

CIFAL Curitiba- Yellow May

People

Type:	Conference
Location:	Curitiba, Brazil
Date:	1 May 2019 to 31 May 2019
Duration of event:	31 Days
Programme Area:	Decentralize Cooperation Programme
Specific Target Audience:	No
Website:	http://www.cifalcuritiba.org.br/
Price:	No Fee
Event Focal Point Email:	priscila.vieira@cifalcuritiba.org.br

BACKGROUND

The "Yellow May Campaign" is an initiative organized by the National Road Safety Observatory (Observatório Nacional de Segurança Viária, ONSV).

The aim of the campaign is to generate interaction between the public administration and civil society, and to mobilize the entire society to participate in the movement. This aim will be carried out by involving different actors such as government bodies, companies, associations, federations and civil society to take part in the campaign actions. The idea is to encourage the entire society to effectively discuss the theme, to build knowledge on the issue, to learn to avoid the potential everyday traffic risks, and to be engaged in actions in comprehensively addressing the full scope of traffic related issues.

The selection of May as the campaign month is justified by reflecting to its historic roots in traffic safety. May has been a benchmark for the worldwide traffic safety actions, since in May 11 in 2011 the UN decreed the Decade of Action for Traffic Safety plan (2011-2020). The plan aims at reducing accidents by 50% in Brazil and worldwide.

EVENT OBJECTIVES

To raise awareness on the importance of traffic safety among the FIEP employees, and stakeholders throughout May. Various methodologies will be utilized in different campaign actions.

CONTENT AND STRUCTURE

During the Yellow May campaign month, participants will receive a series of marketing e-mails with information about the campaign. All the campaign activities and the distribution of the materials will be carried out during the period of 1-31st of May 2018.

METHODOLOGY

The public lecture consists of short presentations, participant dialogue and activities.

TARGETED AUDIENCE

Participants of the FIEP System (Students and the employees from all Paraná's state).

[Source URL](#)