

EUROPEAN ROAD SAFETY AWARDS

9TH EDITION - 8 PRIZES - €47 000 TOTAL PRIZE FUND FOR ASSOCIATIONS
AND NON-PROFIT ORGANISATIONS

APPLICATION KIT

THE NORAUTO FOUNDATION
HONOURS THE BEST ROAD SAFETY
INITIATIVES OF 2009



**SPECIAL
PRIZE**

for initiatives led
by young people
for young people

€ 9 000

APPLY NOW !

For Fondation Norauto use only : do not write here

Application N° :

Date of receipt :



EDITORIAL



It is always with great emotion that we learn, through the European Road Safety Awards, of the exemplary initiatives by associations for the benefit of road safety.

Despite the progress already achieved, the fight against road-related dangers must persevere, throughout Europe. In this regard, the commitment of Europe's associations is an example to be followed and encouraged.

Norauto Group's teams support these initiatives through the Foundation. They also ensure that road safety is promoted each day by providing the best advice to automobile drivers.

The European Road Safety Awards benefit from ever-increasing renown, the fruit of a long history of commitment, throughout Europe. In 2009, applications poured in from fourteen countries across Europe, bringing breadth and diversity never before attained in the winning initiatives.

It is our distinct pleasure to open this 9th Edition of the European Road Safety Awards. It proves that it is possible to build a Europe with less danger on its roads, thanks in particular to the work carried out every day by a vast group of volunteers.

The Awards distinguish some outstanding efforts, which we invite you to discover through these pages.



Eric Derville, President, Norauto Foundation
Christophe Ribault, Chairman of the Norauto Group Executive Board

RULES AND REGULATIONS (EXCERPT)

Article 1

Fondation NORAUTO, under the aegis of Fondation de France, the administrative headquarters of which are located at CRT - Rue du Fort - BP 225 - 59812 Lesquin CEDEX, is organising a competition to reward the European associations that carry out significant initiatives in the field of road safety. Applications will be accepted from Monday 8 February 2010 to Monday 26 April 2010.

Article 3

The duly-completed application file shall be addressed to Caroline Vignon, Road Safety Manager for Norauto Groupe, postmarked by 26 April 2010 at the latest, at Fondation Norauto, CRT, rue du Fort, BP 225, 59812 LESQUIN Cedex or sent to one Norauto Groupe's addresses in the countries where it operates, if the applying associations are located there (for the list of addresses, see website www.norauto.fr/Fondation).

Article 5

The Awards will go only to road safety initiatives that do all of the following:

- **Provide a concrete and immediate response to hazardous situations:** the Award winner's initiative must provide a concrete response, applicable on the ground, in order to do away with a transient (delineated zone in which a large number of accidents has been identified) or general (dangerous behaviours behind the wheel) hazardous situation. The initiative may be based on automobile user information/awareness-raising, as well as on physical involvement (taking the automobile driver back home, etc).
- **Target a non-restricted audience: the initiative carried out must not address an overly-limited number of people**
- **Ensure that the initiative is tailored to its target population**
- **Be an original idea**
- **Be an idea that can be reproduced**
- **Assess impact as regards road safety**
- **Be a significant initiative for the size of the structure**

Article 6

Two selection committees are formed, one in charge of determining the short list of some thirty candidates and the other designating the winning entrants. The short-listing panel is composed of Foundation members, with experience in application review. The final judges' panel, meanwhile, is composed of experts and independent figures, from structures that play a direct part in the field of road safety, and have in-depth familiarity with communications methods in the area.

Article 7

Winners will receive:

- 1st Prize: €9 000 (nine thousand euros)
- 2nd Prize: €8 000 (eight thousand euros)
- 3rd Prize: €6 000 (six thousand euros)
- 4th Prize: €5 000 (five thousand euros)
- 5th Prize: €4 000 (four thousand euros)
- 6th Prize: €3 000 (three thousand euros)

In addition, the judges' panel will hand out:

- a **Special Prize** totalling €9 000 (nine thousand euros) for a road safety initiative led by young people, for young people.
- And reserves the option of awarding a Judges' Pick prize, which may amount to up to €3 000 (three thousand euros) to an association taking part in the competition and deemed of particular interest. The Prize must be agreed upon by the majority of the panel. Only one prize will be awarded per structure. In the event of a tie, the award money will be divided between the two winners. The total award money paid to the winners shall not exceed €47 000 (forty-seven thousand euros).

The complete rules and regulations can be found at website www.norauto.fr/fondation

HOW TO TAKE PART IN THE EUROPEAN ROAD SAFETY AWARDS



Who may compete?

Invited to compete in the 2010 European Road Safety Awards are **all private, non-profit or non-commercial associations or bodies from European Union countries - except public or public-private bodies** - that have carried out an initiative to encourage Road Safety in 2009.

What is needed for the application file?

As soon as the competition is opened each year, the Foundation makes the application forms and rules & regulations available on its website www.norauto.fr/fondation

You are invited to fill it out, taking care to clearly state the purpose of the initiative, the objectives sought, the results achieved, the population targeted, the action timeframe, territory and budget allocated. The application may be completed in electronic or manual form, in **French, English, Spanish, Portuguese, Italian, Dutch, Hungarian or Rumanian** and must include the following supporting documents:

- > a photocopy of the association's signed bylaws (or organisation chart)
- > the activity report on the last year
- > the statement of accounts (income and expenses) and the balance sheet (assets and liabilities) for the last year
- > the duly-signed European Road Safety Awards



You are invited to return your application file to Fondation Norauto postmarked by **26 April 2010**.

Which initiatives may compete?

The European Road Safety Awards are aimed at recognising initiatives of all kinds in favour of Road Safety, provided that they are conducted by associations, on European soil. Whether local or national in impact, the initiatives given priority by the jury are those with an original, exemplary take, in response to a significant issue in road safety.

A Special Prize for Road Safety Actions led by young people for young people

As the main victims of traffic accidents, youth suffer disproportionately the unbearable consequences of poor road safety. In Europe, 25 young people die each day and more than 32 000 people under 25 years per year lose their lives as a result of injuries from road accidents.

The use of two-wheelers, alcohol or drugs, recklessness and lack of experience combine to make young people particularly vulnerable. The Norauto Foundation and the judges of the European Roads Safety Awards have decided to act and dedicate a special prize to road safety actions led by young people for young people.

Any original and innovative initiative, targeting those aged 0 to 25 years, and which has involved young people in their development and implementation, are invited to compete for the Special Prize, and can hope to win € 9 000.

Rewarding the best actions targeting the 0-25 year old encourages the efforts to save lives.

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PRIZE-WINNERS IN 2009

1st prize - Great-Britain

The bicycle helmet
initiative trust
For its programme
"Headsmart - a helmet for life!"
€ 9 000

2nd prize - France

Departmental Federation
for the Rural Families
of the Côtes d'Armor
For its operation "Seniors
concerned with road safety"
€ 8 000

3rd prize - Poland

Stowarzyszenie Partnerstwo dla
Bezpieczeństwa Drogowego
For its campaign
"Had a drink? Don't get behind
the wheel"
€ 6 000

4th prize - Spain

Asociacion Valenciana
de Seguridad Vial – AVSV
For its campaign
"For a safer Christmas"
€ 5 000

5th prize - France

National Institute
for Child Safety
For its initiative
"Educating children to road
safety with theatre"
€ 4 000

6th prize - Spain

Association Stop Accidentes
For its programme
"Drive well and feel good"
€ 3 000

Special prize tie Two-wheel vehicle users and road safety

Czech Republic
Motocyklová asociace
české republiky
For its operation
"Summer in safety"
€ 4 500

Special prize tie Two-wheel vehicle users and road safety

Italy
Associazione culturale
"Il lago dei poeti"
For its operation
"Tarmac roads for life"
€ 4 500

Judges' pick - France

Unis-Cité Association -
Nord-Pas-de-Calais region
For its operation "Greater
mobility for mentally
handicapped people!"
€ 3 000



FILL IN THE FORM DIRECTLY
ON YOUR COMPUTER.

THIS FILE CAN BE SAVED AND/OR
PRINTED. RETURN IT BY POST AND
EMAIL. FIND FURTHER INFORMATION
ON SENDING YOUR FILE ON PG 12.



FORM 1 - TELL US ABOUT YOU

Registration Form

Organisation Contact Information:

Name : _____ Acronym (abbreviation) _____
Address : _____
Zip Code/City : _____ Country : _____
Website : _____

Contact Information for Person to Contact to Exchange on Project:

Title : Mr Mrs Ms SURNAME, name : _____
Phone. _____ Mobile number _____
E-mail _____
Status : employee volunteer Function in association : _____

Chairperson:

Title : Mr Mrs Ms SURNAME, name : _____
Is the Chairperson a paid employee of the association? YES NO

Your organisation

In what year was your organisation founded?

Who founded your organisation: an institution, a group of people or an individual? Why was it founded?

What are your organisation's usual and main activities?

How many people are involved: _____ employees _____ volunteers

As to the members: How many are there?

Specify: individual or entity, association, local authority

What is the annual membership fee?

What is your association's registered purpose? (as listed in the bylaws)

Which of the following areas does your initiative concern (one or more responses allowed):

- Youth and child safety
- Two-wheel vehicles: motorcycle - bicycle
- Alcohol and psychoactive drugs
- Infrastructures
- Driver's license
- Other, specify :

Does your initiative apply for the Special Prize? Yes No



FORM 2 - YOUR INITIATIVE

Below, describe the project you instituted in 2009 which you feel deserves recognition through the Awards

Training, awareness-raising, refresher and advanced training, educational materials, etc

What is the initiative's span? Specify the start and end dates:

What is the project's target population? (One or more responses allowed)

Pedestrians

Cyclists

Motorcyclists, specify:

Users of mopeds and - 125 cm³

Motorcyclists (+125 cm³)

Automobile users

Other, specify:

What age group did you target? (One or more responses allowed)

ages 0 - 15

ages 15 - 24

ages 25 - 49

ages 50 and over

How many people were targeted by the initiative?

Why did you target this population?



FORM 2 - YOUR INITIATIVE

What factors triggered you to set up this project? People? Events? Which where they?

How many people were involved in making the initiative reality?

List an exact figure or general range:

Detail the types of players involved: employees, volunteers, etc

Did you benefit from the assistance of financial partners in carrying out this initiative?

YES

NO

If so, which ones and in what amounts?

What resources did you use to set up the project?

Financial resources (how much did the initiative cost you?):

Human resources:

Other, specify:

At what geographic scale did you run the initiative? (More than response possible)

Rural area

Regional level

Urban area

National level

Local level

European level

Wider local level (e.g., departement)

Other, specify:

If applicable, specify the location (city, region...):

How was the project innovative in fostering Road Safety?



FORM 3 - OUTCOMES AND EVALUATION OF THE INITIATIVE

Have you carried out a specific evaluation of your initiative ? YES NO
(distribution de questionnaires, entretiens individuels, analyses statistiques, etc.)

If you have, how did you proceed and what were the main outcomes of this evaluation ?

Has your initiative allowed to improve the situation and/or to change behaviors ?

For your point of view, what were the successes of your initiative ?
What difficulties did you face ? What are the improvements possible ?

The successes of your initiative	The difficulties faced and/or the improvements to bring

What concrete data can you provide to reflect the initiative's effectiveness ?
For instance: statistics, photos, study or survey findings, post-initiative debriefing reports, etc. Specify :

If applicable, what extensions or take-offs did this initiative bring about ?



FORM 4 - PROJECT BUDGET

Specify very clearly your initiative's total budget (expenditure – revenue), including use of volunteer workers and financial partnerships or skills:

Revenue	Expenditure
Total :	Total :

What documents can you provide us to substantiate your expenditure?
Specify:



FORM 5 - YOU AND FONDATION NORAUTO

About the Foundation

Fondation Norauto, for solidarity and responsibility on the road

Fondation Norauto supports awareness-raising projects carried out by associations, in the fields of road safety, environmental protection and mobility assistance for vulnerable populations.

Over a period of five years, more than 230 associations received financial support and over €1 660 000 were granted to the said organisation to enable them to carry out their initiatives on the ground.

www.norauto.fr/fondation

PESR@norauto.com

Have you already received any financial grant from Fondation Norauto?
If so, on what occasion and how much did you receive?

How did you hear about Fondation Norauto and the European Road Safety Awards?

On the Internet

Through an association network (please specify):

Through institutional partners (please specify):

Communications materials in Norauto centres:

Other (please specify):



FORM 5 - YOU AND FONDATION NORAUTO

Don't forget to attach the following to your form!

- A copy of the **BYLAWS**, dated and signed
- Last year's **ACTIVITY REPORT**
- Last year's **STATEMENT OF ACCOUNTS (Income/expenses)**
- Last year's **BALANCE SHEET (assets/liabilities)**
- The **European Road Safety Awards Rules & Regulations**, duly signed.
(Download the complete Rules & Regulations at website www.norauto.fr/fondation)

Should a document be missing, please explain why you cannot provide it:

Do you wish to add other information to your application?

How to respond?

- The application file may be sent in electronic form to the following address: PESR@norauto.com
- The application may also be filled out on paper and returned, along with the required supporting documents, to the following street address:

Fondation Norauto
Caroline Vignon
Rue du Fort - BP 225
59812 LESQUIN Cedex
FRANCE

The complete application must be sent and postmarked by the deadline: **Monday 26 April 2010**

Application review and selection

After preliminary screening, short-listed projects will be reviewed by the European Road Safety Awards' judges' panel in June 2010. Results will be announced and the Awards Ceremony held in October 2010.

Signed in:

Date:

Signature (list name and function):