YOUR ideas YOUR initiatives

Road Safety Actions for a Better Environment
Renault is lending its full support to the “Decade of Action for Road Safety 2011-2020”, a global initiative launched recently by the United Nations.

Renault’s educational project “Safety and Mobility for All” is entering its eleventh year. So far it has trained more than 12 million youngsters.
Each year nearly 1.3 million people die as a result of a road traffic collision—totalling more than 3000 deaths a day.

Unless immediate and effective action is taken, road traffic injuries will become the fifth leading cause of death in the world, resulting in an estimated 2.4 million deaths each year.
Join us in this unique educational project.
This is a project, which begins on any of our world’s roads…
A project about boys and girls, men and women on their way to school or work
...about cyclists and motorcyclists, and the roads they ride on.
…about RISKS
Road Safety Actions for a Better Environment

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But also about RESPONSIBILITIES.
About the actors involved in PREVENTION
About the cities we move in
… about the way we LIVE IN THEM.
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...about our ENVIRONMENT
… and sustainable MOBILITY
This is a project about taking back our STREETS.
This is YOUR PROJECT!
This project will enable youth to take action and raise awareness in a creative way on the importance of road safety for a better environment.
It is an educational project which invites youth to

1. Reflect upon key issues regarding road safety and sustainable mobility – “Your ideas”

2. Implement an awareness campaign in their school and or community– “Your initiatives”

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Road Safety Actions for a better Environment
Explore the key themes of the project and create an awareness campaign.
Implement your campaign in your community (school, neighborhood…).
Why participate?
The programme “Safety and Mobility for All” places the learner at the center and provides contexts to develop students’ own ideas and initiatives.
Join a project that is present in 35 countries all around the world: a unique opportunity to share experiences and discover other cultures
Quality educational materials

Pedagogical tools

- 7-11 years (Print/on line)
  Teacher guide / workbook with
teacher guidelines / logbook / quizz /
posters
- 12+ (on line)
  - Teacher guidelines
  - Activities
- Kit “your ideas, your initiatives” (on line)
- How to implement your initiative
- Student Logbook

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Road Safety Actions for a Better Environment
On line resources that complement the main themes of the project and are provided by our partners worldwide.

www.safety-mobility-for-all.com
Participate in an international contest that will be held in many countries across the world. Share your ideas and initiatives with other schools, communities and countries.
Attractive prizes

The 10 best campaigns will be selected and the young creators' schools will be awarded with attractive prizes.

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All contributions are published on the website: http://www.your-initiatives.safety-mobility-for-all.com/

The initiative will engage young people in dialog on road safety and sustainable mobility via social media: 
http://www.facebook.com/Yourinitiatives
https://twitter.com/yourinitiatives
http://www.youtube.com/yourinitiatives
Participating is easy

4 steps
1. Debate in class and come up with Ideas.
2. Commit and take initiative in your community.
3. Send us your creative designs, image and a brief description of your campaign.
4. Take part in the international challenge!

More information about the international challenge coming soon!
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