

The FIA Road Safety Grant Programme SHARE FAIR

Showcasing and Learning from
others

The Hague, 12 September 2013



THE HAGUE
10-13 SEPT

THE GRANT PROGRAMME IN NUMBERS



1 545 853 € in support of the Road Safety Projects all over the world between 2012 and 2013

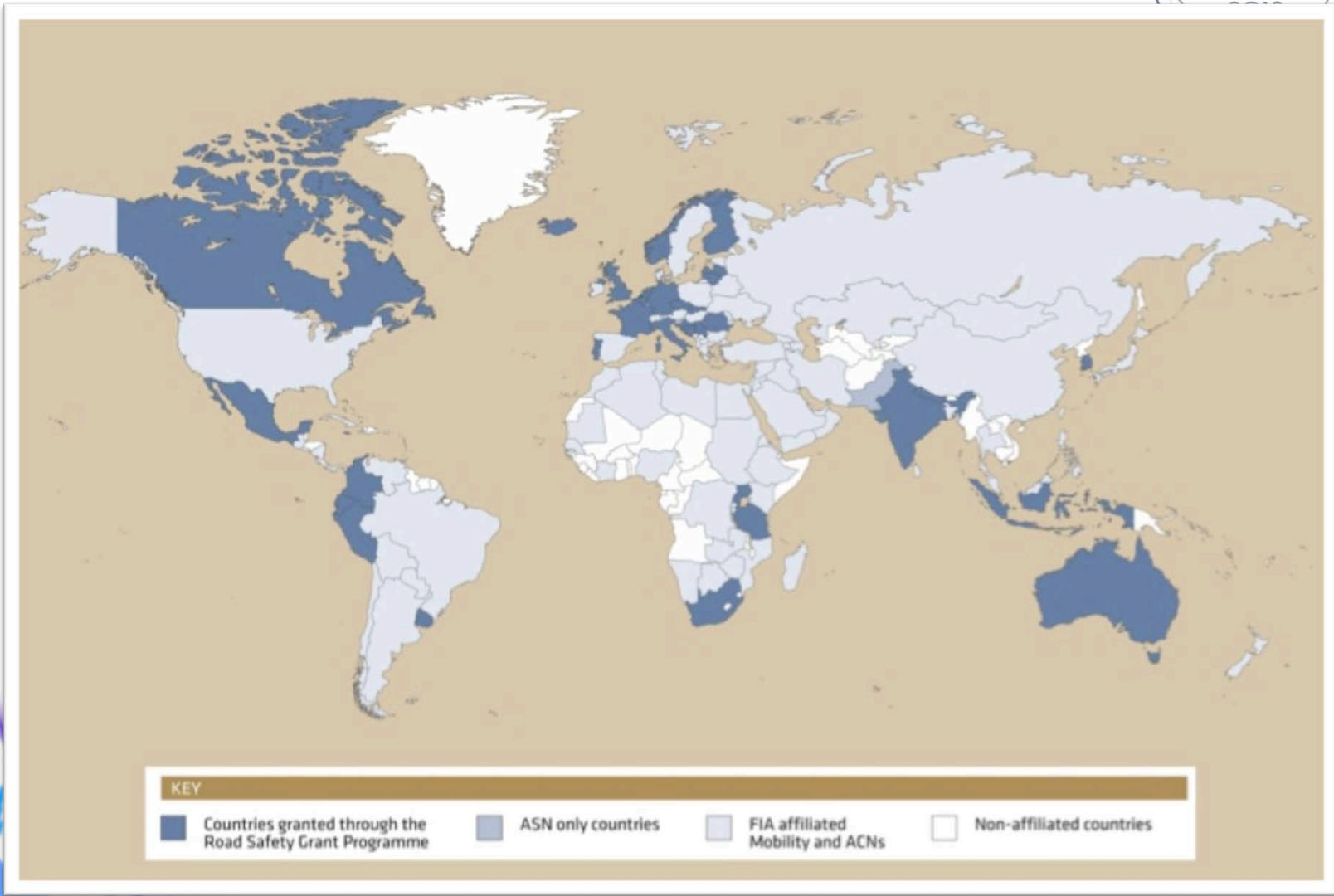
A total of **210** applications received from **99** Sports and Mobility Clubs sent from **80** different countries in all four FIA Regions

72 innovative road safety initiatives have been started in

51 countries: awareness campaigns, educational programs and trainings, vulnerable road users' protection, conferences, events and workshops, road infrastructure safety information and vehicle inspection programs.

2014: 83 projects, 63 Clubs, 57 Countries

ROAD SAFETY GRANTS DISTRIBUTION



2014 NEW GUIDELINES



Duration

- multi-year projects are eliminated
- Increased variety and innovation in the projects

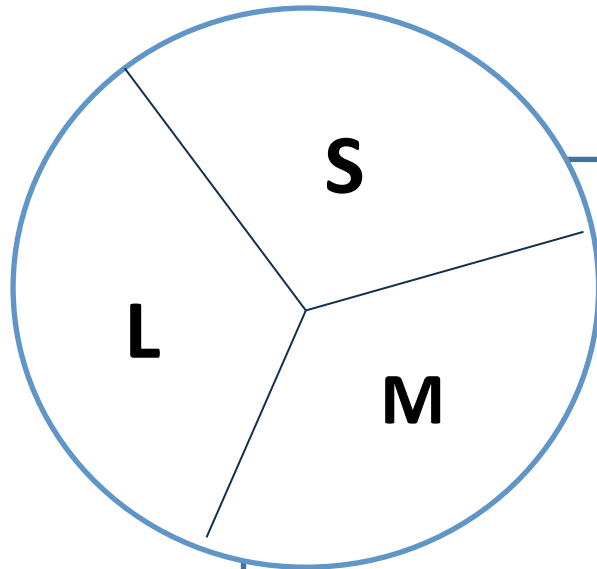
Execution & Evaluation

- execution might take place in the following year
- better synchronization of execution, monitoring, evaluation and reporting and coordination with Regions

Amounts & Approach

- lack of a minimum or maximum amount of granted funds and the lack of a themed approach have caused confusion among the applicants, and have not added to quality or variety of proposed projects

2014 NEW GUIDELINES



For 2014 new guidelines apply:
The yearly endowment of 1 million € will be administrated to ensure that a maximum number of FIA Clubs in all parts of the world will benefit from the funds, maximising impact and reach of the Clubs activities in support of the UN Decade of Action.

The Strategic Road Safety Grant Programme will cover three different types of projects: Small, Medium and Large projects

S TRACK - PROJECTS



Events and initiatives in support of FIA **Action for Road Safety Campaign** and its **Golden Rules**, like press events in support of Pedestrian Safety, Helmet Initiatives, Bicycle safety and similar proposals

100 000 € yearly

Maximum ceiling of **5 000 €** per campaign.



In 2013 the FIA endorsed Clubs projects in support of the second **UN Global Road Safety Week**

M TRACK - PROJECTS



Please note that others sponsors from the private sector will be invited by the FIA to join.

The authentic continuation of the **Road Safety Grant Programme.**

Road safety education, awareness campaign and road safety sensitization advocacy campaigns among others inspired by the 5 Decade of Action pillars.

The FIA actively endeavours the promotion of links between applications and the **private sector and sponsors** to reinforce Clubs' actions.

500 000 € in 2014

One-year initiatives

Maximum **30 000 € per project**

L TRACK - PROJECTS



Lighthouse, long-term, innovative, like child passenger safety studies, first-aid trainings and educational protocols developments.

The **Policy Commission** is the active promoter of initiatives on this track: it selects and invites Clubs to participate to the different projects, on the bases of **relevance** and **competences**.

300 000 € yearly



Projects will be carried out accordance with the work plan devised by the Policy Commission



PROJECT CRITERIA

Applicable to all tracks (S, M, L)

Applied by the FIA Foundation to all their grantees

Resource Mobilisation – Strong project management plan;

Partner Mobilisation –number of additional stakeholders, communities or sectors that become involved;

Innovation Effects – characteristics of the project that develop new applications, experience, policies, research, or technologies that can be applied elsewhere;

Sustainability –capacity of the project to become financially and operationally self-sufficient over the medium and long term;

Impact Effects –project to achieve concrete and measurable outcomes.



ELIGIBLE COSTS

M TRACK	S TRACK
<p data-bbox="322 564 517 603">500 000 €</p> <p data-bbox="322 647 898 686">Ceiling 30 000 € & up to 60 %</p> <p data-bbox="322 730 1099 826">Two equal disbursements: start-up and upon completion and approval</p>	<p data-bbox="1160 564 1473 603">100 000 € yearly</p> <p data-bbox="1160 647 1447 686">Ceiling 5 000 €</p> <p data-bbox="1160 730 1783 769">Upon completion and approval</p>
<p data-bbox="322 879 931 927">ELIGIBLE COSTS MUST</p> <ul style="list-style-type: none"><li data-bbox="353 959 1872 997">Be required for the project's success : directly linked to the budget and precisely defined.<li data-bbox="353 1035 1935 1112">Be directly invoiced by the Grant applicant : External vendors will not be paid directly by the FIA Grant.<li data-bbox="353 1157 1402 1195">Comply with the principles of sound financial management<li data-bbox="353 1233 1946 1310">Comply with basic ethical principles, UK Charities Act 1993 (as amended by the Charities Act 2006) and the UK Bribery Act.<li data-bbox="353 1355 573 1393">Be recorded	

SUCCESSFUL PROJECTS



M TRACK	S TRACK
Signature of a Grant Agreement Two equal instalments Bi-monthly progress reports	Use of Funds Declaration Disbursement upon completion Final report
Evaluation Once completed, Clubs submit a Final Report summarising the different phases of implementation and outputs of a project. The report is supported by a Financial Report and the invoices of all incurred expenses. High resolution media and press coverage is provided by Clubs.	

APPLICATION PROCESS 2012 & 2013

MOST RECURRENT SHORTCOMINGS



1. Budgeting and cost effectiveness;
2. Sustainability and operational capacity;
3. Clear and consistent strategic working plan;
4. Impact effectiveness and outreach;
5. Proportion to the overall Grant availability.

PART 2



HOW TO CHOOSE A TOPIC



Jeff Walker

Vice President of Public Affairs

Canadian Automobile Association (CAA)

HOW TO CHOOSE A TOPIC



CAA has a number of criteria we utilize when we think about pursuing a topic and an approach to that topic

Criteria 1: Fit with FIA priorities

Criteria 2: Something unique to say about the issue

Criteria 3: Available white space in the public domain

Criteria 4: Media/Partner interest in the topic

Criteria 5: Fit with CAA brand objectives



HOW TO WRITE A PROPOSAL



CAA's team employs the following proposal objectives:

Objective 1: Have an objective

Objective 2: Demonstrate fit with FIA priorities

Objective 3: Explain how results will be measured

Objective 4: Keep it short, keep it clear

Objective 5: Show your substantive contribution to the project, as well as other funders' contributions



THE BIKE SAFETY KIT CAMPAIGN



Jeff Walker – CAA





THE CAA BIKE-CAR SAFETY CAMPAIGN



CAA developed a national education campaign on safety between bikes and cars in Canada

TV, Radio, Print media

The objective was to elevate the cognizance of the two modes to each other, and in so doing improve safety

With CAA as the «honest broker» promoting peaceful coexistence

It is one of the most significant areas of conflict on Canadian transportation systems today

No other organization is tackling it

By doing this and working closely with cycling organizations, we can enhance brand affinity among our members

Jeff Walker – CAA



THE CAA BIKE-CAR SAFETY CAMPAIGN



We built the campaign with an objective of enabling others to utilize it
Just music, no speaking

Branding at the conclusion, easily substitutable

We also gather data on public reaction to key issues associated with cycling and cycling infrastructure

Which we release into media, share with government

Results:

- Media are positioning us as opinion leaders
- Stakeholders respect us, want to partner with us, bring us ideas
- Government officials ask us for participation
- \$1.5 million benefit (in earned media), \$50k expenditure

Jeff Walker – CAA



PART 3



THE APPLICATION PROCESS



Nizar R. Jivani

President

Automobile Association of Tanzania (AAT)

THE BODA BODA PROJECT



Baseline situation

Due to **heavy congestion** on the roads, a new convenient public transport system was approved by Tanzania Government - motorcyclists would be allowed transport people to for a small fee.

The Boda Boda

These local motorcyclists are commonly know as Boda Bodas and play a function **similar to taxis**. The growth of their number grew exponentially over a very short period, as it showed to be a good **business** to earn an additional daily or start a new activity.

The concept

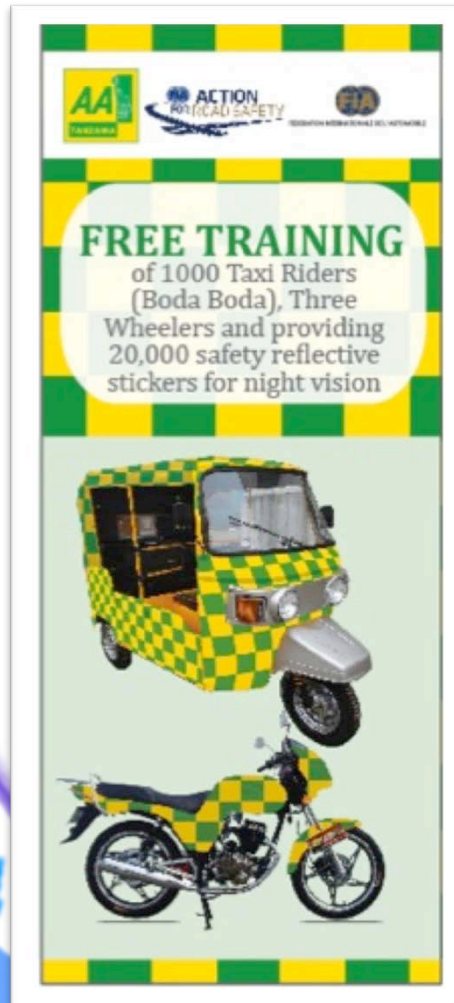
It was imperative to organize road safety training for these new road actors to ensure that this huge influx of on-the-road motorcyclists were properly trained with respect to road safety requirements for motorcyclists and the general laws pertaining to road transport.



Nizar Jivani - AAT



THE BODA BODA PROJECT



Relevance

Accident rates and fatality rates were monthly increasing and the need to address this issue was important and imminent.

Success keys

1. A good **Work Plan** initiated according to the local needs on the ground with a consistent approach to train such drivers on Safe Driving and obtaining legal Driving License which was non existent before the project.
2. **Extensive media coverage** involving the Ministry and Institution responsible for Road Safety in training and implementing the project.
3. **Similar situation** exists in sub-Sahara African countries who would benefit to implement such projects in their Countries.

Nizar Jivani - AAT





ELIGIBILITY

Innovation

The project was conceived by the Club to address the alarming situation of fatalities by motor cyclists which the Government was unable to control.

It was also through that by initialling this project other **stake holders may join** hands and assist.

Strong Management

It is important that the team is able to **raise the 40%** of the cost of the project.

Have appropriate **technical personnel and equipment** to manage the entire project.

Finance should be well in place in advance so that the project is completed without interruptions.

A time frame of the project is absolutely essential.

ELIGIBILITY



Positive impact

Clear targeted number of motor cycle riders training was achieved.

Mass advertisement, proper training, certificates awarding and intensive government involvement was key to the success of the project which now **can be emulated by other areas within the country and other countries within regions.**

All stake holders now are **aware** of the FIA brand and **effort made by FIA globally** to sustain road safely programs through its Clubs.



HOW TO PRESENT A PROJECT?



I. ACTION PLAN

- It should be **relevant** to road safety and have **consistent measurable outcome**.
- **Describe the objectives of actions and make them measurable with clear indicators**
- Able to involve **target group** well in advance such as responsible Ministries, motor cycle riders Association, trainers, etc.
- Have **proper equipment** to enhance the performance of both all involved parties.
- **Maximize participation** by proper communication through radio, email, cell phone and meeting with riders association heads and associations concerned.

HOW TO PRESENT A PROJECT?



II. FINANCIAL PLAN

- Prepare the budget **carefully**, taking in account the full cost of the project, duration and Clubs contribution.
- Make sure that unnecessary expenditure is not made to avoid increasing the cost.
- The club must be ready to fund their portion well **before starting** the project.
- Bear in mind the Programme's eligible costs and keep your request **realistic** and **balanced** with the activity implemented.



HOW TO PRESENT A PROJECT?

III. COMMUNICATION STRATEGY

- Able to use **all communication means** such as Radio/Television and cell phone, electronic media/newspapers to targeted groups.
- **Time** and **brief contents** of the project are key.
- Use **trained personnel** to run your communication campaign.
- Ensure that the **venue** is adequate and easy to reach, and the material easy to understand.
- Award **certificates** of achievement – this will help participants get better insurance rates.

Good communication can impact on other Clubs and stakeholders to further promote Road Safety at all levels.

PART 4



MONITORING & REPORTING



Christian Scholly
Deputy General Director
Automobile Club Association (ACA) France

THE SENIOR DRIVERS PROJECT



The concept

Over 65 become more **vulnerable**: vision, hearing, driving tasks, reflexes

The offer

Innovative “**self-evaluation**” process:

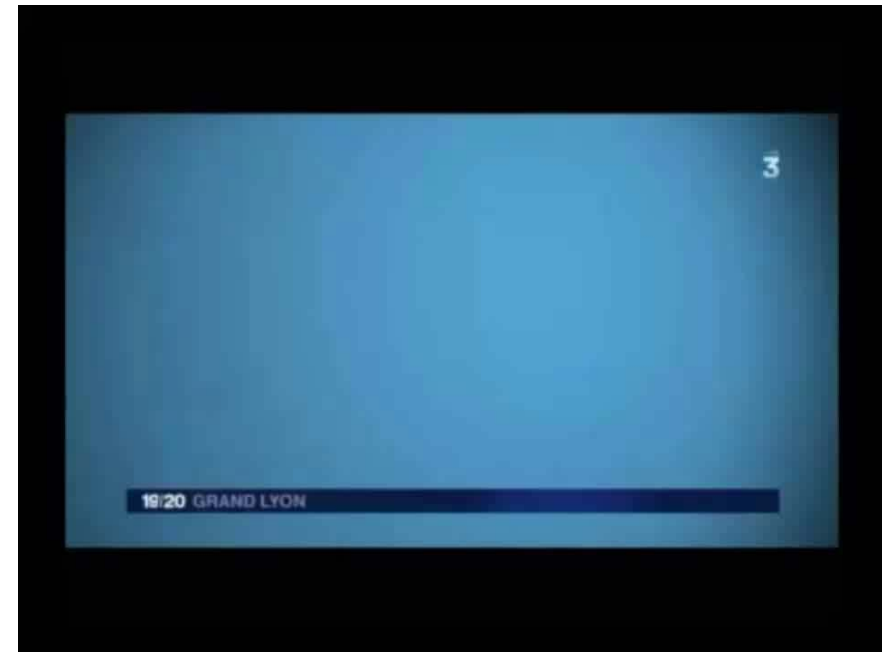
- self-analysis of knowledge and competence to drive through the stimulation of interest in road safety issues
- information on disability and age-related skills
- self-evaluation of driving skills and health
- identification of various compensation strategies

THE SENIOR DRIVERS PROJECT



The project

- Workshops in 10 French cities linked to press conference and road authorities;
- Upgrade of knowledge and skills;
- Information on Esafety and Imobility technologies;
- Successful communication plan included in the action plan.



Senior Drivers in Lyon: Marinette

Christian Scholly - ACA



3

18/20 GRAND LYON

REPORTING



Why reporting?

Make the donor understand why your project is **valuable**
Check your advancements and plan the next steps

Progress report

- **Feedback:** what changed from the baseline situation?
- **Measurable indicators :** what did you achieve?
- **next steps:** are you on track?



REPORTING



Indicators (i.e. press coverage)

Indicators measure what and how much you delivered in comparison to your initial Action Plan

Action plan, financial plan, communication strategy must be considered as a **whole**

Reporting: the best way for a good **final evaluation**



PART 5

S-TRACK PROJECTS



S-TRACK PROJECTS

2013 UN Global Road Safety Week Awardees

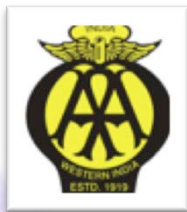
Austria ÖAMTZ	India WIAA	Namibia AAN
Belarus BKA	India AAUI	Nicaragua CAN
Belgium TCB	India AASI	Nigeria ATCN
Botswana Emergency Assist 991	India AAEI	Singapore SMSA
Chile ACCHI	Israel MEMSI	Sri Lanka AAC
Costa Rica ACCR	Italy ACI	Tunisia NACT
Ecuador ANETA	Kenya AAK	UAE ATCUAE
Hungary MAK	Moldova ACM	Zimbabwe AAZ
India WCIM	Mozambique ACTM	



PART 5



S-TRACK PROJECTS



Nitin Dossa

President

Western Indian Automobile Association (WIAA)

WIAA SMALL PROJECTS



In March 2013, five Indian projects have been awarded under the **S- projects** campaign in support of the **UN Global Road Safety Week**.

WCIM- Pedestrian Road Safety

WIAA - The Pappu project

AAUI - Second UN Global Road Safety Week

AASI - Increasing awareness on 'right of way for pedestrians at Pedestrian Crossings'

AAEI - Second UN Global Safety Week



Nitin Dossa - WIAA



THE PAPPU PROJECT



WIAA aimed to spread awareness for Pedestrians to follow Traffic rules and avoid accidents that may be caused due to ignorance of pedestrian.

Our brand mascot “PAPPU ZEBRA” was a huge hit amongst the public and leads the drive to a safer pedestrian society.

A Zebra Crossing mascot – Pappu Zebra was stationed at prominent signals prone to pedestrian accidents due to ignorance of traffic rules

Pappu Zebra has distributed more than 20,000 bookmarks to bring to pedestrians notice that pedestrian safety is just another responsible habit.

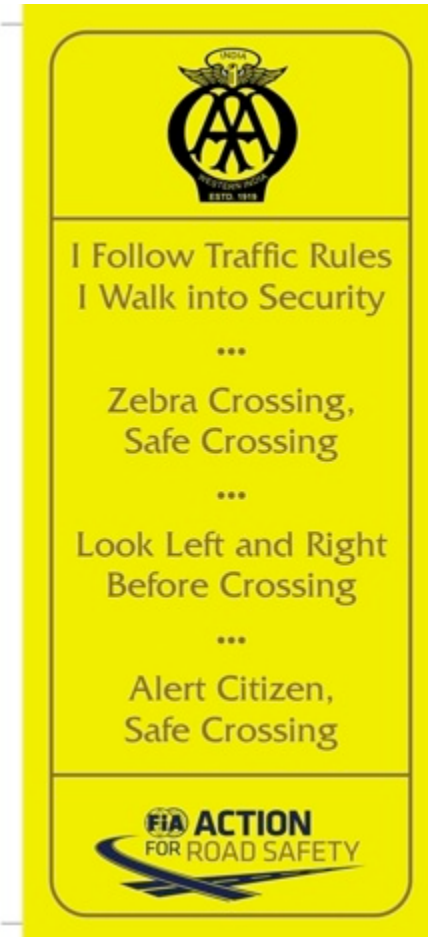




THE PAPPU PROJECT

I. PAPPU THE ROAD SENSE ZEBRA IN CUTTACK, ODISHA

Pappu the Road Sense Zebra, the mascot of the community-level road safety campaign in Odisha, was unveiled at a beautifully organized function at the DAV School, Chandrasekharapur on January 04, 2011, during the 22nd National Road Safety Week celebrations in Bhubaneswar.





II. PAPPU THE ROAD SENSE ZEBRA IN JAIPUR, RAJASTHAN

Pappu the Road Sense Zebra, mascot of the statewide community-level road safety campaign, was officially inducted into service by the Hon. Chief Minister of Rajasthan Sri Ashok Gehlot at a glittering function on January 17th 2011, as part of the 22nd National Road Safety Week celebrations in Jaipur.





III. PAPPU THE ROAD SENSE ZEBRA IN BANGALORE, KARNATAKA

“Guruvachan Gurupranam” -A Pappu Zebra Road Safety Project by Art of Living Foundation headed by the world-renowned spiritual Guru and humanist H H Sri Sri Ravishankar.

In May 2013, countries all over the world launched community-level programmes in support of the United Nations’ Decade of Action for Road Safety 2011-2020.





WHY CAMPAIGNING?

To **raise awareness** of an issue or to inform
i.e. about new laws

To **change attitudes**
i.e. improve public acceptance of road safety measures

To **change behaviour**, as part of a package of measures
i.e. engineering and/or enforcement related to speeding.



Nitin Dossa - WIAA



ROAD SAFETY CAMPAIGNS



A road safety campaign is part of a set of activities that aim to **promote safe road use**.

A campaign is important to **lift the profile of a road safety problem**.

It provides **information and advice** to encourage safer behaviour to reduce the number of people killed and injured on our roads every year.

Messages cover issues such as drink driving, motorcycling, cycling, speed, seatbelts and the use of mobile phones.

SURAKSHA SANCHARA - Drive Against Drunken Driving.

Don't Drink & Drive.
Your Family Needs You.

- 1 The Drink Limit**
1 1/2 Mug of Beer = 1 Glass of Wine = 40 ml of Hard Liquor = 1 Packet Arrack = 1.5 units
= 30mg in 100ml of Blood (BAC)
- 2 The Health Effects**
Your Vision is affected. Your actions slow down.
Your life is in Danger
- 3 The Legal Limit**
A fine upto Rs. 2000/- for the first offence.
Your Vehicle seized and your license impounded.
Your Family will be called and informed.

Drinking and Driving is a punishable offence under the Indian Motor Vehicles Act 1988

Patrons walking towards making Bangalore road safer

Logos of partner organizations: Bangalore Police, WIAA, SDF, Traffic Police, Bangalore Police, Karnataka State Road Transport Corporation, Karnataka State Road Transport Corporation.





PART 6

HOW TO AMPLIFY THE IMPACT OF YOUR ACTION AND COMMUNICATE IT

Peter McIntosh
Consultant



YOUR GRANT IS **NEWS**

Peter McIntosh



AND YOU HAVE SEVERAL CHANCES TO PROMOTE IT

ANNOUNCEMENT

LAUNCH

PROGRESS UPDATE

WRAP UP

Peter McIntosh



GRANT ANNOUNCEMENT

- Prepare and issue a press release
- Seek FIA support if under-resourced
- Determine who it will go to
- Is it worth more than just a media release?
- Create a photo opportunity – politician, celebrity, kids, event/gimmick
- Monitor coverage



LAUNCH

- Press release and/or press event
- Consider a joint effort
- Media invite
- Professional photos
- Wider media
- Monitor coverage

PROGRESS UPDATE



- Press release
- Distribute photo or invite media
- Professional photos
- Wider media – is it worth a feature?
- Monitor coverage



WRAP UP

- Press release or event
- Involve third party – government or NGO
- Consider wider coverage – feature story or other media
- Distribute report to wider audience – if appropriate
- Monitor coverage



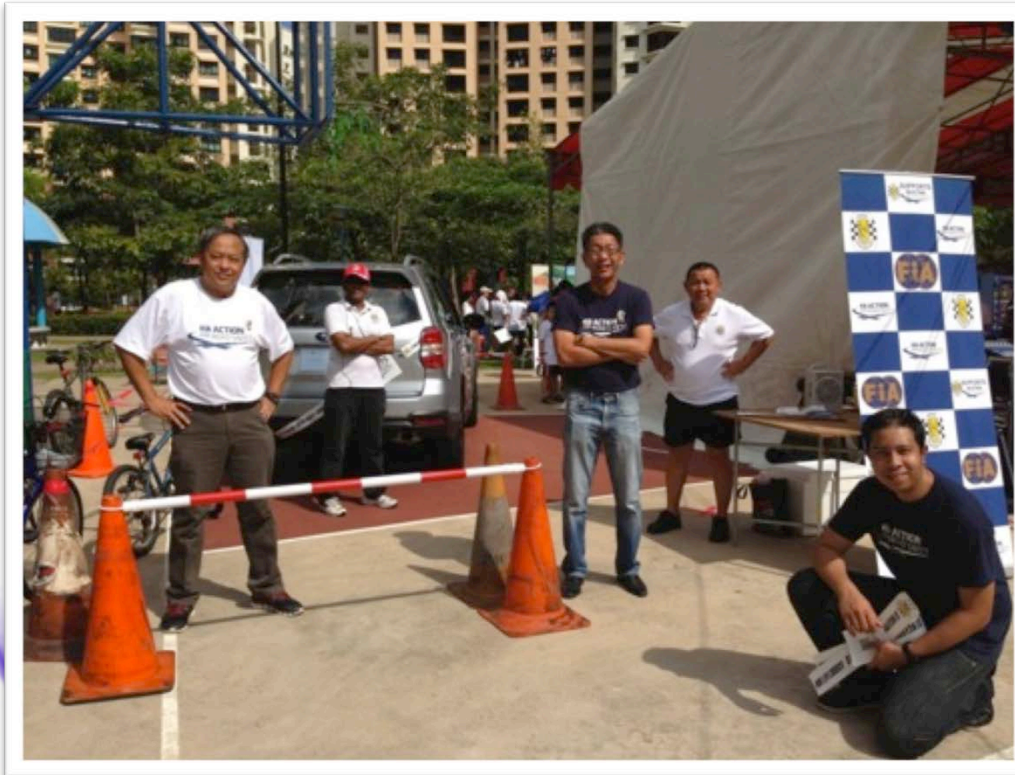
REMEMBER

- Consider **different media**
- **The story** is bigger than just the Grant – the Grant gives you an opportunity to talk about road safety
- The **importance of data**
- **High resolution pics** – at some stage of the project hire a professional photographer
- **Monitor coverage**

THE FIA IS A CLICK AWAY!

Peter McIntosh

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