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## **IBTTA Unites International Partners ASECAP, IRF, PIARC, and Project EDWARD to “Be Safe Together” on Roads Worldwide**

WASHINGTON – The International Bridge, Tunnel and Turnpike Association (IBTTA), the worldwide association for the owners and operators of toll facilities and the businesses that serve them, is proud to announce that four of the world’s foremost transportation advocacy organizations have endorsed IBTTA’s new global road safety campaign, “[Be Safe Together](#).” Today, the European Association of Tolled Motorway, Bridge and Tunnel Concessionaires ([ASECAP](#)), International Road Federation ([IRF](#)), World Road Association ([PIARC](#)), and [Project EDWARD](#) (Every Day Without A Road Death) committed their support of Be Safe Together and participation in IBTTA’s first Global Road Safety Week from June 24 to June 28.

The Be Safe Together campaign showcases the tolling industry’s commitment to road safety through education and awareness, emphasizing to drivers that the little choices they make at each step of their journey can make a real difference in others’ lives.

“At IBTTA, we recognize that road safety is both a global imperative and a community-based activity that requires concerted efforts from all road users,” said Patrick Jones, IBTTA Executive Director and CEO. “I am grateful for the support of our international partners. This collaboration underscores our commitment to save lives by encouraging all road users to use empathy and be safe together.”

This international partnership represents a unified effort to drive positive messaging in the global road safety movement, showcasing a new way to reach and educate drivers. Through sustained effort and dedication, the Be Safe Together campaign is poised to create safer roads for all.

Malika Seddi, Secretary General of ASECAP, emphasized the importance of collaborative action to make an impact. “ASECAP is proud to support Be Safe Together. Each roadway creates a community, and this campaign will educate drivers on the importance of respecting their fellow travelers and road workers,” said Seddi.

IRF, a global organization with headquarters in Geneva and engaging in more than 130 countries around the world, has committed to promoting the campaign through its extensive network of members and partners and across its social media channels using #BeSafeTogether. “Every death on our roads is one too many. Changing this pattern is possible and requires deliberate action from all of us. The Be Safe Together campaign is an important step, and IRF is proud to be a part of it,” said IRF Director General Susanna Zammataro.

Patrick Malléjacq, Secretary General of PIARC, which includes 127 government members worldwide, echoed this sentiment, saying, "PIARC is excited to support Be Safe Together, which is a great opportunity to use our data to inform road practitioners around the world about how to stay safe."

Project EDWARD is the UK's biggest platform for showcasing best practices in road safety, promoting an evidence-led, 'safe system' approach with a long-term objective of creating a road traffic system free from death and serious injury. James Luckhurst, Founder of Project EDWARD, expressed his enthusiasm about the collaboration, stating, "We are thrilled to partner with IBTTA in our shared commitment to saving lives on the roads. Together, we can harness the power of collaboration and innovation to drive meaningful change and make every day without a road death a reality."

ASECAP, IRF, PIARC, and Project EDWARD will infuse the Be Safe Together message of empathy into global road safety communications, while highlighting data from their roadways. "IBTTA and our international partners will coordinate efforts in service of the industry's ultimate goal: the safety of everyone on the road, including drivers, passengers, and road workers alike. Together, we can create safe roads worldwide," said Jones.

The International Bridge, Tunnel and Turnpike Association (IBTTA) is the worldwide association for the owners and operators of toll facilities and the businesses that serve them. Founded in 1932, IBTTA has members in more than 25 countries on six continents. Through advocacy, thought leadership, and education, members are implementing state-of-the-art, innovative user-based transportation financing solutions to address the critical infrastructure challenges of the 21st century. For more information, visit [www.ibtta.org](http://www.ibtta.org).

ASECAP – Association Européenne des Concessionnaires d'Autoroutes et d'ouvrages à Péage – is the European Association of Operators of Toll Road Infrastructures. The ASECAP network comprises more than 81,000 km of toll motorways, bridges and tunnels across 18 member countries (Austria, Croatia, Denmark, France, Germany, Greece, Hungary, Ireland, Italy, Morocco, the Netherlands, Poland, Portugal, Serbia, the Slovak Republic, Slovenia, Spain and Türkiye) and managed by 125 companies. Furthermore, ASECAP has an Industry Group Partner, KAPSCH and KONTRON. ASECAP's purpose is to defend and develop the system of motorways and road infrastructures in Europe applying tolls – the user/pay model principle - as a powerful tool to ensure the financing of their construction, maintenance and operation.

The International Road Federation (IRF) is a global, independent, not-for-profit organization with headquarters in Geneva, Switzerland. Active since 1948, IRF is a membership-based organization, representing leading corporate and institutional players drawn from the road and mobility sectors worldwide. Its mission is to promote the development of roads and road networks that enable access and sustainable mobility for all. Its approach is centered on key strategic components of knowledge transfer & information sharing, connecting people, businesses and organizations, and working with policy & advocacy.

PIARC (World Road Association), founded in 1909 and comprising 125 member governments from all over the world, is the global forum for exchange of knowledge and experience on roads, road transport policies and practices. With consultative status to the Economic and Social Council of the United

Nations, the Association is contributing to a stable and sustainable global development of the road and transport sector.

Project EDWARD (Every Day Without A Road Death) is the biggest platform for showcasing good practice in road safety in the UK. Managed by Projects Zero, it is backed by government, the emergency services, highways agencies, road safety organizations and British businesses. It promotes an evidence-led, 'safe system' approach – the long-term objective of which is a road traffic system free from death and serious injury.