



European Night Without Accident



Polish Spirits Industry Designated Drivers #On-trail
#On-trail

Objective

To reduce the number of alcohol-related road accidents involving young drivers.

Description

The Polish Spirits Industry supported the pan-European campaign which promotes the designated driver concept until 2018. In 2010 and 2011 it was held in conjunction with Don't Drink and Drive, an initiative run by ZP PPS. The campaign revolved around:

- Young volunteers visited nightclubs across the country on the third Saturday of October.
- Bracelets were distributed to registered designated drivers to prove their commitment to undergo a breathalyser test before leaving. If the test was negative, they were rewarded a gift. If positive, volunteers encouraged them not to drive or to entrust a sober friend to drive.

Partners

Foundation Krzys (Safe Driver Foundation); Responsible Young Drivers; National Road Safety Council; National Police Headquarters and The European Commission

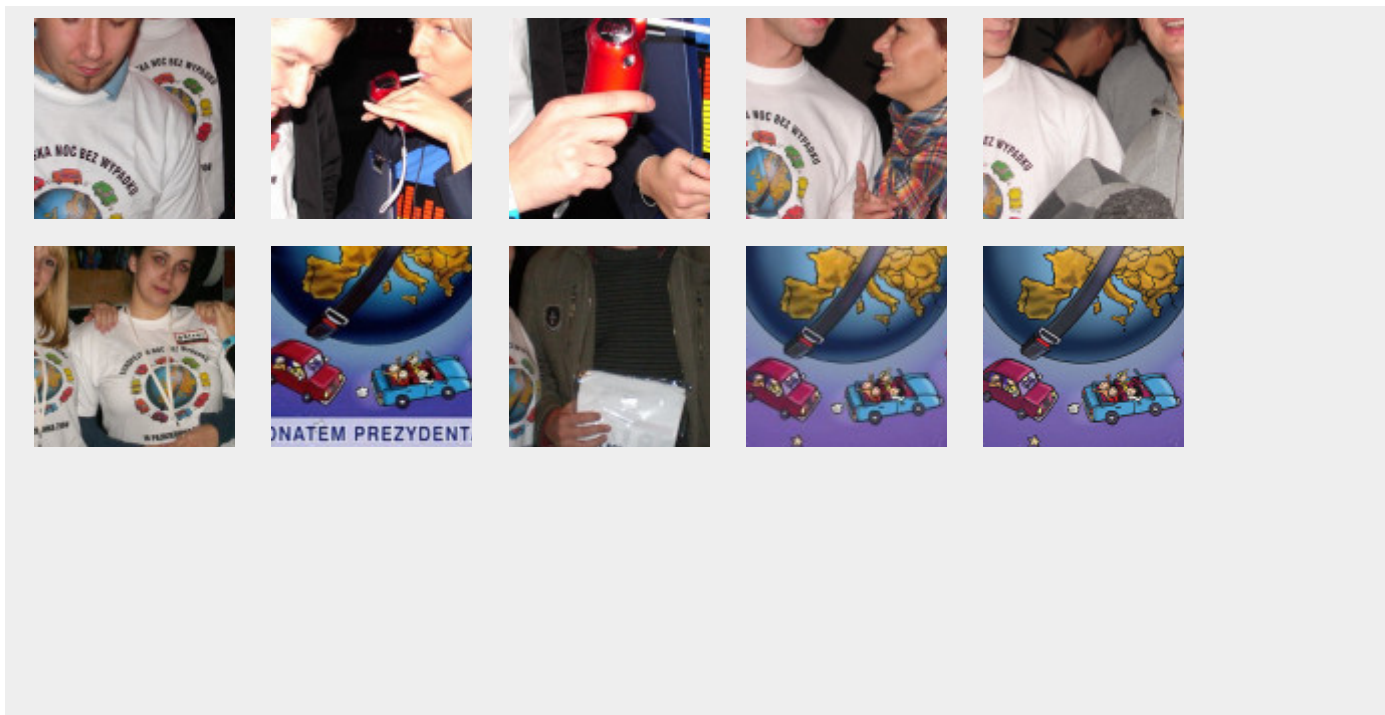
Results

In 2018 it took place on 21 October in 31 clubs in 24 cities with over 150 volunteers. In 2017, it took place on 21 October in 30 clubs in 23 cities with over 150 volunteers. In 2016 it took place on 15 October in 37 clubs in 27 cities with over 150 volunteers. In 2015 it took place on

17 October in 42 clubs in 39 cities with over 150 volunteers. In 2014 it took place on 18 October in 42 clubs in 36 cities with over 150 volunteers. In 2012 it took place on 20 October in 40 clubs in 35 cities with over 130 volunteers.

Downloads

Photo gallery



Documents

Poster (pdf - 0.41 Mo)

kartka_front (pdf - 0.69 Mo)

Short summary of actions done with KRZYS in 2008 (pdf - 1.08 Mo)