
#(S)heWorks #ICare

- Malika SEDDI
- Secretary General & CEO

A63 #(S)heWorks #ICare²⁰²⁴

CONDUCTEURS POIDS LOURD
RENDEZ-VOUS
LE 20 JUIN 2024
10H-16H



#(S)heWorks #ICare

2024



#(S)heWorks #ICare

2024



#(S)heWorks #ICare

2024

Drivers see you

ON 20 JUNE 2024

08 h 30 to 12 h 00 - Adda Nord Service Area
13 h 30 to 17 h 00 - Adda Sud Service Area



A35 Brebemi

 ALEATICA



**#(S)heWorks
#ICare**

**#Ele(a) trabalha
#Eu preocupo-me**

Uma iniciativa para a segurança
dos que olham por nós.





SOMOS INVISÍVEIS PARA SI?





Operation in Portugal



Operation in Croatia

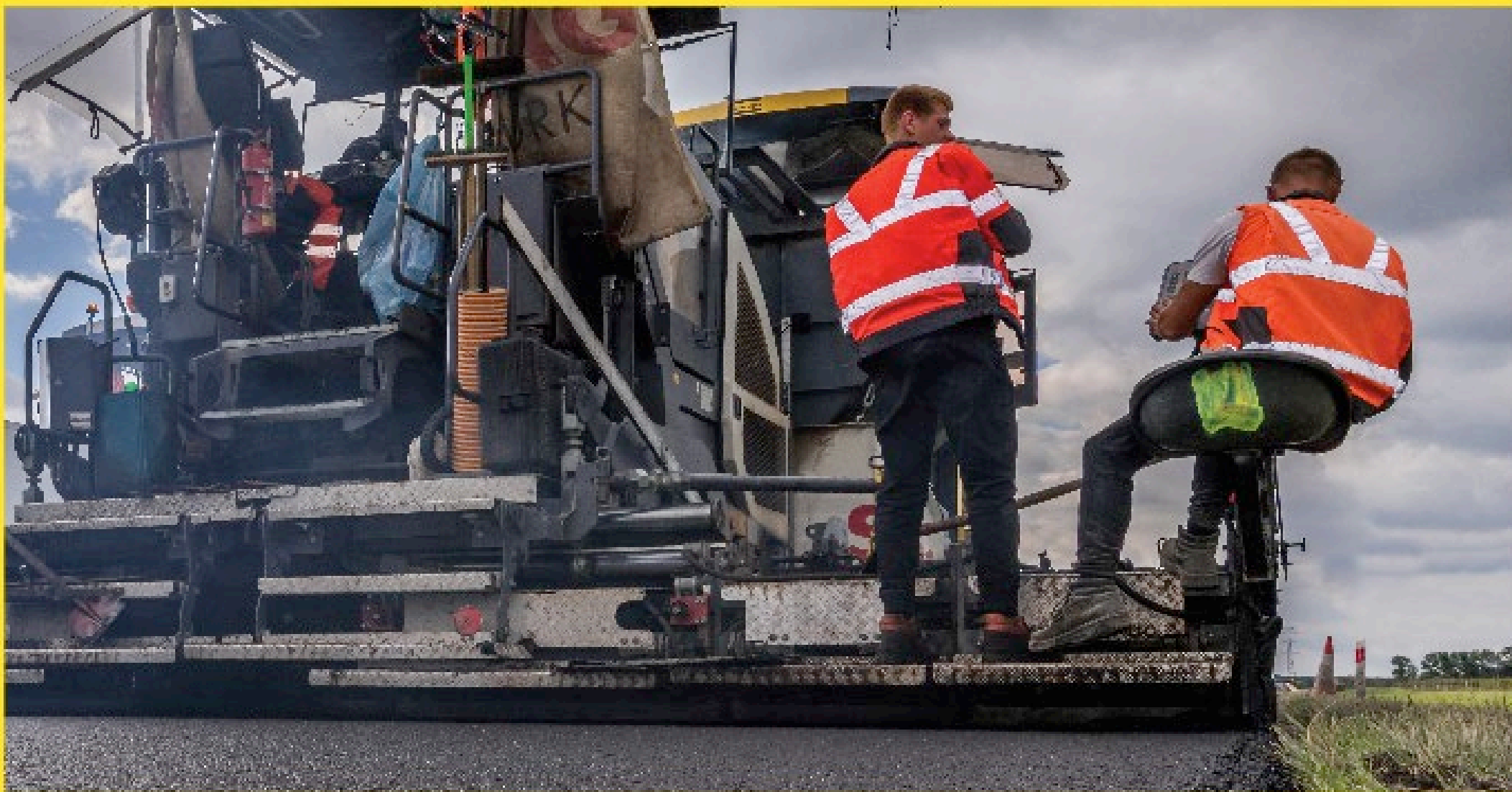
AKA

SAFETY IS IN YOUR
HANDS!

AKA



75



#(S)heWorks #ICare

**Autostrada
Wielkopolska**



Awareness-raising event

European day awareness

Breaking news

#(S)heWorks
#ICare 2024

A 100% human operation
for the safety of patrols
and the well-being of drivers
launched by ASECAP

Europe

@egis



SEOPAN @SEOPAN_ES · Jun 20

Hoy 20 de junio, las compañías de [#autopistas](#) llevan a cabo la campaña de sensibilización [#\(s\)heWorks](#) [#ICare](#) para concienciar sobre los riesgos para el personal que trabaja en la [#seguridad](#) de las autopistas [@ASECAP_EU](#)

Más info: acortar.link/w0a744

[#\(s\)heWorks](#)
[#ICare](#) 2024



3



4



80



Egis @egis · Oct 15, 2019

. @a63_landes et Egis Exploitation Aquitaine reconduisent l'opération [#HeWorks](#) [#ICare](#) visant à sensibiliser les conducteurs poids lourds à la sécurité des hommes en jaune. RV le 17 octobre sur l'aire de Magescq Ouest [#A63](#) egis.fr/action/actuali...



2



You reposted



Hellastron @Hellastron · Jun 21

Όπου και όταν βλέπουμε φάρους περιπολικών, φωτεινά βέλη, κώνους στο οδόστρωμα, κίτρινα ή πορτοκαλί γιλέκα, κόβουμε ταχύτητα & ακολουθούμε τη σήμανση.

✓ Μαζί, κάνουμε τον δρόμο ασφαλή! 🚧

#hellastron #Δουλεύουμε_για_να_στε_Ασφαλείς
#Φροντίστε_για_να_είμαστε_και_Εμείς #ASECAP



Μέλος της Εθνικής
Ένωσης Αυτοκινητοδρόμων
ASECAP

Μαζί, κάνουμε
τον δρόμο ασφαλή

ΕΛΛΗΝΙΚΟΙ ΑΥΤΟΚΙΝΗΤΟΔΡΟΜΟΙ
HELLASTRON
ΟΔΙΚΗ ΑΣΦΑΛΕΙΑ



3



5

53



You reposted



AEGEAN MOTORWAY @aegean_motorway · Jun 20

Μεριμνούμε καθημερινά, μέρα-νύχτα, για την ασφάλεια οδηγών και επιβατών, την δική μας ασφάλεια, σε συνθήκες υψηλού κινδύνου. Αξίζουμε την προσοχή όλων μας.

✓ Μαζί, κάνουμε τον δρόμο ασφαλή! 🚧

#hellastron #Δουλεύουμε_για_να_στε_Ασφαλείς
#Φροντίστε_για_να_είμαστε_και_Εμείς #ASECAP



Μέλος της Εθνικής
Ένωσης Αυτοκινητοδρόμων
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Μαζί, κάνουμε
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ΕΛΛΗΝΙΚΟΙ ΑΥΤΟΚΙΝΗΤΟΔΡΟΜΟΙ
HELLASTRON
ΟΔΙΚΗ ΑΣΦΑΛΕΙΑ



3



4

83



↳ You reposted



Brebemi A35 @Brebemi_A35 · Jun 20

(S)He Works I Care è il nome dell'iniziativa, promossa da @ASECAP_EU, per sensibilizzare sul tema della #sicurezza del personale che lavora sulle #autostrade e che si sta svolgendo oggi all'interno delle aree di servizio di A35 Brebemi. Vieni a trovarci!



↳ 2



5

73



↳ You reposted



ASFINAG @ASFINAG · Jun 20

Die #Autobahn ist unser #Arbeitsplatz. Geben wir aufeinander acht, damit alle wieder sicher nach Hause kommen. #(s)he works #ICare @ASECAP_EU



↳ 3



5

308



🔄 You reposted



ASFA Autoroutes @ASFAutoroutes · Jun 20

Ces femmes et hommes nous protègent au quotidien sur le bord des routes et des autoroutes, et nous passons sans les voir. Leur métier : sécuriser et entretenir nos routes. Faites attention à eux [#ProtégerDesVies](#) Respectez le [#CorridorDeSécurité](#) @IBTTA @ASECAP_EU



1

5

8

356

🔖 ⬆



Tráfico Autopistas @infoautopista · Jun 20, 2023

Desde Autopistas nos hemos adherido a la campaña que a nivel europeo lanza @ASECAP_EU bajo el lema [#HeWorksICare](#). El objetivo de esta acción es concienciar sobre los riesgos que suponen algunos comportamientos al volante para el personal que trabaja en las autopistas [#RoadSafety](#)



🗨

🔄

2

262

🔖 ⬆



A35 Brebemi Aleatica

+ Suivre



1 101 abonnés

1 sem. • Modifié •

È in corso oggi l'iniziativa "**(S)he Works I Care**", promossa da **ASECAP - EU ASSOCIATION** e realizzata in Italia in collaborazione con **AISCAT (Associazione** ...voir plus

[Voir la traduction](#)



20

3 replications



ATLANDES

+ Suivre



549 abonnés

2 sem. •

#SheWorksICare revient à l'échelle européenne !

Le 20 juin prochain, les **#rencontres** entre ...voir plus



25

6 replications



Fanis Papadimitriou · 2e
Attikes Diadromes S.A. ("Attiki
Odos" - Attica Tollway Operation...
1 sem. • Modifié •

One of the worst experiences in this job is that night
when you receive a call, only to hear that a colleague is
in the hospital due to an accident during ...voir plus
[Voir la traduction](#)



55 2 commentaires • 1 republication

A35 Brebemi
ALEATICA

A35 Brebemi Aleatica

1 101 abonnés
1 sem. • Modifié •

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25

6 republications

#(S)heWorks #ICare

Campaign very easy to duplicate .

The campaign has been spread European Portuguese, Croatian, Greek operators involving for 2024 edition _ Austria, Croatia, France, Italy, Ireland, Greece, Slovakia, Poland, Hungary, Slovenia, Spain, Turkey, Morocco

An affordable campaign requiring very low budget, between 5 up to 10 000 € (depending of production of goodies).For ASECAP, budget was 6000 € to develop common communication kit, press file, and T-shirts

Easy to deploy everywhere in the world.

HUGE IMPACTS

- Common messages disseminated in 18 countries
- Common date – June 20th
- Common moto
- 2025 Objective - to extend the campaign globally with IBTTA, IRF, PIARC members

#(S)heWorks #ICare

Thank you for your attention !



WORLD
CONGRESS
2024

IRF - International Road Federation

Building Capacity to Deliver Road Safety Impact

Susanna Zammataro
IRF Director General

www.irfnet.ch

About the International Road Federation (IRF)



WHO WE ARE

-  **Membership-based organisation founded in 1948**
-  **Headquartered in Geneva, Switzerland**
-  **Engaging 130+ countries**
-  **Assisting public and private stakeholders**
-  **UN ECOSOC Status since 1951**

WHAT WE DO



**KNOWLEDGE
& EXPERTISE**



**NETWORKING
OPPORTUNITIES**



**POLICY &
ADVOCACY**



**DATA &
STATISTICS**

www.irfnet.ch

Ten Step Project Tanzania



*Recognising achievement and innovations
which will improve road safety.*



**WORLD
CONGRESS
2024**



Achievements

Over 500 stakeholders trained,
infrastructure safety data expanded to
10,000 km, and recommendations for a
National Road Safety Strategy delivered.

www.irfnet.ch

Private Sector Road Safety Coalitions

Launched (2021 – 2023)



Morocco



Pakistan



Tanzania



Zambia



India

Upcoming



Guinea



Senegal



With the support of



Road Safety Auditors Training & Certification



**WORLD
CONGRESS
2024**

www.irfnet.ch

Data Collaboratives

IRF WORLD
ROAD
STATISTICS
2023
60th EDITION

GET FREE DATA

IRF World Road Statistics 60th Edition

The latest edition of the IRF World Road Statistics is now available for free through the IRF Data Warehouse! This edition encompasses data for the years 2016 - 2021, for over 200 countries and territories, and over 200 indicators.

Get Data



with support of



worldroadstatistics.org



Asia-Pacific Regional Road Safety Seminar 2023



WORLD
CONGRESS
2024

www.irfnet.ch

Policy & Advocacy



GRA IN ACTION SERIES

SUSTAINABLE
mobility
FOR ALL

Enhancing Policy and Action for Safe Mobility



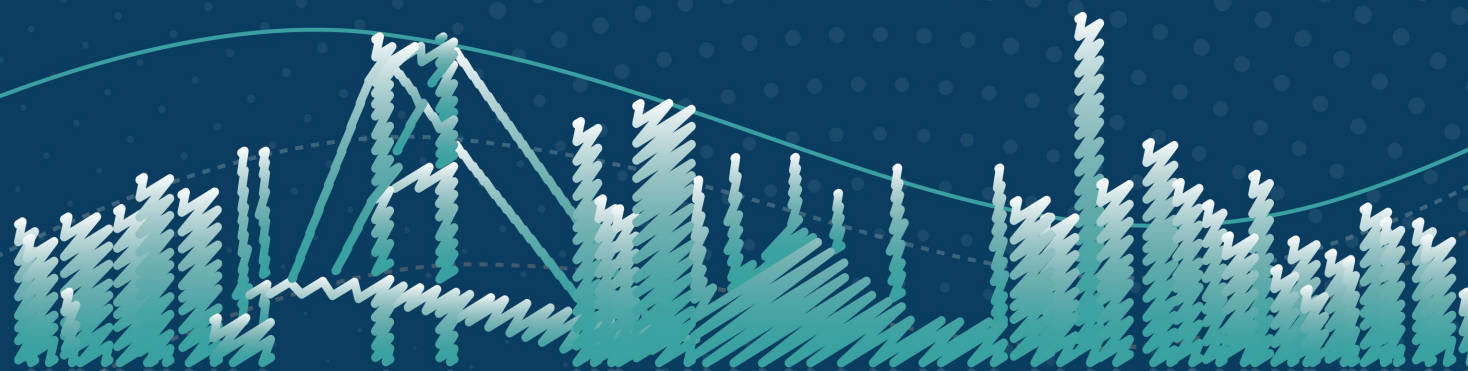


WORLD
CONGRESS
2024



15-18 October *Türkiye*

***Connecting to Empower Mobility:
Roads as Enablers of a Sustainable Future for All***



www.irfnet.ch



PIARC Global Road Safety Knowledge Exchange

A GLOBAL APPROACH TO ROAD SAFETY - IBTTA WIT

July 10, 2024

What is PIARC?

- **PIARC = World Road Association**
- We were **founded in 1909** as the **first global forum for the exchange of knowledge, policy and practice on roads and road transport**
- Work with HICs as well as with LMICs
- **125 member governments**, as well as regions, groups/companies and individuals.
- Through its **20+** Technical Committees and Task Forces, PIARC mobilizes the experience and knowledge of **1,200 experts** from more than 80 countries.



Knowledge exchange: The core of PIARC

- **PIARC mobilizes international road and transport experts through more than 20 Committees:**
 - Ad-hoc dialogue among peers
 - Network building
 - Joint work towards commonly-agreed deliverables
- **These deliverables are widely accessible:**
 - Hundreds of Reports, Case studies, Literature reviews, etc.
 - Seminars or workshops
 - 5 comprehensive manuals (online)
 - Software and tools (HDM-4, QRAM)
 - Usually in English, French and Spanish. Usually free of charge.
- **PIARC Congresses and events are world-class focus points for:**
 - Dissemination of these deliverables
 - Further discussions and debate



PIARC Global Road Safety Knowledge Exchange Project

- Aiming to promote knowledge sharing through appropriate implementation aids that will reflect previous PIARC work.
- Adapted to the needs of practitioners.
- Focus on spreading road safety knowledge to Low- and Middle-Income Countries (LMICs).
- Technical and financial support: USA, Australia, Canada Québec, South Africa, Sweden.
- With the support of National Technical University of Athens (NTUA) and Austrian Institute of Technology (AIT)

Dissemination Material

- Year-Long Knowledge-Sharing Campaign
- Dissemination material developed based on the outcomes of the Literature Review for the Road Safety areas:
 - 8 Thematic Presentations
 - 8 Thematic Recordings/web items
 - 8 Thematic Factsheets
 - 32 Road safety messages
 - 2 webinars
 - 2 in-person events
 - Workshop at World Road Congress in Prague
 - Final Report

PIARC GLOBAL ROAD SAFETY KNOWLEDGE EXCHANGE ROAD INFRASTRUCTURE

Road Infrastructure Recommendations



Road Safety Audits and Inspections enhance safety. Undertake road safety audits on all sections of new roads (pre-feasibility through to detailed design) and complete assessments using independent and accredited experts to ensure a minimum standard of three stars or better for all road users. Complete assessment with road safety inspections on critical

locations of existing roads. iRAP provides an affordable solution for RSA and RSI and is recommended especially for LMICs.

The costs of road improvements are manageable in context. Studies indicate that as little as 1-3% of road construction budgets are needed to make significant road safety improvements. When the value of lives saved and serious injuries prevented are considered, the return on investment is positive.

Read More

- [Road Safety Manual. Planning, Design & Operation. Infrastructure Management](#)
- [Proceedings of the "International Seminar and Workshop on Safer Roads by Infrastructure Design and Operation"](#)
- [Documents Relevant to Road Infrastructure and Transport Security A PIARC Literature Review](#)
- [Proceedings of the PIARC International Seminar on: "Road Safety in Low- and Middle-Income Countries: Issues and Countermeasures"](#)
- [Proceedings of the Internal Workshop "Policies and Programs for Road Safety Management"](#)
- [Smart Roads Classification](#)
- [Review of Global Road Safety Audit Guidelines with Specific Consideration for Low and Middle Income Countries](#)
- [Well-prepared projects. A PIARC collection of case studies](#)



PIARC GLOBAL ROAD SAFETY KNOWLEDGE EXCHANGE ROAD INFRASTRUCTURE

Road Infrastructure Recommendations



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- [Review of Global Road Safety Audit Guidelines with Specific Consideration for Low and Middle Income Countries](#)
- [Well-prepared projects. A PIARC collection of case studies](#)



PIARC is Boosting Road Safety (@ LMICs

PIARC Member

Patrick Mallejacq (Intro)

Ana Luz Jimenez (Spain)

John Barrell (UK)

Kaouther Machta (Tunisia)

Lawrence Chauke (South Africa)

John Milton (USA)

Ingo Kaudinya (Germany)

George Yannis (Greece)

Samantha Cockfield (Australia)

Nazir Alli

WELCOME TO PIARC!

“WE ARE NOW EMBARKING ON A NEW AND AMBITIOUS PROJECT TO DISSEMINATE EVEN MORE ACTIVELY KNOWLEDGE ON ROAD SAFETY ACROSS THE WORLD, WITH THE FOCUS ON LOW AND MIDDLE-INCOME COUNTRIES (LMICS).”

WE WILL KEEP EVERYONE UPDATED ON THIS PROJECT'S PROGRESS ON OUR WEBSITE AND SOCIAL MEDIA CHANNELS. STAY TUNED!

PIARC **PATRICK MALLEJACQ**
PIARC GENERAL SECRETARY



**ROAD SAFETY
KNOWLEDGE
EXCHANGE
– DATA**

PIARC **KAOUTHER MACHTA**
FRENCH SECRETARY OF
TECHNICAL COMMITTEE 2.4



**ROAD SAFETY
KNOWLEDGE
EXCHANGE
– SPEED**

PIARC **JOHN BARRELL**
MEMBER OF TECHNICAL COMMITTEE 3.1



**ROAD SAFETY
KNOWLEDGE
EXCHANGE
– VULNERABLE
ROAD USERS**

PIARC **LAWRENCE CHAUKE**
MEMBER OF TECHNICAL COMMITTEE 3.1



**ROAD SAFETY
KNOWLEDGE
EXCHANGE
– VEHICLES**

PIARC **ANA-LUZ JIMENEZ ORTEGA**
PIARC TASK FORCE 2.1 PRESIDENT



Prague Congress Workshop

- Part 1: **Effective Road Safety Management in LMICs**
- Moderator: Agnes Velez
- **Safe System Approach in practice** by Stephen Perkins
- **Guiding government action through legislation, education, enforcement and use of technology** by Nneka Henry
- **The need of building a sustainable knowledge and research infrastructure in LMICs** by Hans Godthelp
- **Key Road Safety Management Practices** by Anastasios Dragomanovits
- **Road safety Data and Analyses** by Matts-Ake Belin

- Part 2: **Targeted Road Safety Solutions in LMICs**
- Moderator: Robin Sebille
- **Successful Case Studies** in LMICs by Ahmed Ksentini
- **Providing safer road Infrastructure** by John Milton
- **Considering Human Factors in Road Safety** by Isabela Erdelean
- **Managing Speed for all road users** by John Barrell
- **Conducting road safety assessments on access routes to transit systems** by Edoardo Mazzia



Campaign Statistics

Orange: Same as PIARC's general communications

Green: Better than PIARC's general communications

Red: Worse than PIARC's general communications

Mailings	Road Safety Campaign Average
Open rate	28%
Engagement rate	6%
YouTube Videos	
Number of Views	79
Viewing Time	24.5%
Social Media (LinkedIn)	
Reactions	44.67
Comments	1.33
Clicks	33.58
Reposts	4.75
Engagement Rate	5.6

Next Steps

- Technical Committee 3.1 (Road Safety) will continue to update Fact Sheets and Presentations as needed during the 2024-2027 cycle.
- Technical Committee 3.1 (Road Safety) will continue to promote the products and material in international seminars and other road safety conferences and events to be held during the 2024-2027 cycle.
- Material will be included in the updates to the Road Safety Manual currently in process.

Overview Updates to PIARC Road Safety Manual

■ Project Overview

- The purpose of this project is to update the PIARC Road Safety Manual and to make it available in English, French and Spanish
- Audience – LMIC and HIC looking for worldwide noteworthy practices
- Objective – assist practitioners and decision makers implement safe system infrastructure
- Update to include worksheets & tools with technical content from 2003 printed manual updated with current state of practice and recent PIARC reports
- Several members countries are funding this project including the United States and Canada.
- The project launched in May 2024 and should be completed by within the year.

Thank you!



Agnes R. VELEZ

**Member of PIARC's Communications
Commission**

World Road Association (PIARC)
Grande Arche – Paroi Sud – 5^e étage
92055 – La Défense Cedex – France



@PIARC_Roads



World Road
Association PIARC



World Road
Association PIARC



World Road
Association PIARC

www.piarc.org



Hellenic Research and Educational Institute for the Road Safety and the Prevention & Reduction of Traffic Accidents “Panos Mylonas”

**BESAFE
TOGETHER**

**STAY FOCUSED.
STAY ALERT.
STAY SAFE.**

**THE LITTLE
THINGS ADD UP.**

ibtta
WOMEN IN TOLLING



Achieving Road Safety through Education

Vassiliki Danelli – Mylona

President of BoD

Road Safety Institute (RSI) “Panos Mylonas”

*IBTTA Women in Tolling Webinar “A Global Approach to Road
Safety” - 10.07.2024*



www.ioas.gr



EUROPEAN CITIZEN'S PRIZE



ACADEMY OF ATHENS PRIZE





Hellenic Research and Educational Institute "Panos Mylonas" for the Road Safety and the Prevention and Reduction of Traffic Accidents.

Established on May 12th 2005 after the tragic unfair loss of Panos Mylonas, a 22 year old University student of Mechanical and Aeronautical Engineering and WRC accredited journalist.



2005-2024
19 Years of Action!

Our Vision

"a world without road crashes"

Our Mission

To increase Society's awareness for traffic safety culture and safe behavior of road users

To support the Government and stakeholders to act for the prevention of traffic crashes

Strategic Pillars

1. General Policy on Road Safety

Cooperation with stakeholders, systematic registration, data analysis and evaluation of road safety measures



2. Road User's Behaviour

Education & information to improve driver law compliance, better protection of the vulnerable, campaigning nationwide



Activity Areas

3. Infrastructure

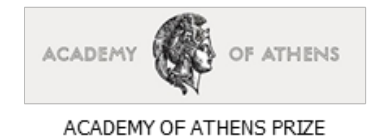
Implementation of international best practices and treatment of high risk sites



International Partnerships



www.ioas.gr



Awards & Certifications

European Citizen's Prize from the European Parliament



Award by the Minister of Transport of Sweden for our proposals to the ETSC which led to the development of the ISO 39001 standard for Road Safety Management



The Academy of Athens Award with a distinction for Ethics and Political Sciences (2021)



RSI's educational programs are under of Auspices of Ministry of Education, Religious Affairs and Sports and the Institute of Educational Policy (I.E.P.)



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
Υπουργείο Παιδείας, Θρησκευμάτων
και Αθλητισμού



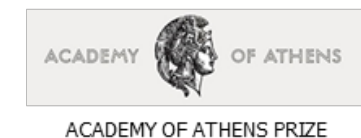
The RSI "Panos Mylonas" is certified according to ISO standards



RSI "Panos Mylonas" has been awarded the 3-star Environmental Accreditation from the FIA



www.ioas.gr



Education



- Inform about safety risks
 - Provide useful knowledge & Skills
 - Change attitudes & behaviours
- Promote Traffic Safety Culture** ★★ ★★ ★★ ★★

Traffic Safety & Mobility Education

In numbers:

311.537 Students

7.500 Teachers

23.210 Employees

35.350 Scouts

1.160 Underage Traffic Law Offenders & their families

More than 240 citizens per day & 350 events per year



Working in partnership with Motorways for the Society

Long lasting constructive collaboration on:

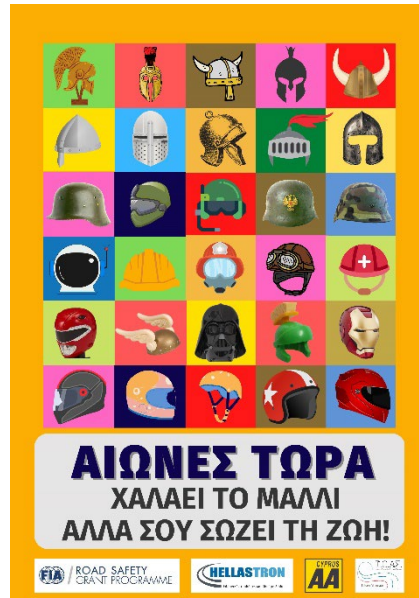
- Education
- CSR activities
- Advocacy Programs

Pit Stop for Road Safety

(annually since 2020)

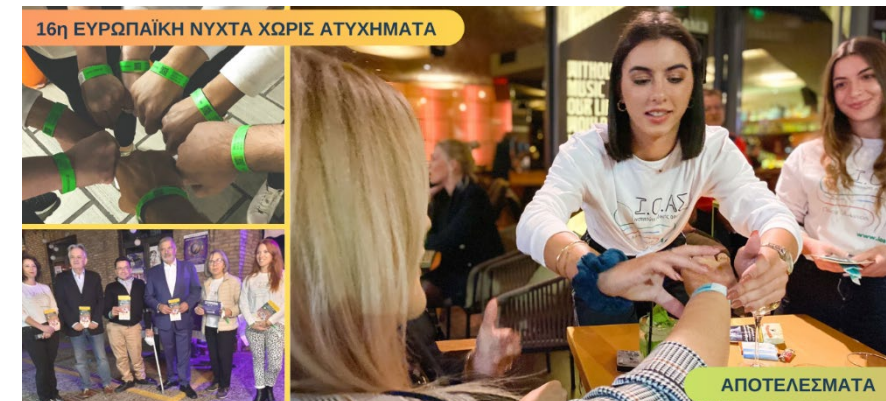


Awareness campaign on helmet use



European Night without Accidents

(annually since 2006)



RSI-Motorways Educational Activities

- School Programs for Road Safety in Motorways' territories:
 - Primary school students
 - Secondary school students
- In the context of Motorways' CSR educational programs are conducted:
 - Become a Knight of Road Safety
 - Do It Right!
 - Cycling Safely
 - In Traffic with Safety
 - Moving Stars
 - Small Wheels - Big Responsibility
 - Events promoting Road Safety

In 2023, we trained **14.400** students and teachers from 7 different Regions of Greece

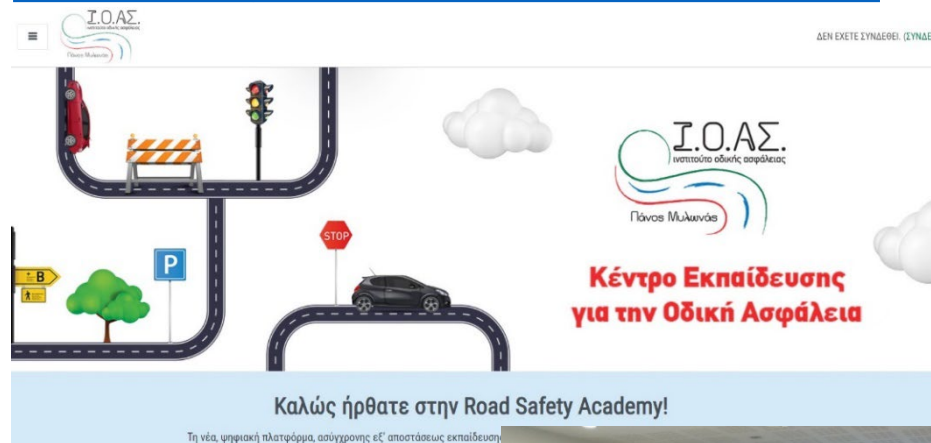


RSI-Motorways Educational Activities

Developing a Traffic Safety Culture via **Occupational Health & Safety** Programs:

478 employees and executives from **4** Motorways have been trained only the last 12 months

E-Learning RSI Educational Platform



**Electrosafe 4 GSSM-
New Seminar for E-Mobility**



AVENUE for Traffic Safety Mobile NEST



Evaluation of Our Trainings

Evaluation of our E-Learning platform

4,8/5 ★

Evaluation of Electrosafe

98% of participants said that the programme provided them with new knowledge and skills



Thank You!

Road Safety Institute “PANOS MYLONAS”

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e-mail: info@ioas.gr website: www.ioas.gr



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[/ioas_rsi](https://www.instagram.com/ioas_rsi)



[/ioaspanos](https://www.youtube.com/channel/UCioaspanos)

For any questions:

vdanelli@gmail.com



www.ioas.gr



EUROPEAN CITIZEN'S PRIZE



ACADEMY OF ATHENS PRIZE

