



### **EuroTra launch their Safety and Innovation Award 2011**

Nominations for this year's EuroTra award are now open. The fifth annual Safety and Innovation Award will recognise those responsible for the best product or service aimed at improving road safety for the European road transport and logistics industry.

The EuroTra Safety and Innovation Award was created to recognise the efforts of individuals, organisations or companies who have made real efforts to improve road safety for the European road transport and logistics industry.

To support the importance of safety and to recognise achievements within the transport and logistics branch, Volvo Truck Corporation continues to sponsor the Award, with Traffic and Product Safety Director Carl Johan Almqvist playing an active role as a judge on the award panel.

James Tillyer of the Freight Transport Association (U.K) is the award campaign manager. He said;

*"We were very impressed with the quality of entries we received for this award last year, which was awarded to a joint partnership of Shell Chemicals BV and Bertocco Engineering whose simple device effectively reduced the risk of roll-overs involving petro chemical tankers. We are confident that this year will be the most competitive yet and once again produce a winner worthy of recognition across the European logistics industry."*

#### EuroTra Safety and Innovation Award - the criteria

Once a year a selection committee consisting of representatives from Volvo Trucks and EuroTra selects the winning proposal that best meets all or most of the following criteria:

- presents a clear link with road safety and encourages a continuous process in the area of road safety;
- has a connection with the benefits of training and education;
- helps to solve environmental issues in the road transport industry;
- is innovative in its nature.

#### Nomination procedure and prize ceremony

Nominees from right across the globe are invited to apply for this Award. Research will also be conducted by the FTA team, with companies and individuals being invited to submit an application.

Once the closing date for entries has passed, all applications will be assessed by the selection committee and the 2011 winner will be informed in writing by the campaign manager. All applicants will be informed of the result.

The winner will be invited to an Award ceremony, where they will be presented with a cheque for €1500 and asked to give a short presentation on their product or service. All travel and accommodation for a representative of the winning company will be paid courtesy of the EuroTra organisation.

The ceremony will be held in conjunction with the EuroTra Winter Assembly, due to be held in London on the 1st and 2nd of December 2011.

#### Application process

**EuroTra, 5 Rue Archimède, B-1000 Brussels, Belgium**  
**Tel: +32 2 2343010 --- email: [eurotra@eurotra.eu](mailto:eurotra@eurotra.eu)**



For an application form please contact James Tillyer, Campaign Manager for the Award, at [jtillyer@fta.co.uk](mailto:jtillyer@fta.co.uk) or on +441892 552225.

Please submit the completed application form by Friday 16th September at 12:00 (Central European Time)

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**Notes for editors**

The European Transport Training Association (EuroTra) is an international network of leading training institutes and organisations within the transport and logistics industry. Their principle aim is to: *"...serve the road transport and logistics industry by the development and training of human capital."*

EuroTra is made up of 24 leading training organisations and represents 15 countries from across Europe. The main focus of activities is on:

- the development and training of human resources;
- the enhancement of the image of the transport and logistics sector;
- the stimulation of the development and implementation of innovative training methods and tools;
- the promotion of road safety for haulage operators and drivers