

tiyoCero

www.pat-apat.org



PREVENCIÓN
DE ACCIDENTES
DE TRÁFICO

desde
1968

OBJETIVO CERO

Project

#ZeroObjective

European Road Safety Charter

Relevance of the project

#ZeroObjective

The project is part of the "**European Night Without Accidents**" campaign, an international initiative that promotes the figure of the designated driver.

P(A)T goes to driving schools to explain the **consequences of drinking and driving** - and with the participation of a **testimony** who shares their **experience in relation to a serious road crash** and the help of a workshop instructor - **the driving schools students create the lyrics of a rap** entitled "ZERO OBJECTIVE" from which a video is subsequently generated to share on social networks in such a way that the **message** reaches beyond the people who directly participate in the activity.



In the experience during the year 2021, we observed that many students who were preparing to get their driving license did not know about the figure of the designated driver.

Results achieved with the Project

Within the framework of a Road Safety awareness activity and based on the testimony of a victim of a road crash, **reflection was central**, generating in the attendees the **commitment to resort to the figure of the designated driver**.

The result of the joint reflection materializes in a **rap-style audiovisual content**, involving the participants from a **leading role in the message**.

<https://youtu.be/Qbwq0jAomCI>



#ZeroObjective



4 Provinces | Barcelona, Lleida, Girona & Tarragona

17 - 24 years old | Age groups involved

Synergies with other people and institutions

The Federation of Driving Schools of Catalonia (FAC), which represents 80% of Catalan driving schools, has participated in the **dissemination of the campaign**.

The reflection in this innovative format serves as support material in the **pre-drivers courses** (61,800*), **re-education and road awareness of the driving license** (14,000*) and the **Certificate of Professional Aptitude** (CAP)(1,000*) .



“ZeroObjective” has been an awareness campaign that, from the way it is carried out (involving driving schools and students) to the final result, has been, in our opinion, the best way to reach a potential audience, such as the pre-driver in the driving schools.”

Raül Viladrich, President of FAC

“A project that brings the reality of families and drivers closer together. In the CAP courses they can be identified as parents in the “Zero Objective”.

Monica Serrat, driving school Monica from Seu d'Urgell

“Bringing awareness in the language of young students is a great success”.

Albert Casas, driving schools Puigcerdà Houses

Objective public: 76.800*
Driving schools: 734*

***in Catalunya 2021**



#ZeroObjective

Degree of innovation of the project or initiative presented

It is the first project that creates a **rap with its own lyrics of young people** who are getting their driver's license, thus generating belonging with the **message**.

With a dynamic and modern format, we reinforce the concept of **Alcohol 0** from the figure of the designated driver and creating a **collaborative message**.

+40%

of the deceased drivers had consumed alcohol, drugs or psychotropic drugs.





The participants received a t-shirt with an image to raise awareness about safe mobility.

Multiplier effect

Although many of the students who did the activity are still in the process of getting their driver's license, they are already **very aware that they will put into practice what they learned** in our designated driver workshop.



Simple to replicate with other musical styles



Fits other creative formats

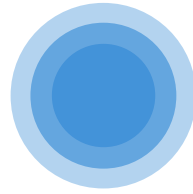


Only to permit B > 560,000 applicants



#ZeroObjective

Phases of the Project and plans for the future



FIRST PHASE

In 2021, the sessions were held to **develop the lyrics** of the rap in the driving schools, the recording of the rap and the creation of the **video clip**.

The video was released on the occasion of the **European Night without Accidents** (October 2021).

SECOND PHASE

In **2022** the **dissemination** of the video and the project took place. The **video clip** served as basic awareness material to work with **students in driving schools and CAP centers**. These classroom awareness modules therefore have **fresh material adapted to the students**.

In **2022** the video OBJECTIVE ZERO won **the prize of the jury** at the **International Road Safety Film Festival**.

PLANS FOR THE FUTURE

In **2023** we are preparing a **new song** with the collaboration of **pre-driving**.



ROBERT TROTTEIN • 1er

President Laser International Foundation (LIFE)

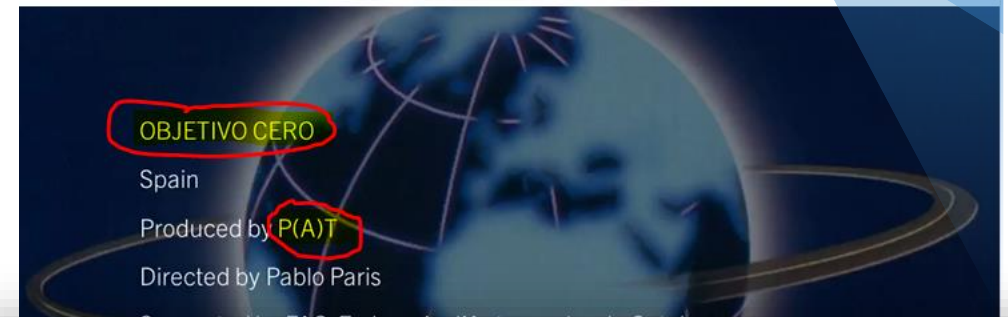
1 día •

International Road Safety Film Festival

Special Edition Global Road Traffic Safety Forum WP1

Prize of the Jury

[Ver traducción](#)



Prize of the jury in the *international Road Safety Film Festival*
2022 edition



#ObjetivoCero



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Project #ZeroObjective

Thank you!

European Road Safety Charter

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¿How would you summarize the activity? What did you learn?

Sarah: You become even more aware. I learned to rap lol

Josep: Very interesting, because really driving is playing with the lives of others.

Antoni: Very good, good advice to be careful. You have a responsibility when driving.

Have you ever put into practice what you learned from the designated driver?

Maribel: No. I always go by taxi or public transport. If the person ends up drinking...

Alex: Everything to avoid a tragedy.

Josep Maria: I would put it into practice, of course. You need to have a head and the designated driver is very useful because he rotates within the group of friends, so it's not always his turn to "stick".

Dani: I never drink alcohol, so of course, it will be me hahaha

What do you think could be done to prevent people from drinking and driving?

Jordi: Putting key points outside of bars or nightclubs. That is to say, as they do with drugs, they come and ask you if you are going to take it and they can analyze it for you. And they tell you if it is very adulterated, or if it has something...

Joan: Putting control points with breathalyzers in nightclubs.

Julie: I don't know. But it always happens due to negligence. Due to group pressure as in the video.