

GLOBAL ROAD SAFETY FILM FESTIVAL

Global Forum for Road
Traffic Safety (WP.1)

24 September 2021



Global Road Safety Film Festival 2022

- 8th Edition of the Global Road Safety Film Festival "*For a smart and safe mobility*"
- An organization of The Foundation Laser International (LIFE), in collaboration with The UN Road Safety Found (UNRSF) and the United Nations Economic Commission for Europe (UNECE)
- In February 2022 (dates TBC), back-to-back with the 75th Inland Transport Committee Anniversary (84th session), organized by the Sustainable Transport Division of UNECE
- Audience: UN Member States and partners, political leaders, participants to the 75th ITC Anniversary, organisations for road safety, young people, general public



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Our ambitious goals

- number of films to be received: 300
- number of countries participating to the film competition: 80
- number of partners to be involved: 50

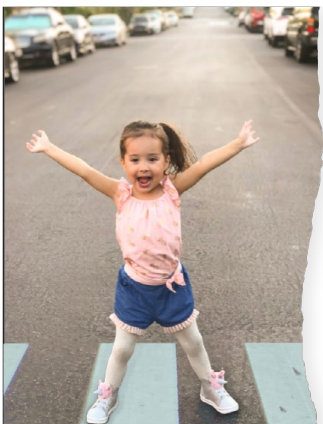


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OBJECTIVES

- Promote increased engagement in **road safety cooperation** at the global, national and local levels and join forces to stress the importance of reducing deaths and serious injuries globally
- **Raise awareness** of road safety issues, particularly for **young generations**
- **Advocacy for global, national and private investments** in the field of road safety to promote greater mobilization of funds for road safety, including for the **UNRSF**
- **Promote United Nations road safety legal instruments** and encourage activities on road safety legal instruments in **low and middle-income countries**
- **Visibility: promote the activities and work of LIFE, UNRSF, UNECE and partners**



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AGENDA

February 2022, Palais des Nations, Geneva
back-to-back with the 75th ITC Anniversary

1st day

- 9.30-10.00 : Opening ceremony, Welcoming statements, presentation of the Moderator and Jury
- 10.00-13.00 : Best films screening
- 13:00-15.00 : Lunch break
- 15.00 -18.00 : Continuation of best films screening

2nd day

- 13.00- 15.00 : Award ceremony-Cocktail
- 15.00-16.00 : Press Conference



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Award-winning films screening

- ✓ Women Film Prize hosted by the Pan-African Film & TV Festival of Ouagadougou (FESPACO) , March 2022 (TBC)
- ✓ Forum of Mayors, Geneva, Switzerland, 4-5 April 2022 (TBC)
- ✓ Festival du Court-Métrage de Bruxelles, Belgium, 20-30 April 2022 (TBC)
- ✓ European Development Days, 14-15th June 2022 (TBC)
- ✓ SDGs Film Festival February 2023 (TBC)

SELECTION OF THE BEST MOVIES

The Jury

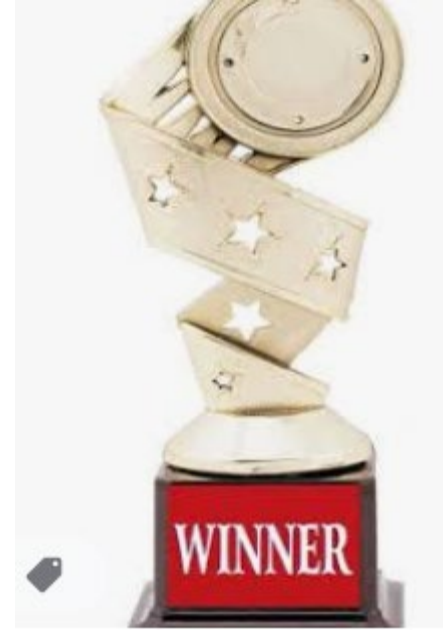
A selection Committee, composed of Experts of Road Safety and Professionals of cinema, will nominate the films for short-listing to be shown during the public screening on the first day of the Festival. The Selection Committee will evaluate the films on the basis of explicit criteria:

- Intrinsic qualities (clarity and relevance of the message to the target adaptation, quality and originality of the script)
- Technical qualities (sound, sound design, image editing)

The Public Award

One "Public Award" will be decerned for the category "Moments2Live4".

An online poll / vote system on UNRSF social media profiles will give the public the opportunity to participate in the selection of the best films.



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AWARD CATEGORIES

- **The first-best Road Safety Film – 1st award**
- **The second-best Road Safety Film – 2nd award**
- **The third-best Road Safety Film – 3rd award**

- **Thematic awards:**
 - ✓ The Youth Prize- for young filmmakers
 - ✓ “Moments2live4”-Public Prize- with online voting (linked to the UNRSF global campaign for road safety)
 - ✓ Best film for women and road safety
 - ✓ Best film for no speeding
 - ✓ Best film against drink-and-drive or drive under the influence of drugs
 - ✓ Best film for good quality helmet or seat-belt wearing
 - ✓ Best film to protect children on the road
 - ✓ Best film addressing distracted driving

- **Specific awards by language** could also be attributed

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SUBMIT
YOUR
FILM

DEADLINE

January 21st 2022

WHO?

road safety stakeholders,
public sector, private com-
panies, agencies, NGOs, uni-
versities

WHAT?

Video relating to road safety
and sustainable mobility, and
produced for education, train-
ing, communication, promo-
tion of engineering, urbanism
and innovations for safe and
secure mobility.

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CALL FOR MOVIES

Launch on the 8 October 2021

PARTNERSHIPS



- Partners of the Festival should include Member States, international organizations, companies from a wide range of industries, multilateral development banks, international finance institutions, foundations, academia and research institutes, NGOs, youth organizations, etc.
- **Partnership packages:**
 - ✓ *\$5,000 (Associate partner)= logo + role in the award ceremony*
 - ✓ *\$15,000 (Official partner)= logo on the festival which will be worldwide broadcasted + prize named in honour of the donation*
 - ✓ *\$50,000 (Premium partner)= logo + prize + website visibility + membership on jury and role in opening or award high level session*



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WE NEED YOUR SUPPORT!

- ✓ SHARE THE CALL FOR MOVIES ON YOUR SOCIAL MEDIA PROFILES
- ✓ BECOME A SPONSOR OF THE FESTIVAL
- ✓ VOTE ONLINE FOR THE PUBLIC AWARD

How?

- Follow the Festival on the UNRSF Twitter account https://twitter.com/UN_RSF
- Ask for the case for support to the Festival to:

LIFE- Robert TROTTEIN, President Laser International Foundation (LIFE) contact@roadsafetyfilm.com



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Thank you !

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