



Rules of

« 2010 European Road Safety Awards »

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 1 February 2010 to Monday 26 April 2010.

Article 2

All non profit and non business-oriented **private associations or organisations** established in a European Union member state, excluding public or semi-public organisations will be permitted to compete for the « 2010 European Road Safety Awards »

This competition is intended to reward actions promoting road safety conducted in 2009 in European Union countries. The prizes are paid by the Fondation de France. Thus, the management of winning applications can take time before the winners receive the prize money.

Note: there is no more distinction between local and national initiatives.

Seven to nine associations will be rewarded.

Organisations described and listed in article 6 in the Selection Committee, staff members of Norauto Groupe and any person who took part in the creation of these Awards may not compete.

The winners of the European Road Safety Awards for 2009 or previous editions are allowed to compete, provided they present a different action.

Article 3

The application file and the rules can be downloaded from the Fondation's website: www.norauto.fr/fondation from 1 February 2010 to 26 April 2010.

The duly-completed application file shall be addressed to Caroline Vignon, Head of the Road Safety Programme 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 Group's addresses in the countries where it operates, if the applying associations are located there:

Norauto Belgique / Auto 5

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Norauto Espagne

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The application form should be written **in French, English, Spanish, Portuguese, Polish, Italian, Dutch, Rumanian, German or Hungarian**, along with the required supporting documents:

- 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 and Regulations, duly **signed**.

The contents of envelopes will be listed and compliance of the application will be verified. Any incomplete, illegible form or any form received after April 26th 2010 will not be examined.

One form per organism only will be accepted.

Article 4

The « 2010 European Road Safety Awards » will reward associations from the European Union which led exemplary road safety actions in their countries (or in the Union) in 2009.

Six associations will be rewarded for their actions led in the field of road safety during 2009 locally, nationally or across Europe.

The Jury will also appoint:

- a Special Prize for a road safety initiative led by young people for young people.
- a possible "Judges' Pick" to an association which took part in the competition and launched a noticeable initiative. This award should be given by a majority of Jury members.

Article 5

A pre-selection committee, composed by members of the Fondation, will be in charge of selecting 30 to 35 files following strictly defined criteria. A final jury will selection the best actions pre-selected as well as the Special Prize and the Judges'pick.

The actions will be selected according to criteria set out below.

Prize Award Criteria

Prizes should reward road safety initiatives meeting the following criteria; they should:

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

Be adjusted to the target public: the point is to make sure that operations are adequately targeted (and avoid selecting solutions that are too global, without any objective of specific efficiency for a given targeted audience).

Be an original idea: The operation rewarded should rely on an innovative concept

Constitute a concept suitable for a widespread application: The initiative completed should be able to be repeated through time and used or implemented by other people.

Assess impact as regards road safety: the operation to be rewarded should have had a real impact and, to a certain extent, an impact that can be assessed (significance and type of public targeted, impact on road safety, acts of commitment from the public...) at the time when the Prize is awarded.

Constitute a significant action in consideration of the size of the organisation: the scope of the project will be assessed depending on the size of the organisation. This approach will provide the opportunity of precisely estimating the commitment of the organisation in terms of road safety.

Note:

- o The purpose of the « European Road Safety Awards » is not to reward an operation whose implementation would have required high financial resources. The sum invested into the operation therefore should not constitute a condition for the assignment of Awards.
- o The eco-mobility aspect will be considered a "plus" by the jury (actions involving an ecological dimension and / or promoting an ethical and environmentally friendly driving).

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.

⇒ *Organisations represented in the French selection committee are the following:*

- Association Prévention Routière
- Direction de la Sécurité et de la Circulation Routières (DSCR) (Road Safety and Traffic Department)
- Ligue contre la Violence Routière
- Association des Sociétés Françaises d'Autoroute (Association of French Motorway Companies)
- Institut National de Recherche sur les Transports et leur Sécurité (INRETS) (National Institute of Research into Transport and Transport Safety)
- Laser Europe
- Action Auto Moto
- Norauto Groupe
- Prévention Routière France (road safety organisation)
- TF1 (TV channel)
- RTL (radio station)

⇒ *The committee selecting applications from other European countries will be composed of specialists and experts from all over Europe (scientists, association representatives, representatives of European institutions...)*

- PAU Education (manager of the European Road Safety Charter)
- Prévention Routière Internationale (Portugal)
- The Federation of European Motorcyclists' Associations (FEMA)
- Institut Belgique pour la Sécurité Routière (IBSR)
- European Transport Safety Council (ETSC)
- Instituto Universitario de Tráfico y Seguridad Vial (INTRAS)
- Fondation Fesvial
- Politechnika Gdanska
- Intelligent Transport Systems (ITS)
- Swedish Road Administration

* subject to change without notice

Article 7

The top six applications chosen among applications pre-selected by each jury will be awarded prizes and will receive a financial reward.

The Norauto Foundation reserves the right to check for the proper application of funds given in 2010 and 2011.

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).

One prize only will be given for each organisation.

All eight award-winners will receive their prize at a public ceremony for their actions promoting road safety in 2009 in the European Union.

Places and dates of the event will be communicated by mail to all candidates.

In case any award winner should not be present at the public awards ceremony, the prize will be kept available to this winner at the registered office of Fondation Norauto, CRT, rue du Fort, BP 225, 59812 LESQUIN Cedex France, until December 31 2010.

Article 8

Award winners will allow Fondation Norauto to mention their names and/or reproduce their image on any medium, including internet (www.norauto.fr/fondation) for any purpose (promotional and advertising included) without being entitled to any financial retribution or any benefits whatsoever.

Article 9

Fondation Norauto reserves the right to change, postpone or cancel this operation at any time and shall not incur any liability in case of force majeure or events beyond its control.

Article 10

In compliance with Law No. 78-17 dated 6 January 1978, candidates may exercise their right to access to and change any information in respect of such candidates as may appear in the Norauto file prepared on the basis of application forms. Any participant as may not want its data to be captured should absolutely notify this to Fondation Norauto in writing at the following address: FONDATION NORAUTO (European Road Safety Awards) - rue du Fort – BP 225 – 59812 Lesquin Cedex, France.

Article 11

Candidates registered to compete for the « 2010 European Road Safety Awards » implicitly and unreservedly accept all the terms of these rules.

These rules will be governed by the laws of France. Any dispute as may not be settled amicably is to be referred to a court having jurisdiction under the laws of France. Courts having jurisdiction will be those of Lille.

These rules governing operations and a copy of each document sent to the public will be filed with SCP DHONTE - BERRA, a professional partnership of bailiffs practising in Lille, of 36 rue de l'Hôpital Miliare, 59044 LILLE Cedex, France, to ensure that these rules are proper. Such rules as mentioned above will be sent on a free basis to any person requesting such rules from Caroline Vignon - Head of the Road Safety Programme postmarked, at Fondation Norauto, CRT, rue du Fort, BP 225, 59812 LESQUIN Cedex, France or by email: PESR@norauto.com

Date:

Place:

Signature of the association representative

Preceded by "read and approved"