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Euro-Bob 2004-2005

Pan European Designated Driver Campaign

Project details	
Domain	Training, education and campaigns
Duration	from 01/09/2004 until 31/12/2005
Website	http://www.ibsr.be/eurobob http://www.bob.be
Other sources	 BOB campaign : development and evolution (1,05 MB)

This campaign is based on the principle of the designated driver concept: the designated driver is the person who does not drink when he has to drive and who drives the rest of the party home safely.

The general objective of this project is to insist on the fact that drinking and driving do not mix, to make people aware of the dangers of alcohol behind the wheel and to make drink driving socially unacceptable.

Coordinator

- [Belgian Road Safety Institute](#) (BE)

Partners

- [CDV - Transport Research Centre](#) (CZ)
- [Entreprise & Prévention](#) (FR)
- [Goda Foreningen Gode Alkoholdninger](#) (DK)