

UAE YOUNG LIONS DIGITAL COMPETITION 2023

Cannes Lions 70th International Festival of Creativity

Creative Brief

BACKGROUND

RoadSafetyUAE is an award-winning CSR & Engagement program, established in 2014, which serve as a communication, improvement and education platform for all traffic participants in the UAE.

Vision:

To contribute to reducing the number of road traffic fatalities, road traffic injuries and road traffic accidents in the UAE. We want to 'make a difference'!

Mission:

To raise awareness among UAE's traffic participants' for proper conduct on our roads. We want to be – in a constructive manner – an open, broad and 'connecting platform' for road safety in the UAE.

Strategy:

We engage with our stakeholders, governmental authorities, the media, CSR-minded corporations (Corporate Social Responsibility), and individual traffic participants. Our content backbone includes 'tips & tricks', which we provide on more than 60 topics of road safety, specifically relevant to the UAE. We communicate our content via media (online and offline), communication channels of our CSR-minded corporate supporters, PR and events.

Values:

Every initiative and interaction with our stakeholders is tangible proof of our values and business principles - inclusiveness, openness and collaboration. We encourage dialogue and active contribution of all our stakeholders, since it is only 'together' we can make a difference.

Operating Principles:

We are committed to the highest standards of conducting ethical and sustainable business by minimizing our eco-footprint and being a role model for labour rights, human rights and anti-corruption conduct.

RoadSafetyUAE takes pride in having garnered the support of over 30 governmental entities, corporations, and institutions hailing from diverse segments and industries.

PRESENT SITUATION

Road safety and associated behaviour have globally received significant attention in recent years, reflecting general public concern.

As per various studies, 95% of traffic accidents are the result of human error and wrong behaviour.

As per World Health Organization (WHO), roughly 1.35 million individuals die from road traffic injuries annually, while an additional 50 million individuals worldwide sustain injuries or permanently disabled due to such incidents. This highlights the significance of road safety on the United Nations' priority list. Nonetheless, a considerable segment of the worldwide populace has failed to accomplish the objective of diminishing road fatalities and injuries by 50% by 2020.

Presently, road traffic injuries are recognized as the eighth principal cause of mortality worldwide, with projections indicating a rise to the seventh rank by the year 2030.

How the UAE compares in terms of keeping people safe on the roads

In the United Arab Emirates, the diverse demographic of traffic participants contributes to varying interpretations of traffic regulations and norms governing road etiquette. This has resulted in a higher number of accidents, injuries, and fatality rates. Common contributing factors include speeding, abrupt lane changes, mobile phone usage while driving, and failure to maintain an appropriate distance between vehicles, all of which can result in sudden collisions and tragic outcomes.

It is widely acknowledged in UAE's society that road safety should be treated as a national priority, demanding both expeditious and enduring action. This viewpoint aligns with the 'We the UAE 2031' Vision, which builds upon the 'UAE Vision 2021':

- As per the Institute of Health Metrics and Evaluation's report from 2019, road traffic accidents ranked as the second leading cause of mortality
- As per the Institute of Health Metrics and Evaluation's 2017 report, road traffic accidents were the primary cause of "life-years-lost," with a significant number of young individuals losing their lives on the roads
- According to statistics provided by the Ministry of Interior (MOI), road accidents resulted in 381 fatalities and 2,620 injuries in the UAE during 2021, marking an increase from 256 deaths and 2,437 injuries recorded in the previous year of 2020. Additionally, the total number of crashes rose to 3,488 in 2021, compared to 2,931 incidents reported in 2020

Additionally, in the UAE:

- As per a 2021 study conducted by RoadSafetyUAE in collaboration with Volkswagen and based on data from YouGov, a significant majority of UAE motorists (80%) who are running behind schedule demonstrate a greater propensity to exceed the speed limit, while nearly 59% of them tend to tailgate other drivers. Poor time management or the urgency to arrive on time is a primary underlying factor for rash and hazardous conduct on the roads of UAE
- According to a 2018 YouGov study commissioned by i-Insured and RoadSafetyUAE, the prevailing road culture in the UAE appears to be lacking in civility and empathy, with a mere 34% of respondents expressing the view that fellow road users exhibit courteous and compassionate behaviour

Please refer to [Appendix 1.1](#) for the 'Top 10 Causes of Major Road Accidents in the UAE'.

In recent years, the UAE has undertaken significant measures aimed at enhancing road safety, including the implementation of motorway radars and fines, prioritizing pedestrian safety, and launching public awareness campaigns to educate motorists on safe driving practices. Therefore, although there has been a rise in the number of fatalities in 2021, the broader trend in the UAE indicates a decline in road-related deaths over the long term.

Please refer to [Appendix 1.2](#) for 'UAE Road Death Rates Between 2014 - 2021'.

CHALLENGE

Despite the enforcement of strict road safety laws by the UAE government, several studies commissioned by RoadSafetyUAE between 2015 and 2021 have demonstrated that young drivers exhibit more reckless driving behaviours across various dimensions when compared to their older counterparts. There is evidence to suggest that motorists in the UAE tend to exhibit safer driving behaviours only as a function of experience and age.

The initial years of driving are critical for young drivers, as they are more vulnerable to road safety risks and at a heightened risk of fatality in comparison to their older counterparts.

This issue is not unique to the UAE, as the United Nations notes that globally, the segment of novice young drivers is significantly overrepresented in crash and traffic fatality statistics. Novice young drivers pose a heightened risk to themselves, their passengers, and other road users, as the fatality rates for drivers aged 18-24 typically exceed those of their older counterparts by more than twofold.

Despite the UAE's relatively favourable standing with regards to the safety of young drivers on the road in comparison to its European and North American counterparts, the frequency of fatalities resulting from the actions of young drivers remains a cause for concern.

According to Ministry of Interior (MOI) data published in 2019:

- Drivers aged 18 to 30 were responsible for causing 45% of all road accidents across the UAE
- Within Abu Dhabi, drivers aged 18 to 30 were responsible for causing 63% of all traffic accidents, as well as 34% of all fatalities resulting from road accidents
- Dubai reported a total of 1,360 accidents resulting in 132 fatalities and 154 severe injuries. Of these accidents, 64% involved individuals under the age of 35, resulting in 77 deaths and 96 injuries

Please refer to [Appendix 1.3](#), which contains a table from the Ministry of Interior (MOI) detailing the number of 'UAE Road Accident fatalities in 2021', with the highest fatality rate observed among individuals aged 18-30 years.

According to comprehensive behaviour studies conducted by RoadSafetyUAE, which compared the driving behaviours of novice young drivers to the wider driving population, the primary causes of accidents within the 18-30 age group were speeding, using mobile phones while driving, and failing to maintain a safe distance between vehicles.

Please refer to [Appendix 2](#) for selected data points that establish a link between young driver behaviour and the primary causes of accidents on UAE roads. These data points were derived from studies conducted between 2015 and 2021, each of which had 1,000 respondents.

CAMPAIGN OBJECTIVE

It is apparent that effecting a change in the behaviour and mindset of young drivers is imperative to safeguard not only their passengers but also other road users in their vicinity.

Thus, it is crucial to augment the comprehension of the perils associated with reckless driving among young drivers.

The campaign objective should be to develop a 'root cause' based, long-lasting and universally true awareness campaign that:

- Addresses the challenge by finding a connection with young drivers - engage them, use their language, drive targeted messaging across digital channels they frequently use and create a conversation that eventually leads to them taking action to alter their behaviour
- Makes young drivers an inclusive part of the solution, along the lines of 'by them, for them'

TARGET AUDIENCE

Young drivers across the UAE:

- Age bracket 18-30 years
- Male and female
- All nationalities and socio-demographic backgrounds

MANDATORY

- Use of RoadSafetyUAE logo
- The tone of the campaign should avoid being lecturing in nature
- Include a call-to-action and hashtag that aligns with the overall goal of the campaign

RESOURCES

- RoadSafetyUAE logo
- RoadSafetyUAE Website:
 - Young Drivers - <https://www.roadsafetyuae.com/young-drivers/>
 - News - <https://www.roadsafetyuae.com/stories/we-are-in-the-news/>
- RoadSafetyUAE Social Platforms:
 - Twitter - <https://twitter.com/thomasedelmann1>
 - Facebook - <https://www.facebook.com/roadsafetyuae/>
 - LinkedIn - <https://www.linkedin.com/company/roadsafetyuae-com/>

CONTACT INFORMATION

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APPENDIX 1

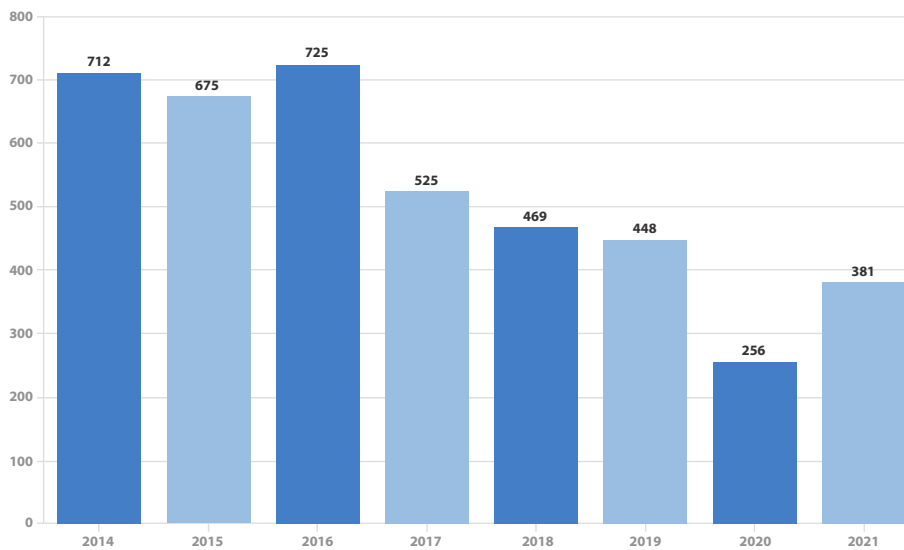
APPENDIX 1.1

Top 10 Causes of Major Road Accidents in the UAE (MOI - 2021)

Ministry of Interior (2021)		%	#
Number of traffic accidents leading to injuries + fatalities	3488	100.0%	-
Sudden Deviation (Lane Swerving)	548	15.7%	1
Not leaving enough distance (Tailgating)	484	13.9%	2
Being distracted	454	13.0%	3
Entering street before checking it's clear	335	9.6%	4
Neglect and Inattention	308	8.8%	5
Underestimating road users (Misjudgement)	255	7.3%	6
Failure to adhere to the itinerary (Lane Discipline)	214	6.1%	7
Red Light Crossing	135	3.9%	8
Driving under the influence of intoxication or drugs	106	3.6%	9
Not giving yield to pedestrians	100	2.9%	10

APPENDIX 1.2

UAE Road Death Rates Between 2014 - 2021 (MOI)



Source: UAE Ministry of Interior

APPENDIX 1.3

UAE Road Accident Fatalities in 2021 (MOI)

Year	Age group	Total	%	Total
2021	1-7 years	10	3%	349
2021	8-17 years	9	2%	
2021	18-30 years	160	42%	
2021	31-45 years	134	35%	
2021	46-60 years	52	14%	32
2021	60+ years	16	4%	
		381	100%	

APPENDIX 2

Selected data points that establish a link between young driver behaviour and the primary causes of accidents on UAE roads:

Speeding

- 72% of young drivers said they speed because they are 'running late'
- 53% said they know the locations of radars, which makes them confident enough to go beyond the limits
- 30% said they want to test their car's abilities

Distracted While Driving

- Only 57% are 'always fully focused behind the wheel', verses 66% of total driving population

Wearing Seatbelts

- 62% said they 'always' use seat belts whenever they drive, this is 10 percentage points less than the average seat belt use of 72%
- 42% didn't think seat belts are necessary for short trips which is again, higher than the average of 32%
- 71% are aware of UAE's seat belt laws when the total awareness percentage is 82 per cent
- 30% are unaware that passengers in the back seats have to wear their seat belts

Use of Indicator

- 56% use the indicator 'almost every time', which is 11% lower than the general population
- 28% 'don't indicate out of habit'
- 25% believe 'it's a sign of inexperience to indicate'

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