

## CASE STUDY



A project of the Open Youth Institute for Research, Education and Development.

Main focus issue: to test an approach, to study the advantages and disadvantages and to develop a European model of making an informed choice on whether to organize a onetime volunteer action or a full scale volunteer campaign, given different circumstances and desired effect, built on peer-to-peer communication and promoting civic participation.





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## 1. Introduction

The aim of the project “Volunteer! ...through road safety.” was to test an approach, to study the advantages and disadvantages and to develop a European model of making an informed choice on whether to organize a onetime volunteer action or a full scale volunteer campaign, given different circumstances and desired effect, built on peer-to-peer communication and promoting civic participation. The project addressed not only the question “What is it to be a volunteer?” but it gave concrete answers on the more important ones: “Why to be a volunteer?” and “How to be a volunteer?”. To achieve that we used existing knowledge on which basis we generated new one in order to disseminate it at European level.

The main project activities were development of innovative information materials, implementing one time actions in Gramada and Zolder and a campaign of actions in ten more cities in Bulgaria, dissemination, media relations and evaluation.

During the project we performed trainings for young volunteer multipliers. The target group of the trainings was local youth leaders. The target group of the local actions and the project as a whole was the general public with a focus on young people.

The result is having a unique easily-transferable on European level methodology, based on real findings, to choose whether to organize a onetime event or a full scale campaign by making an informed choice, given one’s different circumstances and desired effect. In figures the impact is 12 successful local actions, 124 trained local volunteer multipliers, 2114 direct participants on the road safety project tools, 22 000 people directly informed by the paper information materials, 7 000 reached through Internet, 250 000 reached through media. The project was featured in 181 media articles and reportages.

## 2. Objectives

The specific objectives were:

- existing knowledge dissemination: The project partners’ experience was used to:
  - develop and use modern technologies for attracting the young people’s attention and focusing it to volunteer activities with large social impact, i.e. we developed special web space for the project, short cartoon movies and we used driving console and alcogoggles;
  - train 124 volunteer youth leaders in 12 trainings as multipliers in carrying out successful people-to-people actions;
  - involve directly 2 114 citizens in the twelve local field actions, organized by the volunteer youth leaders and reached at least 22 000 more through the paper materials distributed during them, 7 000 people through the website and 250 000 reached through media;
- knowledge generation: During the project we organized a one-time action in Bulgaria and another one in Belgium to test the transnational viability of the approach. Those were evaluated separately. The one-time event in Bulgaria served as a pilot action for a full scale ten actions campaign, carried out later in the project. TOP-25 as an independent project evaluator developed a method to assess the advantages and disadvantages of organizing either a one-time volunteer action or a full scale campaign. This included study visits during the field actions, questionnaires for the volunteers and for the participants and evaluation of the results – both qualitative and

quantitative. All findings served as a basis for producing an evaluation report and a multimedia presentation (enclosed to the report).

- new knowledge dissemination: Based on the findings TOP-25, together with the project partners, developed and disseminated a report with recommendations to their international network, describing the advantages and disadvantages of organizing either a one-time volunteer action or a full scale campaign, and what is best in different circumstances for organizations with different capacity. Furthermore a multimedia presentation was prepared and given during the 2011 European Youth Forum for Road Safety, organized by the European Commission, which took place between on 24th and 25th of November 2011 in Brussels. A sign of recognition was the fact that we could use one side of the project tent as a background of some of the Forum photos. The project was also presented during the European Year of Volunteering tour in Sofia between 24th and 26th of November, during the yearly meeting of Ministry of Education staff and during the Ceremony for Bulgarian Road Safety Awards 2011, where Open Youth won the prize for exceptionally active organization in the domain of road safety.

### 3. Target groups

The target group of the trainings for local actions organization is local youth leaders, aged 17 to 25. The target group of the local actions and the project as a whole is the general public with a focus on young people.

### 4. Team and key stakeholders

In the project there were representatives of the governmental (Municipality of Gramada – local level, Ministry of Health – national level) and volunteering sector (Open Youth<sup>1</sup> – national level, Sebaction – national level, TOP-25<sup>2</sup> – EU level):

- The project was managed by Mr. Daniel Vankov with the assistance of Ms. Ioana Iotova. He has a Bachelors and Masters in Finance from the University of National and World Economy in Sofia and a Master of Business Administration from the University of Cambridge. He is with “Open Youth” since its creation in 2001. So far he has coordinated many projects for the organization.
- For the purpose of “Volunteer! ...through road safety.” TOP-25 was represented by Mr. Sammy Van Craenenbroeck. He is the leading employee in TOP-25 actions and was very suitable for performing the project evaluation. He was supported by Mr. Axel Druart, president of TOP-25.
- Municipality of Gramada was represented in the project by Mr. Mihail Mitov. He has been a Deputy mayor of the municipality for more than four years and has a good understanding how the administrative procedures work. He was a valuable asset for organizing the one-time action in Gramada as he is well known by the local people and he was able to compose the right team of young volunteer multipliers to be trained at the spot.

<sup>1</sup> Presently “Open Youth” operates under the name “Open Youth Institute for Research, Education and Development”.

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- Ministry of Health was represented by Mrs. Vilia Velikova. She is a Head expert in the “Public health” directorate and works closely with the ministry network of regional branches, which was vital for the organization of the “Choose your way” campaign.
- Sebacktion was represented by Mrs. Astrid Leemans. She has a bachelor in speech therapy. She started working for Sebacktion in 8/2004. She coordinated the volunteer actions in Zolder.

## 5. Management and financing

The project was coordinated and managed internationally by Open Youth in its capacity as a leading partner. The project coordinator played a strategic role in meeting the objectives that have been set and in achieving results which can be useful and transferable at a European level.

1. The coordinator was in charge of managing the relationships with DG Communication for all the aspects concerning the project, including financial issues.
2. The other project partners were actively involved in this work package. Each appointed a representative, who was responsible for its share of activities.

The project was co-funded in the framework of the European Year of Volunteering 2011 as a flagship project for Bulgaria.

## 6. Pre-initiative research/data

“... 2009 saw 35 000 road deaths in the EU. Moreover, for every death, four people were permanently disabled, 10 sustained serious injuries and 40 suffered minor injuries as a result of traffic accidents; amounting to a total of 1 500 000 injured people” (August 2010, Newsletter 3, On the move for safer roads in Europe). Only for the European Union „The socio-economic cost of fatal, serious, minor injuries and taking into account intangible elements is estimated to be about 2% of EU countries' gross domestic product - around Euro 180 billion and twice the EU's annual budget.” (Socio-economic costs and the value of prevention, ec.europa.eu)

Road safety is a global problem with a strong impact on young people. “Every day just over 1000 young people under the age of 25 years are killed in road traffic crashes around the world. Road traffic injuries are the leading cause of death globally among 15–19-year-olds, while for those in the 10–14-years and 20–24-years age brackets they are the second leading cause of death.” (WHO, Youth and Road Safety report, 2007) Every day on the European roads die 25 young people.

During the European Youth Forum for Road Safety (EYFRS), held in the European Commission headquarters in Brussels on 1st and 2nd of July 2010, active youth organizations from all member states developed the concept of a common campaign, involving young volunteers, reaching out to the wide public and sending a concrete message. The present project built upon the existing experience of “Open Youth” generated during the implementation of its pilot action in the framework of this campaign which attracted more than 150 participants in four hours. We also used the volunteer involvement experience from the EACH funded HEROES project and the one from the long term cooperation between the project partners in the framework of the “Drive responsibly” campaign in Bulgaria.

## 7. Activities

The implemented activities are:

Activity 1. Project management

Activity leader: Open Youth, BG

The project was coordinated and managed internationally by Open Youth in its capacity as a leading partner. The project coordinator played a strategic role in meeting the objectives that have been set and in achieving results which can be useful and transferable at a European level.

1. The coordinator was in charge of managing the relationships with DG Communication for all the aspects concerning the project, including financial issues.
2. The other project partners were actively involved in this work package. Each appointed a representative, who was responsible for its share of activities.

Implemented activities: volunteer recruiting, organization of travel and meetings, accounting, internal and external communication.

Outcomes: Sound project management process allowing all activities to be implemented and the aims to be achieved; activities and financial reports.

Organizations involved: All partners

Venue: Sofia (BG), Gramada (BG), Brussels (BE)

Activity 2. Preparation meeting

Activity leader: Sebackion, BE

A preparation meeting was carried out from July 20th to 22nd, 2011. The meeting was attended by representatives of Open Youth (BG), Municipality of Gramada (BG), Sebackion (BE) and TOP-25 (BE). They discussed and developed the project strategy in details, including information materials, project logic, making first steps in defining the locations for the local actions, recruitment of local youth volunteers. Subsequently the Ministry of Health contact person was informed in details of the outcomes of the meeting and of decisions taken.

Implemented activities: partners presentations, overview of project activities and budget, proposal for internal monitoring system (activities and financial), presentation of the detailed activities per organisation.

Outcomes: agreement on detailed timely work plan with milestones for all project activities, approval of internal monitoring system, approval of communication plan, approval of a press release.

Organizations involved: Open Youth (BG), Municipality of Gramada (BG), Sebackion (BE), TOP-25 (BE)

Venue: Brussels (BE)

Activity 3. Development and production of information and communication materials

Activity leader: Open Youth, BG

During this activity the project information and communication materials were developed, produced or purchased and prepared for use during the local actions.

Implemented activities:

- development of web space, related to the project: <http://roadsafetyvolunteers.open-youth.org>
- production of project t-shirts;
- production of information cards;
- production of posters;
- production of notebooks;
- production of a tent with a stand plus separate banners for the local actions.

Outcomes: All project materials were ready for the local events.

Organizations involved: Open Youth (BG), Municipality of Gramada (BG), Ministry of Health (BG), Sebaction (BE)

Venue: Sofia (BG), Brussels (BE)

#### Activity 4. Implementation of one time actions

Activity leader: Municipality of Gramada

On August 25th, 2011 one time action was organized by Municipality of Gramada with the help of "Open Youth". On August 24th, 2011 11 young volunteers were trained to carry out the action. 56 people participated on the alcogoggles, 42 on the driving simulator and 39 filled in the questionnaire. Despite the comparative low figures, the action was accepted as a success given the small size of the town (officially 2 680 inhabitants). Unfortunately we did not have any media present on the event but it was highly appreciated by the local authorities as most of the staff, including the mayor himself, participated in the action.

In order to have more data for comparison and a proof to valorize finding in different cultural context, another action with similar parameters was organized by Sebaction in Zolder, Belgium on September 03rd, 2011. On September 02nd , 2011 3 young volunteers were trained to carry out the action. 94 people participated on the alcogoggles, 67 on the driving simulator and 54 filled in the questionnaire. There was one media present on the event.

Each event was developed for three days. The first day served as an orientation one. The action location was checked and a meeting with local partners was organized. During the second day two experienced trainers (from Open Youth in Bulgaria and from Sebaction in Belgium) trained the local youth leaders for volunteer multipliers, enabling them to successfully implement the next day action. On the third day the volunteer multipliers, supported by project partners youth workers, implemented the local actions.

Implemented activities: choosing suitable locations; arranging formalities with local authorities; recruitment of local youth leaders; organising of 2 trainings; training of youth leaders; carrying out 2 local actions; involving local participants on the project tools; informing other participants; working with local media.

Outcomes: 2 successful local actions, 14 trained youth leaders, 150 participants on the project tools (this number is derived from the participants on the alcogoggles in order to avoid double

counting despite the risk of omitting participants on the other tools who did not try the alcogoggles); 2 000 direct participants sensitized by the volunteer multipliers through the information and communication materials.

Organizations involved: Open Youth (BG), Municipality of Gramada (BG), Sebaaction (BE)

Venue: Gramada (BG), Zolder (BE).

#### Activity 5. Full-size ten-event campaign

Activity leader: Ministry of Health, BG

“Open Youth” and the Ministry of Health through its local branches organized a campaign of ten local actions in a row, starting on September 07th and finishing on October 06th, 2011. The campaign was carried out under the motto “Choose your way”. In this activity “Open Youth” used the experience, gathered in Activity 4, as one gained from a pilot action to better design and develop the campaign. The organization worked closely with the Ministry of Health to identify its ten best performing local branches, located in different major Bulgarian towns (out of 27), in which to implement the campaign. In each of the ten towns a team of four Open Youth representatives (two youth workers and two administrators) spent three days. The first day served as orientation one. The action location was checked and a meeting with local partners was organized. During the second day the team trained local youth leaders for volunteer multipliers, enabling them to successfully implement the next day action. On the third day the volunteer multipliers, supported by Open Youth and Ministry of Health, implemented the local action. During each action we worked with local media to popularise the initiative.

Implemented activities: choosing suitable locations; arranging formalities with local authorities; recruitment of local youth leaders; organising of 10 trainings; training volunteer multipliers; carrying out 10 local actions; involving local participants on the road safety tools; informing other participants, working with local media.

Outcomes: 10 successful local actions, 110 trained youth leaders, 1 964 participants on the project tools (this number is derived from the participants on the alcogoggles in order to avoid double counting despite the risk of omitting participants on the other tools who did not try the alcogoggles); 20 000 direct participants sensitized by the volunteer multipliers and the information materials (2 000 info cards per city). By city:

- Sofia (date of training: September 08, 2011; number of trained volunteers: 10; date of action: September 09, 2011; participants on the alcogoggles: 91; participants on the driving simulator: 42; filled-in questionnaires: 41; represented media: 18);

- Pernik (date of training: September 11, 2011; number of trained volunteers: 15; date of action: September 12, 2011; participants on the alcogoggles: 181; participants on the driving simulator: 72; filled-in questionnaires: 106; represented media: 4);

- Vidin (date of training: September 14, 2011; number of trained volunteers: 10; date of action: September 15, 2011; participants on the alcogoggles: 157; participants on the driving simulator: 99; filled-in questionnaires: 89; represented media: 4);

- Montana (date of training: September 17, 2011; number of trained volunteers: 10; date of action: September 18, 2011; participants on the alcogoggles: 165; participants on the driving simulator: 80; filled-in questionnaires: 88; represented media: 1);



- Vratsa (date of training: September 20, 2011; number of trained volunteers: 11; date of action: September 21, 2011; participants on the alcogoggles: 263; participants on the driving simulator: 85; filled-in questionnaires: 57; represented media: 3);
- Blagoevgrad (date of training: September 23, 2011; number of trained volunteers: 10; date of action: September 24, 2011; participants on the alcogoggles: 256; participants on the driving simulator: 68; filled-in questionnaires: 180; represented media: 4);
- Kyustendil (date of training: September 26, 2011; number of trained volunteers: 9; date of action: September 27, 2011; participants on the alcogoggles: 102; participants on the driving simulator: 58; filled-in questionnaires: 64; represented media: 11);
- Pazardjik (date of training: September 29, 2011; number of trained volunteers: 14; date of action: September 30, 2011; participants on the alcogoggles: 110; participants on the driving simulator: 58; filled-in questionnaires: 61; represented media: 4);
- Kardjali (date of training: October 02, 2011; number of trained volunteers: 10; date of action: October 03, 2011; participants on the alcogoggles: 192; participants on the driving simulator: 56; filled-in questionnaires: 89; represented media: 5);
- Haskovo (date of training: October 05, 2011; number of trained volunteers: 11; date of action: October 06, 2011; participants on the alcogoggles: 447; participants on the driving simulator: 78; filled-in questionnaires: 140; represented media: 6);

Organizations involved: Open Youth (BG), Ministry of Health (BG)

Venue: Sofia, Pernik, Vidin, Montana, Vratsa, Blagoevgrad, Kyustendil, Pazardjik, Kardjali and Haskovo (BG)

#### Activity 6. Internet dissemination campaign

Activity leader: Sebaction, BE

The dissemination activity played a vital role within the project, because the project aimed at reaching out and sending a positive message to as many potential volunteers as possible. From this point of view, the dissemination campaign represented the communication channel towards the target. To reach them we used web banners (4 different types) that were disseminated in popular websites, portals and social networks, often visited by young people, through one of the biggest web ads aggregator in Bulgaria - EasyAds. These banners provoke the youth people to visit the project website <http://roadsafetyvolunteers.open-youth.org> and to look for more information about the local actions.

Additionally 3 short cartoon movies were produced. They were uploaded on the project website, on YouTube (<http://www.youtube.com/openyouth>), on the websites of the European Year of Volunteering 2011 and of the European Road Safety Charter. Additionally they were disseminated through Facebook. The short cartoon movies answer each of the questions “What?”, “Why?” and “How?” to become a volunteer in a funny and memorable way so that we can attract the people’s attention. Their length is respectively 29, 51 and 50 seconds.

In order to get some more quality visits on the website, at the end of the project a Google campaign was launched, aimed at introducing the project for searches with concrete key words such as “European Year of Volunteering”, “volunteering project”, “road safety”, etc.

As a recognition for the project leader road safety activities, Open Youth was featured as the only Bulgarian organization in the United Nations Road Safety Collaboration: [http://who.int/roadsafety/nongovernmental\\_network/participants/bulgaria/en/index.html](http://who.int/roadsafety/nongovernmental_network/participants/bulgaria/en/index.html)

Outcomes: over 6 000 unique visitors of the project website and 1 000 viewers on YouTube

Organizations involved: Open Youth (BG), Municipality of Gramada (BG), Ministry of Health (BG), Sebackon (BE)

Venue: Bulgaria and Belgium

#### Activity 7. Media relations

Activity leader: Ministry of Health, BG

The project partners listed medias both on national level and on local one in the chosen cities for local actions. Those were contacted on regular basis to allow them to follow the development of the project and its results. A total of 61 media representatives personally came to the project local actions. There were a total of 181 media articles (166 positive and 15 neutral), comprised by Internet media (119), printed media (22), radio (23), television (14) and information agency (3). (Full media report is enclosed!)

Implemented activities: development of press-releases, listing of medias on national and local level.

Outcomes: publications in local and national media, 250 000 people reached through media

Organizations involved: Open Youth (BG), Municipality of Gramada (BG), Ministry of Health (BG), Sebackon (BE)

Venue: Bulgaria and Belgium

#### Activity 8. Evaluation

Activity leader: TOP-25, BE

The project envisaged the implementation of an integrated evaluation system foreseeing an INTERNAL EVALUATION (progress evaluation) + AN EXTERNAL EVALUATION (final evaluation) whose objectives were:

- to analyze the level of implementation of the working programme at each stage;
- to verify the achievements that could affect the implementation of each subsequent activity;
- to collect information about the effectiveness of the work in each partner's context.

Methods and actions

##### INTERNAL EVALUATION

In order to properly monitor activities, the Activity leader drew up two types of forms for all partners to periodically complete in order to collect all information required for the process evaluation (one for the actions coordinator and one for the project evaluator). The draft of process evaluation was agreed between the partners during the Kick-off meeting.

##### EXTERNAL EVALUATION

The Activity leader was charged with developing an evaluation method to be used during the local actions in order to study and record the feedback of the volunteer multipliers and the project participants. Thus two more forms were developed (one for the involved volunteers and one for the participants on the tools). The findings were used to develop and disseminate recommendations to the partners' international network, describing the advantages and disadvantages of organizing either a one-time volunteer action or a full scale campaign, and what is best in different circumstances for organizations with different capacity. Furthermore a multimedia presentation was prepared and given during the 2011 European Youth Forum for Road Safety, organized by the European Commission, which took place between on 24th and 25th of November 2011 in Brussels. A sign of recognition was the fact that we could use one side of the project tent as a background of some of the Forum photos. The project was also presented during the European Year of Volunteering tour in Sofia between 24th and 26th of November, during the yearly meeting of Ministry of Education staff and during the Ceremony for Bulgarian Road Safety Awards 2011, where Open Youth won the prize for exceptionally active organization in the domain of road safety.

A study visit on the field gave the project evaluator an opportunity to see in person how the project develops and is carried out. Mr. Sammy Van Craenenbroeck, as a representative of TOP-25, came to Sofia for a training (8th of September 2011) and an action (9th of September 2011) in order to gather personal impressions on the working process and on the achieved results.

Implemented activities: development of evaluation form; development of evaluation method.

Outcomes: 121 volunteer feedback forms, 1 008 participants feedback forms, regular internal feedback on the activities implementation; final external evaluation of the success of the project, recommendations on advantages and disadvantages of organizing either a one-time volunteer action or a full scale campaign, multimedia presentation.

Organizations involved: All project partners

Venue: Bulgaria and Belgium

#### Activity 9. Evaluation meeting

Activity leader: TOP-25, BE

At the end of the project on December 07th and 08th, 2011, the representatives of Open Youth (BG), Municipality of Gramada (BG), Sebackion (BE), TOP-25 (BE) met to discuss the project achievements.

Implemented activities: analysis of project development, discussion of project results, evaluation of project communication activities, instructions for final report (activities and financial), discussion of future project development.

Outcomes: decision about future activities development, decision about final reports.

Organizations involved: Open Youth (BG), Municipality of Gramada (BG), Sebackion (BE), TOP-25 (BE)

Venue: Sofia (BG)

## 8. Evaluation and results

In short during the project we achieved the following results:

- successfully organized local actions in 12 different location;
- 124 local youth leaders, trained as volunteer multipliers to organize those actions;
- 2 114 participants on the project road safety tools (this number is derived from the participants on the alcogoggles in order to avoid double counting despite the risk of omitting participants on the other tools who did not try the alcogoggles);
- 22 000 direct participants, informed by the project (counted on the basis of the distributed info cards).
- 1 008 participants in the actions gave us feedback on the basis of which the actions were evaluated.
- 61 journalists personally attended the actions. 181 media articles were registered.

The project envisaged the implementation of an integrated evaluation system foreseeing an INTERNAL EVALUATION (progress evaluation) + AN EXTERNAL EVALUATION (final evaluation) whose objectives were:

- to analyze the level of implementation of the working programme at each stage;
- to verify the achievements that could affect the implementation of each subsequent activity;
- to collect information about the effectiveness of the work in each partner's context.

Methods and actions

### INTERNAL EVALUATION

In order to properly monitor activities, the Activity leader drew up two types of forms for all partners to periodically complete in order to collect all information required for the process evaluation (one for the actions coordinator and one for the project evaluator). The draft of process evaluation was agreed between the partners during the Kick-off meeting.

### EXTERNAL EVALUATION

The Activity leader was charged with developing an evaluation method to be used during the local actions in order to study and record the feedback of the volunteer multipliers. Thus two more forms were developed (one for the involved volunteers and one for the participants on the tools). The findings were used to develop and disseminate recommendations to the partners' international network, describing the advantages and disadvantages of organizing either a one-time volunteer action or a full scale campaign, and what is best in different circumstances for organizations with different capacity. Furthermore a multimedia presentation was prepared and given during the 2011 European Youth Forum for Road Safety, organized by the European Commission, which took place between on 24th and 25th of November 2011 in Brussels. A sign of recognition was the fact that we could use one side of the project tent as a background of some of the Forum photos. The project was also presented during the European Year of Volunteering tour in Sofia between 24th and 26th of November, during the yearly meeting of Ministry of Education staff and during the Ceremony for Bulgarian Road Safety Awards 2011, where Open Youth won the prize for exceptionally active organization in the domain.

A study visit on the field gave the project evaluator an opportunity to see in person how the project developed and was carried out. Mr. Sammy Van Craenenbroeck, as a representative of TOP-25, came to Sofia for a training (8th of September 2011) and an action (9th of September 2011) in order to gather personal impressions on the working process and on the achieved results. (For more details, please, consult the enclosed evaluation report!)

At the end of the project on December 07th and 08th, 2011, representatives of Open Youth (BG), Municipality of Gramada (BG), Sebaction (BE) and TOP-25 (BE) met to discuss the project achievements.

## 9. Sustainability and next steps

On EU level “Volunteer! ...through road safety.” can achieve a very important impact on the volunteer sector, because in practice it conducted a small scale cost-benefit comparative analysis on single actions and on a campaign composed by a series of actions. It also looked at the issue from an intercultural point of view, doing the study not only in one EU member state. The project evaluator, TOP-25, consolidated its findings into an evaluation report and disseminated the results through its international network.

On Bulgarian national level the project had an important impact on the volunteer sector because it built capacity to motivate and involve volunteers in civic activities, reaching a substantial number of people. At the end of the project we had 121 trained and experienced Bulgarian volunteer multipliers who are able to continue independently or in teams to work as volunteers on issues of civic interest. Furthermore the project reached tens of thousands of citizens with concrete messages and personal examples, showing them all aspects of volunteering as an active citizens’ position. To reach them we used web banners (4 different types) that were disseminated in popular websites, portals and social networks, often visited by young people, through one of the biggest web ads aggregator in Bulgaria - EasyAds. These banners provoke the young people to visit the project website <http://roadsafetyvolunteers.open-youth.org> and to look for more information about the local actions.

On global level as a recognition for the project leader road safety activities, Open Youth was featured as the only Bulgarian organization in the United Nations Road Safety Collaboration: [http://who.int/roadsafety/nongovernmental\\_network/participants/bulgaria/en/index.html](http://who.int/roadsafety/nongovernmental_network/participants/bulgaria/en/index.html)

Additionally 3 short cartoon movies were produced. They were uploaded on the project website, on YouTube (<http://www.youtube.com/openyouth>), on the websites of the European Year of Volunteering 2011 and of the European Road Safety Charter. Additionally they were disseminated through Facebook. The short cartoon movies answer each of the questions “What?”, “Why?” and “How?” to become a volunteer in a funny and memorable way so that we could attract the people’s attention. Their length is respectively 29, 51 and 50 seconds.

Furthermore a multimedia presentation was prepared and given during the 2011 European Youth Forum for Road Safety, organized by the European Commission, which took place between on 24th and 25th of November 2011 in Brussels. A sign of recognition was the fact that we could use one side of the project tent as a background of some of the Forum photos. The project was also presented during the European Year of Volunteering tour in Sofia between 24th and 26th of November, during the yearly meeting of Ministry of Education staff and during the Ceremony for Bulgarian Road Safety Awards 2011, where Open Youth won the prize for exceptionally active organization in the domain.



By cross-fertilizing the message of volunteering with a concrete example of an issue of global importance (road safety) many people became interested in the concept and its potential civic impact on all levels. E.g. we had preliminary talks to proposing improvement in the Bulgarian legislation in order to introduce our work concept as a part of the process of acquiring a driving license. On the top of that the project findings have very practical implication for many European organizations because they give recommendations, describing the advantages and disadvantages of organizing either a one-time volunteer action or a full scale campaign, and what is best in different circumstances for organizations with different capacity.

In other EU Member States, the transferability of the “Volunteer! ...through road safety.” volunteer involvement model is guaranteed thanks to the already wide-geographical scope of the project partners and positive impact of the volunteer activities to the local society. The results and findings obtained via our project resulted in the creation of the project European model and constitute a precious asset to share with actors who might not have had the chance to be active in such initiatives but who are willing to pursue the same goals. Not only can the useful information, gathered through the project on our website, still be used after the end of the project, giving sustainability to the project, we also shared the evaluation report and products, so that they can be easily adapted to every EU language.

The project beneficiaries are a good base for sustainability, too. We estimate the number of beneficiaries to be 281 238 which includes 7 000 Internet visitors, 250 000 reached through media, 22 000 people received the project information card during the local actions, further 2 114 participated on the project road safety tools, seeing in person the added value of a volunteer action, and the 124 volunteer multipliers themselves.

The follow-up of the project was guaranteed from the beginning by the future of both the “Open Youth” volunteer campaigns in Bulgaria and the European activities of TOP-25. For example the two organizations worked in the framework of another project: ACCORD, supported by the “Youth in Action” Programme, Action 3.2, which aimed to put the first brick of the bridge for long term cooperation of EU and Chinese youth organizations in the road safety and accident prevention field, built on peer-to-peer communication and promoting civic participation. This way the experience from “Volunteer! ... through road safety” was transferred not only in Europe but also in China. Since now we have the developed methodology of cross-fertilizing the message of volunteering with a concrete example of an issue of global importance (e.g. road safety), we went to easily transfer and adapt it to other local settings, such as the ones in ACCORD project. On EU level the follow-up was, is and will be achieved by sharing the project findings with other active organizations (e.g. the participants in the European Youth Forum for Road Safety) who will be able to make an informed choice whether to organize a onetime action or a full scale campaign, given one’s different circumstances and desired effect. Project examples are:

- Road Safety Advocates (RSA)

Aimed at using the developed-over-the-years’ experience and tools in the field of road safety, so that with optimized costs to reach maximum audience, covering all Bulgarian counties through road safety audits. Subsequently 10 of them will be included in a road safety campaign. The project is built on an innovative approach “competition of initiatives” aimed at actively involving at least 336 young people through balanced support and motivation on different project stages. Through the project activities we will develop capacity on local level to form quality messages and transfer them to the democratically elected institutions on local, regional and national level. YOUTH IN ACTION, Action 1.3 – <http://rsa.open-youth.org>





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- Local Innovative adVentures to Ensure quality in youth road Safety promotion (LIVES)

Aimed at fostering cooperation and exchange of youth-friendly tools and approaches in the road safety interventions domain between project partners in Eastern Europe. YOUTH IN ACTION, Action 4.4

- Unveiling European Union citizenship rights through Powerful messages, Developed in Attractive Technological Environment (UPDATE)

Aimed at developing a genuine comics book, explaining to the young people in an interesting and understandable way their basic EU rights and how they can appeal to the European Ombudsman, and at adapting it to the world of mobile devices using AppStore platform as a pilot as it holds 75% of that market. EUROPE FOR CITIZENS, Action 2.3 – <http://update.open-youth.org>

and...

- Involvement and Motivation for Participation of Active young Citizens to stand for Traffic safety (IMPACT)

Aimed at boosting international efforts to save young lives on the road by exchanging information and sharing good practices, providing a platform for long-term targeted impact through a list of exceptional players in the road safety and accident prevention field from Europe, Asia and Latin America. The project will foster improvements in awareness raising with focus on the most vulnerable road users (youth, cyclists, children, etc.) and will build better methodology through cross-fertilizing intercontinental experience.

