



جائزة مواصلات الإمارات للسلامة و التربية المرورية
Emirates Transport Awards for Traffic Safety and Education

The 20th Session 2017 | 2018



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the Name of Allah, the Most Gracious, the Most Merciful.

مواصلات الإمارات
Emirates Transport



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Emirates Transport Award for Safety & Traffic Education

The 20th Session
2017 | 2018



In collaboration with:



دائرة التعليم والمعرفة
DEPARTMENT OF EDUCATION
AND KNOWLEDGE



وزارة التربية والتعليم
Ministry of Education



وزارة الداخلية
Ministry of Interior

Government Schools awards

Private Schools awards

Outstanding Projects awards for schools in the safety and traffic education field

Innovation and Creativity award

The Ideal Safety Family award

Safety Supporter of the Year award

20th Emirates Transport Awards for Traffic Safety and Education

Students' Safety is a Huge Responsibility

The Emirates Transport Awards for Traffic Safety and Education has always been one of the most important initiatives in the field of traffic safety awareness, and one of the most successful in terms of participation, results and the achievement of the objective of promoting a culture of safety among children, their parents and other road users.

There is no doubt that traffic safety education, and the development of plans and curricula necessary to achieve them, in line with the trends of innovation, creativity and excellence in the State, will act as a supporting pillar for the success of the educational systems.

The coordination of efforts to encourage positive practices from drivers and road users and to reduce traffic accidents, traffic obstruction and road congestion, particularly in front of schools and universities, is a matter of great importance.

The safety of students is the a shared responsibility. Families, for example, must educate their children about the principles of safety and by adhering to traffic rules such as wearing seat belts, driving safely and sensibly, and parking their vehicles correctly when dropping or picking-up their kids from school. Equally, bus drivers and supervisors, as well as all other segments of the school community must participate in carrying out this duty and commitment, and provide the students with knowledge and practical skills on how to deal safely with different traffic situations and the dangers of the road.

The publication of this Awards Guide coincides with the comprehensive awareness campaign carried out by various governmental and private institutions and bodies to mark the start of the new academic year 2017/2018. In this regard, Emirates Transport participates in this campaign, in cooperation with its strategic partners such as the Ministry of Education, Department of Education and Knowledge, the Ministry of the Interior, and the various transport authorities in the State, as well as a wide range other governmental and private entities.

Creating a safe environment inside and outside schools and on buses is a continuous goal that we look forward to achieving together, and we emphasize here on the need for mutual cooperation and the exchange of experiences and capabilities to consolidate the positive concepts that contribute to maintaining the safety of students and enable them to embark on their path to science and knowledge.

As His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, said: "This youth is the future; it will take the lead in the future." He also said: "The development of our youth is a great national task and we want to prepare them all for this task; we want our youth to be the most professional, have the highest values and be the most receptive to the world; we want them to have the greatest pride in their homeland; we want only what is good for them and for our country to be developed by their hands."

This is how our faithful leaders cherish the sons and daughters of this country, and thus express their pride in them, and we in Emirates Transport also take pride in every student who walks in the path of knowledge and seeks to serve his/her country with all sincerity, perseverance and a sense of belonging. We also take pride in the elite of young students who participated in the last session of the Awards by creating 1,141 outstanding projects, in addition to a wide range of entries from public and private schools, as well as the parents of students.

Wishing you all the very best,

Mohammed Abdullah Al Jarman

Emirates Transport General Manager



- 01** Encouraging the spirit of initiatives, creativity, and excellence on the level of education, culture, society, and field level regarding traffic safety awareness.
- 02** Honouring the interested groups and entities, including institutions and individuals that contribute through exceptional achievements and innovations to the field of traffic safety awareness.
- 03** Honouring individuals that contributed to all fields with their efforts, time, money, and showing them the moral support and appreciation they deserve.
- 04** Working on initiatives and projects development as well as supporting and encouraging entities that help and support excellence, and institutions that implement it, and provide them with constant and continuous bestowments in the field of traffic safety awareness.

- 05** Creating interest in order to attract the attention of individuals and institutions to innovation and excellence in the field of traffic safety awareness.
- 06** Further improving the school transport system through the adoption of pioneering ideas, projects, and innovations.
- 07** Raising the awareness of community members including road users, parents, and transported students of traffic safety awareness, as well as paving the way to creativity and the development of the best practices in the field of traffic safety.

The award aims to spread a culture of traffic safety awareness through the recognition of individual and institutional initiatives that influence the country's local school community. The award objectives can be summarised as follows:

Award Objectives

The award is open to public and private schools, technology institutes, and public educational institutions. It focuses on activities and efforts of traffic safety awareness. The award is divided into six categories, as follows:

- 01 Government Schools awards:**
Open to all public schools in the UAE and is divided according to the four educational phases (kindergarten, primary, intermediate and secondary).
- 02 Schools with multiple branches may have separate entries:**
Open to all the private schools in the country (branches of the same school can participate separately). Three awards are allocated for the first three nationally.
- 03 Outstanding Projects awards for schools in the traffic safety awareness field:**
It is awarded for the best 5 projects executed by all schools nationally.
- 04 Innovation and Creativity award:**
The award is given to innovations and creations that serves the value of safety and contribute to spreading the traffic education culture according to the slogan of the award in every edition. The participations must help develop Emirates Transport's school transport service. The categories are divided as follows:
- **Students (all educational phases):**
All students in public, private and technical institutions can participate in this category of award. Students are categorised as follows: Kindergarten, Primary, Intermediate, Secondary.
 - **Professionals (individuals from various segments of society):**
Participation includes all citizens and residents of the UAE, on condition that participations are 10-year-olds and above.
- 05 The Ideal Safety Family award:**
The award is for the ideal family that effectively participates in instilling the principles of safety to their children, both at home and in the school.
- 06 Safety Supporter of the Year award:**
The award is given to a person, people or institution that has made a valuable contributions in the safety and traffic education field (selected by the award's higher committee).

The Ideal Safety Family award

Outstanding government schools awards:

- 1- Kindergarten
- 2- Primary
- 3- Intermediate
- 4- Secondary

Safety Supporter of the Year award

01

06

05

02

2017-2018

04

03

Private Schools awards (Open to all private schools in the country)

Outstanding Projects for schools: (Open to all public and private schools and educational institutions in the country)

Innovative and Creativity:

- **Students**
 - 1- Best painting
 - 2- Best presentation
 - 3- Best smart app
 - 4- Best short movie
 - 5- Best graphic design
 - 6- Best innovation
- **Professionals:**
 - 1- Best smart apps
 - 2- Best short movie
 - 3- Best innovation

- The corporation issues a special file for participation in the competition. It is distributed among the school managements in all the emirates. The file includes a group of questions and helping notes which should be answered by the school. The school management has to make its procedures clear, reflecting the actual reality of the school activity during the academic year of the competition.
- The school informs the corporation of its desire to participate in the competition through an initial registration form, which is completed directly after receiving the participation files. It must be delivered within a maximum of two weeks (**attachment 1**).
- The schools deliver the initial participation files to the corporation's branches within a month from the date of the award launch, at the end of **January**. The files are evaluated by the executive committee

01
Publication of Safety Awards Guide.

02
Award participation request is presented
 within a maximum of 2 weeks.

03
Delivery of the initial participations (achievement or work plan file)
 to the school transport branches for the categories of outstanding public and private schools award, and school projects, by the end of January 2018.

06
Announcing the results of the competition in the second term of 2017/2018.

05
Delivery of all participation files
 to the concerned branches by the end of April 2018.

04
Field visits
 by the executive committee in the branches to participating schools for initial evaluation.

- tee of the school transport branches and the qualified school is selected for the second phase, which comprises meetings and visits by the committee to assess the school's participation plans. This item is limited to **the outstanding public schools award, private schools award category, and school projects award.**
- The corporation has the right to retain the documents and material, and benefit from them in any manner it sees fit.
- Participations not meeting conditions will be disregarded.
- Participation files must not be submitted in any other competition.
- All participation files must be submitted by 30/04/2018.
- The competition's results to be announced in the second term of the academic year 2017/2018.



01 Public Schools Award:

Three awards are given to each educational phase separately: kindergarten, primary, intermediary and secondary, distributed as follows:

Place	First	Second	Third
Award/AED	25,000	20,000	15,000

02 Private Schools Awards:

Three awards are given to the first three winners in the private schools, as follows:

Place	First	Second	Third
Award/AED	25,000	20,000	15,000

03 Outstanding Projects awards for schools in the safety and traffic education field:

Five awards are given for the best five outstanding and creative projects presented by the public and private schools. Each award value is AED 10,000.

04 Innovation and Creativity award:

Innovation and Creativity category, divided as follows:

• Students (all educational phases):

Three awards are given to every project of the seven projects presented in each educational phase separately, each with a value of AED1,500.

• Professionals (individuals from various segments of society):

Three awards are given to each of the presented projects as follows:

Place	First	Second	Third
Award/AED	5,000	3,000	2,000

05 The Ideal Safety Family Award:

Five awards are given for the best five outstanding families. Each family is given an award worth AED 10,000 with discretionary prizes for the family members. The number of family members will be taken into consideration, and the school will be honoured for its efforts and nomination for the winning family.

The winning school, projects, and families are awarded:

- A safety shield.
- Certificates of appreciation and participation.
- Four prizes are given with the certificates of appreciation to the team that supervised the award in every winning school and project.
- Outstanding students are given prizes.
- The names or the winners are announced in the media and the corporation's publications.

Prizes and honours will be handed out in a special award ceremony to be held during the second semester of the academic year 2017/2018.

Honours will include:

- Honouring winning schools.
- Honouring outstanding school projects.
- Honouring winning students.
- Honouring winning ideal family members.
- Honouring the school team which supervised the award participation.
- Honouring the best educational areas as per the level and number of participations in the award from its schools.
- Honouring the best ET's branches in terms of the rate of their school participations in the award.

20



**Terms & criteria for
participation in the prize**



01 Criteria of the Public and Private Schools Awards:

First: the conditions of participating in the outstanding public and private school award:

1. Participation is only through one file which meets to the criteria, with the supporting documents.
2. The school has the right to participate annually in this category.
3. Application for participation is by filling the registration form for the outstanding public and private schools category (**Form 1**).

Second: participation criteria:

1. Please write a brief commentary on the school and its achievements which qualifies it for the award.
2. The documents and papers must not be more than 7 pages.

No.	Main Criteria	Secondary Criteria	Clarifications/instructions for meeting the criteria
1	Leadership and strategy (250 marks)	1- The school management's adoption of the culture of safety and traffic education	• Clarify how the school management adopted the values of traffic safety among its priorities.
2			• Personal participation, follow-up and reviewing, by managers, of the school's performance, and leading the efforts of developing the achieved results related to safety.
3			• Clarify the school management's participations in the initiatives, projects, and local practices to activate the safety systems, as well as its contributions in supporting the traffic safety system.
4		2- How the school management deals with the concerned administrators, students, supervisors, drivers, and parents in achieving satisfaction with the safety and traffic education systems	• How the school management encourages the concerned parties to participate in the programmes and events of safety and traffic education.
5			• How the school management cooperates with the concerned parties to interact with its safety and traffic education projects and initiatives, and how it boosts their keenness to adopt safety standards.
6	Human resources (150 marks)	1- Training employees on the culture of safety and traffic education	• Explain the trainings plans and awareness programmes of the school management, which include providing the concerned individuals with knowledge and skills in the safety and traffic education field, and how they were measured in terms of knowledge and behaviour.
7			• Explain the school management's participations in conferences, seminars, and workshops, as well as the certificates it received related to the safety and traffic education.
8			• Leaders' role in building and consolidating the culture of excellence among human resources, students, parents, supervisors, drivers, and administrators, as well as supporting innovation.
9		2- Enabling the human resources and their participation in the safety and traffic education programmes	• Encouraging and supporting the human resources, on the level of individuals and teams, to take part in the safety initiatives and ensure they adopt the safety value among their tasks.
10			• Keenness to give awards and appreciation of the efforts and accomplishments of the human resources in the safety and traffic education field.
11		3- Enabling students in the safety and traffic education field	• Mention the teams and groups formed by the school management in the field of safety and traffic education, including the terms of reference, responsibilities, and level of activity of the teams and groups.
12			• Mention the internal programmes and activities as well as the external participations of the teams and groups of safety and traffic education.
13	• Explain the opportunities and suitable environment the school management provided to encourage students to join the teams and groups and take part in the programmes, activities, and projects of safety and traffic education.		

No.	Main Criteria	Secondary Criteria	Clarifications/instructions for meeting the criteria
14	Resources and partnership management (100 marks)	1- Building strategic partnerships and utilising them in developing the safety and traffic education system	• How the school invested in its partnerships to develop the safety and traffic education system of the concerned entities.
15			• Explain the school's role in communicating with the institutions of the society and utilising them to develop and implement programmes related to safety and traffic education.
16			• Mention the school's initiatives in developing and providing parking for buses, employees, parents, and visitors, and its commitment to providing the golden rule inside the school building, as well as the school and its utilities' location convenience with the safety conditions.
17	Activities, initiatives, and projects in the field of safety and traffic education (200 marks)	2- The nature of activities, initiatives, and projects applied by the school in the safety and traffic education field	• Explain the nature and size of initiatives adopted by the school in the safety and traffic education field.
18			• Mention how the school management boosts creativity, safety, and traffic education in its programmes and activities.
19		3- The level of improving programmes and activities creatively	• Explain how the targeted individuals were engaged in improving the activities and programmes related to safety and traffic education to become new and innovative.
20			• Mention the new creative innovations in the programmes and activities that were designed and developed in cooperation with the targeted entities in the safety and traffic education field.
21	Measurement of performance results and utilising them in the review and development (300 marks)	1- Measuring the results of initiatives, projects, and strategic goals related to safety and traffic education	• Was the success of the school's effort in the safety and traffic education field measured? Please explain the methods, measurement mechanisms, and statement of results which were measured along more than a year (preferably 3 years).
22			• Did the school achieve its objectives, partially or fully? Please give a brief explanation on the level and nature of success achieved (material/ immaterial). (It is preferable to support your answer with statistics and figures to explain the nature and level of success.)
23		2- Making use of the achieved results in developing the system of safety and traffic education initiatives and projects	• What was the benefit of applying and generalising the school's initiatives/projects in the country's other schools?
24			• Did the school take developmental or corrective procedures with the aim of improving safety results?

02 Outstanding School Projects Award Criteria in the Safety and Traffic Education Field:

First: conditions for participation in the outstanding school projects award:

1. Any outstanding project seen suitable by the school can be nominated, on condition that it is in line with the award's objectives in the safety and traffic education field.
2. It is not required that the school participates in one of the two awards, public schools and private schools, before nominating its outstanding projects.
3. Participation is done through preparing only one file that meets all the set criteria, with the papers and supporting documents included.
4. The winning project cannot participate for two consecutive years. The school can participate with a different project every year even if it won the previous edition.
5. The school cannot participate with more than one project a year.
6. The duration of the nominated project cannot be less than one school term.
7. The corporation has the right to retain the documents and material and benefit from them in any manner it sees fit.
8. The deadline for receiving the initial participations is the end of January 2018.
9. The project will be evaluated by the executive committee in the branches through a field visit, in order to observe the level of project progress. The committee will prepare reports on the visit to be given to the judging committee.
10. Request for participation is through completion the participation form within the school projects category in the field of safety and traffic education **(Form 2)**.

Second: participation criteria:

1. Please write a brief commentary on the school and its achievements which qualify it for winning the award.
2. The number of supporting documents must not exceed 4 pages.

No.	Criteria
1	Please give a brief idea of the nature, content, and objectives of the initiative.
2	Please explain the reasons and conditions under which the initiative/project was proposed.
3	The relation of the initiative/project to safety and traffic education.
4	Why do you think the initiative/project is worthy of winning in the school projects category?
5	Has a clear plan been set and approved to implement the initiative/project?
6	Was there a mechanism or performance indicators to measure the extent of the initiative/project's success and target achievement?
7	Did the school succeed in applying and executing the contents and activities of the initiative/project as planned? In case the initiative/project succeeded in partially or fully achieving its objectives, please explain briefly the range and nature of achieved success (material or immaterial), while stating the positive effects on individuals, local community, and other institutions. (It is preferable that the answer is supported with statistics and figures to clarify the nature and range of success)
8	Did the school take developmental or corrective procedures with the aim of improving the initiative/project's results?
9	How did the units and other schools in the institution benefit from the application and dissemination of the initiative/project?

03 The Ideal Family Award Criteria:

First: Conditions for participation in the Ideal Family award:

1. The school management nominates the family which it feels has shown excellence, care, and commitment to the safety programmes among the families of students who study at the school.
2. Applying for a participation request through completing the participation form within the Ideal Family category (**Form 3**).
3. Participation is done through preparing a file with the answers on the criteria, attached with the supporting documents and evidence.
4. The winning family has the right to participate in two consecutive editions. The performance comparison system for the two participations will be used.
5. The school can nominate more than one family in one edition. Each family is given a separate file.
6. The nominated family can organise events in other schools.

Second: participation criteria:

1. Please write a brief commentary on the family and its achievements which qualifies it for winning the award.
2. The supporting papers and documents must not be more than 3 pages.

No.	Main Criteria	Secondary Criteria
1	Benefits and roles	<p>Explain why your family is described as distinguished in safety and traffic education.</p> <p>State the mechanism of role distribution in the family to achieve safety in the house, bus/vehicle, and school.</p>
2	Participations and achievements	<p>The activities and programmes the school has done in order to boost the concepts of safety and traffic education.</p> <p>Explain the level of cooperation between the family and school management during its participation in the school programmes and activities.</p> <p>State the extent to which the family benefited from the programmes offered by the interested entities and how it was spread in the family.</p> <p>Explain the nature of the family's relationship and its influence on other families.</p>
3	Results	<p>What are the future plans for the family in the safety and traffic education field (they must be realistic and distinctive)?</p> <p>What are the fruitful results achieved by the family in its distinction in the safety and traffic education field?</p>

04 Safety Supporter of the Year Award Criteria:

The winner is selected by the higher committee of the award as per the following criteria:

No.	Selection Criteria
1	The winner could be a prominent individual or institution with valuable contributions in the safety and traffic education field.
2	Personal participation in adopting projects and initiatives in the safety and traffic education field.
3	Achieving significant accomplishments, with positive effects, in serving the society, especially in the safety and traffic education field.
4	The winner must be a citizen or resident of the UAE.

05

Creativity and Innovation Award Criteria:

Participation in the award is allowed for creations and innovations that enhance the value of safety and contribute to spreading the culture of traffic education. Participations should contribute to the development of the school transport services in ET, and they are divided into the following categories:

1- Creativity categories: (students of all educational phases):**First: Conditions of Participation:**

- All students in public, private schools, and all educational entities have the right to participate in this category of the award. They are categorized into the following levels, which compete among each other: (Kindergarten, Primary, Intermediary, Secondary).
- Each participation is put in a special envelope, separate from the other award categories, with the clarification of all the data of the submitted participate by completing the application form **No. (4)** with a brief paragraph explaining the creative aspects of the project submitted.
- Students are allowed to participate in more than one category (**maximum 3**), and in case one of the entries wins, the rest are excluded.
- The school does not have to be a participant in one of the other awards (outstanding schools projects and ideal family award) before nominating the projects of its distinguished students.
- The corporation has the right to retain the documents and material and benefit from them in any manner it sees fit.
- Students' entries are submitted separately from the school's entries.
- Three winners are chosen for every project of the presented projects in every school phase across the country, and they are each rewarded AED 1,500.
- Each entry is placed in a special envelope separately from other award categories, with the clarification of all the data of the submitted entries.
- Entries should be submitted on a CD.
- The deadline for receiving participations is 30/04/2018.

Second: Criteria for entries:

- Entries should be connected with the adopted slogan in every edition, which for the 20th edition is: **(Our Children, Our Responsibility)**
- Submitted works must not be participating in any other awards, competitions, or in previous editions of this award, and they should be prepared and executed by the students themselves.
- Entries not in compliance with the criteria and academic phases, as illustrated in the following table will be disregarded.

No.	Category	Targeted Stages	Criteria
1	Photography	<ul style="list-style-type: none"> • Elementary phase (primary and intermediary) • Secondary phase 	<ul style="list-style-type: none"> • Level of creativity and innovation in the picture. • The impact of the image in the spread of safety and traffic education culture. • Entry must be presented on CD or Flash-USB.
2	Smart Applications	<ul style="list-style-type: none"> • Intermediary phase • Secondary phase 	<ul style="list-style-type: none"> • Level of creativity and innovation in the smart application. • Possibility of applying and benefiting from the smart application. • The contribution of the smart application in developing school transport services in the country and turning them into smart services. • Entries must be presented on CD or Flash-USB.
3	Short Films	<ul style="list-style-type: none"> • Intermediary phase • Secondary phase 	<ul style="list-style-type: none"> • Level of creativity and innovation in directing the film. • The contribution of the film in the deployment of safety and traffic education culture. • Entries must be presented on CD or Flash-USB.
4	Paintings	<ul style="list-style-type: none"> • Kindergarten • Primary and intermediary • Secondary phase 	<ul style="list-style-type: none"> • The degree of connection between the painting and the field of traffic safety education and culture. • Level of creativity and innovation in the painting. • Painting measuring should not be more than A2 or less than A3. • Colour usage is left to the students' creativity.
5	Graphics	<ul style="list-style-type: none"> • Primary and intermediary • Secondary phase 	<ul style="list-style-type: none"> • The level of creativity and innovation in the design. • The degree of connection between the design and the field of safety and traffic education culture. • Measuring should be the size of A3.
6	Presentations	<ul style="list-style-type: none"> • Intermediary phase • Secondary phase 	<ul style="list-style-type: none"> • The level of creativity and innovation in preparing the presentation and using effects. • The degree of connection between the project and the field of traffic safety education and culture. • Setting 7 to 10 slides for the presentation. • The duration of the presentation should be between 2 and 4 minute for Flash programme.
7	Innovative projects	<ul style="list-style-type: none"> • Intermediary phase • Secondary phase 	<ul style="list-style-type: none"> • The level of creativity and innovation in the invention. • The possibility of applying and using the invention in reality. • The contribution of the invention in developing school transport services in the country.

Creativity and Innovation Award Criteria:

2- Creativity and Innovation categories: (Professionals):

First: Conditions of Participation:

- Participation is open to all citizens and residents of the UAE.
- Participations open for age group of 10 years and above.
- Each participation is put in a special envelope, separate from the other award categories, with the clarification of all the data of the submitted participate by filling application **(Form No. 4)** with a brief paragraph explaining the creative aspects of the submitted project.
- A maximum of two people can participate in each project.
- Each participation is placed in a special envelope separately from other award categories, with the clarification of all the data of the submitted entries.
- Participants are allowed to participate with more than one entry and in case one of the entries wins, the rest are excluded.
- Entries should be submitted on a CD, with the addition of a demonstration or an introductory film about the project, if any.
- The corporation has the right to retain the documents and material and benefit from them in any manner it sees fit.
- Three winners are chosen in every category, and the winners are given financial rewards according to the following:

Place	First	Second	Third
Award/AED	5,000	3,000	2,000

- Each entry must be placed in a special envelope separately from other award categories, with the clarification of all the data of the submitted entries.
- The deadline for receiving entries is 30/04/2018.

Second: Criteria of Participation:

- Entries should be connected with the adopted slogan in every edition, which is: **Our Children, Our Responsibility**.
- Submitted works must not be participating in any other awards, competitions, or in previous rounds of this award, and they should be prepared and executed by the participants themselves, according to the criteria illustrated in the following table:

No.	Type	Conditions
1	Smart applications	<ul style="list-style-type: none"> • The level of creativity and innovation in the smart application . • The possibility of applying and benefitting from the smart application. • The extent of contribution of the smart application in developing utilities. • School transport in the country and converting it to smart transport. • The entry is summited on a CD or a memory card (Flash- USB).
2	Short movie	<ul style="list-style-type: none"> • The extent of contribution of the short movie in spreading the culture of safety and traffic education. • The entry is summited on a CD or a memory card (Flash- USB).
3	Innovative projects	<ul style="list-style-type: none"> • The level of creativity and innovation in the invention. • The potential of applying and utilising the invention in real life. • The level of contribution of the invention in the development of school transport services in the country.

