with the initiative</p>	<ul style="list-style-type: none"> • To contribute to the European action for road safety. • To experience new ways of mobilization for road safety by capitalizing the gains they could accumulate and promoting a real exchange of experiences. • To promote and grow the establishment of wide network of road safety organisations and stakeholders by pooling resources with a view to maximise the impact of the road safety actions at local, regional and global level. • To encourage partnerships between national and regional public and private stakeholders. • To involve youngsters in the fight against road fatalities, using the regional youth networks and to give them the opportunity to be active players in improving road safety by providing reference-based trainings on current youth issues on road safety. • Promote the community mobility programs for youth, students and professionals interested in road safety. • To trigger and promote dialogue between people from different cultures, organisations, enforcement bodies, policy makers and practitioners, in relation to road safety and road users thanks to the involvement of experts and a special topic on enforcement and youth. 	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>
<p>Activities developed</p>	<p>The 64 road safety films have been made over the past five years and presented exclusively on digital video. Registration of movies was valid for all the festivals of the season in 2015 produced by Laser International Foundation: Casablanca, Brussels, Mumbai and Montevideo.</p> <p>They are classified by categories:</p> <ul style="list-style-type: none"> • Campaigns • Road safety education • Driver training • Risk prevention in professional circles • Innovations for road safety • TV broadcasts • Films for youth, by youth <p>The European jury is composed of experts from European outreach in road safety and communication. The jury evaluates all the films in competition to decide the winners of the competition. Each video is assessed on the basis of explicit criteria:</p> <ul style="list-style-type: none"> • Intrinsic qualities (clarity and relevance of the message to the target adaptation, quality and originality of the script, reproducibility) • Technical qualities (sound, sound design, image editing), • Cost / effectiveness. <p>The European road safety film festival is produced by the Laser International Foundation (LIFE), under the aegis of the United Nations Economic Commission for Europe, European parliament, UN Road Safety Collaboration, King Philippe of Belgium. It is implemented with an organization committee composed of representatives of official partners.</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>

<p>Genesis</p>	<p>The number of people killed on the road has been slightly decreasing in many European countries for a few years. Nevertheless, this improvement remains precarious, but anyway very encouraging. It was made possible thanks to various measures that were taken to intensify road safety actions, and also to the tremendous effort that was made to heighten the general public awareness.</p> <p>When communication goes together with prevention, audio-visual communications play a major part in these awareness campaigns. Indeed, it is one of the most efficient means to act on behaviours and change the way road safety problems are perceived.</p> <p>That's the reason why the Laser International Foundation organizes the 1st European road safety film festival.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>Laser International Foundation offers to create national road safety film festivals in each European country. The specifications will be defined with involved organizations and governments.</p> <p>The European Summer University of Laser International Foundation (SUN of LIFE) will be the tool to disseminate the film festivals in Europe.</p> <p>The SUN of LIFE aim to develop a device dissemination of capacity building, knowledge and good practices to strengthen the management capacity of public officials and professionals involved in road safety.</p> <p>This program differs from existing ones and proposed in the area of road safety training on several points:</p> <ul style="list-style-type: none"> • The "universities" are not residential but are held closer to the participants, to avoid them too heavy expenses for travels, but also to take in account the socio-cultural, political and economic contexts of the regions concerned. • The approaches of the subjects related to road safety are its complexity and its diversity; they are not limited on one point of view, such as road safety related to road infrastructure. They involve cost analysis / efficiency and multi-criteria analyzes. • The diversity of participants is an objective, diversity of sectors, experiences, responsibilities, to promote horizontal and vertical coordination. • Bringing experts "field" competent producing road safety actions. • Focus on training-action highlighting the practical application of training provided. • Use peer to peer methodology in training sessions. • It's organized in the form of five days seminars for public actors (political, technical, academics, administrative), private sector (companies, media) and NGOs. <p>The speakers are road safety experts specialized in the specific fields of road safety management: politics, economics, engineering, law, communication, youth policies.</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 European Festival has be accompanied by intensive public relations towards the stakeholders of the associated partners..</p> <p>The partners drawn up a dissemination and publication plan in coordination with Laser International Foundation, specifying the number of publications, conference presentations, press releases etc. envisaged, and the timing. Each project partner will be helped in organising press and PR activities to ensure EU visibility around this project.</p> <p>Dissemination will be focussed on stakeholders to start, and going wider towards general public once the project has given its first results.</p> <p>The dissemination work will be done via the web site www.life4roadsafety.org.</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>The continuity is implemented by the European road safety film Centre. The European road safety film centre has been created during the 1st European Road Safety Film Festival.</p> <p>1 - It's an information Centre on films and videos on road safety available in Europe and in the world. Those interested will find any useful precision: title, subject, target, duration, nationality, date and cost of implementation, dissemination, sponsor, producer, director, the specific terms of availability (loan, lease, sale, etc.).</p> <p>2 - It is a film distribution network: in accordance with contractual arrangements between producers and the Laser International Foundation, the documents are duplicated and sent to persons or organizations that request it. The films can be presented in the festivals of road safety films produced by the Laser International Foundation.</p> <p>3 - The Centre may produce, co-produce or achieve the road safety films in Europe and other world regions.</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 evaluation focus on :</p> <ul style="list-style-type: none"> • “good practices” identified and exchanged during the European Festival. • Respect of timetable for all planned activities. • The judgement by the project managers about the added value of the good practices exchange, with open questions. • The satisfaction from the participants by interviewing about motivation and experiences out of the event. • The quality and use of the video materials, by open opinion questions. 	<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>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>