

Nicosia, 8 November 2016

Short Video Competition for Traffic Safety

The European Commission will launch a short video competition targeting youth aged 18-30 to highlight the importance of traffic safety and to raise awareness amongst youth about preventative measures. The traffic safety video competition is organized by the EU Infopoint in collaboration with Traffic Accidents Prevention Association, Traffic Department and TRAKAYAD. The launch of the competition will take place on **Friday, 11 November 2016 from 10:30 – 12:00** at the EU Infopoint. Interested individuals may submit their videos until Monday, 9 January 2017. The jury members are Assist. Prof. Hüseyin Sevay, Assist. Prof. Yetin Arslan, Dr. Mehmet Avci, Mehmet Ekin Vaiz, and Yeliz Shukri, who are representatives of partner organizations and experts from the field of video/film production.

The aim of the competition is to raise awareness on the importance of traffic safety and on the main causes of traffic crashes and how to prevent them by encouraging young people to reflect on traffic safety and to think about preventative measures and messages. Some reflection questions could include “What will I do to help save lives in traffic?” or “What will I do to help save lives and prevent serious injury in traffic?” “What can others do?” or “What needs to be done?” The format of the videos can be, but not limited to, animation, selfie, documentary, public service announcement or fiction. The duration will be maximum 2 minutes.

The launch event aims to inform potential participants, and encourage them to participate in the competition. A video workshop for individuals who would like to improve their video production skills and better understand the theme of traffic safety, will be organised on Thursday, 24 November 2016 at 15:00 at the EU Infopoint. Participation in the workshop is free and interested participants can register by 22 November, 2016 or receive further information by calling the EU Infopoint on 228 2577 or email info@abbilgi.eu.

The competition prize ceremony will take place on Friday, 13 January 2017. First, second and third winners will be awarded a prize. The prizes are; 1st place: Laptop, 2nd place: Digital Camera, 3rd place: Video Camera.

Background:

European Road Safety Day (ERSD) is an initiative by the European Commission to promote best practices among EU member states on road safety issues. It has been held every year since 2007.

The European Commission has adopted an ambitious Road Safety Programme which aims to cut road deaths in Europe between 2011 and 2020. The programme sets out a mix of initiatives, at European and national level, focusing on improving vehicle safety, the safety of infrastructure and road users' behavior.

Interested individuals can get more information on these events on the EU Infopoint Facebook page [f/abbilgi](https://www.facebook.com/abbilgi) or by contacting the EU Infopoint: info@abbilgi.eu, 228 2577 and 11A Hasene Ilgaz Sokak, Köşklüçiftlik Nicosia.

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