



The HEROES website: www.ryd.eu/heroes was created for several reasons according to the different steps of the project.

The first step was to select the best existing “good practices” across Europe. Those practices come from different fields of activity: Road safety, drugs, alcohol and aids prevention. These 130 good practices selected by the partners, as well as details regarding each of the 13 partners, were posted on the HEROES website.

The second phase was to create 13 new awareness campaigns by cross-fertilizing 2 different fields of activity (e.g., road safety and HIV) from the 130 good practices. These new campaigns, inspired by success stories and experiences, will help educate young people, simultaneously on several issues. These new campaigns will be piloted by the HEROES partners, in order to create guidelines (implementation, training, communication) according to each partner’s knowledge and experience.

At the end of the project, the guidelines created by the partners, will include a detailed methodology, that will be made available to the general public. It will be an efficient tool to help other NGO’s or individuals active in the indentified areas of activity, developing their own awareness campaigns at national or local levels. Step-by-step guidelines will also be made available as to how to implement the action, how to train volunteers, and how to communicate with young people.