

# A unique awareness & education campaign



**Annual POLIS conference  
29th November - Brussels**



# A global commitment for a global challenge

- Road safety : a global crisis
  - 1.3 million of human lives lost in 2010
  - 5th cause of death in 2030
- A worldwide company acting for better mobility
  - Founding member of the GRSP
  - Strong supporter of the Decade of Action for Road Safety
  - Official partner of the FIA « Action for Road Safety »
- Concrete actions
  - More than 3.9 M people sensitised
  - Ongoing training and information of employees



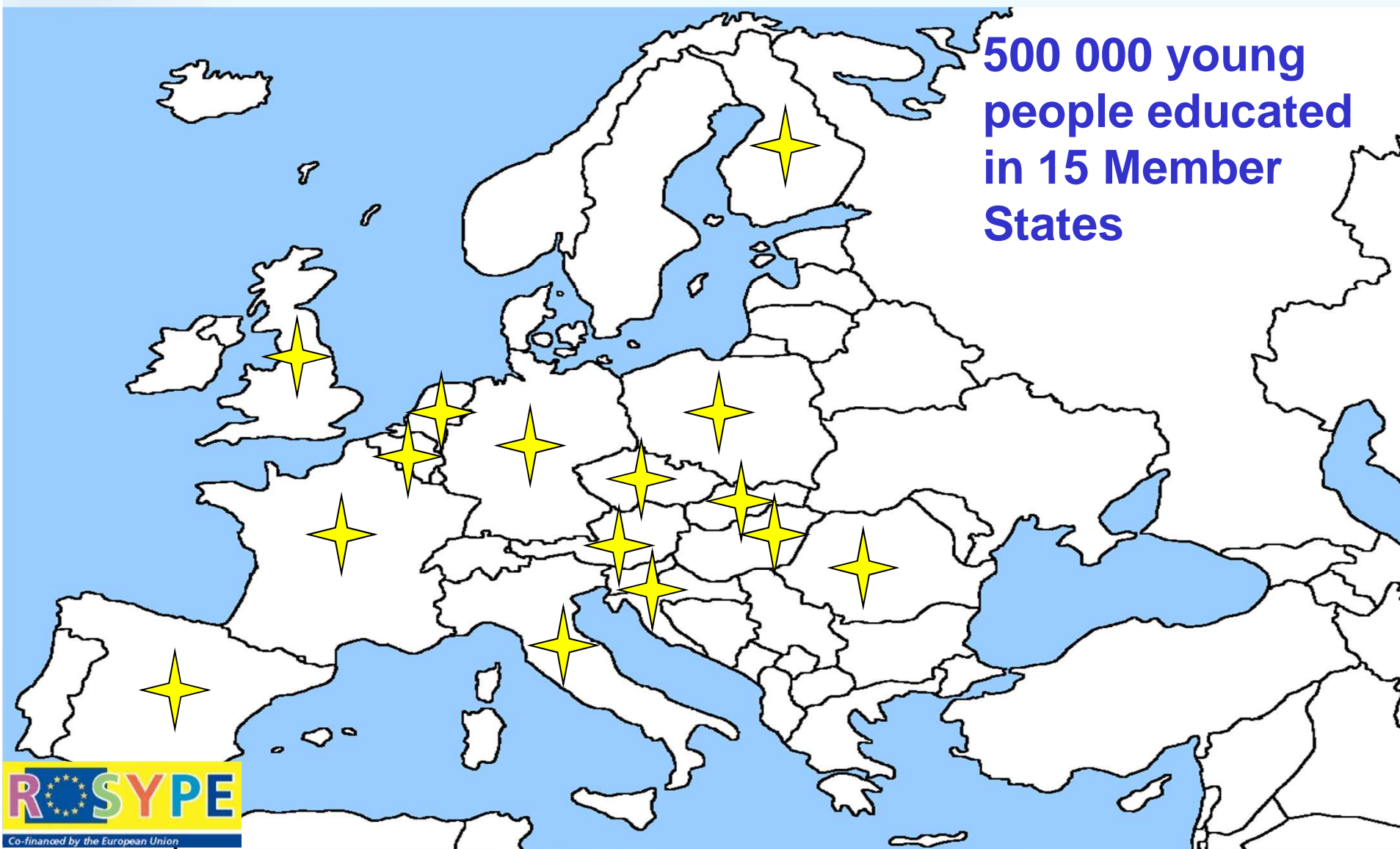
# Road safety education : a priority

- Young people : first victims of the road in Europe
  - 1,100 children under 15 killed and 110 000 injured
  - Half of deaths could be prevented
- **R**oad **S**afety for **Y**oung **P**eople in **E**urope = **ROSYPE**
  - Collaboration with the European Commission
  - 3 years to educate 730 000 young people
- A unique project
  - A lasting impact on road safety
  - A special approach at each age
  - Innovative methods



# ROSYPE project : first results

**500 000 young  
people educated  
in 15 Member  
States**





# ROSYPE project : first results

## DRIVING SIMULATOR

Over 35 000 young people  
educated



Road shows in Belgium, France,  
Germany, Italy, Spain, Poland,  
United Kingdom...



# Partnership : the key to success

- **Partnership under ROSYPE project**

## **Associations**

- La Prévention Routière (France), Responsible Young Drivers - RYD (Belgium), FESVIAL (Spain)...

## **Cities and local authorities**

- Fossano city (Italy), Staffordshire County Council (United Kingdom)

- **Joint actions**

- Educational programs at school for all age categories
- Road safety events for young people



# Hand in hand with our partners

## JUNIOR BIKE

- A one day cycle meeting for children (6-11)
- To encourage helmet wearing and respect of road traffic rules



Junior Bike  
Fossano City  
2009



**ROSYPE**

Co-financed by the European Union

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# Hand in hand with our partners

## PUPPETS SHOW

- Innovative entertaining show with puppets for teenagers
- Partner :  
Staffordshire  
County  
Council



Co-financed by the European Union







# QUESTIONS

# THANK YOU FOR YOUR ATTENTION

