

# Corporate Social Responsibility

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## Budget report on implementation of Avtotrezvost project in 2018 and plans for 2019

February 2019



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# Avtotrezvost project at glance

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## About Avtotrezvost

Industry-specific social project, launched in 2013 by 7 members of ABC in partnership with the Moscow State Automobile and Road Technical University (MADI)



## Big idea

To combat drink-driving among future drivers (students of driving schools) by developing their informed and conscious choice not to combine alcohol and driving



## Main tool

Implementation of educational module on responsible driving in the program of driving schools that combines both theoretical and practical parts



# Production of equipment & handouts for driving schools

Our initial and essential area of project development is implementation of training module on responsible driving in the program of driving schools. The module is divided in two parts:

## Theoretical part

Methodological materials, educational videos and presentation



## Practical part

Special exercise with fatal vision glasses, that imitate alcohol impairment



# First joint campaign with retailers

In April 2018, the project went beyond classrooms. The visitors of shopping centers were invited to move in a straight line wearing "fatal vision" glasses. The key message was the following: "Even a simple exercise is hard to perform after alcohol consumption, not to mention driving. Please, don't ever drink and drive!"



## Key results:

13 shopping centers  
1417 participants  
279 publications in social networks



501 participants  
3 shopping centers  
99 publications in social networks

## Expenses included:

- ✓ Training of promotional staff
- ✓ Wages of promotional staff
- ✓ Equipment for exercise with VR glasses
- ✓ Gift for completing the exercise
- ✓ Leaflet of responsible driver



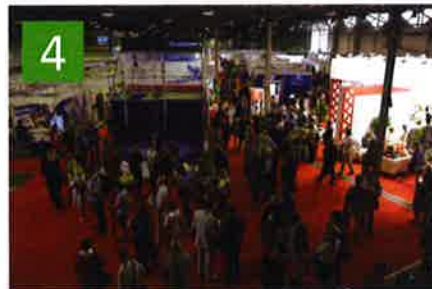
# Methodology Center: coordination of federal activities

Methodology Center (MC) is based on The Moscow State Automobile & Road Technical University (MADI) and includes experts from the above-mentioned university and National Association of Driving Schools. Its main role consists in coordination of the project activities among all participants, strategy development, stakeholder engagement and scientific & methodological works.

## Expenses included:

- ✓ Wages of MC staff
- ✓ Organization of events (1) and round tables for stakeholder engagement (2) at the federal level
  - + see the examples of stakeholder engagement in 2018 on slide 11
- ✓ Participation in federal exhibitions (3, 4)
- ✓ Support activities (e.g. website maintenance)

Festival "Well-being and safety" in Sokolniki park in Moscow



Round table at Russian Union of Industrialists and Entrepreneurs on the results of the project in 2017

Exhibition "Well-being of the nation" at Old Merchant Court in Moscow



Participation in safety event for students "Crash course" at the Lomonosov MSU



# Implementation of the project in Moscow and Moscow region

Moscow is our key region of project implementation, together with Moscow region that joined Avtotrezvost in November 2018.

## Expenses included:

- ✓ Organization of training for new driving schools' teachers that joined the project
- ✓ Organization of feedback sessions for experienced teachers to maintain their participation in the project
- ✓ Organization of Round table for officials and directors of driving schools to launch the project in Moscow region
- ✓ Distribution of hardcopies of methodological materials and flashcard with materials for the lesson
- ✓ Handouts (notebooks, pens, folders, etc.)

As educational module is implemented voluntary by teachers in driving schools, in 2018 we decided to introduce pilot **motivation program** in Moscow.

- ✓ Choose the most active teachers by the number of conducted Avtotrezvost lessons and learner drivers trained
- ✓ Award them with tablets on Android with uploaded set of programs for driving schools



25 auto-schools' teachers of Moscow region passed the training and got Higher Qualifications IDs, qualifying them to teach Avtotrezvost module at driving schools



12 auto-schools' teachers in Moscow were rewarded with tablets

# Events and communications activities (1,

**Round table with key stakeholders at RUIE on the results of the project in 2017**



**Open lecture in Impact Hub, platform that supports SME, made by members of ABC CSR WG**



**Mentioning of Avtotrezvost project in radio broadcasts on the occasion of Russia's Driver's Day**



**[October 26 at 10:40]**



**[October 29 at 7:20]**

**Interview for communication platform "Plus One" that discloses best practices in CSR**



**Трезвость рулит**

Социальный проект «Автотрезвость» с 2013 года занимается профилактикой нетрезвого вождения. Разработанный специалистами учебный модуль входит в программы более чем 230 автошкол в 15 регионах страны. Проект реализуется компаниями-членами Комитета производителей алкогольной продукции и несколькими пивоваренными компаниями. Методическую поддержку ему оказывают Московский автомобильно-дорожный государственный технический университет (МАДИ) и Национальный союз автомобильных школ. Куратор социальных проектов Комитета производителей алкогольной продукции Елена Новожилова рассказала, как воспитывать у автомобилистов ответственное отношение к употреблению спиртного, и зачем бизнесу участие в «антирекламе» своей продукции.

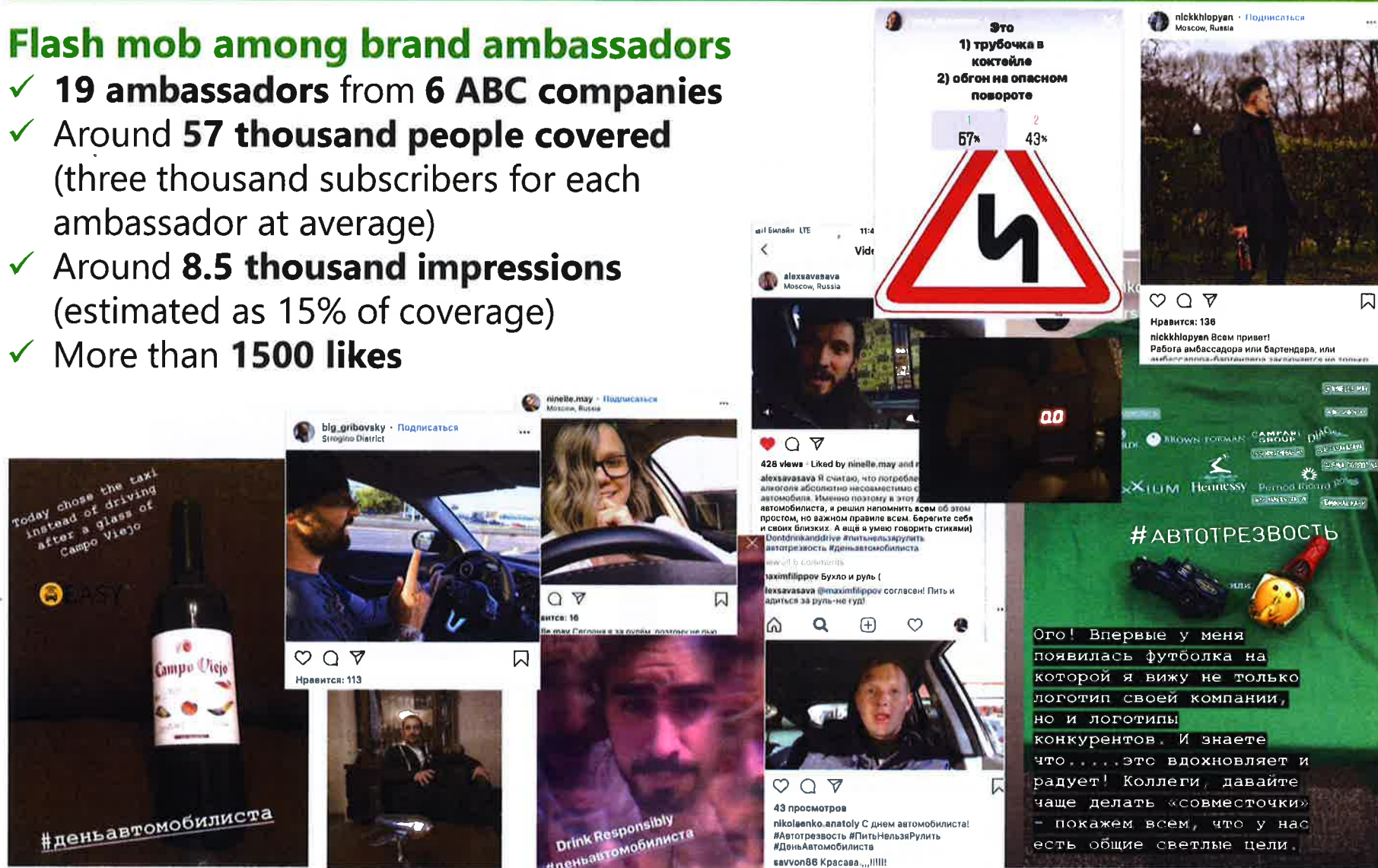




# Events and communications activities (2)

## Flash mob among brand ambassadors

- ✓ 19 ambassadors from 6 ABC companies
- ✓ Around 57 thousand people covered (three thousand subscribers for each ambassador at average)
- ✓ Around 8.5 thousand impressions (estimated as 15% of coverage)
- ✓ More than 1500 likes



# Stakeholder engagement in 2018



**Mr Trotsak**, head of Continuing professional education department of Ministry of Education, responsible for driving schools, present at our road table on the results of the year 2017



**Ms Visotskaya**, Head of propaganda department of Moscow police, giving her speech during Crash course at Lomonosov MSU, organized by our MC



**Mr Kondratiev**, adviser for Federal Target Program on Road Safety Improvement, included our materials in information package for preparation of implementation plan of RS Strategy 2018-2024



**Mr Komkov** and **Mr Shamonov**, representatives of regional Ministry of transport and transport police, attended the Round table



Our methodological materials distributed on Government Commission on Road Safety, led by Deputy Prime Minister and Chairman of the RF, **Mr Akimov**

Secretariat of **Mr Salagai**, Deputy Minister of Ministry of Health, called ABC Office to announce they will come back with the MH official to attend.

By all standards, this is out of the ordinary. MH never meets with alcohol industry representatives, or participates in their events.

# Our plans for 2019

## Our ambition

- a) to integrate the module as **mandatory or recommended** into the program of Russian driving schools
- b) to **raise awareness of drink-driving risks** among Russian population through educational campaigns

## Key pillars

### 1. Implementation of educational module in driving schools

- ✓ Intensification of its implementation in Moscow and Moscow region, our two key regions  
**Ongoing**
- ✓ Extension of motivation program for teachers of driving schools to include Moscow region  
**Ongoing**
- ✓ Creation of online training for teachers of driving schools to enlarge the scope of the project  
**New**
- ✓ Launch of the project in Saint-Petersburg, another region of our interest, not to let brewers to take over it  
**New**

### 2. Engagement of key stakeholders from government bodies

- ✓ Mapping the key stakeholders in Ministry of Education to work with using MADI's networks in the Ministry  
**New**
- ✓ Participation in 3-5 large federal conferences and exhibitions, significant for Ministry of Education and Ministry of Health  
**Ongoing**
- ✓ Organization of ABC round tables with the participation of key persons of our interest  
**New**

### 3. Extension of existing and creation of new partnerships

- ✓ Continuation of joint campaigns with retailers  
**Ongoing**
- ✓ Implementation of joint actions with representatives of transport industry:
  - car sharing
  - taxi**New**
- ✓ Organization of 3-5 open lectures in top-10 Russian universities  
**New**
- ✓ Engagement of new sponsors, including from:
  - car industry
  - insurance**New**

### 4. Assessment of project efficiency

- ✓ Research on correlation between drunk driving accidents and drivers, who passed our educational module  
**New**
- ✓ Participation in the contest of CSR projects  
**New**