Campaign for Kids' Safety in the Cars

„Fasten Your Seatbelt on the Back seat" I - IV grade

Solvay Sodi Initiative

In partnership with:

SOLVAY
asking more from chemistry®

SOLVAY SODI

БЪЛГАРСКИ ЧЕРВЕН КРЪСТ

How it started

SOLVAY SODI

Facts

n 2015, in Bulgaria, more than 500 kids from 6 to 17 years of age were injured in car accidents. 50 of them died.

If the kids were with a seat belt, the victims would have been much less!

In the streets of Varna, we are observing that most of the adults/parents are wearing their seat belts in front of the car while, at the same time, their kids don't use it at the back!

First idea

Simply to distribute a postcard!



Protect what you have the most precious
Put your seat belt, put the seat belt to your kids too

SOLVAY
asking more from chemistry®

SOLVAY SODI

The initiative ...

Then,

- Numerous discussions
- Various ideas…brainstorming



The initiative, two main goals

Societal goal

Increase the safety awareness of kids in the cars, achieved by:

1. Educating the kids on the topic
2. Sensibilization of the society, and mainly the parents, on the significance of kids' safety

Internal safety goal

Increase the safety awareness of our employees through their direct participation to the initiative.

SOLVAY asking more from chemistry®

SOLVAY SODI

Educational Project

Concept

- Interactive presentation validated with Ministry of Education, Police,…
- Presented by volunteers – Solvay
- Duration ~45 min
- T-Shirt & postcard given to each kid



Educational Pilot Project in May 2016

- *4 schools in Varna, Devnya and Provadia*
- *130 students*
- *The Project was well accepted by the kids and their teachers*



SOLVAY asking more from chemistry®

SOLVAY SODI

Large-scale Campaign
„Fasten your Seatbelt on the Back seat"
OCT – NOV 2016

Objective 1: Educational, focused directly on the kids

- **15 000 kids** from 1st to 4th grade from 7 to 11 years of age
- **More than 50 schools in Varna**, Devnya, Provadia, Suvorovo, Chernevo, Beloslav
- **Support by institutions**: Regional Educational Inspectorate – Varna, Municipality Varna, Red Cross, Police
- **Support by partners:** Mikromet, Zheliazkov Eng., Nord, LFS, Devnya Cement, Societe Generale, TUI, Vivacom, Bulavto, Lion's Club, Cherno more Media, Darik Radio, Radio Varna, Dedal, Inner Wheel, our Retired personnel, our trade unions,..
- **Interactive presentation** "Fasten your seatbelt on the back seat" done by volunteers
- **230 volunteers** out of which more than **100 from Solvay** Sodi and affiliates
- **Training** of the volunteers done by Solvay
- Coordinators for the schools assured by Solvay
- Challenges related to logistics, transport, communication, coordination, ...

5 | 31/01/2017

SOLVAY asking more from chemistry®

SOLVAY SODI

Large-scale Campaign
„Fasten your Seatbelt on the Back seat"
OCT – NOV 2016

Most Important: the KIDS - 14 000



SOLVAY SODI

Large-scale Campaign
„Fasten your Seatbelt on the Back seat"
OCT – NOV 2016

Objective 2: Attracting the attention of the whole society (& parents)

- ***15 000 T-shirts, 70 000 post cards***



- ***Posters, billboards in Varna***
- ***Video screens***
- ***Radio spots, publications in the press***
- ***Reportages in the Local & National TV's***
- ***Facebook page:*** https://www.facebook.com/groups/**SeatBeltsVarna**/

7

SOLVAY asking more from chemistry®

SOLVAY SODI

Celebrating the success TOGETHER!!!



Gala concert on the 30th November in the Varna "Palace of Culture and Sports"

3500 kids and parents, enjoyed the performance of their favorite singers and dancers

8

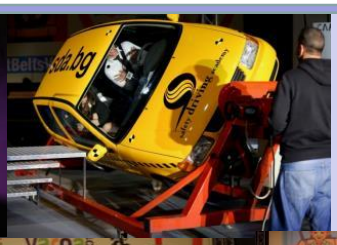
31/01/2017

SOLVAY asking more from chemistry®

SOLVAY SODI

Gala evening on the 30th November in Varna Palace of Culture and Sports





Miss Bulgaria Gergana Kirova and the racer Pavel Lefterov showing the importance of putting the seat belts







Show will be on Varna TV – 25.12.2016!

SOLVAY asking more from chemistry®

SOLVAY SODI

Media coverage of the Seat Belts Campaign



ПО ИНИЦИАТИВА НА „СОЛВЕЙ СОДИ"

Бизнес и институции подеха кампания за безопасно возене на децата

Two press conferences – on 17/10 and 30/11

More than 50 publications, incl. 3 TV reportages, audio clips on 2 popular radio channels, 2 targeted interviews, publications in national and local newspapers and sites





Хиляди деца от Варна и областта поискаха да са с колан на задната седалка

Инициатива на „Солвей Соди" за безопасност на децата в автомобилите

SOLVAY asking more from chemistry®

SOLVAY SODI

Extracts from Trud national and Cherno More local newspapers





Stoyan Pasev, District Governor of Varna: *"I am very glad that in our region we have companies like Solvay Sodi which carry out campaigns useful for the society, including so many children in towns and villages of the district of Varna. The only thing we can do is to learn from their good example. If even one child's life is saved, thanks to the initiative, this will be an impressive result."*

Iliya Raev, Chair of the Management Board of BRC – Varna: *"A movie with the message of the campaign "Fasten your Seat Belt on the Back Seat" will be presented in all district organizations of the Bulgarian Red Cross."*

SOLVAY asking more from chemistry®

SOLVAY SODI

SUCCESS of the initiative....

- Satisfaction to believe that we have contributed for something better for the society through direct involvement of our Solvay colleagues.
- Increased safety awareness of all Solvay Sodi and Affiliates' participants which will be beneficial for their work in the site.
- Collaboration and coordination among many people in our site but also with other external companies
- Solvay Sodi more recognized as a responsible and social innovative Company
- Devoted hard work from the heart of coordinators and volunteers
- Enthusiasm & overcoming numerous challenges
- Happiness and smiles when meeting the kids.. ....***our best reward***



SOLVAY asking more from chemistry®