



PRESENTS

WITH THE SUPPORT OF THE



A FILM DIRECTED BY LUC BESSON

# SAVE KIDS LIVES

#SAVEKIDSLIVES

P R E S S   P A C K



# CONTENTS

PRESS RELEASE

SYNOPSIS

JEAN TODT'S STATEMENT

BIOGRAPHY OF LUC BESSON

BACKGROUND

ROAD SAFETY WORLDWIDE

FIA GOLDEN RULES

#SAVEKIDSLIVES

FILM IMAGES

MAKING THE MOVIE

FILM INFORMATION

# PRESS RELEASE

FIA/FIA FOUNDATION AND FILMMAKER LUC BESSON RELEASE ROAD SAFETY FILM FOR INTERNATIONAL WALK TO SCHOOL DAY

The Fédération Internationale de l'Automobile (FIA) has joined forces with renowned filmmaker Luc Besson to produce a hard-hitting film designed to promote children's road safety across the world. Entitled 'Save Kids Lives', the film, which is supported by the FIA Foundation, is released worldwide today to coincide with International Walk to School Day, an initiative launched to raise awareness of the need to protect some of societies most vulnerable road users.

Film website: [skl.fia.com](http://skl.fia.com)

Sign the Child Declaration for Road Safety: [savekidslives2015.org](http://savekidslives2015.org)

According to World Health Organisation figures, 500 children are killed each day in road crashes globally. In a bid to raise awareness of this road safety crisis, Jean Todt, President of the FIA and Special Envoy of the UN Secretary General for Road Safety, turned to Besson to deliver a potent visual message highlighting the dangers facing children around the world.

Shot on location in South Africa and Paris, France, the film shows the risks children are confronted with on a daily basis, whether through the lack of safe infrastructure in the townships of South Africa or as a result of the heavy traffic of a major European city.

The film is a shocking wake-up call but it is one Jean Todt believes will help focus attention on making roads safe for children everywhere.

"Road traffic crashes are today the number one killer of children aged 15-29. And without urgent action, they will soon be the number one killer of those aged between 5-14," said Jean Todt. "We must do everything in our power to halt this scourge and this film can act as a rallying call."

For Besson, the opportunity to contribute to the quest for improved road safety was impossible to resist.

The film is being released in support of the #SaveKidsLives campaign, a campaign launched for the third UN Road Safety Week focused on child safety, which ran from 4-10 May 2015. #SaveKidsLives calls for action to stop the growing number of road deaths worldwide and for decision makers to save children's lives by putting road safety measures in place. Everyone is invited to sign the online Child Declaration, with the goal of reaching 1,000,000 signatures well on its way to the half way mark.

Today's release will also be accompanied by the launch of a dedicated film website and a global social media campaign aimed at encouraging public sharing of the movie, available in 10 languages (English, French, Spanish, Italian, German, Arabic, Chinese, Japanese, Portuguese and Russian).

Press contacts:

FIA: Sarah Le Port [skl@fia.com](mailto:skl@fia.com)

FIA Foundation: Avi Silverman [a.silverman@fiafoundation.org](mailto:a.silverman@fiafoundation.org)

# SYNOPSIS

Children from different parts of the world are making their way to school: one group of kids navigate the streets of a well-to-do Paris neighbourhood, while another sets off through a sprawling suburb of a South African city, all chatting and laughing as they begin their daily journey. The French children appear safe on the clearly defined pavements and zebra crossings that ease their path to the other side of the road. The South African children have no such luck. They have to walk along dusty tracks and are then faced with a busy highway where vehicles hurtle past them in both directions. They have no choice but to risk sprinting across whenever they spot a break in the heavy traffic. This short film illustrates the risks millions of children across the world face on their daily trek to school. In the end the tragedy will strike, but not where expected.



# JEAN TODT'S STATEMENT



*"Each and every single day on the world's roads more than 500 children are killed. Another 2,000 are permanently disabled and 5,000 more are left seriously injured. Children are the most vulnerable in our society and the poorest nations are by far the hardest hit, with 90 per cent of the casualties.*

*Their protection must be our number one priority. We must do everything in our power to halt this scourge and this film can act as a rallying call.*

*Directed by one of France and Hollywood's most respected and successful directors, the film delivers a key road safety message in an extraordinarily powerful way and it will, I am sure, help make people the world over keenly aware of the risks facing children every day on our roads.*

*We need governments around the world to put in place correct road infrastructure, by building safe crossings, footpaths and cycle-ways.*

*We need governments to adopt and enforce laws ensuring mandatory child seat-belt and helmet use, and to ban speeding, drinking, mobile phone use and distractions while driving.*

*Even then there is more to do. We must provide children with good road safety education so that they are aware of the risks and so that no family ever has to suffer the tragic loss of a child.*

*As President of the FIA and as United Nations Secretary General's Special Envoy for Road Safety, I urge all governments to take new action to keep children safe.*

*Every child should have the right to a safe journey whether travelling to school, home or anywhere else."*

Jean Todt  
President of the FIA  
UN Secretary General's Special Envoy for Road Safety

# BIOGRAPHY OF LUC BESSON



LUC BESSON (Director) began his career in cinema in 1977, working in a number of assistant director positions in France and the United States. These roles gradually positioned him as one of the few French directors and producers with an international scope.

In 1983, he directed his first feature film, 'The Last Battle', which earned him recognition at the Avoriaz Film Festival.

Two years later he directed 'Subway', starring Isabelle Adjani and Christopher Lambert. The French film industry rewarded him with three César Awards and the visual style that would define his early career was clearly established.

Building on his success, he undertook the direction of 'The Big Blue'. Though its reception at the Cannes Film Festival was mixed, the film gained 10 million admissions and went on to become a phenomenon with the cinema-going public.

Both 'La Femme Nikita' (1990) and 'Leon: the Professional' (1994) were similarly acclaimed by movie-goers and once again Besson's highly individual directorial style earned him a growing reputation, at home and internationally, as a gifted stylist and powerful storyteller.

Between these films, he directed 'Atlantis' (1991), a documentary aimed at raising awareness of the beauty of nature and the need to protect the environment.

In 1995 he helmed the extravagant science fiction epic 'The Fifth Element'. The blockbuster became one of the biggest box office hits of any French film in the United States. In 1998, Besson took home a César Award for Best Director.

In 1999 he directed his version of 'Joan of Arc', an undertaking that saw him gain yet another Best Director nomination at the César Awards.

He was named President of the Jury for the 53rd Cannes Film Festival in 2000, becoming the youngest jury president in the history of the festival.

Following that accolade Besson devoted much of the next five years to production, a move that eventually led to the foundation of his EuropaCorp studio, which since its launch has become one of the major production centres of the European film industry.

In 2005, he returned to directing with 'Angel-A', and the following year completed his first animated picture, 'Arthur and the Invisibles', adapted from his own book of the same name. Two sequels followed: 'Arthur and the Revenge of Maltazard' in 2009 and 'Arthur 3: The War of the Two Worlds' the following year.

In 2010, he also adapted Jacques Tardi's series of graphic novels with 'The Extraordinary Adventures of Adele Blanc-Sec', with Louise Bourgoin in the title role.

The following year marked the release of 'The Lady', starring Michelle Yeoh in the role of Nobel Peace Prize winner Aung San Suu Kyi.

In 2013, he brought Tonino Benacquista's acclaimed novel 'Malavita' to the screen, with starring roles for Robert De Niro, Tommy Lee Jones and Michelle Pfeiffer, while last year he directed another science-fiction thriller, 'Lucy', starring Scarlett Johansson and Morgan Freeman.

In addition to the films he has directed, Besson has written over 20 major motion picture screenplays. Among them are the 'Taxi' series and the recent 'Taken 2', which, as of today, lays claim to being the biggest box office hit of any French film in the US.

# BACKGROUND



The carnage on the world's roads represents an unacceptable – and avoidable – human, economic and social cost for societies and the FIA has associated itself with the United Nations in the world body's fight against this pressing health crisis.

In 2011 the UN launched a Decade of Action for Road Safety, with the aim of saving five million lives and of reducing road-related injuries by 50 million worldwide over the 10 years to 2020.

The initiative calls on governments to embrace what the UN calls the Safe System Approach, a programme that encourages both road users and the authorities who design and maintain road transport systems to share responsibility for safety.

Governments are urged to crack down on speeding and drink driving, to ensure that seat-belts are worn in cars, to build roads that are safe for both drivers and pedestrians, and to oblige car manufacturers to produce vehicles with appropriate safety features.

However, in many countries these remain far-off goals, with poor quality roads packed with unsafe vehicles and with dangerous and illegal driver behaviour often escaping sanction due to poor law enforcement or the absence of applicable law itself.

This culture of systemic underachievement is what the UN Decade of Action for Road Safety aims to change and in support of its goals, the FIA created its own Action for Road Safety campaign. Through its

global network of 250 automobile clubs, which are leading voices for road safety in 150 countries, the FIA encourages governments to make road safety a national priority.

At global level, the FIA advocates for road safety alongside international organisations such as the UN, the UN Commission for Europe, the World Health Organisation, the European Union or the World Bank.

FIA-sponsored road safety initiatives have been launched in more than 60 countries and include awareness campaigns, educational programmes and schemes aimed at protecting vulnerable road users, as well as programmes aimed at improving road infrastructure and vehicle inspection. The FIA has also established numerous institutional and corporate partnerships. Current corporate partners include Coca-Cola, Iveco, Michelin, Nissan and Petronas.

Last but not least, the global motor sport community has been mobilised to promote FIA Action for Road Safety with drivers and key players acting as ambassadors for the cause. Current ambassadors include FIA Formula One World Champion Lewis Hamilton, FIA World Rally Champion Sébastien Loeb and Le Mans podium winner Patrick Dempsey.

# ROAD SAFETY WORLDWIDE



## ROAD CRASHES ARE A MAJOR KILLER



Road crashes kill 1.3 million people every year. That is one person every 30 seconds and 3,500 per day.

Without action, by 2020, the number of deaths is expected to reach 2 million and by 2030 road crashes could kill more people than AIDS.

## WHILE MANY ARE LEFT WITH DEBILITATING INJURIES



Every year 50 million are seriously injured in road traffic incidents worldwide.

One in two people affected by spinal cord injury suffered the damage in a car accident.

## SOME USERS ARE MORE AT RISK THAN OTHERS



50% of those killed are vulnerable users (pedestrians, cyclists or motorcyclists).



Three out of four road crash victims are men.



Road traffic incidents kill 500 children daily.

Road crashes are the number one killer of 15 to 29-year-olds and are soon expected to be the chief cause of death among those aged from 4 to 15 years.



Over 90% of road deaths occur in low and middle-income countries where approximately only 50% of the vehicles registered worldwide are located.

By 2030, the number of vehicles in use in developing countries is expected to rise from 1 billion to 2 billion.

## ROAD ACCIDENTS HAVE A TREMENDOUS COST

Road crashes in developing countries cost national governments a total of more than US\$100 billion each year – the equivalent of all the international aid they receive.

That's more than three times the amount of money required to solve world hunger (according to FAO's estimates).

Globally, the cost of road accidents amounts to more than US\$500 billion annually.

## THE FIA PROMOTES 10 GOLDEN RULES FOR SAFER MOTORING

01  
BELT UP

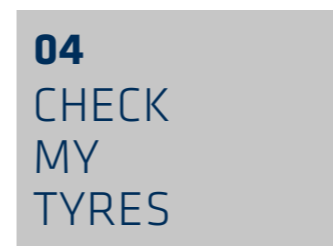


02  
RESPECT THE  
HIGHWAY CODE



03  
OBEY THE SPEED  
LIMIT

04  
CHECK  
MY  
TYRES



05  
DRIVE  
SOBER



06  
PROTECT  
MY CHILDREN



07  
PAY  
ATTENTION



08  
STOP  
WHEN I'M  
TIRED



09  
WEAR  
A HELMET



10  
BE COURTEOUS AND  
CONSIDERATE

IT'S TIME TO TAKE ACTION FOR ROAD SAFETY  
EVERYONE IS INVITED TO SIGN THE FIA'S **ONLINE PLEDGE**  
AND TO COMMIT TO **FOLLOWING THE 10 GOLDEN RULES**

GO TO **FIA.COM/PLEDGE**  
#SIGNTHEPLEDGE

# #SAVEKIDSLIVES

#SaveKidsLives is the official worldwide campaign of the Third United Nations Global Road Safety Week (4-10 May 2015). The campaign calls for action to save children's lives on the roads around the world. It does so by:

- highlighting the plight of children on roads;
- generating worldwide action to better ensure the safety of children on the world's roads;
- calling for the inclusion of safe and sustainable transport in the post-2015 development agenda.

The campaign operates on the principles of the UN Decade of Action for Road Safety 2011-2020 and is managed by a broad coalition of members from the United Nations Road Safety Collaboration.

The campaign promotes a Child Declaration for Road Safety that can be signed online at [www.savekidslives2015.org](http://www.savekidslives2015.org).

Children across the world have been inspired by the declaration. They have voiced their thoughts and fears about using their road networks and have spoken of what they need to be kept safe while doing so.

Within a few short weeks the campaign smashed its target of 200,000 signatures and it is now aiming towards a new goal of 500,000 signatories.

With the Third UN Global Road Safety Week reaching a successful outcome, road safety campaigning will continue at the 2nd High Level Meeting on Road Safety in Brazil in November.

In the meantime Luc Besson's 'Saves Kids Lives' film for the FIA aims to give renewed impetus to the campaign and to the Child Declaration for Road Safety.

# #SaveKidsLives

## CHILD DECLARATION FOR ROAD SAFETY

"Why are thousands of children killed and injured on the roads around the world every single day? Because not enough is being done for our safety and our rights. You, our leaders, need to listen and act by joining our call for action to make sure all children can travel in safety.

"We all deserve a safe journey to and from school. Roads must be made safe to allow girls and boys to walk safely to school. We ask for safe footpaths and cycle paths, we ask for road bumps to slow the traffic, and we ask for safe crossings so that we can get an education without fear or injury.

"We call for all vehicles carrying children, anywhere and everywhere in the world, to be safe. All cars and buses should have seatbelts. When children ride with adults on motorcycles and scooters, they must have helmets that can protect them. We know that wearing a helmet or putting on a seatbelt can save lives.

"Drinking and driving is dangerous. Speeding is dangerous. People who care about children should not do these things, no one should. The police should do more to stop people speeding or drinking and driving. We have a right to be safe all the time – when we're out with our families, when we're going to play or to school.

"Laws must be made, our voices must be heard, and there must be action to make sure roads are safe for all children, all over the world.

"So we call on you, the world's leaders, to include action against road deaths in the new Sustainable Development Goals. Wherever we live, we have the right to road safety for our friends, our families and ourselves.

"As children, our voices are not always heard. That is why we are calling on you to amplify our voices and take action to provide us with safe roads now. Please listen and act. Save Kids Lives."

# FILM IMAGES

EVERY DAY



1.8 BILLION CHILDREN



GO TO SCHOOL



# FILM IMAGES

EVERY DAY



500 OF  
THEM WILL  
NOT MAKE IT



SAVE KIDS  
LIVES



# MAKING THE MOVIE

The film was shot over four days – two in the chic 7<sup>th</sup> arrondissement of Paris and two in the town of Wellington in South Africa, which lies about 70 kilometres inland from Cape Town.

It involved a professional crew assisted by some 30 students from the film school set up by Besson in the Paris suburbs at his Cité du Cinéma complex.





# FILM INFORMATION



RUNNING TIME	3 minutes and 12 seconds
YEAR	2015
LANGUAGES	English, French, Spanish, Italian, German, Arabic, Chinese, Japanese, Portuguese, Russian
COUNTRY OF ORIGIN	France
CREDITS	France: Apipoulaï Prod - L'école de la Cité and their students - Les Petites Soeurs des Pauvres - Préfecture de Police de Paris - Mission Cinéma de la Mairie de Paris - Next Shot - Transpalux - Digital Factory - Les Studios de Paris - La Cité du Cinéma  South Africa: Nowhere Else Productions - Drakenstein Municipality Traffic - Provincial Traffic, Western Cape - Voor-Groenberg Primary School, Wellington - Newton Primary School, Wellington - South African National Road Agency SANRAL - The residents of Siyhlala - The residents of Smartie Town  And all cast and crew members  With the support of the FIA Foundation



#SaveKidsLives

With the support of the



Fédération Internationale de l'Automobile  
8 place de la Concorde  
75008 Paris  
France  
Tel: +33 1 4312 44 55  
Fax: +33 1 4312 44 66  
www.fia.com