


Road Safety Day at Challenger

 **Aim 3: Lead our business sectors in terms of occupational health and safety**

- Action 3.3: Improve road safety

 **Entity:** All

 **Operational Unit(s):**

Presentation of the initiative

> **Objective: to awareness raising among all staff on road safety matters**

> **Description:**





On 18-Mar-2008, at Challenger, all staff were invited to take part in the "road safety day". Bouygues reinforced its commitment in the matter and staff were involved en masse in an initiative that concerns them.

The day was very animated and the event was a real success. The slogan: "Don't lose your life when coming to earn a living" was exceptionally touching for staff.

Many stands were set up (automobile club, Highway Code lessons) but also simulators (tank lorry), without forgetting the main actors in road safety: police, fireman. The latter ran several scenarios.

Awareness raising on pollution was also part of the day with information on new automotive technologies, and tips to consume less petrol. The theme of road safety is wide open.

 **Partner(s):** Automobile Club, Toyota, MACIF, ESP BOSCH...

 **Start date:** 18-Mar-2008

 **Indicators:** 3000 staff were present