

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	Multipack Bulgaria Ltd.	
Type of organization	Packing company	NGO, company, local authority, school etc.
Organization main activity	Packaging small portion packs white and brown sugar,honey,sweetener,creamer,instant coffee	Activity field
Country	Bulgaria	Of the organization
Website	www.multipack.bg	Organization website
Contact person	Atanas Dimitrov	For the follow-up of the application
Contact person's position	Sales Manager	
Contact person's email address	Atanas.dimitrov@multipack.bg	
Contact person's phone	+35924897096	
Partners in the initiative		

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	01.02 – 30.03.2016	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	Sales department and production department	In the case of persons, indicate their positions
Geographical scope of the activities	Territory of Bulgaria	Indicate where the activities were implemented
Summary of the initiative	<p>Like each year we will participate with our activity in European Road safety initiative. We intend to make sugar sticks with some road safety slogans or with road signs.</p> <p>All sugar sticks will be distributed through our web in the territory of Bulgaria.</p>	<p>Describe the initiative indicating the subject, its aim and the main activities it involves.</p> <p>Max: 100 words</p>
Innovative character	If we make new sugar sticks with different road signs, they will reach a lot of people and people will understand about the initiative that we cooperate in.	<p>If applies, describe to what extent the proposed initiative will lead to new approaches and practices</p> <p>Max: 100 words</p>
Issues that are addressed with the initiative	This will be totally new designs for us and for the market. They will put some diversity in the market and will reach to a lot of people knowledge.	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>

Activities developed	If we choose for example 14 important slogans in regards to road safety they will reach to a lot middle aged children which is very important.	Describe all the activities involved in the initiative and where appropriate indicate the participation arrangement for each partner Max: 600 words
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Genesis	Because we want to be socially involved and help this initiative with what we can do.	Reasons why you chose this initiative Max: 100 words
Transferability and multiplier effect	We hope people will like the sugar sticks and will start more thinking for road safety when they see the road signs.	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 Max: 200 words
Promotion and dissemination	We will distributed them through the whole territory of Bulgaria using our merchants.	Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.). Max: 100 words
Continuity		Indicate if there is a plan to continue some activities in the coming years Max: 100 words

Evaluation of the activities		If relevant, describe the proposed evaluation method and the quality of the result indicators in relation to the expected objectives Max: 100 words
Other important aspect that you want to underline		Any information that could help the jury to chose your initiative Max: 100 words