



**30 April 2003**

### **EuroRAP WEBSITE WINS TOP INDUSTRY AWARD**

Managed by the [AA Foundation for Road Safety Research](#), the website for the European Road Assessment Programme, [www.eurorap.org](http://www.eurorap.org), has been awarded a top industry accolade for its work on providing a safety rating for roads across Europe. EuroRAP was awarded the Grand Award in the Non-Profit Organisations category at the iNOVA Awards, an international competition honouring excellence in corporate websites.

Designed and built by London based, IR Group, EuroRAP beat off stiff competition from The World Gold Council and the Project Learning Tree who won Silver and Bronze respectively. In total there were over 260 entries from 10 countries. Other iNOVA winners this year include Ford Motor Co, J Sainsbury Plc and HP/Hewlett-Packard.

Set up in 2000, EuroRAP aims to provide a safety rating for roads across Europe. This will generate consumer information for the public, and give road engineers and planners vital benchmarking information on death, accidents and serious injury.

EuroRAP shows where risk is high and low, by inspecting roads across Europe to examine how well they protect users from accidents, and from death and serious injury when they do occur.

#### **Notes to editors**

EuroRAP research is undertaken by the AA Foundation for Road Safety Research, with the assistance of the UK's Transport Research Laboratory (TRL). It is implemented through a consortium of Europe's leading motoring organisations. The Dutch government's Traffic Research Centre, the Swedish National Road Administration, the Catalanian Highway Administration, the Highways Agency in England and the Scottish Executive have been providing technical assistance. Accident rates in Great Britain were derived from police-recorded fatal and serious accidents for the period 1997-1999, the most recent period available when the study began.

#### **The Group**

The Group ([www.the-group.net](http://www.the-group.net)) is a strategic online communication consultancy. They design, build, host and manage corporate web sites, investor, careers and news media

portals, and online reports. They help their clients to express themselves through simple, powerful ideas and tailored communications technology. Their approach is two-fold. To provide both the message and the means to convey it – the big ideas and the online tools to deliver them. The Group has worked with EuroRAP since 2001.