

European Road Safety Charter

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

Excellence in Road Safety Awards 2017

Deadline to submit nominations: March 31st, 2017

Submit to charter@paueducation.com

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions										
Name of the organization	Pernod Ricard Bulgaria affiliate of Pernod Ricard Group											
Type of organization	<table border="1"> <tr> <td>SME</td> <td></td> </tr> <tr> <td>Large business</td> <td>X</td> </tr> <tr> <td>Association</td> <td></td> </tr> <tr> <td>Education/Research institution</td> <td></td> </tr> <tr> <td>Local/regional authority</td> <td></td> </tr> </table>	SME		Large business	X	Association		Education/Research institution		Local/regional authority		Please tick one box
SME												
Large business	X											
Association												
Education/Research institution												
Local/regional authority												
Organization main activity	Pernod Ricard is a leading company in the production and distribution of high quality spirits and wines in the world market.	Activity field										
Country	Bulgaria	Country of the organization										
Website	http://www.pernod-ricard-bulgaria.com/ https://www.pernod-ricard.com/en	Organization website										
Contact person	Gergana Panayotova	For the follow-up of the application										
Contact person's position	Sustainability & Responsibility Leader											
Contact person's email address	gergana.panayotova@pernod-ricard.com											

Contact person's phone number	+359 895 710 074	
Partners in the initiative	The Ministry of Internal Affairs - Traffic Police Department; Union of Bulgarian Automobilists; Bulgarian Association of victims in car accidents; Parents Association; Spirits Bulgaria	Your main partners in delivering the road safety activity

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	September 2015 – on going	The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process.
Departments/persons involved internally	Sustainability & Responsibility Leader of Pernod Ricard Bulgaria	In the case of persons, indicate their positions.
Geographical scope of the activities	Throughout Bulgaria	Indicate where the activities were implemented.
Summary of the initiative	<p>Driving = Responsibility program aims to raise awareness of young / future drivers (18-25) about the dangers of drinking and driving and to initiate conversation on the subject in high school upper grades.</p> <p>In pursuance of the objectives of the program it was created an educational tool “Be responsible – Do not drink and drive” consisting of educational movie and comic book for young / future drivers and a manual for Implementation of the education module for the</p>	<p>Describe the initiative indicating the subject, its aims and the main activities it involves.</p> <p>Max: 100 words</p>

	<p>teachers.</p> <p>Ambassadors of the program at school are teachers as important figures in young people lives and the place where the program happens is "The Class Hour" (a standard class hour (45 minutes) dedicated to discussion/workshops on important for youngsters topics, between students and their teacher) as the more appropriate form of informal conversation at school on important for youth issues.</p> <p>The program is applicable as a lecture also in the first year of the university and driving schools.</p>	
Innovative character	<p>The "Driving=Responsibility" program uses creative and innovative approach for reaching targeted groups - multimedia educational tool "Be Responsible – Do not drink and drive". The short movie "A second Chance" is not just another educational informative clip. It is a real piece of art – a short motion picture with great camera work and directing at a supreme level. The screen writer is proven and acclaimed as writer of one of the best and most popular youth TV series in Bulgaria. The acting crew is assembled as a dream team – some of the idols of our teenagers are present in order to create enormous public buzz.</p>	<p>If applies, describe to what extend the proposed initiative will lead to new approaches and practices in road safety.</p> <p>Max: 100 words</p>
Issues that are addressed with the initiative	<p>The large number of road accidents in Bulgaria involving novice drivers and drunk drivers.</p>	<p>Describe the issues identified leading to implement the road safety activities. Max: 100 words</p>

<p>Activities developed</p>	<ul style="list-style-type: none"> • Creation of an educational tool “Be responsible – do not drink and drive”, applicable in the "Class Hour" in high schools The educational tool consist of three components: <ul style="list-style-type: none"> ○ A short educational film "A second chance". The 12 minute film tells the story of Pavel, a 22 year old youth. The film is about the responsibility that comes with taking a driver's license and the possible consequences of the decision to drive drunk. ○ The comic book “Be responsible – do not believe in myths” that shatters the myths of fast sobering. ○ Teacher’s manual - a comprehensive manual with information on the topic, key starting points and important messages. ○ All the materials can be viewed and download freely on the web page of the program: www.karaiotgoverno.com • Promotion of the Driving=Responsibility program - Parents Association, Bulgarian Association of victims in car accidents and Union of Bulgarian Automobilists have participated in this activity by promoting the program among their contacts in school institution and driving schools system • Providing support to teachers who participate in the program for organizing the "Class Hour" through educational tool "Be responsible - do not drink and drive" - Parents Association take part in activity • The Traffic police will give the comic book “Be responsible – do not believe in myths” of all new drivers that receive his driving license, Spirits Bulgaria take part in this activity by taking on the cost of printing materials 	<p>Describe all the activities involved in the initiative, and where appropriate indicate the arrangement for each partner’s participation.</p> <p>Max: 600 words</p>
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<p>Genesis</p>	<p>The young drivers constitute a risk group all over the world and Bulgaria makes no exception. In Bulgaria young people obtain their driving license at the same time with receiving the right to consume alcohol - at 18 years of age. The high school curriculum does not reflect the necessity to position the topic of safe driving within the educational program.</p>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>The program can be implemented in both small and large scale - in schools only in one city, one region or nationwide.</p> <p>The program has the potential to be extended with a new target groups (for example: schools for drivers) or adding a new educational modules dedicated to safe driving (for example: "Be responsible – do not drive and text message)</p> <p>The program also has a great potential to be replicated in other countries: The educational film "A Second Chance" tells a universal story and can be easily adapted in the appropriate language. The same applies for the print material – the comic book "Be responsible - do not believe in myths" as myths of fast sobering are not a local phenomenon. The Teacher’s Manual can also be easily translated and adapted.</p>	<p>Describe to what extent the proposed initiative will allow the transfer, dissemination or application of the results, experience and knowl</p>

		<p>edge gained as well as the good practices on a larger scale.</p> <p>Max: 200 words</p>
Promotion and dissemination	<p>All the materials can be viewed and download freely on the web page of the program: www.karaiotgovorno.com</p> <p>Some of the publicatoinns from the second year:</p> <p>https://www.actualno.com/society/programata-shofiraneotgovornost-otnovouchi-mladite-kak-da-shofirat-otgovorno-news_568284.html</p> <p>http://vlasti.bg/news/-Nova-programa--Shofirane-Otgovornost--uchi-mladite-kak-da-shofirat-/538</p> <p>http://www.ngobg.info/bg/news/105312-%D0%BF%D1%80%D0%BE%D0%B3%D1%80%D0%B0%D0%BC%D0%B0%D1%82%D0%B0-%D1%88%D0%BE%D1%84%D0%B8%D1%80%D0%B0%D0%BD%D0%B5%D0%BE%D1%82%D0%B3%D0%BE%D0%B2%D0%BE%D1%80%D0%BD%D0%BE%D1%81%D1%82-%D0%BE%D1%82%D0%BD%D0%BE%D0%B2%D0%BE-%D1%83%D1%87%D0%B8-%D0%BC%D0%BB%D0%B0%D0%B4%D0%B8%D1%82%D0%B5-%D0%BA%D0%B0%D0%BA-%D0%B4%D0%B0-%D1%88%D0%BE%D1%84%D0%B8%D1%80%D0%B0%D1%82.html</p>	<p>Describe where by the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>The Driving=Responsibility program was set as 3 year program</p> <p>First year of the program : September 2015 – May 2016</p> <p>Second year of the program: September 2016 – May 2017</p>	<p>Indicate if there is a plan to contin</p>

	<p>Third year of the program: September 2017 – May 2018</p> <p>After the third year is set reassessment of the program in order to continue for a further period of three years.</p>	<p>ue some activities in the coming years.</p> <p>Max: 100 words</p>
<p>Evaluation of the activities</p>	<p>The program is evaluated by an external independent evaluator, Ms. Hermina Emiryan</p> <p>First year - September 2015- May 2016</p> <ul style="list-style-type: none"> •Reached 250 High Schools across the country and 3 university •Held 39 "Class hours" on the topic "Driving = Responsibility" with the educational tool of the program. 680 high school students reached •Presentation of the movie and messages of the program in 3 universities - 150 university students reached •A partnership with two NGO's - Teach for Bulgaria and Foundation Paideia; NOVA TV •32 minutes TV Air time, 22 minutes Radio Air time, 12 online publications, 5 print publications <p>According to an external evaluation of the first year of the program, 95% of the teachers participating in the program stated that it was useful and necessary to conduct a class/lesson on dangers of drinking and driving issue; 100% of them state that the education module "Be responsible – do not drink and drive" was interesting for their students and will use it in the future; 100% would recommend it to their colleagues. 89% of students said that the module was interesting for them; 57% of them have learned something new in class; 85% of students after this class would not drive after drinking alcohol and 90% would not get into the car of a drunk driver.</p> <p>Second year - September 2016 - May 2017 to be achieved:</p>	<p>If relevant, describe the proposed evaluation method and the performance indicators in relation to the expected objectives.</p> <p>Max: 100 words</p>

	<ul style="list-style-type: none"> •200 discussions held in high schools on the topic “Driving=Responsibility” with the educational tool provided by Pernod Ricard Bulgaria •4 lectures held in universities on the topic “Driving=Responsibility” •40 discussions held in drivers schools on the topic “Driving=Responsibility” with the educational tool provided by Pernod Ricard Bulgaria <p>External evaluation of the second year of the project will be available in September 2017</p>	
<p>Other important aspect that you want to underline</p>	<p>The educational movie “A second Chance” can be seen by jury here: https://youtu.be/JMh0rXqYC9c</p>	<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>