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Euro-Bob 2006-2007

Pan European Designated Driver Campaign

Project details	
Domain	Training, education and campaigns
Duration	from 1/09/2005 until 28/02/2007
Website	http://www.ibsr.be/eurobob
Other sources	 Campaign 2006 : Final Report (5,3 MB)

This campaign is based on the principle of the designated driver concept: the designated driver is the person who does not drink when he has to drive and who drives the rest of the party home safely.

The general objective of this project is to insist on the fact that drinking and driving do not mix, to make people aware of the dangers of alcohol behind the wheel and to make drink driving socially unacceptable.

Coordinator

- [Belgian Road Safety Institute](#) (BE)

Partners

- [Austrian Mobility Research](#) (AT)
- [Forum PSR](#) (CZ)
- [Goda Foreningen Gode Alkoholdninger](#) (DK)
- [La Prévention Routière](#) (FR)
- [Deutscher Verkehrssicherheitsrat e.V.](#) (DE)
- [Centre for Research and Technology Hellas](#) (GR)
- [Hungarian Association for Responsible Alcohol Consumption](#) (HU)
- [Mature Enjoyment of Alcohol in Society](#) (IE)
- [SIPSiVi - Italian Society of Road Safety Psychology](#) (IT)
- [Fundacja KRZYS](#) (PL)
- [Associação Nacional de Empresas de Bebidas Espirituosas](#) (PT)
- [Fundacion Alcohol y Sociedad](#) (ES)
- [VTI - Swedish Road and Transport Research Institute](#) (SE)
- [3VO - Verenigde Verkeersveiligheidsorganisatie](#) (NL)
- [The Portman Group](#) (UK)