



**ROAD SAFETY  
IS NO ACCIDENT**

## First United Nations Global Road Safety Week Global Road Safety Film Awards

### Background

On 26 October 2005, the United Nations General Assembly adopted a resolution on improving global road safety which invites the United Nations Regional Commissions and the World Health Organization (WHO) to jointly organize the First United Nations Global Road Safety Week, to serve as a platform for global and regional, but mainly national and local, activities to raise awareness about road safety issues.

The First United Nations Global Road Safety Week will be held from 23 to 29 April 2007. It will be launched at the Palais des Nations in Geneva, Switzerland.

The theme chosen for the First United Nations Global Road Safety Week is "young road users, including young drivers" - as young people are overrepresented in road crashes. The slogan chosen for the Week is "Road Safety is No Accident".

On 23-24 April 2007 a World Youth Assembly for Road Safety will be organized, involving delegations of young people from all regions of the world. The Assembly will discuss ways that young people can contribute to improving road safety in their countries and is expected to adopt a road safety declaration. All UN member States have been requested to nominate youth delegates for the Assembly.

Activities planned during the Assembly include the presentation of the best films submitted for a short film competition on the theme of road safety, for and by young people. The competition, named "The Global Road Safety Film Awards", is produced by LASER EUROPE, and co-organized by LASER EUROPE and the International Road Safety Organization (PRI) under the aegis of the World Health Organization (WHO) and the United Nations Economic Commission for Europe (UNECE).

### Purpose

The purpose of the Global Road Safety Film Awards is to involve young people up to 25 years of age in the activities of the First UN Global Road Safety Week, in their own environment (school, university, film club, association, etc.), through the production of films about road safety for young people.

The winners will be invited to Geneva to receive the Awards during the World Youth Assembly. A viewing of the best short films will be held and winners will be selected in different categories.

### Participants

Participants must be directly involved in the project whatever their function: producer, director, scriptwriter or actor. They may be supported and advised by teachers or professionals.

### The films

Addressing road safety issues for young people, the films should be presented on DVD and be subtitled or have a sound track in English or French. They should preferably be between 30 seconds and 10 minutes in length. They may be expressly produced for the Global Road Safety Film Awards or include films made in the last three years.

Films may be presented in the following categories:

- Communication and campaigns
- Education for road safety
- Driver training

## International jury

The jury will evaluate the films on the basis of:

- Clarity and relevance of the message,
- Adaptation to the target,
- Originality of the script,
- Technical qualities (sound, sound track, camera work, editing),
- Cost-effectiveness ratio.

The international jury is composed of road safety and communication experts, and of young road safety "ambassadors". The provisional composition of the jury is:

- Mr. José Miguel TRIGOSO (Portugal), President of the Jury, President of the International Road Safety Organization (PRI)
- Ms. Mimouna ALMECHATT (Morocco), Student, Associate member of the European Road Safety Ambassadors Network (EUROSAM),
- Mr. Rohit BALUJA (India), President of the Institute for Road Traffic Education of NEW DEHLI
- Mr. Angelo FERLAZZO (Italy), International consultant for the Mediterranean region - ROME
- Mr. Luis FRANCO (Uruguay), Chairman of the Eurolatinoamerican road safety Forum - MONTEVIDEO
- Ms. Nellie GHUSAYNI (Lebanon), Chairperson of the working group of young people preparing the World Youth Assembly,
- Ms. Petronela Livia ROGOZ (Romania), Student, Manager of the EUROSAM network
- Ms. Awa SARR (Senegal), Chief of Marketing and Communication Department, Associate member of the EUROSAM network,
- And a representative of the United Nations Economic Commission for Europe.

## Partners

Partners are all organizations sharing the aims of the United Nations and the World Health Organization, working for the success of the First United Nations Global Road Safety Week and supporting the Global Road Safety Film Awards:

- UN Road Safety Collaboration members,
- Governments, particularly Ministers in charge of transport, interior, youth, education, culture,
- Public authorities, towns, departments, counties, regions, schools, universities,
- Companies involved in different road safety sectors,
- Media,
- Road safety, youth and cultural associations.

## Timeline

The Global Road Safety Film Awards was officially launched by LASER EUROPE and PRI on 10 November 2006.

The competition will be promoted by LASER EUROPE and partners by internet, meetings, mailings and press releases in all regions of the world on the occasion of road safety events: including

- At Meetings of United Nations Regional Commissions,
- At the Road Safety Euro-Latino American Congress, Uruguay, 23-25 November 2006,
- At the International Workshop: Road safety education for developing countries, India 11-13 January 2007.

### [Videos in competition have to be addressed to LASER EUROPE before 10 March 2007](#)

The international jury will select the best films on 25-26 March 2007 in Paris.

## Information and participation

**LASER EUROPE**  
**Robert TROTTEIN**  
BP 149 - F91241 SAINT MICHEL CEDEX  
Tel: +33 (0)1 69 04 91 14  
Fax: +33 (0)1 69 04 08 19  
Email: [robert.trottein@lasereurope.org](mailto:robert.trottein@lasereurope.org)  
Website: [www.lasereurope.org](http://www.lasereurope.org)

**International Road Safety Organization (PRI)**  
**José Miguel TRIGOSO**  
Estrada da Luz, n°90 – P-1600-160 LISBON  
Tel: +351 21 722 22 30  
Fax: + 351 21 722 22 32  
Email: [info@lapri.org](mailto:info@lapri.org)  
Website: [lapri.org](http://lapri.org)



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## Form to register films in the competition

### REGISTRATION PROCEDURE

The complete registration file is composed of:  
- The registration form for each film  
- A copy of the film on DVD

It has to be returned with the whole file before 10/03/2007, to:  
LASER EUROPE  
BP 149  
F91241 Saint Michel Cedex – France

### PRESENTATION OF THE FILM

Title: .....

Duration: ..... Year made: ..... Nationality: .....

Cost of making: ..... €

Circulation                     Local                     National                     International

### SUMMARY

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.....  
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### CATEGORY

Communication                     Education                     Training

### INVOLVEMENT OF YOUNG PEOPLE

Mr.                     Mrs.                     Ms

Surname: ..... First name: .....

Organization: ..... Date of birth: .....

Address: .....

Post Code: ..... Country: .....

Function:  Producer                     Director                     Scriptwriter                     Actor

Other: .....

Mr.                     Mrs.                     Ms

Surname: ..... First name: .....

Organization: ..... Date of birth: .....

Address: .....

Post Code: ..... City: ..... Country: .....

Function:  Producer                     Director                     Scriptwriter                     Actor

Other: .....



# United Nations Road Safety Collaboration

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## MESSAGE ON THE OCCASION OF THE FIRST UN GLOBAL ROAD SAFETY WEEK 23-29 April 2007



UN Photo/Paulo Filgueiras  
THE SECRETARY-GENERAL

The First United Nations Global Road Safety Week is an important opportunity for improving safety for the hundreds of millions of young people who travel the world's roads every day.

Since World Health Day 2004 and subsequent discussions in the United Nations General Assembly, governments and their partners have paid increased attention to road safety. But we still have a long way to go. Road traffic crashes kill nearly 1.2 million people worldwide every year, and injure millions more. They are the second leading cause of death for people aged 5 to 25, with devastating impact on families and communities. Among this age group, young men -- as pedestrians, cyclists, motorcyclists, novice drivers and passengers -- are nearly three times more likely to be killed or injured on the roads than young women.

Fortunately, there is a growing recognition that road traffic injuries can be prevented. It has been demonstrated in a number of countries that by acting on key factors, in particular drink driving, speeding, the wearing of helmets and seat-belts, and road design and infrastructure, a significant number of lives and financial resources can be saved even as motorization continues to rise.

Road safety is no accident. Road safety happens through the deliberate efforts of many individuals and many sectors of society, governmental and non-governmental alike. Every one of us has a role to play: ministers of transport, health and education; health care providers; automobile associations; educators; students; insurers; vehicle manufacturers; the media and victims of road traffic crashes and their families. But a strong commitment at the political level is crucial. Today's success stories often result from a decision at the highest level of government to improve safety

on the road.

Through the World Youth Assembly for Road Safety -- the key global event of the First United Nations Global Road Safety Week -- the World Health Organization, UN Regional Commissions and their partners are giving a voice to young people. Let us listen to their advice. And let us improve safety on the world's road, for their sake and for ours.

Kofi A. Annan

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