EuroNet.cz

EXCELLENCE IN ROAD SAFETY AWARDS

EuroNet.CZ, spol. s r.o.

Euronet.cz is based in Prague (Czech Republic). Its main activity is the organisation of educational, cultural and social actions and audiovisual production.

Our commitment

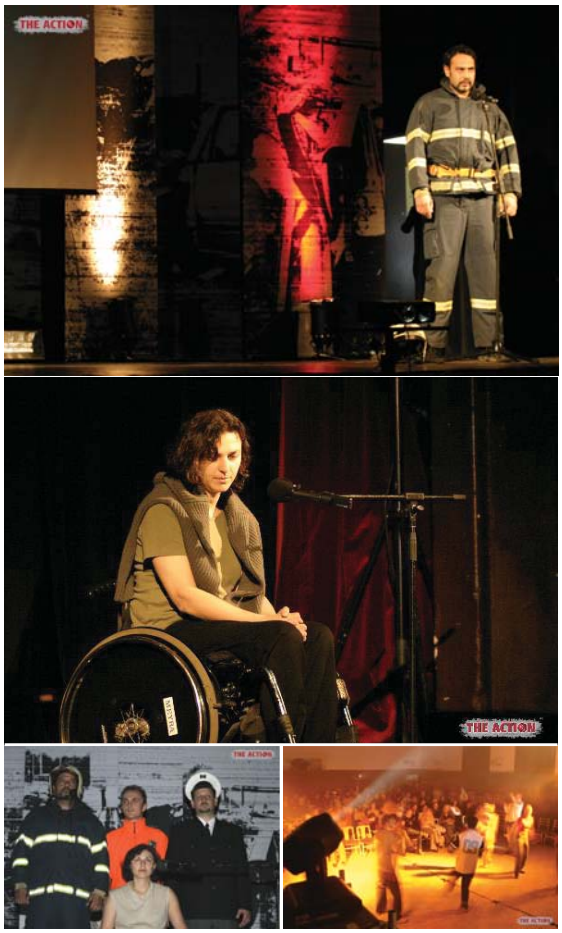
We aim to raise awareness among young drivers and thus contribute to reducing the number of road accidents resulting from: drinking and driving, overestimating one's abilities, distractions behind the wheel, and road rage among young drivers. In order to achieve this goal, over the next three years, we will continue and expand our multimedia show, The Action.

The Action is a show that targets young people (15- to 24-year-olds) in particular, and shows the consequences of an accident; these affect not only the victim, but also those around him or her. The project was inspired by a Dutch show and has been adapted for audiences from former Communist countries. In order to make the show more attractive for young people, we have enriched it with choreographies based on modern disco music.

On a financial level, we work with the Ministry of Transport, the insurance company of the Ministry for the Interior and Autoclub Czech Assistance.

On an organisational level, we work with municipal and regional authorities. Representatives from all sectors involved in the integral assistance system (firemen, police officers and health workers) are involved in the show. From 2008 onwards, the Czech police force will participate in the project.

Between now and 2011, we aim to raise awareness among 120,000 young people in the Czech Republic. We will organise 75 shows a year over 25 days in 25 different cities. We aim to offer the show to the 12 new member states of the European Union.



Company | User behaviour
Czech Republic