WDR

WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC VITIMS

WDoR 2019 TOOLKIT

"World Day of Remembrance" ("WDoR") - The World Day of Remembrance for Road Traffic Victims is commemorated on the third Sunday of November each year – to remember the many millions killed and injured on the world's roads, together with their families, friends and many others who are also affected.

The slogan for this year's commemoration of the WDoR **"Life is not a car part"** relates to **Pillar 3 of the Global Decade of Action:** *Safer vehicles*. In addition, it accords with the general theme of the 3rd Global Ministerial Conference on Road Safety that will take place in Stockholm in February 2020 – **"Achieving Global Goals 2030".**

Notwithstanding global efforts to the contrary, the type of road mobility that is in place throughout the world still fosters an **unbearable number of deaths, serious injuries, and illnesses every year**, both as the immediate consequence of road traffic crashes and through air pollution. The full concept note available here.

This Day is very important to give visibility to the harsh reality of the consequences of road crashes, so we invite you to create an event to commemorate this day. Here are some examples (WDoR guide).

As you know, World Day of Remembrance is a day to pay tribute to road traffic victims and their families, as well as to recognize the work of professionals who act after a road crash. Therefore you can invite to join your event also to fire-fighters, emergency bodies, police, health personnel, etc. And keep in mind that this year's slogan relates also to air pollution, which is an environmental theme, so you can consider inviting any environmental organisations, environment Minister or local environment department in your city or country to participate in this cause, so the message can arrive further.

For all who commemorate this day in any kind of way, we have prepared the following materials:

- Official poster 1 *(illustration)* (by Lucy Pepper) in English, Spanish, French, Portuguese or in an editable version (to insert slogan in the desired language and your logo)
- Official poster 2 (by Luis Escudeiro) in English, Spanish, French, Portuguese or in an editable version (to insert slogan in the desired language and your logo)

Join us by using the preferred poster in the languages provided or translate it to the desired language for promoting your WDoR 2019 event online or in printed versions. When posting on social media use hashtags **#WDoR2019** and **#LifeIsNotACarPart** and tag World Day of Remembrance. Official WDoR Social media are listed at the end of the document.

Fédération Européenne des **Victimes** de la Route
European Federation of Road Traffic **Victims**
FEVR *since 1991*

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Official video (by Lucy Pepper) in English, Spanish, French, Portuguese.

Join us by using the official video for promoting your WDoR 2019 event online on Facebook, Twitter, and Instagram. When sharing the video on social media use **#WDoR2019** and **#LifeIsNotACarPart** and tag World Day of Remembrance. Official WDoR Social media is listed at the end of the document.

Official banner whit blank space to translate the slogan into your language or dialect; in this way, the message not only will reach more people of your country or region but also it will become clear to what extent road crashes and air pollution affect every corner of the world.

Join us by using the official banner with blank space. You can add your logo and print out the banner and write in the blank space your translation of the slogan or your message, take a selfie with the banner and share it on Social media. Don't forget to use hashtags **#WDoR2019** and **#LifeIsNotACarPart** and tag World Day of Remembrance on Facebook, Twitter, and Instagram.

Wish you successful WDoR 2019 events and remember to share them with us!

@WorldDayofRemembrance   https://worlddayofremembrance.org/

@WDRemembrance   JOIN US!

@wdor2019

The European Federation of Road Traffic Victims" ("FEVR") is the creator, owner, and producer of World Day of Remembrance and all of the materials related to that Day.

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