



Puisse en vous pour embrasser l'humanité

Année rotarienne 2011 - 2012



ROTARY CLUB COTONOU RIVE DROITE
DISTRICT 9100
CLUB NOUVELLE GENERATION N°83889

PROJECT

PROJECTION GENERAL PUBLIC OF
THE CODE OF THE

ROAD IN THE DIRECTION OF THE
ZEMS OF COTONOU

AND PORTO

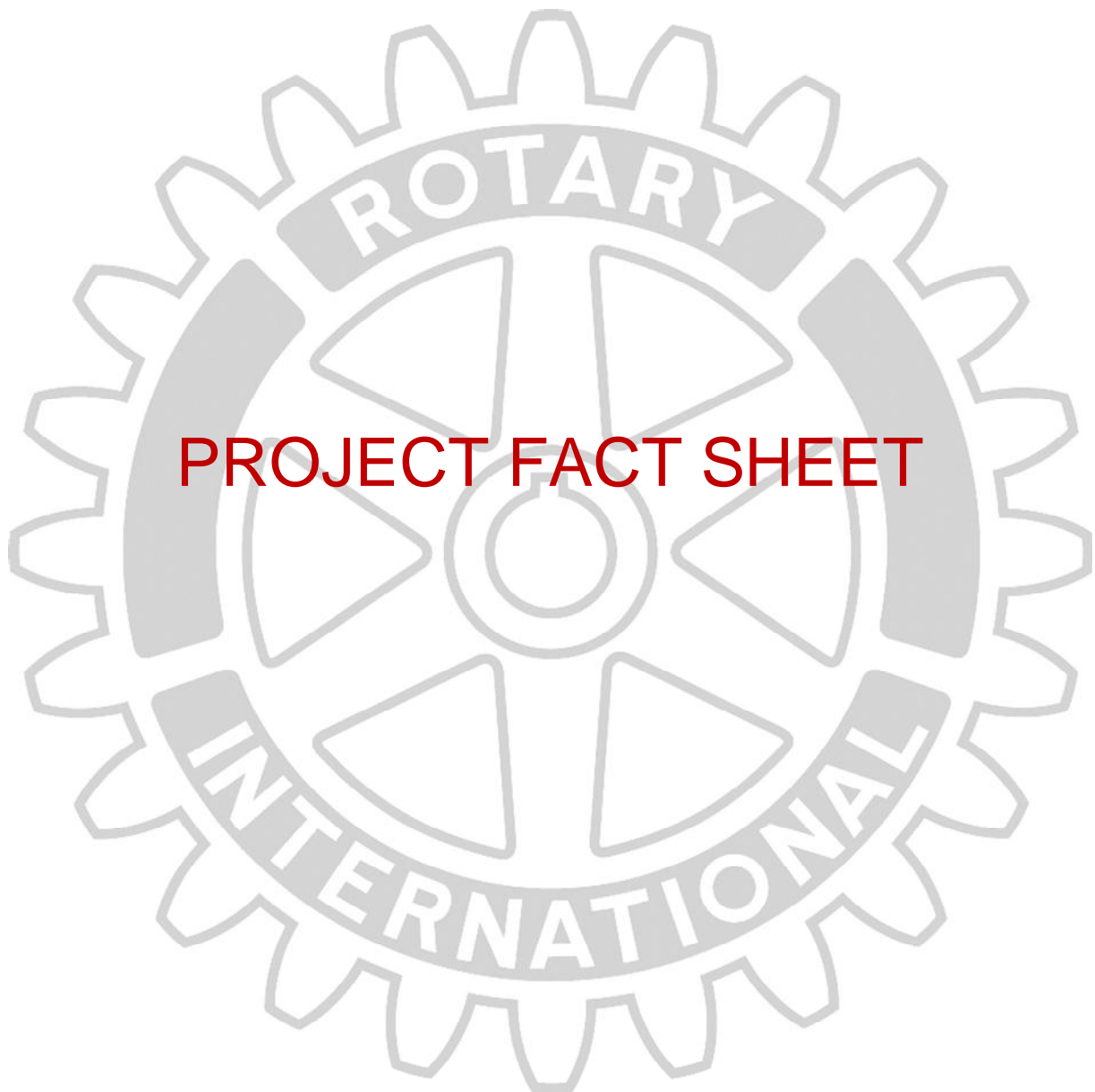


Puisez en vous pour embrasser l'humanité

Année rotarienne 2011 - 2012



ROTARY CLUB COTONOU RIVE DROITE
DISTRICT 9100
CLUB NOUVELLE GENERATION N°83889



PROJECT FACT SHEET



Puisse en vous pour embrasser l'humanité

Année rotarienne 2011 - 2012



ROTARY CLUB COTONOU RIVE DROITE
DISTRICT 9100
CLUB NOUVELLE GENERATION N°83889

PLAN

- 1 Context and justification
- 2 Vision of the project
- 3 Mission of the project
- 4 Objectives
- 5 Organization practice
- 6 Advantages for sponsors
- 7 Annexes
 - 7.1 Plan of action
 - 7.2 Budget estimates
 - 7.3 Project team



Puisse en vous pour embrasser l'humanité

Année rotarienne 2011 - 2012



ROTARY CLUB COTONOU RIVE DROITE
DISTRICT 9100
CLUB NOUVELLE GENERATION N°83889

1- CONTEXT AND JUSTIFICATION OF THE PROJECT

Road safety is a major concern in all countries of the world and in Benin in particular. Lack of knowledge of the code of the road accidents are at the top of the statistics of the centre for road safety in Benin.

10 Accidents in urban centres, 9 involve drivers of motorcycle taxis known as zémidjans. Zémidjan trade has become the door of the faster output of unemployment, young graduates without jobs, where, and rural attracted by the eldorado of the major cities offer a livelihood as soon as they can find a motorcycle and a motorcycle swimsuit. This profession with no barrier to entry (no training, selection, nor formalities prior to the start), the new applicant launches once it has a motorcycle at its disposal, contrary to the rules and codes of the road. This situation jeopardizes both the life of the driver and other road users in the major urban centres such as Cotonou and Porto Novo.

2- VISION

The vision of this noble project is to reduce significantly the rate of road accidents related to the infringement of basic rules of road safety and the highway code by taxis motorcycles of Cotonou and Porto Novo.

3- MISSION

Help to ensure a discipline on the roads by the observance of the rules of conduct.



Année rotarienne 2011 - 2012

ROTARY CLUB COTONOU RIVE DROITE
DISTRICT 9100
CLUB NOUVELLE GENERATION N°83889

4-OBJECTIVES

The general objective of this project is to reduce the accident rate on the roads in taxis motorcycles and to ensure that all users of the road to more secure route. More specifically, it is:

- Improve the behaviour of drivers of taxis motorcycles on the roads and the security of their customers
- Reach 10000 drivers of taxis motorcycles to be messengers for the other 100 000
- Create a label zem-confidence RCCRD (Zem for two helmets with the Jersey to the effigy of the RCCRD and partners)
- Promote the cardinal values and mission of the Rotary through the connection with the general public through the zémidjans
- Increase the visibility of the Rotary Club Cotonou shore right
- Encourage vocations of rotariables

5-PRACTICE ORGANIZATION

Two-phase make up the project in its execution:

Phase 1: Projection and awareness. With the support and technical support of the CNSR, of some driving schools and association and partners a bimonthly (twice a month) awareness session and projection big screen will be organized on a site identified in advance. Different sites are chosen in turn. Awareness sessions will be organized on the site before the day of the execution of the project to mobilize the maximum of drivers of taxis motorcycles on this site and especially to explain the vision of the program leading to the label "Zem confidence." At each meeting of projection, the Zems interested in the program, will be saved for the suite.



Année rotarienne 2011 - 2012

ROTARY CLUB COTONOU RIVE DROITE
DISTRICT 9100
CLUB NOUVELLE GENERATION N°83889

Administrative letters will be also introduced to inform and involve the authority of the site that hosts the project.

Two sites are selected for the first meeting of the phase 1. This is: Place Lenin in AKPAKPA Cotonou and bus station St Peter and Paul in Porto Novo.

Several times during our mandate

Phase 2: creation of the label 'Zem-confidence'.

It comes to convert drivers interested in partners of the club for the concept of "Zem-confidence." It's drivers to identify by a security label. With the support of partners, these drivers will have a labelisé shirt "Zem-confidence" with two helmets (one for the driver) and one for the client after training giving rights to permit A1.

10000 Zems best will be selected for the pilot program. A television spot will explain what covers the concept to the public. The objective is to bring users of taxis motorcycles to prefer the "Zem-confidence" and push the maximum of drivers to join the movement.

To bring the public to accept the helmet-client, a renewable watertight canvas of head protection will be introduced before the wearing of helmets.

6- BENEFITS FOR SPONSORS

Companies and Institutions who are partners will benefit from a wide media coverage and the inclusion of their logo on fine news "Zem-confidence."

A plan of communication including advertising spot, flyers, display, publication in print and on the Internet, will be partners of real visible institutions both locally and globally.



Année rotarienne 2011 - 2012

ROTARY CLUB COTONOU RIVE DROITE
DISTRICT 9100
CLUB NOUVELLE GENERATION N°83889

7- ANNEXES

Objectives	Actions	Maturity:	Responsible	Indicator
Organize and schedule the execution of the public "Large Projection" project.	Write fact sheet project	Saturday, September 3, 2011	Director of the project, President of the commission action	Availability data sheet project
	Train project team and to validate by the Club	Tuesday, September 6, 2011	Director of the project, President of the commission action	List of members of the team
	Validation fact sheet project and project team	Tuesday, September 13, 2011	Chairman Commission Action	Availability of sheet project corrected
Execute phase 1 project	Introduce an administrative post for the head of the identified sites and partners	10 Days before the day of execution of the project	Team project and President of the commission action	Available and sent letters
	Associate different Zems associations to get involved in the project	7 Days before the day of implementation of the phase 1	Project team	Broadcast news / trailer
	Ensure that all those involved on the site his informed and sensitized on the meeting of projection	72 Hours prior to each day of the project	Team project and President of the commission action	The technical team is ready for the projection and the site is prepared
	Ensure physical availability of technical partners	24 Hours prior to each day of the project	Team project and President of the commission action	Human and material resources available
	Raise awareness of at least 10000 drivers in each city by projection	September, December, 2011	Team project and technical partners and members of the club	At least 10000 Zems educated in two cities
Execute phase 2 and assess the implementation of both phases to make improvements for the years to come.	Identify and train 10000 Zems for the "Zem-trust" concept with permit A1	2 months after the end of the phase 1	Team project and technical partners	10000 Zems are trained and ready to launch with their licence
	Launch the first promotion of "Zem-confidence" with the support of the media and sponsors	15 days after the training	Team project, Member of the club and techniques and sponsors partners	10000 Zems-confidence are placed on the market with the appropriate advertising spot
	Send a report to the Club,	15 days after the launch	Director project	Report validated



Année rotarienne 2011 - 2012

ROTARY CLUB COTONOU RIVE DROITE
DISTRICT 9100
CLUB NOUVELLE GENERATION N°83889

7-1 ACTION PLAN

7-2 PROVISIONAL BUDGET

JOBS		RESOURCES	
<i>Designation</i>	<i>Amount</i>	<i>Designation</i>	<i>Amount</i>
Secretariat	364 \$	Participation right bank RCC.	200 \$
Communication media	4.545 \$	Sponsorship	1.820 \$
Garment maillot	12.727 \$	Support CNSR	200 \$
Training and permits A1	7.273 \$	Global grant	26.902 \$
Helmets double	25.455 \$	Partners of the North (district pilot)	23.872\$
Projection device	910 \$		
Unexpected events	910 \$		
TOTAL	52.184 \$		52.184 \$

7-3 PROJECT TEAM

- Director of project : TITY Désiré Gérard
- Responsible for Communication and Secretariat Marcel KPOGODO 95 17 39 75/9788 26 64
- Cash: Stanislas AYITE 95 17 28 96 / 97 68 16 07
- Members:- Irene PAZOU (President of the Club)95 49 60 77/ 97 44 39 29
 - Richard SOHANTODE 97 82 84 64 (President Commission Actions)
 - Félix GNIDETE (technical project manager)



Puisez en vous pour embrasser l'humanité

Année rotarienne 2011 - 2012



ROTARY CLUB COTONOU RIVE DROITE
DISTRICT 9100
CLUB NOUVELLE GENERATION N°83889

- Gildas SAGBO
- Aimé DOVI
- Igor AHOUANDOGO

Media partners :

- Radios: Ocean FM - Radio Tokpa...
- Televisions: Canal3 - ORTB
- Newspapers:

Done at Cotonou, September 20, 2011

Signature club President

Irene PAZOU

