Introduction to the *Roulons-autrement* collaborative web-platform

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An innovative resource center for road safety awareness

Since the 15th of January:

• More than 450 videos
• 23 partnering stakeholders
• 11 countries
• 51,900 video views
An ambitious editorial project

- **Self-produced content** for Roulons-autrement:
  - Interviews (experts and public figures)
  - **130** editorial features (published since the 15th of January)
A powerful 2.0 social approach

• An average of **800,000** people reached every week on Facebook
• **65%** of people reached are between 13 and 24 years old
• Strong engagement ratio

298,524 people saw this post
Thank you for your attention