

# YOUR ideas YOUR initiatives

Road Safety Actions for a Better Environment



## Communication Guidelines



The YOUR **ideas** YOUR **initiatives** project has been designed and developed by P.A.U. Education and Renault in coordination with authors Jean-Pascal Assailly, Søren Breiting and Ray Lorenzo.

**The Guidelines have been devised and written by:**  
P.A.U. Education

## YOUR **ideas** YOUR **initiatives**

**Edited by**



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From students participations in the 2013 edition of the Challenge

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Comments, queries, requests? We’re here to help.



# Foreword

## Renault, Corporate Social Responsibility Department

Dear colleagues,

Thank you for expressing an interest in being part of YOUR ideas YOUR initiatives.

It is a great pleasure to invite you to learn more about this exciting, worthwhile and important programme. I firmly believe that it can make a difference to all of our daily lives... as Renault employees, and as members of our own communities.

Following a very successful second year of YOUR ideas YOUR initiatives, we have been deeply moved by the innovative contributions to safer and more sustainable mobility made by participating schools and Country Offices. With more and more countries getting involved, the programme's reach has far exceeded our expectations. The inspirational feedback from last year's participants makes for a very exciting start to this, our third year.

In collaboration with P.A.U. Education, we have once again reflected on how to enhance the achievements, participation and longevity of this vital project. We have launched a new, more interactive website, which allows teachers to register for the programme online and share progress through social media and via their own online account. Teachers can still access a series of educational materials via the website to help guide them in the implementation of the project in the classroom. The new website makes the project more versatile than ever, and easier for teachers to tailor to their students' specific needs and interests.

This guide will take you through the programme, outline how to get involved and make the most of the new website, communicate the project, and enjoy the benefits it offers you, your country and our company.

Renault is truly committed to fulfilling our Corporate Social Responsibility to our employees, our customers and the planet. We believe that CSR is a vehicle of progress for society and of performance for the company. It is the driving force behind our commitment to responsible mobility.

YOUR ideas YOUR initiatives harbours the potential to fulfill our CSR mission and improve quality of life for everyone involved. It benefits society as a whole, while simultaneously boosting the image and reputation of our company at global, national and local levels.

I hope you will enjoy reading this guide and joining this worthwhile endeavour to build a safer and more sustainable future for all of us.



**Philippe Girardi**  
Safety & Mobility For All

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# 1 Introduction

## What Corporate Social Responsibility Can Do for You<sup>1</sup>

Corporate Social Responsibility offers a win-win situation for companies and society at large. In addition to addressing pressing issues and supporting worthwhile causes, CSR offers a spectrum of benefits to businesses and their employees.

Here are just a few ways that a Corporate Social Responsibility initiative like **YOUR ideas** **YOUR initiatives** can nourish your company at local, national, and global levels:

### 1

#### Improve your Image

Companies care about CSR because their customers do. It's no secret that consumers are drawn to firms with ethical reputations and shun those that gain notoriety for unethical practices.

According to a 2012 Landor survey, 77% of consumers feel it is important for companies to be socially responsible. CSR can positively affect consumers' purchasing decisions and being seen as a good corporate citizen can enhance sales success.

### 2

#### Consolidate your International Presence

The world is getting smaller and transparency has reached new levels. A company's CSR policy and behaviour is often made readily (and immediately) available.

Customers have greater access to information than ever before and news travels fast. Social media helps like-minded people find each other, have their say and effect change. CSR offers a fantastic opportunity to build partnerships, networks and communities.

### 3

#### Enhance your Local Position

Community-based Corporate Social Responsibility projects like **YOUR ideas** **YOUR initiatives** enable a company to get closer to its customers and potential partners at local and national levels.

Direct interaction builds mutual trust and understanding, generates valuable feedback and enables vital evaluation and repositioning.

<sup>1</sup>Time Magazine: Business and Money, 28 May 2012

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## 4 Nourish Your Corporate Values and Mission

Corporate Social Responsibility offers natural synergies with Renault’s values and mission. A company’s CSR actions – and the media coverage they attract – provide a superb channel for communicating its core messages and promoting its objectives.

## 5 Attract and Retain Talent

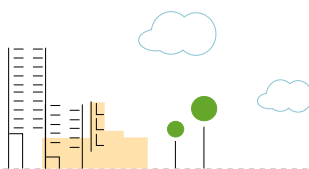
According to a 2011 Deloitte survey<sup>2</sup>, 70% of employees aged 18 to 26 say a company’s commitment to the community influences their decision to work there. Today’s informed, self-motivated 2.0 workforce feels personally responsible and empowered to create change.



<sup>2</sup>Time Magazine: Business and Money, 28 May 2012

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## 2 YOUR ideas YOUR initiatives

### The Project at a Glance

YOUR ideas YOUR initiatives is a global project aimed at promoting sustainable and safe mobility for everyone, through education.

It directly supports the UN Decade of Action for Road Safety 2011-2020, by inviting and encouraging individuals and entities to make commitments to improve road safety in their daily lives.

The initiative comes under the umbrella of Renault's highly successful Safety and Mobility for All programme. Currently in its fourteenth year, the programme has engaged more than 13 million youngsters in awareness actions related to safety, mobility and sustainability on today's roads.

Launched in 2011, YOUR ideas YOUR initiatives targets high-school students aged 15-17 years old. It takes the form of an international contest that rewards winners with annual prizes. It is currently being carried out at 60 schools in 20 countries around the world. More are joining every month.

The project offers an innovative and highly creative approach to learning. Young participants are encouraged to take full ownership of the project, from the classroom and out onto their neighbourhood streets. Participating students work together in class to propose ideas on how to build a safer, more sustainable future and turn these into tangible initiatives within their communities.

Beyond merely discussing their ideas, the youngsters are invited to think and act. They road test their initiatives and see the fruits of their actions take shape in their immediate surroundings. This often attracts positive attention from local, and even national media.

All Country Offices are invited to communicate on this international project, as a clear demonstration of Renault's commitment to education and social responsibility, and its active participation in the UN Decade for Action on Road Safety.

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## Success Stories

### The Bharat Mata Secondary School (Bilaspur, India)

In 2012, high school students from Bilaspur, India decided to drastically reduce emissions and greenhouse gases, noise pollution and road accidents around their school.

Students worked together to develop a detailed parking and circulation plan to combat the problems they'd found and trained the other students and community members on their plan. Students also worked with local police on improvements and visited other schools to spread the message.

#### THEIR **ideas**

The students analysed road traffic and its environmental consequences and determined driver behaviour was the main culprit. Students decided that the top priority would be reducing traffic chaos at their school's entrance, which is situated on a busy main road. An action plan was designed to implement viable solutions.

#### THEIR **initiatives**

After investigating the causes of the traffic congestion in front of their school, students concluded that most problems happened around noon when there is high student turnover. Based on this, a map of the school's access points was designed in order to identify hotspots. The students suggested alternative travel routes to their peers, such as bicycle or foot travel and created an exhibition where they displayed slogans, posters and photos on road safety. Students also visited other schools where they explained the importance of traffic rules and provided demonstrations at city squares.

7/22/12 Hindustan Times e-Paper

### City students get a lesson to deal with traffic chaos outside schools

**Eileen Singh**  
eileen.singh@hindustan.com

**CHANDIGARH:** Students from Chhattisgarh are in the city to interact with local students to work their way towards streamlining traffic chaos outside their school after it gets over.

Danu Halder, teacher from Bharat Mata School, Bilaspur, Chhattisgarh, was in the city with three students - Dishu Basichra of 10<sup>th</sup> form final year, Shweta Yadav of Class 12 and Harsh Pradeep of Class 8, who made a difference in their city by implementing some simple ways to reduce traffic problems outside their school.

"Our school has two shifts and whenever shift gets over and the other has to start there is a traffic chaos outside the institution. Along with traffic, noise and noise pollution that leads to harmful effects on students. So we all students thought we needed to take the problem in our hands and got together to think of a solution," Dishu said.

**Students from Chhattisgarh along with their teachers at Government Museum in Sector 10 in Chandigarh on Saturday.**

Shweta and Harsh added, "We made a map of the school and its surrounding area and also conducted surveys just to know how many cars and other vehicles were present in front of the school during this hour. We then brainstormed on the ways we could reduce the problem.

We thought of creating different parking lots for different vehicles and also started counselling and asking students and their parents to follow the rules we had made."

"We created parking lots for buses, parent's corner for those who come to pick and drop their

**STUDENTS FROM CHHATTISGARH TOLD CITY STUDENTS ABOUT SIMPLE WAYS THAT CAN HELP REDUCE TRAFFIC PROBLEMS**

ward and also a separate cycle and scooter lot. We also asked our fellow students to follow the route we had taken and not to jump the road suddenly."

The students visited St Kabir Strawberry Fields along with government school in Police Lines and Kendaria Vidyalaya.

"The students from Chhattisgarh made a presentation in the city schools on the changes they have made and motivated the local students to try and initiate such programmes that will bring a change in society," said N. Bhargava, secretary of Environment Society of India, who had asked these students to visit City Beautiful and share their views.





### Jesus and Mary School (Antelias, Lebanon)

In 2013, seven students from the 10<sup>th</sup> grade at Jesus and Mary School in Antelias, Lebanon decided to get started on improving roads near local schools and making changes to help students cross the road more safely.

The students found that road safety in Lebanon is the worst in the Arab world with one third of victims being pedestrians. Lebanon presents a lot of challenges for road safety, so the students got to work – one road at a time.

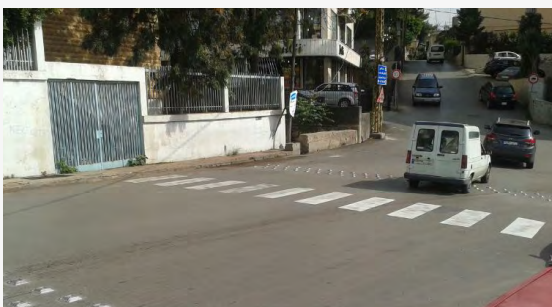
#### THEIR **ideas**

Students conducted an in-depth analysis of the road safety situation in their community and country and drew powerful conclusions to help them design their initiative. The students discovered that the government wasn't doing enough for road safety, so they chose to collaborate with NGOs to raise awareness and take action. In order to lobby, the students partnered with local companies and awareness was raised via media campaigns. The students' first target was Antelias Road in front of their school – one of the most dangerous crossings in the area.

#### THEIR **initiatives**

Since there was a lot to accomplish, students partnered with Kunhadi, an organisation for youth awareness of road safety in Lebanon. The students created a list of necessary changes to improve road safety around their school including; a 'SCHOOL' sign, a speed limit sign, a zebra crossing, and two lines of 'cat eye' reflectors.

Once the team obtained sponsorship from local businesses they started promoting their idea via social media and launched a media campaign, which saw local talk shows, radio stations and newspapers feature the project. Then students approached local authorities for approval and the crossing became a reality. The students of Antelias Public School learned that each individual has a big role in making changes that can help communities and save lives.



# 3 Communicating on **YOUR** initiative

## Using the Project as a Communication Asset

**YOUR ideas YOUR initiatives** is a clear demonstration of Renault’s commitment to education and social responsibility. It offers a powerful, innovative and highly beneficial communications approach that is relevant to all the company’s national offices.

This step-by-step guide contains tips and tools to help your Country Office take advantage of Renault’s dedication to Road Safety and Sustainable Mobility and its involvement with Decade of Action for Road Safety 2011- 2020 through **YOUR ideas YOUR initiatives**.

### Using **YOUR initiatives**

Getting involved with the project doesn’t require you to invest huge amounts of time, money, or human resources.

The groundwork is being done on a continuous basis, by the P.A.U. Education team, which constantly collaborates with participating schools, and works to attract new ones.

**P.A.U. Education also offers round-the-clock support to each Country Office to help you achieve your communications objectives.**

**Here’s what we can offer:**

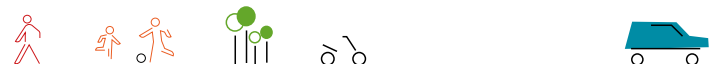
#### ■ Press Materials

We can provide you with relevant press releases upon request, plus a timeline of when to best release them to maximum effect.



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3. Communicating on Your Initiative

■ Communication Kits

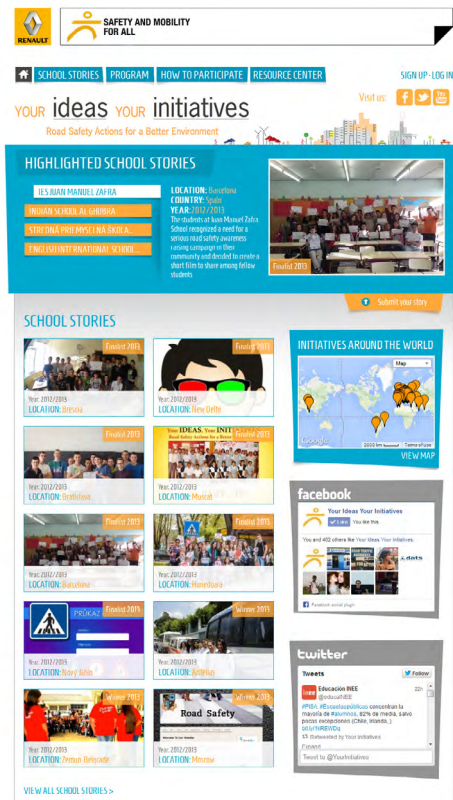
We provide you with a communication kit containing a leaflet, a PowerPoint presentation of the project and FAQs for journalists.

■ Social Media Strategy

We help you to develop and disseminate an effective social media strategy in line with Renault’s global communication strategy, and aimed at creating visibility for the project.

■ Schools Stories Gallery

We maintain a web tool dedicated to providing visibility to the project and the school stories. Designed to strengthen the social media strategy and school initiatives, this gallery is at your disposal to enhance your communication strategy.



<http://www.your-initiatives.safety-mobility-for-all.com/>

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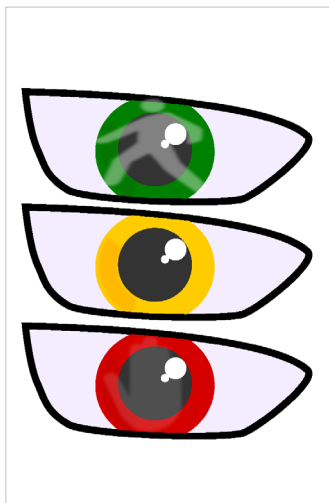
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## Communicating on the Project

The following tips could help you to optimize Renault's image by communicating on the project. None of the proposed actions are obligatory, and the P.A.U. Education team is on hand to support you at every stage.

# 1



### ■ Touch First Base

The project has several different levels, the first of which simply requires you to relay the information that we provide: Make initial contact with local media, journalists and key figures in the community by sending out the press releases we create and send to you.

### ■ Use your Communication Channels

Make the most of your existing internal and external channels. Use your website, newsletters and existing social media channels to publicize or link to the initiative.

### Feeling inspired? If you wish to go a step further... read on.

The following approach describes what we consider to be a second level of involvement in **communicating the project**:

# 2

### ■ Map Relevant Media and Journalists

Check out local and national print and online news sources to see who's talking about road safety or corporate social responsibility – or those who may be open to doing so. Refine your search using your local insight.

Typically interested media include local newspapers, broadcasters and blogs, community pages and magazines for parents. Targeting the most relevant journalists will improve the chances of the news being shared.

Create or update your list of local media contacts in the various different channels (broadcast, printed, online...), including their phone numbers and e-mail addresses.

A constantly updated database of journalists will enrich the dissemination of the press releases and may broaden network and communication potential.

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## 3

### ■ Go Back to School!

Contact participating schools and arrange visits with journalists to create greater visibility.

Journalists generally find the school setting very appealing, as it enables them to interview students, teachers and parents on issues that interest a wide audience.

Schools are not a common target for media. This project gives journalists the opportunity to approach the schools and work on real-life stories.

The visibility of the school visit could be reinforced through the participation of a VIP (e.g. a local authority representative, a respected personality or a sporting personality).

Check out the project website, social media and stories gallery for updated info on new and ongoing initiatives. If you require further information on participants in your country or area, or help to arrange a meeting, let us know.

### ■ Find Stories

Create a video on the experience that could be presented and shared on different platforms. Videos can work wonders when it comes to social media and online dissemination.



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## 3. Communicating on Your Initiative

## 4

### ■ Build Networks and Partnerships

Make the most of the fantastic networking opportunities at your disposal. Check out entities and individuals that may be interested in the project at a national level: from the local government, to police, local businesses, community associations, parent-teacher organisations... there are plenty of avenues to explore.

Use your social media presence as part of the initiative to create and consolidate fruitful networks and partnerships.

### ■ Present the Project at your Programmed Events

If you attend a promotional event (trade fair, conference, etc.), don't forget to use it to communicate the project. It may serve as the ideal platform to help promote Renault's image.

You may also like to consider inviting the teacher in charge and some students to the event that you are organising. A glance at the project within a more institutional or commercial event can refresh dynamics and create added value.

### ■ Use the Project's Communication Resources

Feel free to post your comments and opinions on the project website or social media.

### ■ Recognition Ceremony

If a school in your country is a project winner, you may wish to hold a recognition ceremony and invite the winners and press, as some countries decided to do in the past (see photo). The recognition ceremony can be as big or as small as you like. It is a great way to bring attention to the initiative and pay tribute to the winners for their hard work and innovative ideas.



Press releases, fact sheets and other useful materials are all available upon request from P.A.U. Education.

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## 4 Frequently Asked Questions

### ■ Why is Renault behind this project?

As a leading international automotive company, Renault believes it has a direct responsibility to promote good practices in safe and sustainable mobility for everyone. Road safety affects everyone, so we encourage initiatives that involve all audiences – customers, employees, suppliers, young people etc.

### ■ When and why was it launched?

YOUR **ideas** YOUR **initiatives** was launched in 2011, and builds on the success of Renault's Safety and Mobility for All programme, the biggest educational campaign on road safety ever conducted by a vehicle manufacturer.

Since 2000, Safety and Mobility for All has reached more than 13 million young people in 27 countries. More than 630,000 teaching aids have been distributed to schools as part of this programme. Renault's international image was greatly enhanced by national and local initiatives promoted through the website of each participating country.

The success of this approach inspired Renault to develop and disseminate a uniform international initiative, containing user-friendly supporting materials that could be adapted to each country's needs and specificities.

### ■ How many countries are participating in the project?

In December 2013, there are 60 schools participating in 20 countries around the world. More are joining every month.

### ■ Why target schools?

School students are directly affected by road safety issues, and can be the greatest agents for change. Traffic accidents are the main cause of death among 10-24 year olds. Every year, almost 400,000 young people under 25 are killed in road accidents around the world.

Educating young people and raising awareness is therefore a priority in promoting road safety today. It is also essential in preparing the drivers, teachers, policemen and decision-makers of tomorrow.

Teachers are keen to participate in the initiative as it helps their students develop skills and competences. Participating youngsters learn to analyse, work as a team, formulate ideas and present their findings to the outside world.

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## 4. Frequently Asked Questions

### ■ What are the results?

Encouraging the students to think and act within a real context - their school and community - brings about tangible, positive changes in mindsets and behaviours. By making them the owners of the project, Renault aims to inspire these young people to develop safer and sustainable practices that benefit them, their peers, their families, and communities, and society at large.

### ■ How are these initiatives recognised?

Each year, an International Jury decides upon the 10 best contributions. The jury awards iPads and / or cash rewards to the winning classes to enable them and their teachers to organise further activities or to buy pedagogical materials.

All classes participating in the project are commended, and their students receive a diploma to acknowledge their efforts. Additionally, their initiatives are showcased on the **YOUR ideas YOUR initiatives** website and via the associated social media.

### ■ How long will the initiative last?

Each participating school commits to running the initiative for a scholastic year. The contribution must be received by the end of April. Renault continuously invests in developing the methodology and disseminating resources, with a view to creating longevity for the initiative.

### ■ What is the role of my Country Office?

Your role is simply to communicate internally and externally on the initiatives taking place in the schools in your area or country, to complement your Office's CSR and PR activities.

You may choose to use this opportunity to develop fruitful partnerships with participating schools, local authorities, media and other companies.

### ■ Are there any set criteria or obligations?

No. We encourage participants to make this project their own. We provide you with training, resources and support according to your requirements.

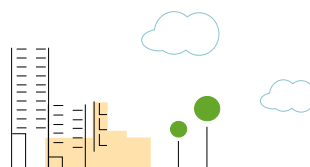
You decide on the level of involvement you wish to undertake with the participating schools, media, and public. You also determine to what extent you wish to communicate and promote the initiative through new or existing communications channels.

### ■ Where do I go for support and further info?

The P.A.U. Education team is on hand at every stage to support you and provide any info you need, from press releases, to communications kits, to liaison between your office and participating schools in your area or country.

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## 4. Frequently Asked Questions

■ **Will I receive training?**

We provide webinars to kick-off the project each year, connect interested parties from different Country Offices, and offer general guidance and support. Should you require further training, please contact us. If we receive similar enquiries from participating offices, we can schedule a further group webinar, or we will answer your queries personally via email or telephone.

■ **How do I set up the communications channels?**

You are welcome to use your office's existing website, publications and social media to promote the project. Should you require any assistance setting up new channels, please don't hesitate to contact us for support. You can also participate by commenting, posting or sharing on the project's existing social media channels.

Again, if you require assistance in going about this, we're only a phone call or email away.

■ **Am I expected to allocate a budget to the project?**

No. All it takes is a little time and passion for the project. We will provide you with all the support, materials and resources you need. Any financial investments will be minimal: the cost of a few phone calls or a visit to a local school.

■ **Will I be invited to any of the events?**

You are welcome to attend any of the events related to the project, at your prerogative and convenience. We'll keep you updated on what's happening at local, national and international levels.



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## 5 Looking Forward

### Where We're Headed

We're looking to build on the great results we achieved during the first years of **YOUR ideas** **YOUR initiatives** – with a little help from you.

More schools are joining every month, and we're working continuously to publicize the initiative and encourage more schools and Country Offices to get involved.

Your participation feedback and comments are vital to help us improve the methodology and impact of this worthwhile project.

### Forthcoming Events

#### The 2014 **YOUR ideas** **YOUR initiatives** International Contest

Following on from the success of the 2013 International Contest, this year's competition is now in full swing. Winners will be announced at the end of May 2014.

#### A New Year, A More Interactive Website

As the programme enters its third year, positive feedback continues to pour in from teachers and students worldwide.

To highlight the extraordinary efforts being carried out from classroom to community, we have launched a new, more interactive Your Ideas Your Initiatives website.

Teachers can now register their groups online and share their students' progress through social media. By clicking on "Submit Your Story", they can answer a series of questions about the ideas and initiatives. Once reviewed, the content is uploaded to the new website, along with any videos or photos representing the programme. Peers can then like, comment, exchange ideas and inspire others to join.

Updated educational materials are also available through the online resource centre. Teachers can download documents they can use to implement the project in the classroom and adapt their approach to best suit their students' needs.

#### Further info

<http://www.who.int/roadsafety/week/2013/about/en/index.html>

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### Why Help Renault Support the Decade of Action for Road Safety 2011-2020?

Now in its fourth year, the United Nations' Decade of Action for Road Safety 2011-2020 aims to reduce the forecast number of road traffic deaths around the world.

According to the Global Status Report on Road Safety<sup>3</sup>, traffic accidents claim the lives of nearly 1.3 million people every year, and injure 20–50 million more. If no action is taken, road traffic crashes are predicted to result in the deaths of around 1.9 million people annually by 2020.

The United Nations Road Safety Collaboration has developed a Global Plan as an overall framework for activities to take place in the context of the Decade. Many public figures have offered their support to the goals of the Decade.

The Road Safety Fund funds activities that contribute to the implementation of the national plans. The Fund raises financial contributions from corporations, the general public and other donors. Global and national corporate supporters are able to associate themselves officially with the Decade.

An estimated five million lives could be saved on the world's roads during the Decade.

#### Further info

#### UN Decade of Action for Road Safety

<http://www.roadsafetyfund.org/TagSymbol/Pages/default.aspx>



<sup>3</sup>WHO Global Status Report on Road Safety, 2009

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## 6 Resources and Further Reading

The official **YOUR ideas YOUR initiatives** website

<http://www.your-initiatives.safety-mobility-for-all.com/>

 facebook

<http://www.facebook.com/Yourinitiatives>

 twitter

<https://twitter.com/yourinitiatives>

 YouTube

<http://www.youtube.com/yourinitiatives>

### Contact Us

If you have any questions, comments, or feedback, or you wish to request further information or supporting materials, or to arrange a training session, please don't hesitate to contact us:

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