

WiFi: asfinag-guest  
Password: fsTrzw2m!



*Association Européenne des Concessionnaires  
d'Autoroutes et d'Ouvrages à Péage*

## 7<sup>th</sup> ASECAP MARKETING WORKSHOP

Marketing campaigns and actions to promote  
**TOLL ROAD INFRASTRUCTURE**



Vienna, 28<sup>th</sup> of February  
2020

Hosted by:



**2<sup>nd</sup> Panel:**

## **Presentations and interactive Q&A**

*Moderator:*

**Emanuela Stocchi,**

*ASECAP COPER II Chair and AISCAT  
International Affairs Director*

*[emanuela.stocchi@aiscat.it](mailto:emanuela.stocchi@aiscat.it)*

# Presentations and interactive Q&A

**Moderator:** Emanuela Stocchi, AISCAT

**Keynote Speaker:**

**IBTTA's Moving America Forward Public Awareness Campaign**

Bill Cramer, Communication Director, IBTTA

- **EU EIP: the activity of the Expert Group on Traffic Information Services, collection of Best Practices and review of Deployment Guidelines**  
Enrico Ferrante, AUTOVIE Venete, Italy
- **Tollways Corporate "Citizenship" Contributes to Social Acceptance and strengthens customer loyalty**  
Charalampos Malimoglou, HELLASTRON, Greece
- **Winter games**  
Michaela Gold, ASFINAG, Austria
- **Changing with Climate**  
Sebastião Sousa, BRISA, Portugal
- **ABERTIS global road safety program – The Italian experience**  
Nelly Girlanda, A4 Holding Italy – Abertis Group, Italy

Offered by:



# **IBTTA's Moving America Forward Public Awareness Campaign**

**Bill Cramer, Communication Director,  
IBTTA**



## **Moving America Forward: A Public Awareness Campaign Success Story**

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**BILL CRAMER**

**Communications Director**

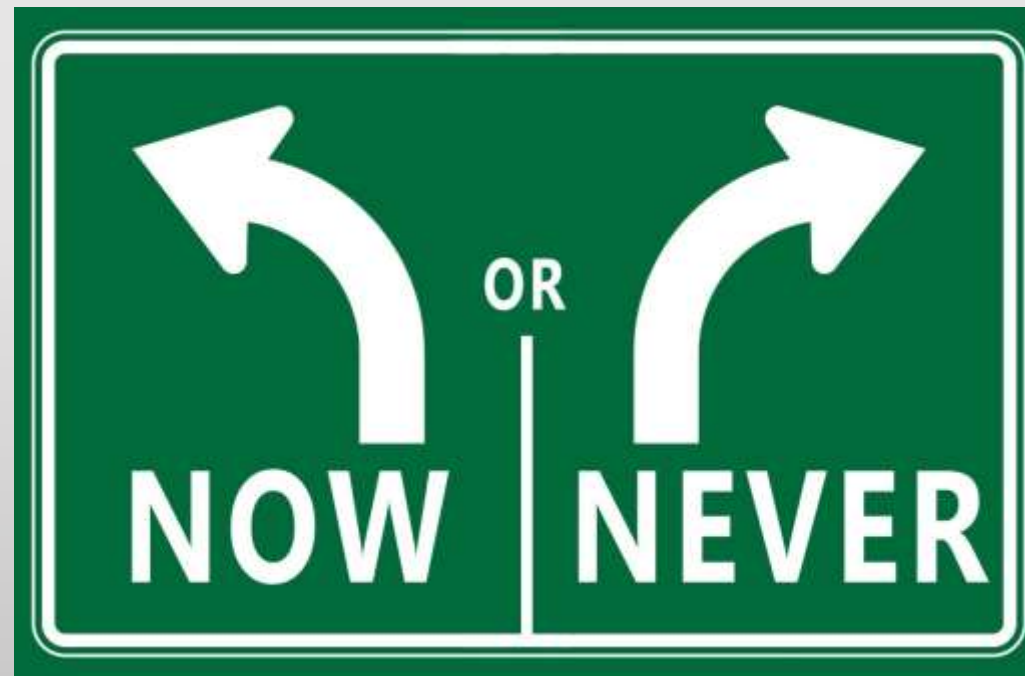
**International Bridge, Tunnel & Turnpike Association (IBTTA)**

**[bcramer@ibtta.org](mailto:bcramer@ibtta.org) | [www.IBTTA.org](http://www.IBTTA.org) | [@ibtta](https://twitter.com/ibtta)**

**MOVING  
AMERICA  
FORWARD**

**IBTTA**  
TOLLING. MOVING SMARTER.

**2012**



**“IBTTA for years had stuck primarily to being a professional association, holding world-class conferences and professional development events for members. When it came to the national debate around transportation investment (at the local, state and federal level), IBTTA remained on the sidelines watching the game. We never suited up and got on the field.”**

**Pat Jones, CEO and Executive Director, IBTTA**



## STRATEGIC GOALS

- ▶ *Raise the voice and visibility;*
- ▶ *Highlight the vital role tolling plays in building and rebuilding our surface transportation infrastructure;*
- ▶ *Educate and inform elected officials, policymakers, the media and the general public about the benefits of tolling.*

## BUILD A STRONG FOUNDATION



# INSERT IBTTA INTO THE NEWS CYCLE

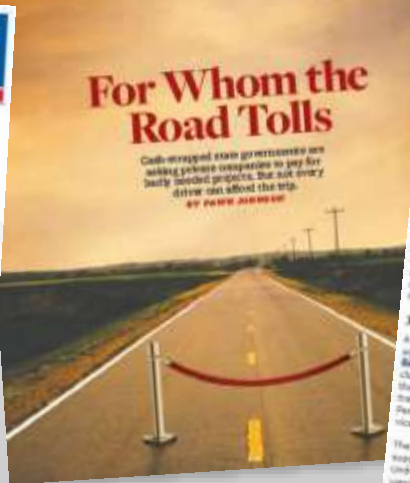


It was an innovation that took it nearly five years to create and launch the E-Z Pass.

Twenty years ago this month, the E-Z Pass electronic transponder — driver charges the tolling world, it allowed drivers to speed through lanes and pay from a single account using one device.



Panel asks if executive director and CEO of the International Bridge, Tunnel and Turnpike Association...



## BEGIN TO BUILD RELATIONSHIPS WITH THE MEDIA



The New York Times



National Journal



POLITICO



The Washington Post



GOVERNING

# GATHER DATA, TO BECOME THE CREDIBLE, TRUSTED RESOURCE FOR THE TOLLING INDUSTRY





## QUANTITATIVE ANALYTICS 2012-2020



287%



485%



610%



398%



320%



**MOVING  
AMERICA  
FORWARD**

**IBTTA**  
TOLLING. MOVING SMARTER.

**IBTTA**  
TOLLING. MOVING SMARTER.

INTERNATIONAL BRIDGE, TUNNEL AND TURNPIKE ASSOCIATION

**SINCE THE LAUNCH OF  
MOVING AMERICA FORWARD  
IN 2013, IBTTA HAS:**



## Additional Highlights:

- ▶ *Become a “go-to” source for the media;*
- ▶ *5<sup>th</sup> Straight Year Quoted in The New York Times;*
- ▶ *3,739 media placements & 2,960 social media posts mentioning IBTTA and tolling in 2019;*
- ▶ *80% increase in IBTTA “Tolling Points” blog this year;*
- ▶ *Launch of IBTTA “Smart Brief”*
- ▶ *Creation of a Communications Summit and network on industry communications professionals.*

## **Concluding Thoughts:**

- 1) Be a thought-leader, not a salesperson**
- 2) Start small, success breeds more success**
- 3) Engage your members to help build your team**

**Thank you!**

**Bill Cramer  
Communications Director  
International Bridge, Tunnel and Turnpike  
Association IBTTA  
bcramer@IBTTA.org**

Offered by:



# **EU EIP: the activity of the Expert Group on Traffic Information Services, collection of Best Practices and review of Deployment Guidelines**

**Enrico Ferrante, AUTOVIE Venete, Italy**



*EU EIP: the activity of the Traveller  
Information Services Expert Group,  
collection of Best Practises and review of  
the Deployment Guidelines*

ASECAP 7 TH MARKETING AND COMMUNICATION WORKSHOP  
VIENNA – 28 FEBRUARY 2020

Enrico Ferrante – AUTOVIE VENETE (Italy)



# The European ITS Platform



- Inside the European ITS Platform (EU EIP), the Activity 2 (A2) "*Monitoring and Dissemination*" is the prime place to foster harmonized ITS deployment on a European scale, across ITS Corridors and special domains
- A2 work in close cooperation with all Activities in EU EIP to provide a place to discuss mutual impact and orchestration of their specific results and their impact on ITS Deployment in the future
- It is also be the platform for ITS deployment corridors supported by the CEF programme to **share results of horizontal activities** and **best practice**.



- In order to foster **cooperation** and the necessary **consensus** between EU Member States, the EU EIP will facilitate the establishment of a commonly understood state of the art and promoting the actual take-up of EU specifications, guidelines, best practices and/or methodologies
- EU EIP A2 addresses ITS **harmonisation** in a variety of ways
  - A2 provides an operational helpdesk and user support for harmonised ITS deployment, including an operational ITS Library and a compendium for ITS Deployment Guidelines
  - EU EIP A2 has launched thematic *Expert Groups* to provide a place where experts from all EU EIP partners can meet to discuss all aspects of ITS deployment. Their input will be pivotal for the maintenance of the ITS Deployment Guidelines (DGs)

- The EG TIS - lead by Autovie Venete - analyses whether the relevant Deployment Guidelines dealing with Traffic Information Services are in compliance with the Delegated Regulations
  - *safety related traffic information* (886/2013)
  - *real time traffic information* (2015/962)
  - *multimodal travel information* (2017/1926)
  - *truck parking* (885/2013)
- In addition, the Expert Group updates the Deployment Guidelines with new Best Practices for Traffic Information Services



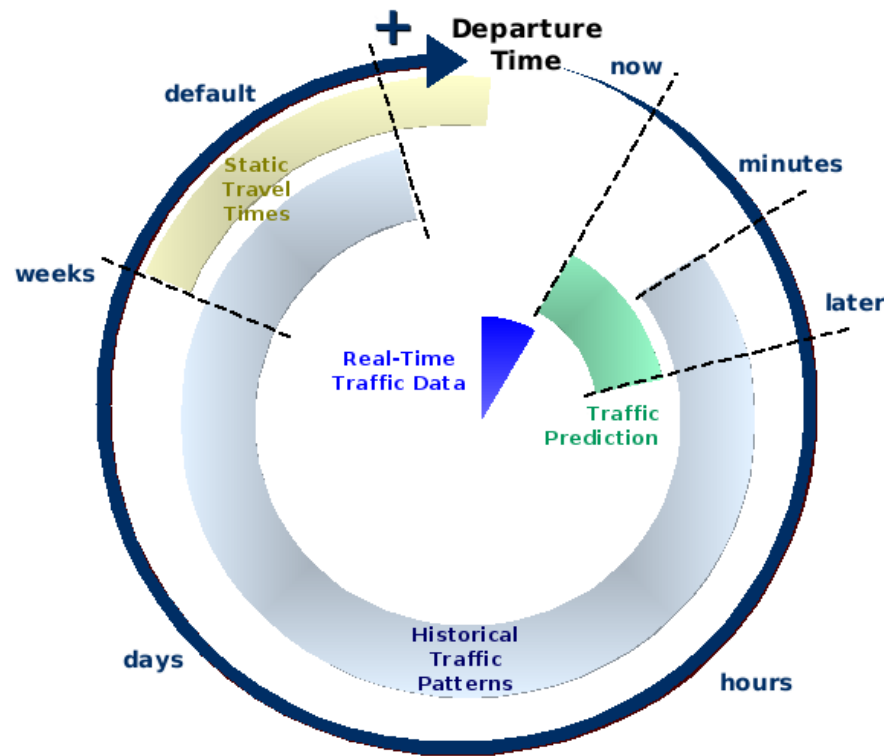


# The Expert Group on Traveller Information Services (EG TIS)



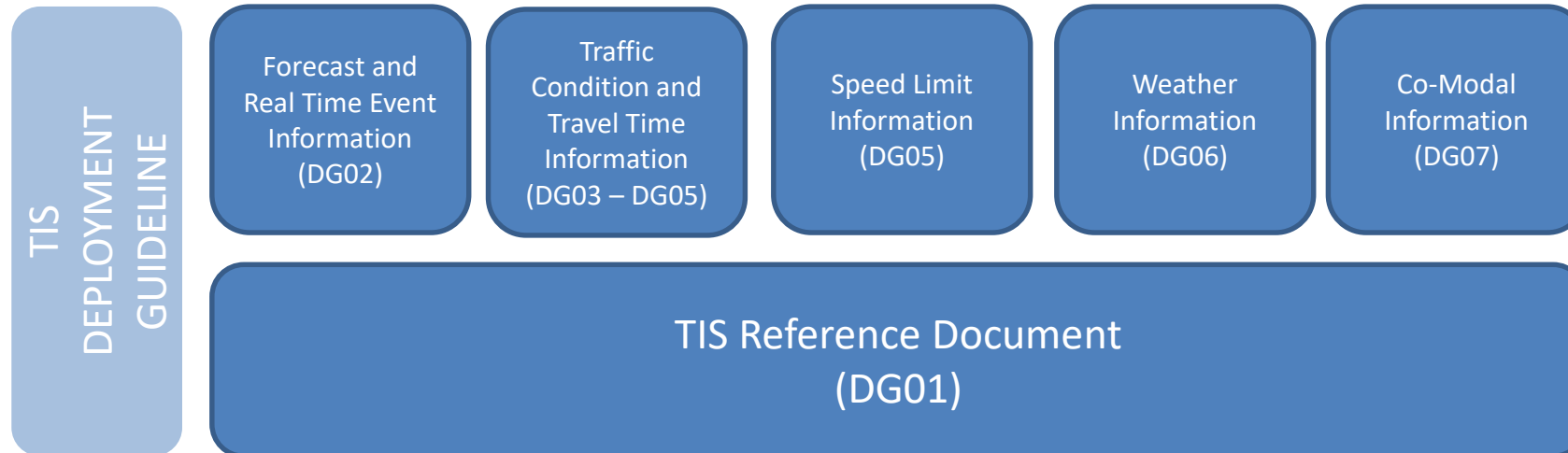
- The EG TIS start the collection of new and updated Best Practices of the services deployed on the European corridors in 2018
- The most innovative services for the travellers on the road core corridor network compliant with the delegated act published by the EU will be included in the “***Deployment Guidelines Reference Handbook***”, including the services linked with MaaS concept
- The impact and the role of road operator, service provider and stakeholder of C-ITS and autonomous driving will be analysed and discussed by the EG related with the **emerging** Traffic and Traveller Information Services





- Ideally, TIS in the European dimension should provide **continuity** across neighboring regions and between Member States
- However, currently they are often **disjointed** and **fragmented**
- The overarching purpose of the DGs is to facilitate the development of existing and new services to deliver a truly pan-European dimension not just by combining the different services but also by giving travelers an assurance about **expected levels of service** and **quality** across the TEN-T road network

DG Library - <https://www.its-platform.eu/DGs2012>



New version and new concept will be available soon

- Road transport are entering in the ***New Era of Digitalisation***,
- New systems and services (as **C-Roads platform**) were testing on the EU road network
- The **social media** transforms the information services and are influencing the services to travellers
- **MaaS** deploying new services for end users and influencing the mobility from rural to urban areas
- **Big Data** and **Metadata** is the new basis and source for emerging services to travellers

- Cross Corridors and Cross Border **services continuity** is the main objective for a **seamless** and **harmonised** deployment of TIS
- **Continuity** will improve LoS on road transport and **enhance the co-modality**
- **Day 1** and **Day 1,5 C-ITS** services will influences the TIS
- Automated driving cars...
- E-mobility...

...it's time to say what are **You deploying** or what **You expect from us...**

## What’s request

- include caption and source for the images
- choose DG from list
- “Administrative Data” block with fields “New/update” and “date filled”



The image shows a screenshot of a web form titled "EU EIP A2 Best Practice Collection". The form is divided into several sections:

- GENERAL INFORMATION:** Fields for Name of service/system/project, Name of operator/organisation, Service delivery (Public/Private), Mainly applicable Deployment Guideline (with a dropdown), Other relevant Deployment Guideline(s), and Contact for more information.
- ADMINISTRATIVE DATA:** Fields for New or update to an existing Best Practice (New/Update), Date of filling the form, and a link to enter data.
- GEOGRAPHICAL ASPECTS:** Fields for Country, Region of implementation, and Corridor(s) or Network(s) concerned.
- ITS SERVICE DESCRIPTION:** A large text area for General Objectives and a list of checkboxes for: Reduction of congestion, Increase of safety, Reduction of environmental damage, Protection of the road infrastructure, Increase traveller comfort, and Other Please specify.

At the bottom, there is a footer with logos for the European Union, the Connecting Europe Facility, and the website [www.eu-itsplatform.eu](http://www.eu-itsplatform.eu).

- Annual reporting on BP collection status at the end of each year
  - ✓ 2017, 2018,
    - Under completion for 2019



## BPs collection – status after last Joint Meeting in Helsinki (nov. '19)

Deployment guideline		# of Best practices					
Name	Coordinators	DG 12/15	Updated	New	To be removed / to be not updated	Remaining to be updated	New and updated BPs for the Reference Handbook
TIS_DG02	Reme/Hense	6	0	6		6	6
Forecast and Real Time Event Information							
TIS_DG03	Barr	10	6	7		4	13
Traffic Condition & Travel Time Information Service							
TIS_DG04	Mc Gillion	4	1	1		3	2
Speed Limit Information							
TIS_DG06	Petrisor	10	7	3	1	2	10
Weather Information Service							
TIS_DG07	Niculescu	9	1	1		8	2
Co-Modal Traveller Information							
TIS_TOTAL		39	15	18	1	23	33



<i>Country</i>	<i>Best Practices</i>	<i>Corridor</i>	<i>NEW Updated</i>
France	Application VINCI Autoroutes for smartphones	MedTIS2	NEW
Germany	ArbIS (Arbeitsstellenintegrationssystem)	URSA MAJOR 2	NEW
Germany	Traffic information LED display (single-row)	URSA MAJOR 2	NEW
Netherlands	Use of Floating Car Data for speed and travel time	URSA MAJOR 2	NEW
Romania	Monitoring Centres	Crocodile 2	
UK	Traffic Scotland Information Services		

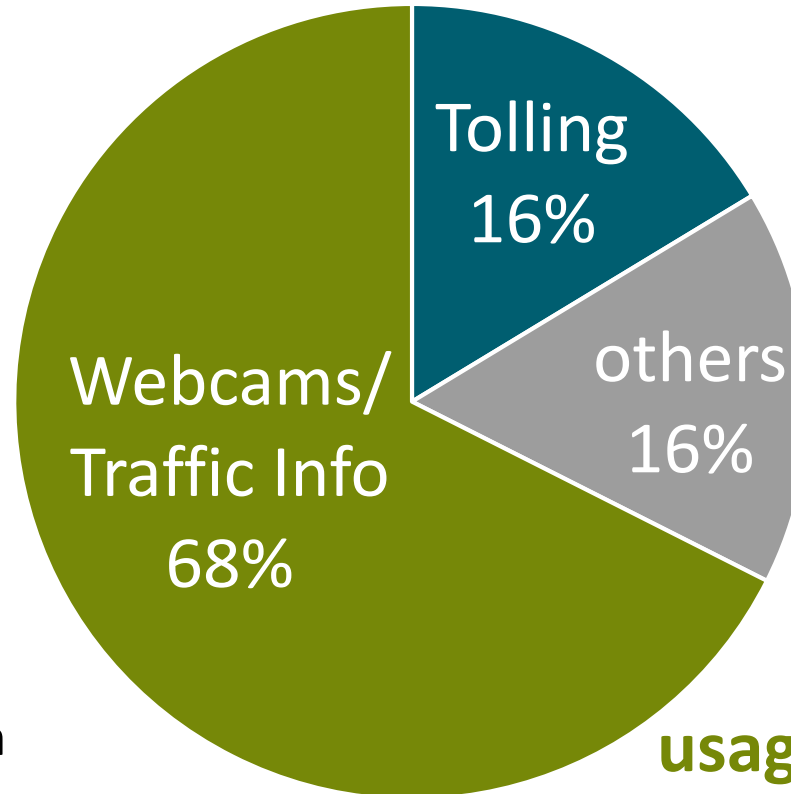
<i>Country</i>	<i>Best Practices</i>	<i>Corridor</i>	<i>NEW Updated</i>
Czech Republic	ŘSD dopravní informace (mobile application)	Crocodile 2	NEW
Finland	Traffic situation website	URSA MAJOR 2	
Finland	Digitraffic – traffic situation open data		
France	CROSS-BORDER TRAVEL TIME CONTINUITY BETWEEN ITALY, FRANCE AND SPAIN		
France	Bison Futé services	URSA MAJOR	Update
France	Travel time calculation using bluetooth sensors		NEW
Germany	Network Control RheinMain Ost/ Mittelhessen		Update
Germany	Traffic Information Service Hessen	Crocodile 2	NEW
Germany	Mobilitätsportal Rheinland-Pfalz (TIS Rheinland-Pfalz)		
Romania	Monitoring Centres	URSA MAJOR 2	
Romania	TrafficGuide	Arc Atlantique	Update
UK	The Traffic Scotland Web Service		
UK	Traffic Scotland Journey Time System		Update





**805k**  
Downloads by  
end 07/2018

**355k**  
avg. monthly **starts** in  
01-08/2017



**99,58%**  
availability  
in 01-08/2017

usage in 01-08/2017



## Deployment Guidelines review status

Deployment Guideline	DP Coordinator	Overview Received	BP in DG 12/15	Updated BP 12/15	New BPs
TIS_DG02_Forecast and Real Time Event Information	Reme/Hense	YES	6	0	6
TIS_DG03_Traffic Condition and Travel Time Information Service	Barr	YES	10	6	7
TIS_DG04_Speed Limit Information	Mc Gillion	YES	4	1	1
TIS_DG06_Weather Information Service	Petrisor	YES	10	7	4
TIS_DG07_Co-Modal Traveller Information	Niculescu	No	9	1	1
TIS_TOTAL			39	15	19

- **TIS DG07 CO MODAL TRAVELLER INFORMATION:**
- Technical, functional and Common Look & Feel requirements in the DGs referring to pictograms, signs (and IVS) have to be harmonized and compliant with Vienna Convention (EN-12966 standard) for Weather and meteo information too
- The use of pictograms in TIS should be coordinated and orchestrated with OEMs
- All technologies reference/requirements have to be out of the scope of DGs, in particular for VMSs
- Delegate Regulations (886/2013; 962/2015 and 1926/17) over rule the DGs missing point
- DATEX 2 is the common format for all ITS Services apart MMTIS

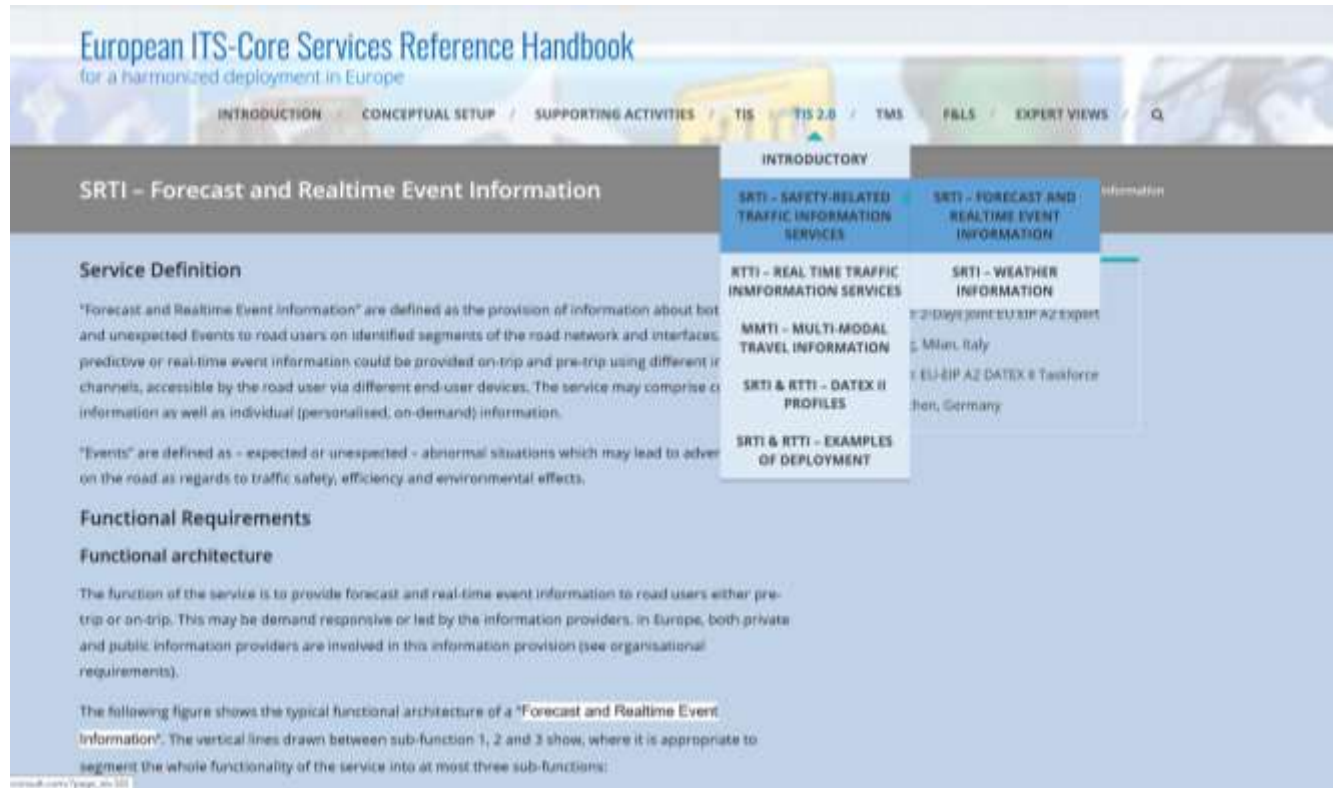
- It can be stated that the **primarily motorway oriented** ITS Service Deployment Guidelines are **ahead** of their time delivering
- not only a collection of about 600 pages of well-structured, on European level accepted and practical ITS Expert know-how providing all necessary requirements addressing all essential building blocks which are crucial for a **harmonized deployment of ITS services across Europe**
- but beyond these ITS deployment oriented advises strong conceptual foundations to be re-used **as tools to describe and assess relevant aspects of ITS deployments in the future** (where no practical experiences exist) with a different technological background (i.e. C-ITS, automated driving...) and in a different spatial domain (i.e. Urban ITS...);



- Rather, the **aim of cross-European harmonization and interoperability** is to create a **European added value for the road users**. ITS Services shall be equipped with features providing additional benefit for inter-regional and cross-border road users
- In detail the following added values can result:
  - **Interoperability** in terms of functional, organisational and technical features to harmonise cooperation and collaboration between different road operators and other third parties involved in the deployment and operation of an ITS-service
  - Information provision on **National Access Points** and other open traffic & traveller information portals
  - **Common Look & Feel** to present ITS-services to the road user in a harmonized European way
  - European-wide accepted assessment criteria to offer assessment against the background of harmonized level of service and operational environment criteria



## A Preview (not official yet) of the Reference Handbook



The screenshot shows the website for the "European ITS-Core Services Reference Handbook for a harmonized deployment in Europe". The navigation menu includes: INTRODUCTION, CONCEPTUAL SETUP, SUPPORTING ACTIVITIES, TIS, TIS 2.0, TMS, FMS, EXPERT VIEWS, and a search icon. The main content area is titled "SRTI - Forecast and Realtime Event Information".

**Service Definition**

"Forecast and Realtime Event Information" are defined as the provision of information about hot and unexpected Events to road users on identified segments of the road network and interfaces. Predictive or real-time event information could be provided on-trip and pre-trip using different channels, accessible by the road user via different end-user devices. The service may comprise of information as well as individual (personalised, on-demand) information.

"Events" are defined as - expected or unexpected - abnormal situations which may lead to adverse on the road as regards to traffic safety, efficiency and environmental effects.

**Functional Requirements**

**Functional architecture**

The function of the service is to provide forecast and real-time event information to road users either pre-trip or on-trip. This may be demand responsive or led by the information providers. In Europe, both private and public information providers are involved in this information provision (see organisational requirements).

The following figure shows the typical functional architecture of a "Forecast and Realtime Event Information". The vertical lines drawn between sub-function 1, 2 and 3 show, where it is appropriate to segment the whole functionality of the service into at most three sub-functions:

**Navigation Menu:**

- INTRODUCTORY
  - SRTI - SAFETY-RELATED TRAFFIC INFORMATION SERVICES
  - RTTI - REAL TIME TRAFFIC INFORMATION SERVICES
  - MMTI - MULTI-MODAL TRAVEL INFORMATION
  - SRTI & RTTI - DATEX II PROFILES
  - SRTI & RTTI - EXAMPLES OF DEPLOYMENT
- SRTI - FORECAST AND REALTIME EVENT INFORMATION
- SRTI - WEATHER INFORMATION

# Conclusion

- The road operators, as presented today and in the previous WS, spends lot of efforts in **safety campaign**, services for the customers, **communication plan** for the management of **emergency** and unusual situation
- The main objective should be the **improvement of safety** and services, **environmental protection**, optimisation of the use of the infrastructures and related costs
- One of the scope of this activity is the **enhancement** of the public opinion and the **reputation** of the motorway operators, from the perspective of the customers and the politics
- Improvement of collaboration between road operators and stakeholders
  - Other mode of transport (rails, public transport, shared mobility...)
  - Service providers
  - Consumers' Association

- **Harmonization** and **interoperability** will help the road operators obtain more results from the services deployed to their customer
- **Integration** with new services will improve the **efficiency** of the networks
- Collaboration with stakeholders should offer **new market horizon** and enlarge the area of interest of the concessionaires
- Have a look on **leading innovation timeline** in order to be constantly updated and not run after the innovation

Thanks and enjoy Vienna

Enrico Ferrante

*Development Organization and Innovation Directorate  
Head of Innovation Dept.*

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Offered by:



# **Tollways Corporate “Citizenship” Contributes to Social Acceptance and strengthens customer loyalty**

**Charalampos Malimoglou,  
HELLASTRON, Greece**

**ASECAP  
7th Marketing Workshop  
Vienna, 28th of February 2020**

**Tollways Corporate Citizenship Contributes to  
Social Acceptance and Strengthens  
Customer Loyalty**

**Charalampos M. Malimoglou,  
Technical Advisor, Hellenic Association of Toll Road Network, HELLASTRON  
Chief Operations Officer, InVision Consulting S.A.**

Among the things that have changed in the last 15 years in Greece is that....



...more than two thousand kilometers of motorways have been developed creating a modern national Road network !

# Hellenic Association of Toll Road Network "HELLASTRON"





# Hellenic Association of Toll Road Network "HELLASTRON"



# Hellenic Association of Toll Road Network "HELLASTRON"



# Hellenic Association of Toll Road Network "HELLASTRON"





## Members

Project	Length in operation (Km)
ATTIKI ODOS	70
GEFYRA	3,5
EGNATIA ODOS	887,2
NEA ODOS	366,1
MOREAS	205
AEGEAN MOTORWAY	262,6
OLYMPIA ODOS	202,3
KENTRIKI ODOS	136,5
<b>TOTAL</b>	<b>2.133,1</b>

  
 HELLENIC ASSOCIATION OF TOLL ROAD NETWORK  
**GREEK MOTORWAY NETWORK**

**Legend**

-  Attica Tollway
-  Rion Antirion Bridge
-  Egnatia Motorway
-  Nea Odos Motorways
-  Moreas Motorway
-  Aegean Motorway
-  Olympia Odos Motorway
-  Central Greece Motorway



**Development almost completed** (Just two sections are under construction).



**and the people of the areas benefited  
by this modern road network are  
welcoming and supporting the  
operation...**

But, a lot of them do not accept that "usage of a modern infrastructure has a cost" : the Toll Price

Then, Celebrations Stop  
and the  
reaction begins ....



Only in Greece ? (because the socioeconomic crisis of the last 10 years)  
Of course not.....



Mersey Gateway Bridge UK



Vietnam, Tien Giang province



France, Brittany



Skye Bridge UK



South Africa



Spain

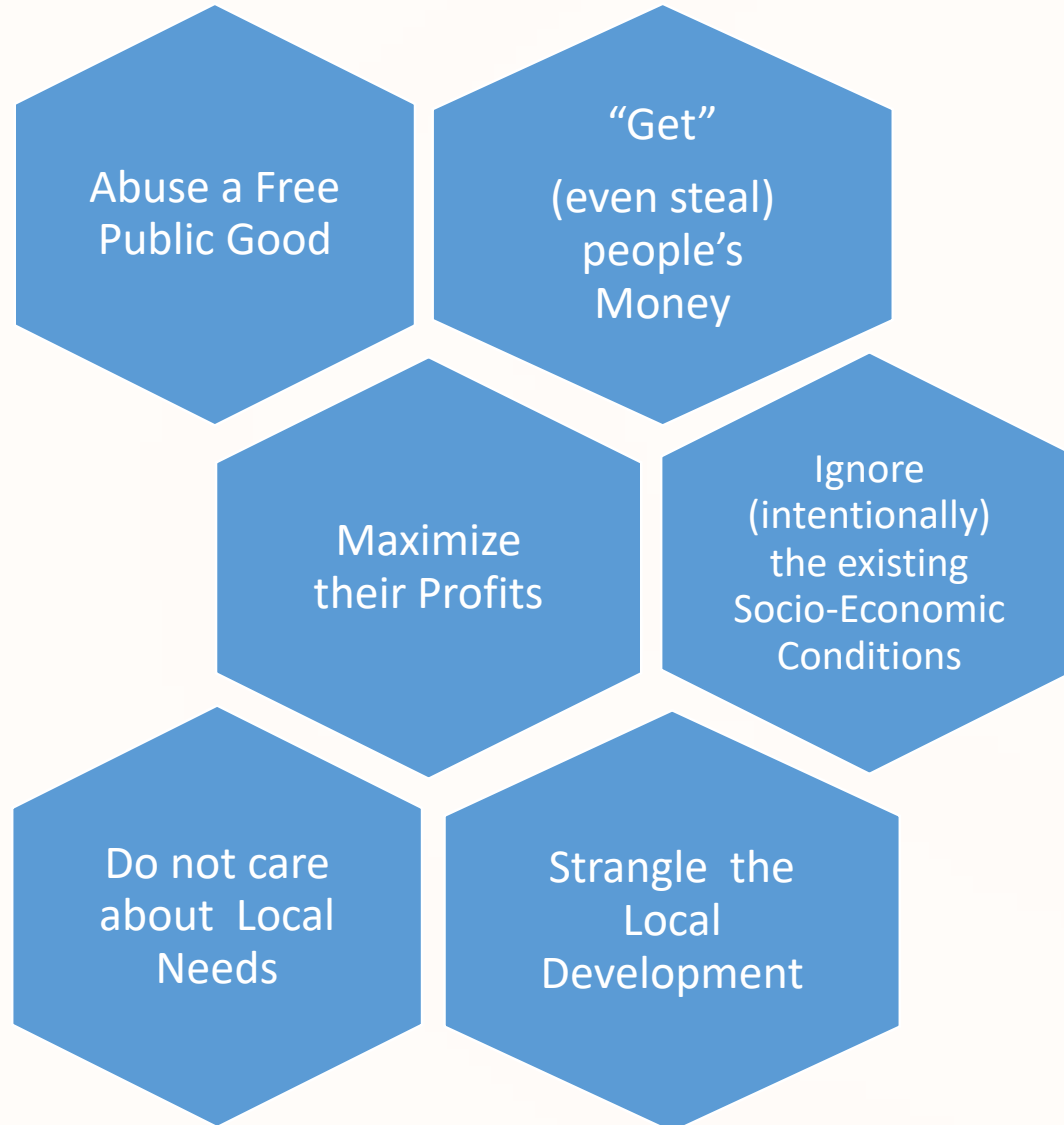
In many ways....



Social Reactions for Tolling



# Why is this happening? Motorway operators or concession companies often are perceived to:



**Finally what is this modern road network ?**

**It is a Success factor**

**Or**

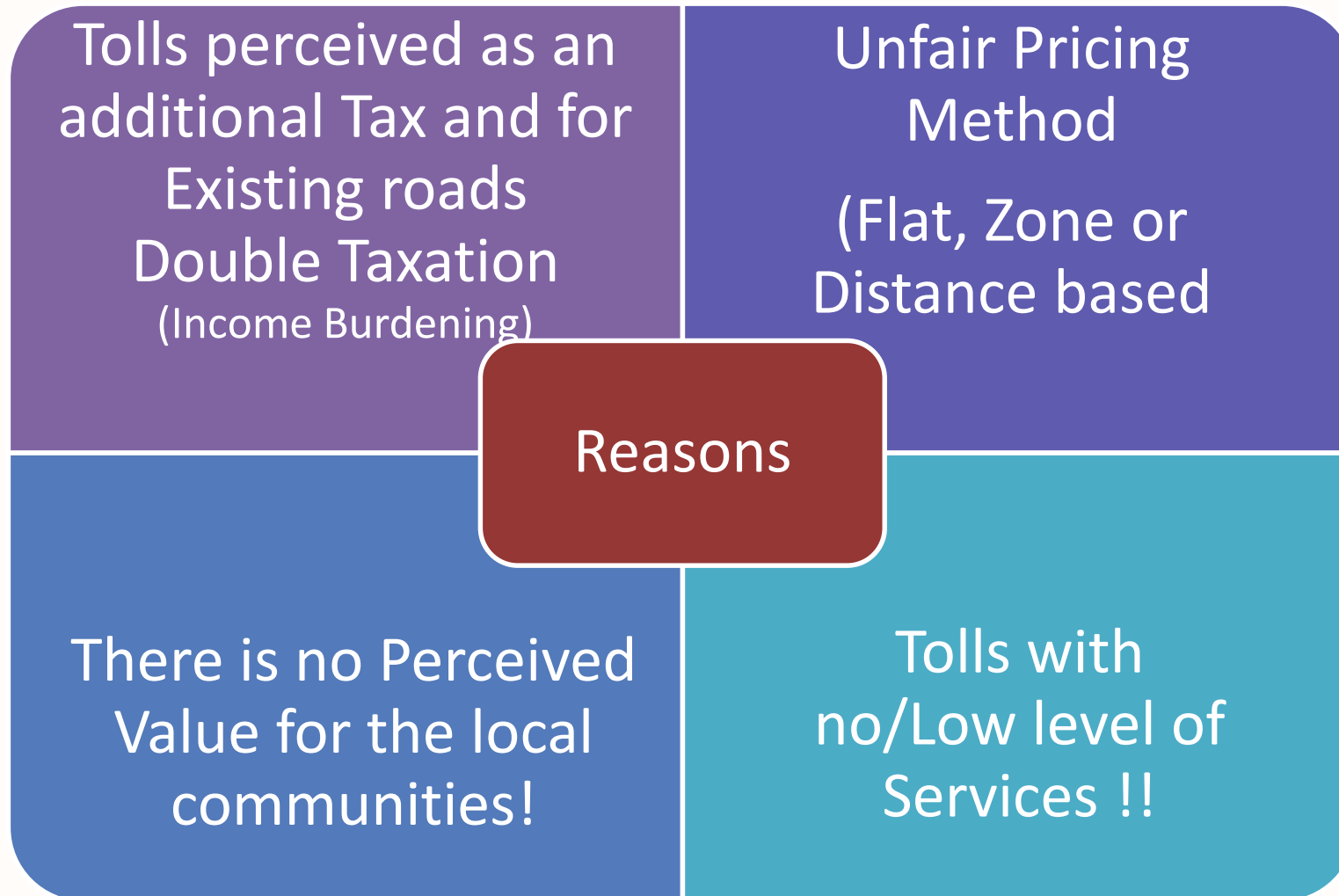
**It is a barrier**

**for the development of the**

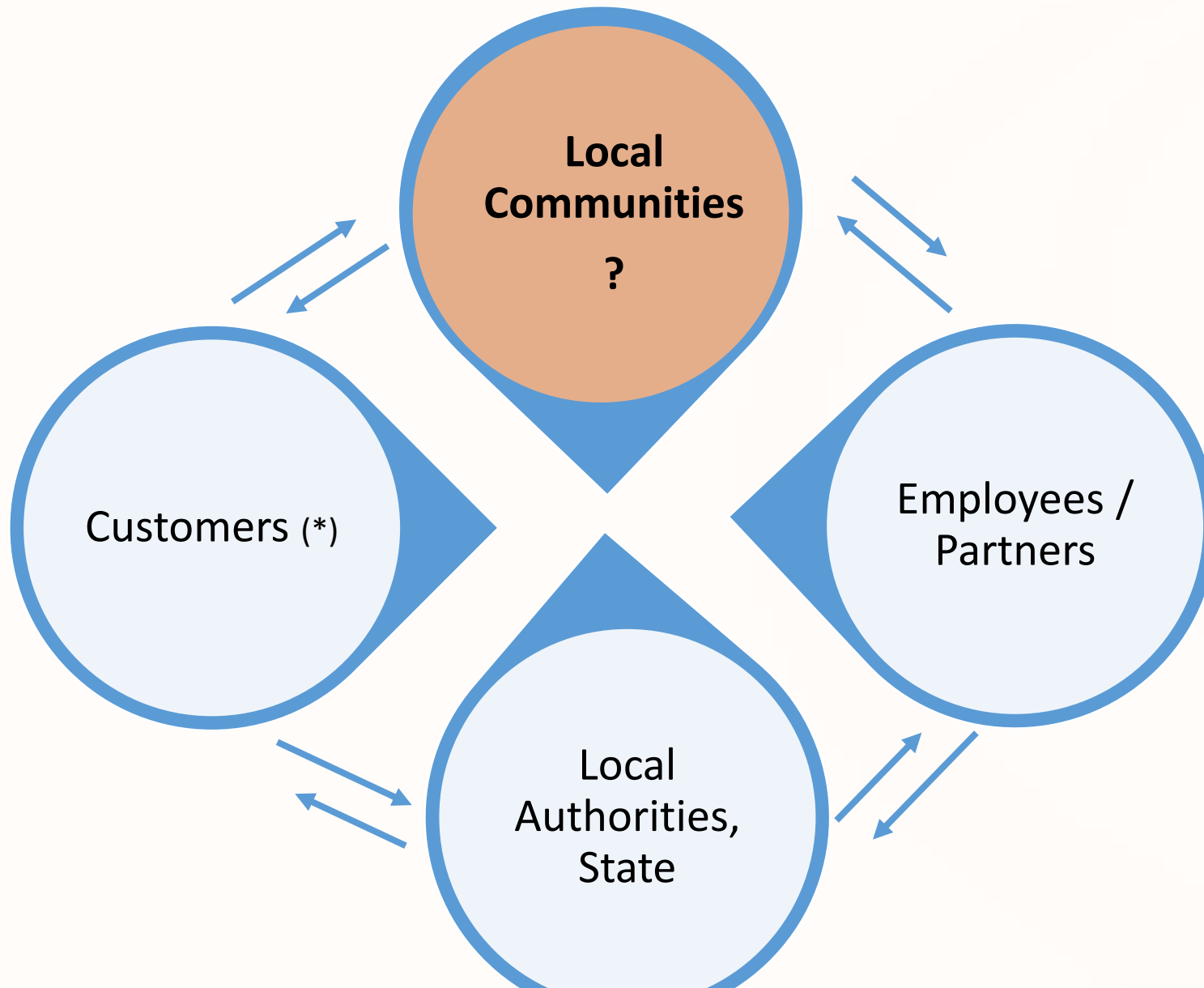
**country and the local communities?**



## The main issue is the toll payed for this infrastructure:

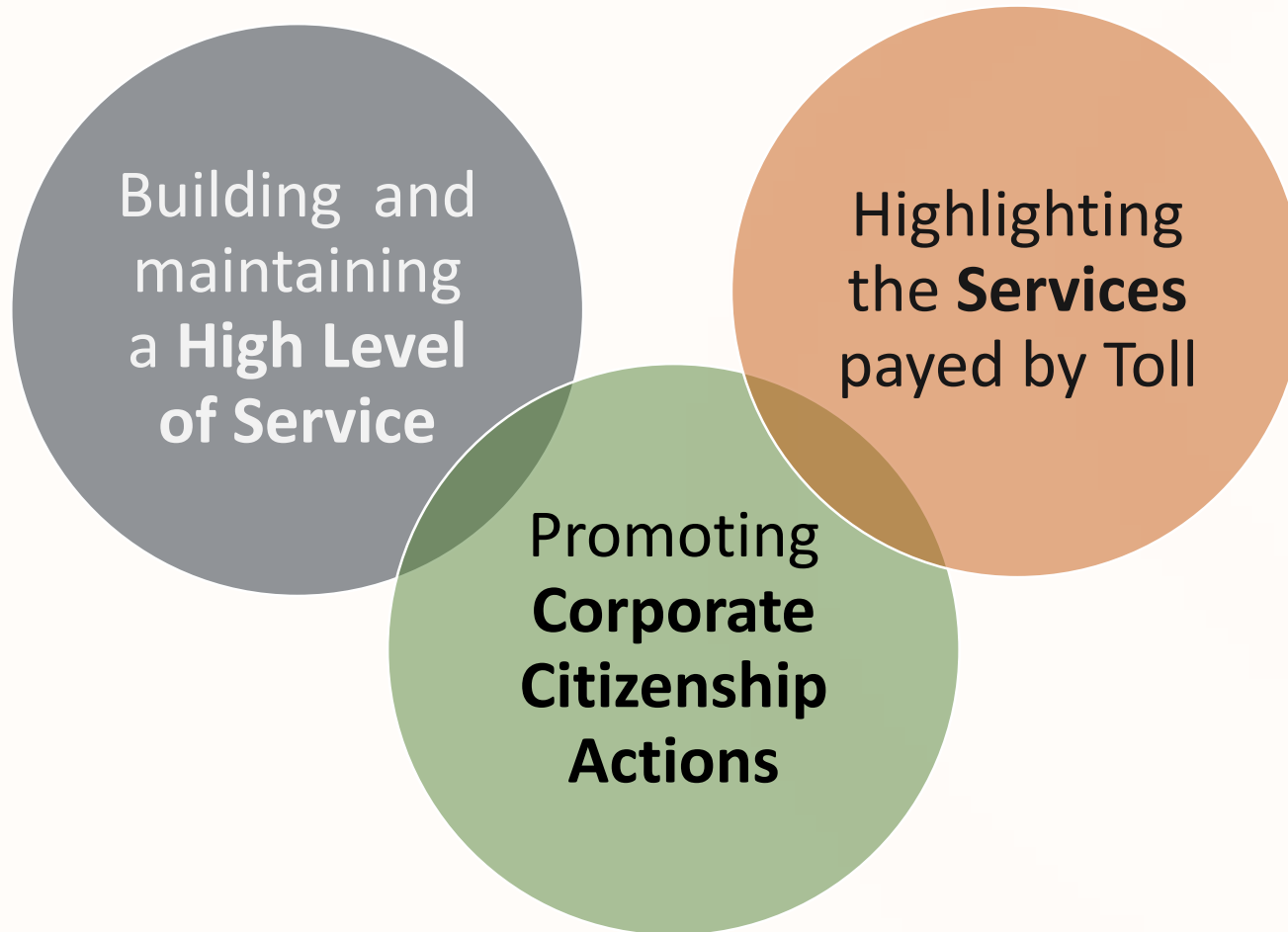


# Are the local communities' stakeholders of the Motorway?



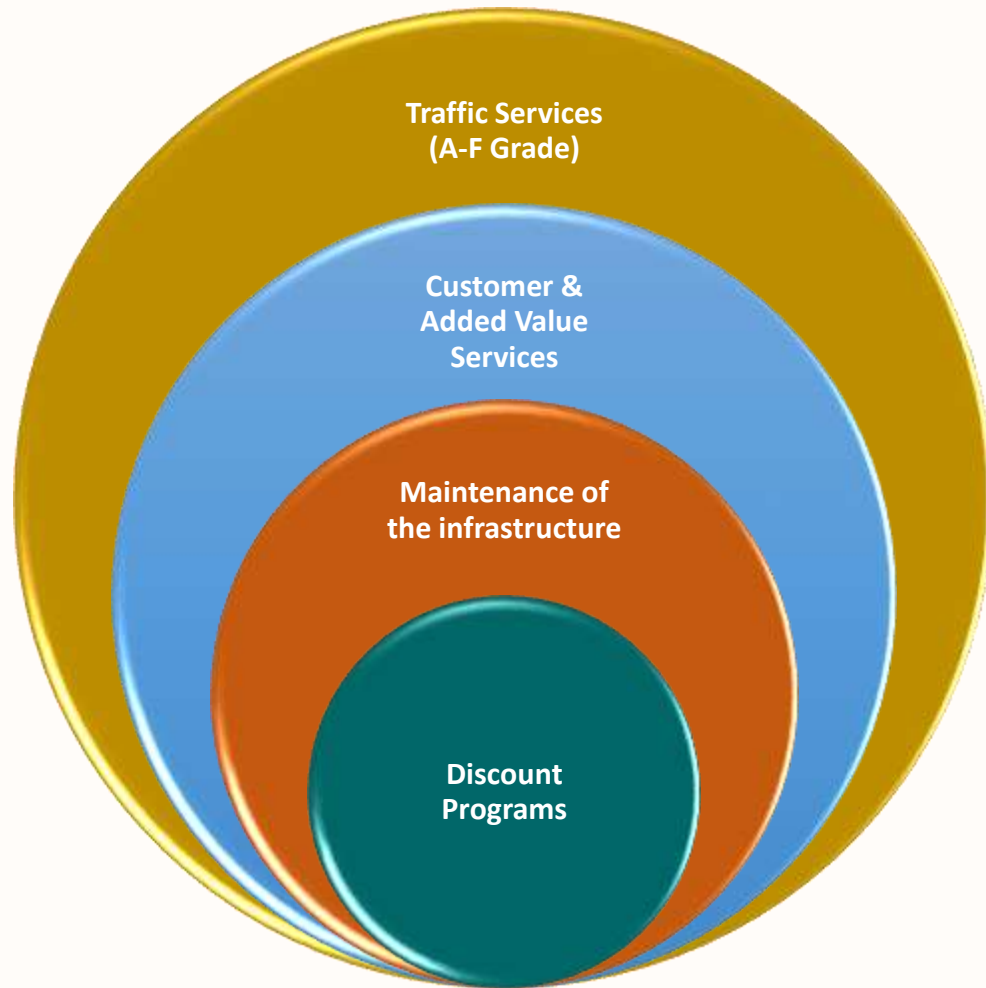
(\*) The percentage of Customers that are residents of local communities (per Plaza) is between 12% and 45% on business days (Source: Road Side Surveys of HELLASTRON Members)

The last years HELLASTRON members trying to change this view by..



Create & Return Value to the local Communities

## Building and maintaining a High Level of Service

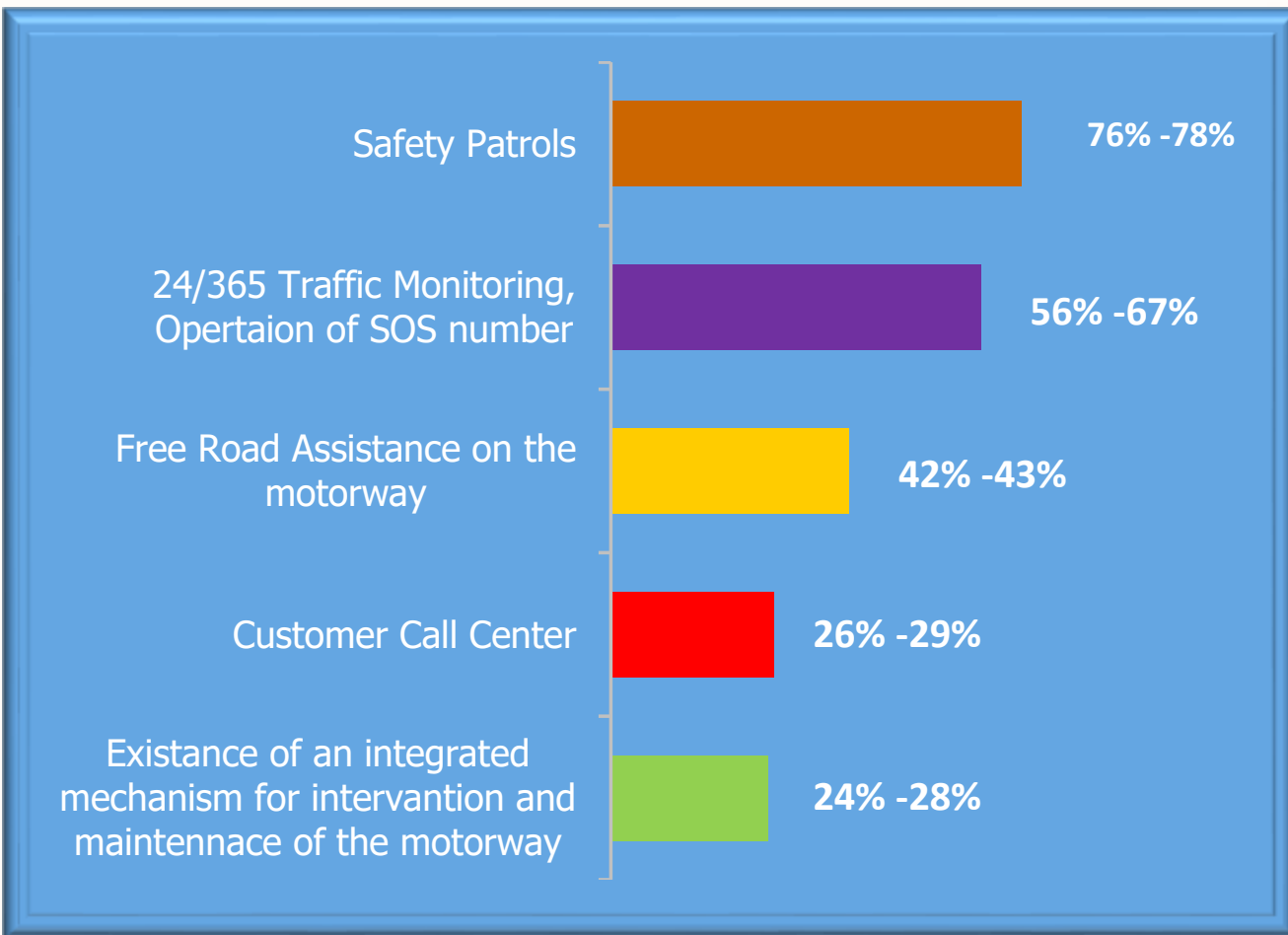


**Because a motorway is not just an infrastructure  
It is A Service**

**and this is the return value  
for the Customer who pay Tolls**

# Highlighting the Benefits of the Service provided

## Awareness of the services provided



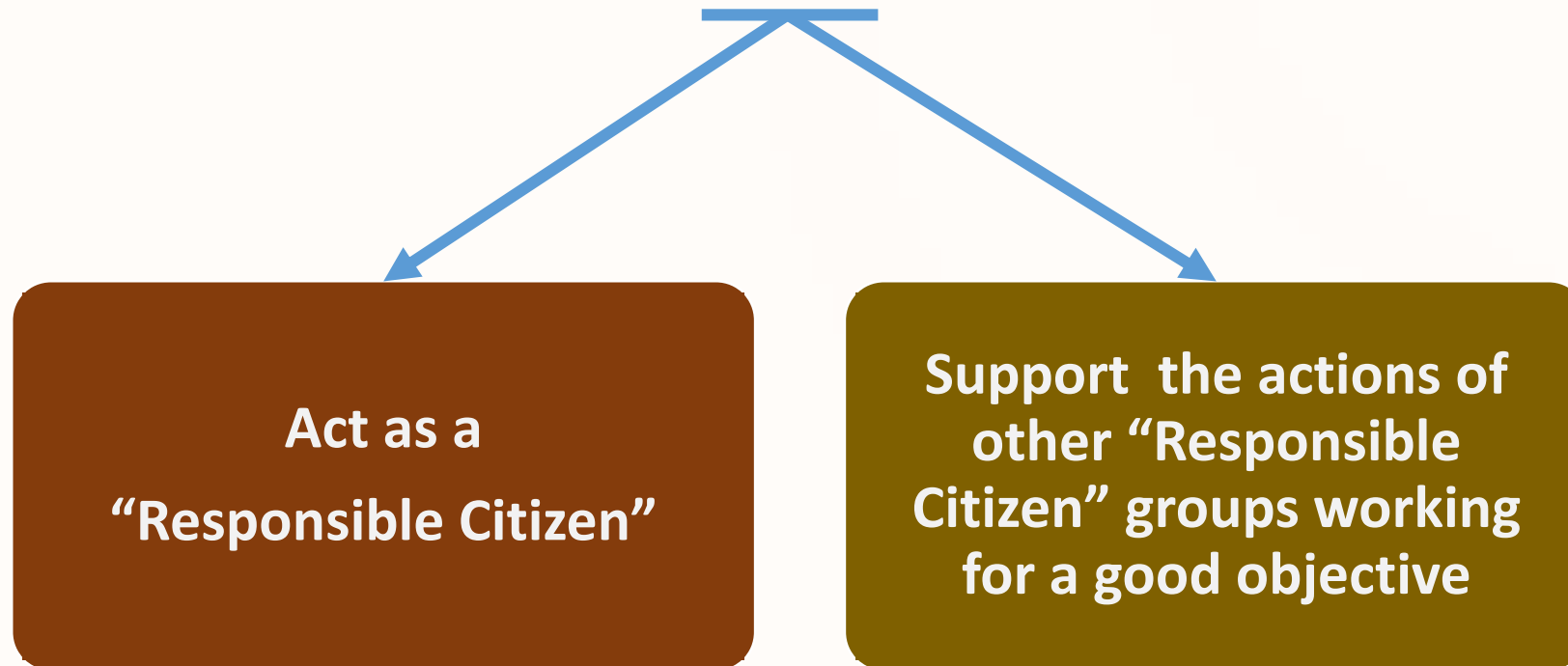
Source: Hellastron Members Road Side Surveys (2018-2019)



Dozens of campaigns for Service and Product Awareness within the last 5 years

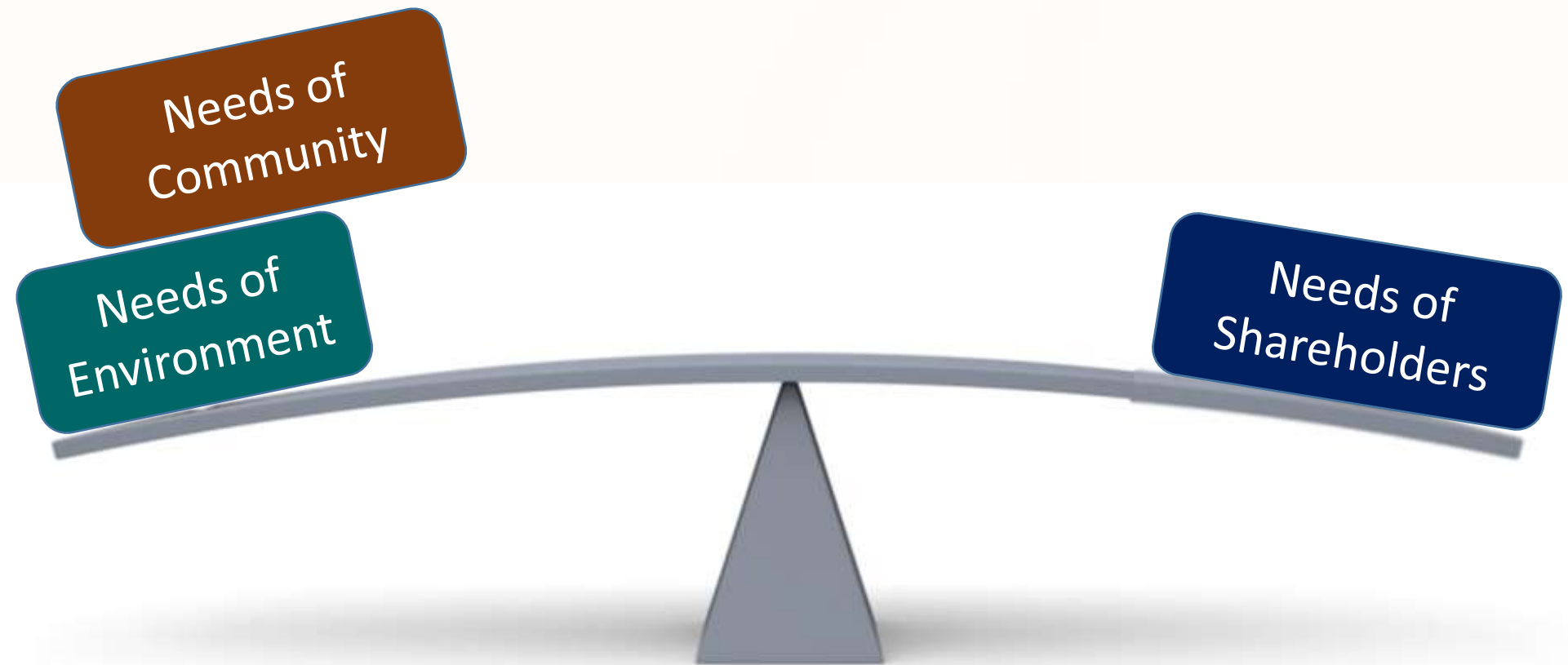
## Corporate Citizenship

“..an anthropocentric approach of a conscious, active entity who thinks and acts with a view to be responsible towards the **community** and the environment“





Corporate Citizenship is nowadays one of the four chapters of the CSR, and aims to create a balance between:

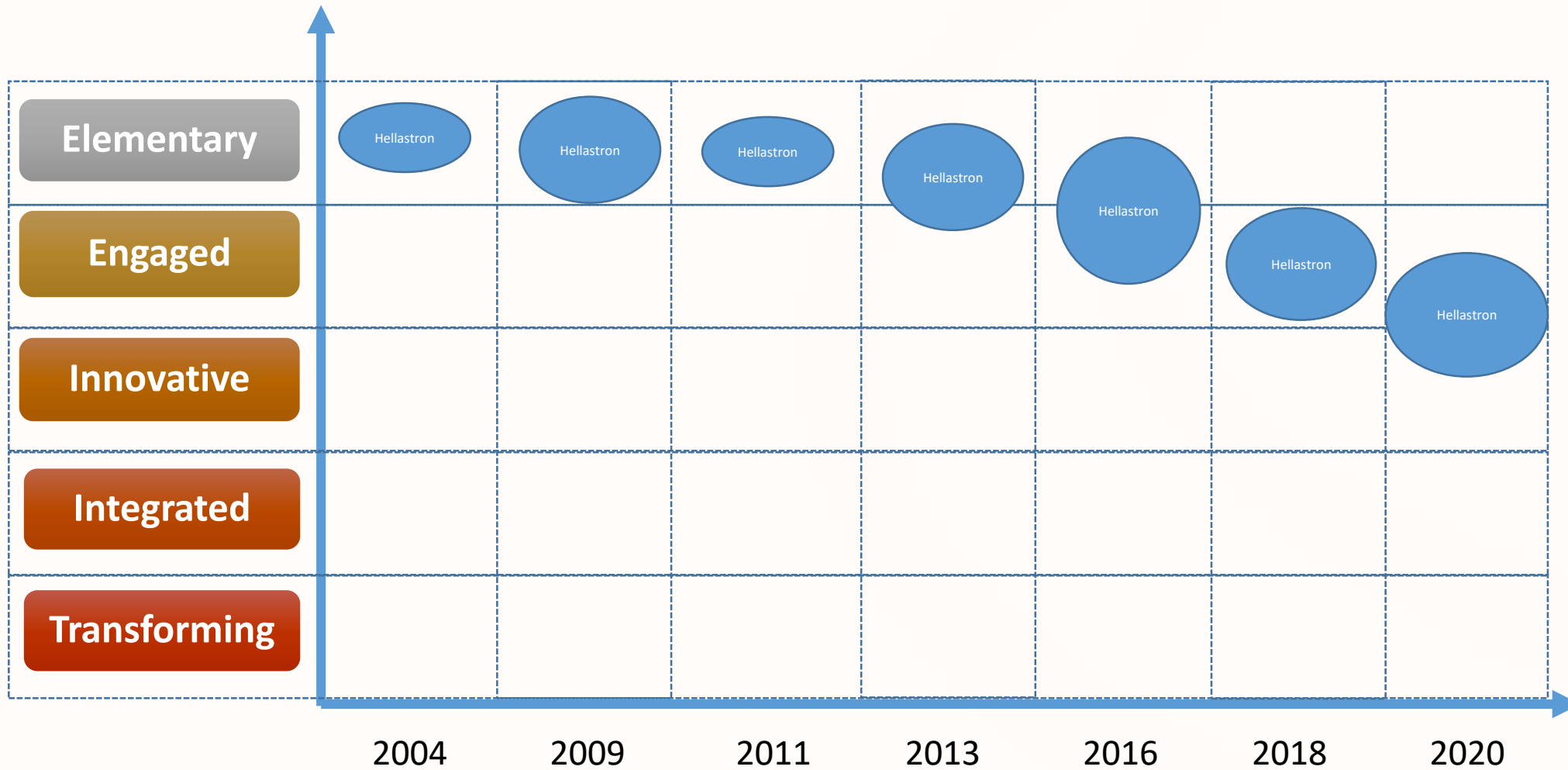


**IN THE COMMUNITY, FROM THE COMMUNITY, FOR THE COMMUNITY.**

# Corporate Citizenship: The five stages of development



# Corporate Citizenship: The journey in the time for HELLASTRON Members

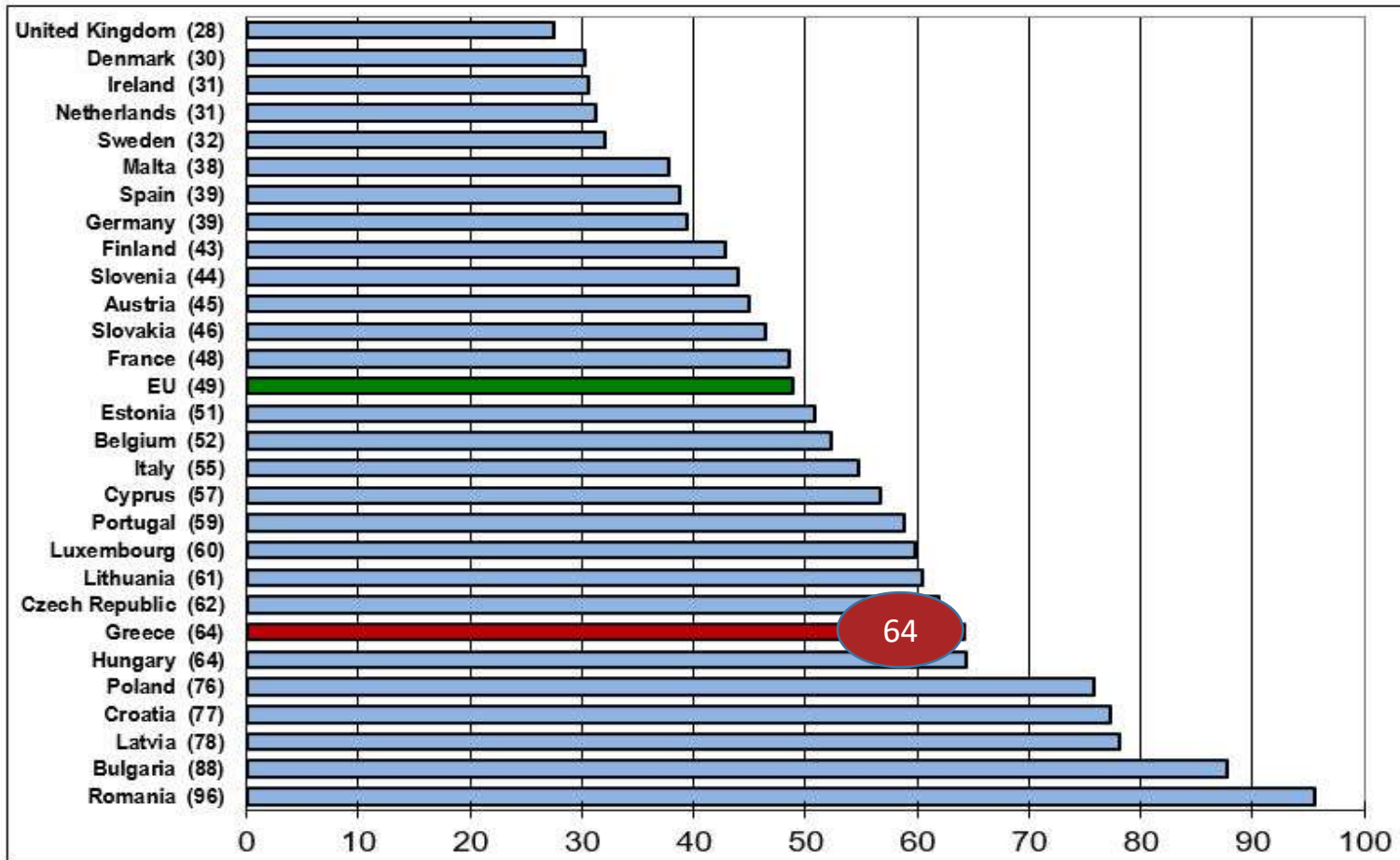


## Corporate Citizenship: The three pillars of HELLASTRON activities



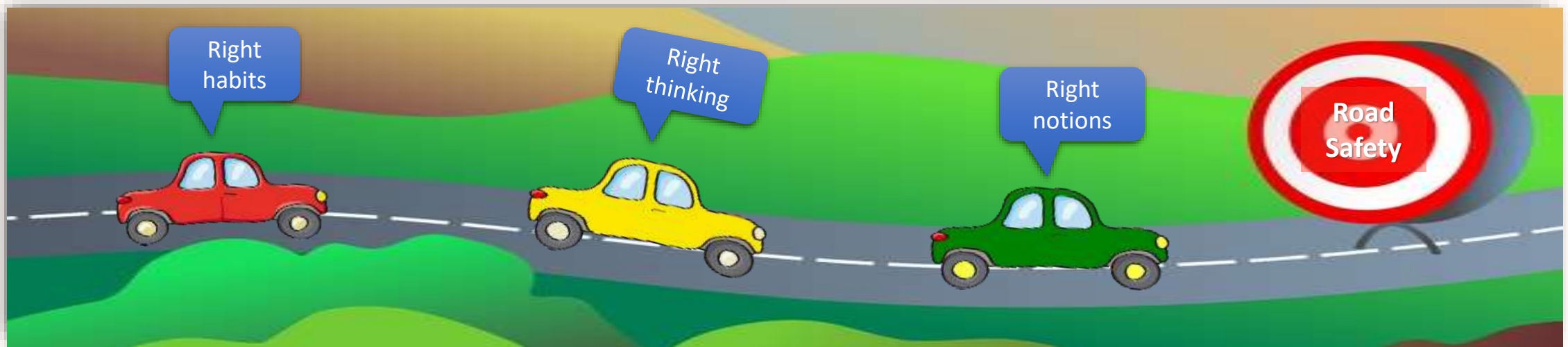
# Corporate Citizenship: Road Safety (One of the most important community issues)

Fatalities per million inhabitants by country in 2018



## Corporate Citizenship : Road Safety (One of the most important community issues)

Members of Hellastron focus on the education of the “future users”, trying to create:



## Corporate Citizenship: Road Safety (Indicative Actions)

*Eyes on the Road*  
Road Safety Training Program



- An Attica Tollway Program targeting Teenagers aged 14 – 18
- A two hours training program, accredited by psychologists, teachers and physicians.
- Program covers basic principles of road safety especially for motorcyclists (both as drivers and as passengers),
- Students complete questionnaires before and after the seminars regarding their habits and thinking about road safety.
- More than 6,000 teens have already participated
- Program extended to the whole country, through multimedia web

## Corporate Citizenship: Road Safety (Indicative Actions)



Safe Cycling



49%



51%



KentrikiOdos

NeaOdos

- 4.200 Students (by February 2019)
- 215 Schools
- In all prefectures related to the operation of Nea & Kentriki Odos

Attitudes and Behaviours During the Program

Prefecture	Use of Bikes		Use of Protective Helmet					Hospitalization from Bike Fall
	Yes	No	Always	Usually	Sometimes	Never	I don't have a helmet	
Violia	97%	3%	27%	10%	13%	13%	37%	10%
Attica	97%	3%	21%	17%	19%	12%	31%	14%
Aetolia-Acarnania	95%	5%	25%	10%	17%	11%	37%	19%
Arla	98%	2%	22%	9%	15%	15%	38%	14%
Thesprotia	95%	5%	21%	14%	23%	10%	32%	14%
Average	96%	4%	23%	12%	17%	12%	35%	14%



## **Corporate Citizenship: Road Safety (Indicative Actions)**



*Indicative Road Safety Activities*

## Corporate Citizenship: Support of Social Activities

The last ten years Greece experienced a severe socio-economic crisis

Despite the fact that crisis had serious consequences at the operation of the motorways in Greece (Traffic decrease up to 40% in some cases), Hellastron Members kept supporting active social groups in the context of an strategic and sustainable approach



## Corporate Citizenship: Support of Social Activities (Indicative Actions)



Solidarity Pylons

More than seventy active social organizations and NGOs from Achaia and Aitoloakarnania (Western Greece) have teamed up with the support of Rio-Antirio bridge (Gefyra S.A.) in a platform of joint actions called "Solidarity Pylons".



avoiding suicide



health festival



Solidarity Concert



International Day of Persons with Disabilities



International Day of Persons with autism



Odyssey..... Over the years

## Corporate Citizenship: Support of Social Activities (Indicative Actions)



### Solidarity Kilometers

Two Motorways connected by a bridge

Olympia Odos Motorway, Rio-Antirio Bridge and Nea Odos Motorway created in 2016 the social union "Solidarity Kilometres" in order to unite their effort and actions in the field of social solidarity, contributing to a better quality of life of all the citizens of Western Greece.



## Corporate Citizenship: Support of Social Activities (Indicative Actions)

On October 9, 2016, a great dream of the Patras Mental Health Association came true!

The Coffee Shop “Café Bridges” in Patras, started its operation, contributing to the professional and social reintegration of people with mental health problems, offering the right to work and actively pursuing their psychosocial rehabilitation.

“Café Bridges” hopes to be a **brave act** against the stigma associated with mental illness, prejudice and marginalization experienced by people with mental health problems.

It is worth noting that Café Bridges was created with significant funding from **VINCI Association**.



## Corporate Citizenship: Support of Social Activities (Indicative Activities)



### Management of children with suspected abuse

ELIZA a Greek NGO , in collaboration with the Greek Police Force, as well as with the Education & Human Resources Department and with the valuable contribution of the Public Prosecutors' Office of the Supreme Court conducted **9 workshops for 1.350 Police officers** from 39 different prefectures of mainland Greece , in the following cities:

Athens, Agrinio, Chalkida, Tripoli, Larissa, Kozani, Thessaloniki, Kavala

ELIZA would like to express its warmest gratitude to the Nea Odos Motorway, who believed right from the start in the program's potential and supported it, unobtrusively, as a Major Sponsor.



Corporate Citizenship: Support of Social Activities



*Indicative Social Activities*

## Corporate Citizenship: Culture and Environment

The last few years  
the protection of the environment and  
the promotion of our cultural heritage  
are among the top priorities for the Greek Society





Corporate Citizenship: Culture and Environment



*Indicative Activities for the  
Environment & Cultural Heritage*

## What is the next step for Corporate Citizenship?

Residents of local communities decide on the actions of the HELLASTRON members for the next years....

Κεντρική Οδός  
σημαίνει πρόοδος

Οδήγησε την πρόοδο  
με ένα κλικ!

ΨΗΦΙΣΕ ΤΗ ΔΡΑΣΗ ΠΟΥ ΠΡΟΤΙΜΑΣ, ΣΕ ΚΑΘΕ ΜΙΑ ΑΠΟ ΤΙΣ 4 ΚΑΤΗΓΟΡΙΕΣ ΚΑΙ ΕΜΕΙΣ ΘΑ ΦΡΟΝΤΙΣΟΥΜΕ ΝΑ ΤΗΝ ΚΑΝΟΥΜΕ ΠΡΑΞΗ!

Road Safety   Environment   Social Solidarity   Economic Growth

ΟΔΙΚΗ ΑΣΦΑΛΕΙΑ   ΠΕΡΙΒΑΛΛΟΝΤΙΚΗ ΕΥΑΙΣΘΗΣΙΑ   ΚΟΙΝΩΝΙΚΗ ΣΥΝΕΙΣΦΟΡΑ   ΟΙΚΟΝΟΜΙΚΗ ΑΝΑΠΤΥΞΗ

...lead the progress with one click....

Vote for the action you prefer and we will make sure it gets done !

Four Pylons:

- Road Safety
- Environment Protection
- Social Solidarity
- Economic Growth



The last few years we have seen the confirmation that Corporate Citizenship not only contributes to the acceptance of the role and operation of the Concession Projects but also creates loyal and satisfied stakeholders....

**Corporate Citizenship plan must be part of the initial design and implementation of any new Road Infrastructure Concession Project, and should be active even before the operation of this infrastructure!**





**Charalampos M. Malimoglou,**  
**Technical Advisor, Hellenic Association of Toll Road Network, HELLASTRON**  
**Chief Operations Officer, InVision Consulting S.A.**

Offered by:



# Winter games

## Michaela Gold, ASFINAG, Austria



 AISIFIINIAIG

WINTERGAMES

# #FACEBOOK

On Facebook since

---

2013

Fans

65.482

*34 % women*

*66 % men*

*most between 25-44*

Abonnenten

66.319

Post coverage

Ø 22.000

Dialog

Image

Customer  
inquiries





On Twitter since

2011

---

**Follower**

**2.284**

Impressions / month

Ø 93.000

Interaction rate / month

Ø 0,4 %

**Traffic  
infos**

**Press  
releases**

**Stake-  
holder**

# #BLOG

**Blog since**

---

**2017**

**Views**

Ø 5.000 – 8.000

**Articles**

2-4 a month

**Behind the  
scenes**

**Technology  
&  
Innovation**

**On the  
road**

**People at  
ASFINAG**



---

A perfect match of winter road maintenance  
and Social Media



## **FACTS** (not ranked by importance)

- ➔ **Snow also falls behind the snow plow**
- ➔ **Our snow plows driving in squadrons arranged offset to one another.**
- ➔ **A clearing section is about 20 kilometer.**
- ➔ **The plows need 90-120 minutes to drive the route.**
- ➔ **Clearing snow by priority: main roads, side roads, service lanes, rest areas**
- ➔ **Our employees have special work plans for winter (24-hour shift-work)**



## RECORD WINTER 2018/19

- ❄ Highest precipitation in Tyrol since meteorological recording
- ❄ Snowing 50 – 200 % more than in an average winter on the north side of the Alps
- ❄ Records of the total daily amount of fresh snow, f.e. in Seefeld with 505 centimeter



# Tips for safe driving in heavy snow

BLOG

Our tips for safe riding through the winter



ASFINAG

Gepostet von Ad Asfinag [?] · 3. Januar 2019 ·

Der Winter hat uns fest im Griff ❄️. Unsere Mitarbeiter sind für euch in ganz Österreich unterwegs. Bei starken Schneefällen kann es stellenweise trotzdem zu Schnee auf der Fahrbahn kommen. Somit ist Teamwork angesagt:

- ✅ Fahre nur mit Winterausrüstung
- ✅ Reduziere dein Tempo und halte genug Abstand zum Fahrzeug vor dir.
- ✅ Überhole unsere Räumstaffel nicht



72 775

Erreichte Personen

9 898

Interaktionen

Beitrag bewerben



## Interviews with our experts



## The man with the avalanche blow-up button





# When snow becomes danger







# Girl power on the snow plow



Hallo, ich bin die Petra und ich arbeite bei der Autobahnmeisterei Alland.



## ASFINAG: Winterdienst-Einsatz in Alland...

🚧 Auch wenn es einmal nicht schneit sind unsere Mitarbeiterinnen und Mitarbeiter vom Winterdienst für euch im Einsatz. Das ist Petra, sie ist auf der steilsten Autobahn Österreichs, der A 21 Wiener Außenring Autobahn, mit der Schneefräse unterwegs.

**ASFINAG** 🤖 begeistert. ⋮  
Gepostet von Ad Asfinag [?] · 10. Januar 2019 · 🌐

👩‍🚒 Frauenpower im Schneepflug. Tanja Forstner Mitarbeiterin der Autobahnmeisterei Flachau ist für euch auf der A 10 Tauernautobahn im Einsatz. #wirhabentollemitarbeiterinnen



**Frau im Schneepflug**  
Eine Salzburgerin ist beruflich in einer echten Männer-Domäne zu Hause.

---

**36 869** Erreichte Personen      **3 192** Interaktionen      Bewerben nicht möglich



## Facts & figures

Small grain with a big impact - why and how salt is used on our highways


Wrong assumptions for winter maintenance – we clarify

BLOG

Innovations in winter road maintenance

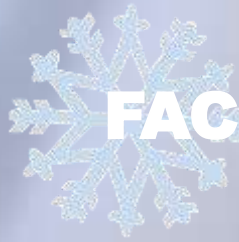
**ASFINAG**  
Gepostet von Silvia Moser [?] · 23. Januar 2019 · 🌐

Three-Week-Challenge:  
✅ 1,3 Millionen Schneepflug-Kilometer  
✅ 24.000 Einsatzstunden  
✅ 34.000 Tonnen Salz  
... ein fettes DANKE an unsere Mitarbeiterinnen und Mitarbeiter im Winterdienst. Ihr macht einen spitzen Job! 🙌  
#wirhabentollemitarbeiterinnen



ASFİNAG.AT  
1,3 Millionen-Schneepflug-Kilometer in drei Wochen Rekord-Winter

96 005 Erreichte Personen      6 428 Interaktionen      Beitrag bewerten



# FACEBOOK & BLOG

**21**

Posts

**1.358.872**

Reached people

**6**

Articles

**27.000**

Views

**31.800**

Reactions

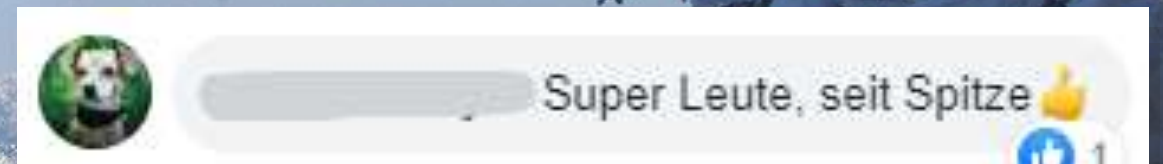
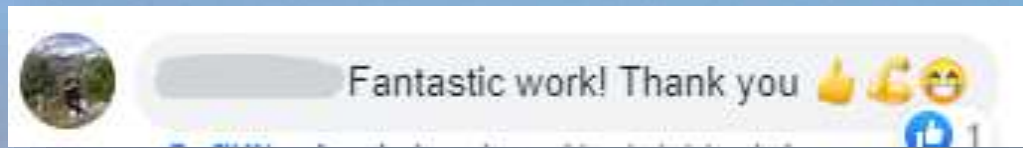
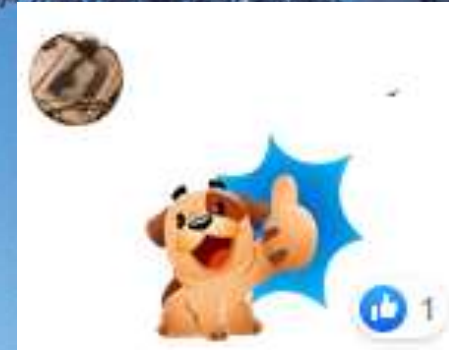
**450**

Comments

**44**

Comments

*\*December 2018 to March 2019*



THANK YOU!

Offered by:



# Changing with Climate

**Sebastião Sousa, BRISA, Portugal**

# Changing with Climate

Sebastião Sousa

**MOVING**  
people & goods

# 17 Sustainable Development Goals (SDG's)



**SDG's**

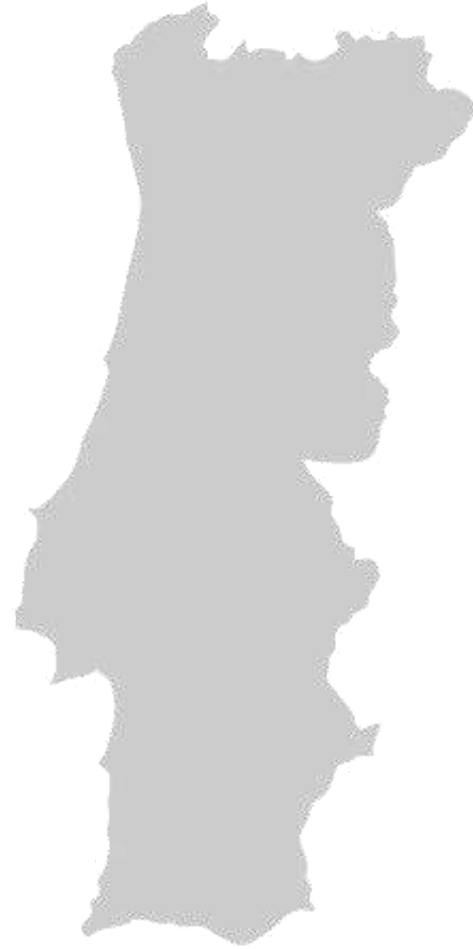
# Focus on climate action





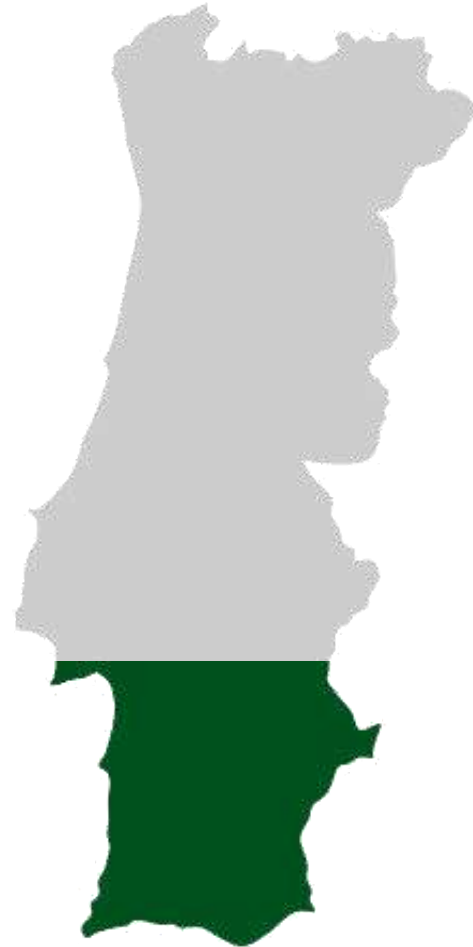
# GHG Emissions in Portugal

70,5 Mton CO<sub>2</sub>e



# GHG Emissions in Portugal

70,5 Mton CO<sub>2</sub>e



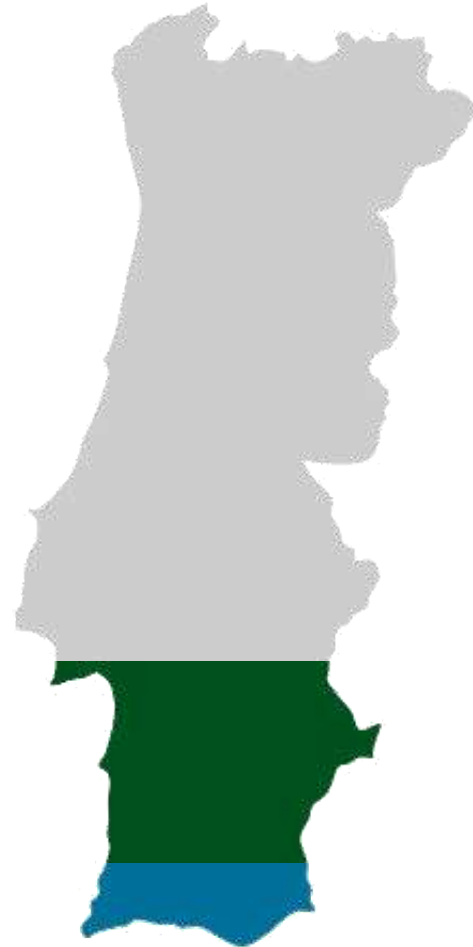
Transport Sector

23%



# GHG Emissions in Portugal

70,5 Mton CO<sub>2</sub>e



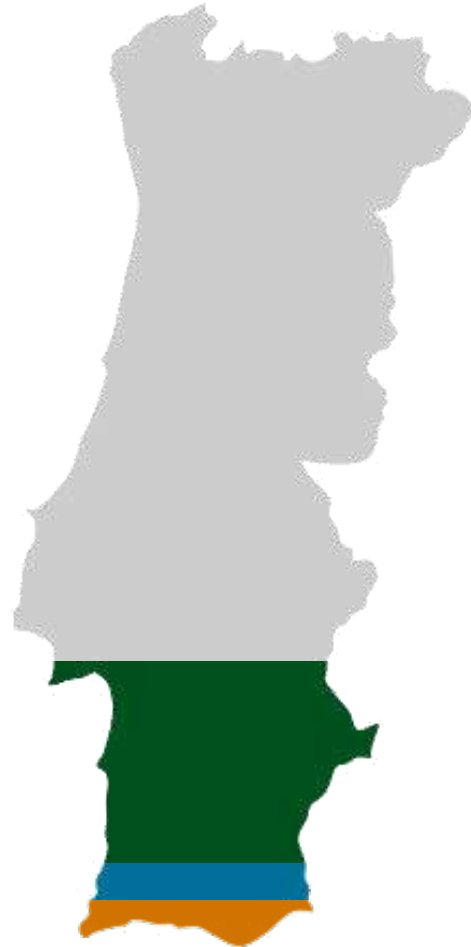
Motorways

6%



# GHG Emissions in Portugal

70,5 Mton CO<sub>2</sub>e



Traffic in Brisa's  
motorways

(Indirect Emissions)

3,5%



*“ It is urgent to move forward to a low carbon economy and transport has a key role to play. It is one of the critical challenges of our time*

*”*

Vasco de Mello, Brisa's CEO, ITF Summit 2017

Society with an increasing environmental awareness



Brisa ever more connected to people

The planet needs it

Society wants it





# Climate Change Strategy

*Beyond Compliance*



# Commitment to reduce 50% of emissions by 2030



Definition of key indicators



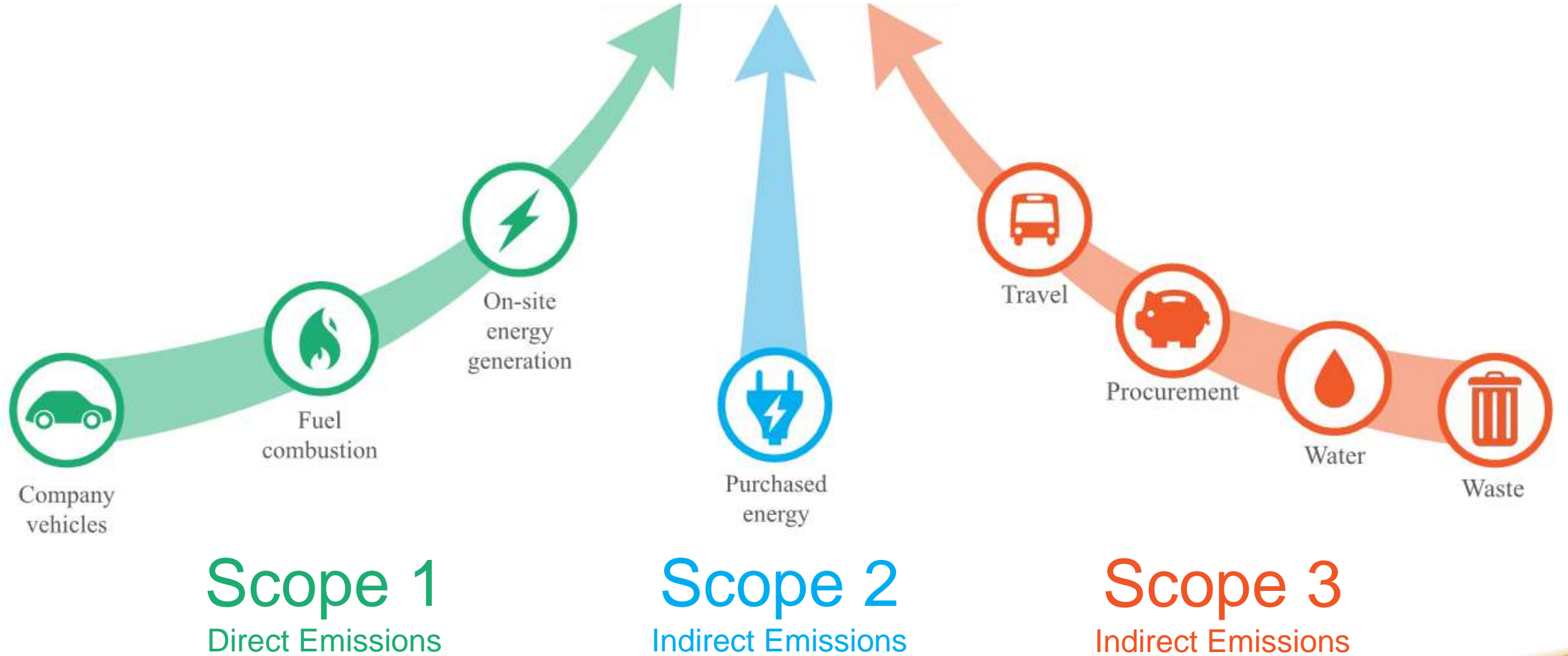
Development of a dashboard



Definition of goals and action plan

“What cannot be measured, cannot be managed”

# CO<sub>2e</sub> Emissions



# Scope 1

Direct Emissions



**Gradual fleet eletrification (4 years)**



Emissions

**~400 ton**  
2,3% emissões

# Scope 2

Indirect Emissions



## Fotovoltaic Panels

  
Investment

**3 M€**

  
Yearly Savings

**~700 K€**

  
Emissions

**-1730 ton**

**-9%**

# Scope 2

Indirect Emissions



## LED Replacement



Investment

**3,4 M€**



Yearly Savings

**~800 K€**



Emissions

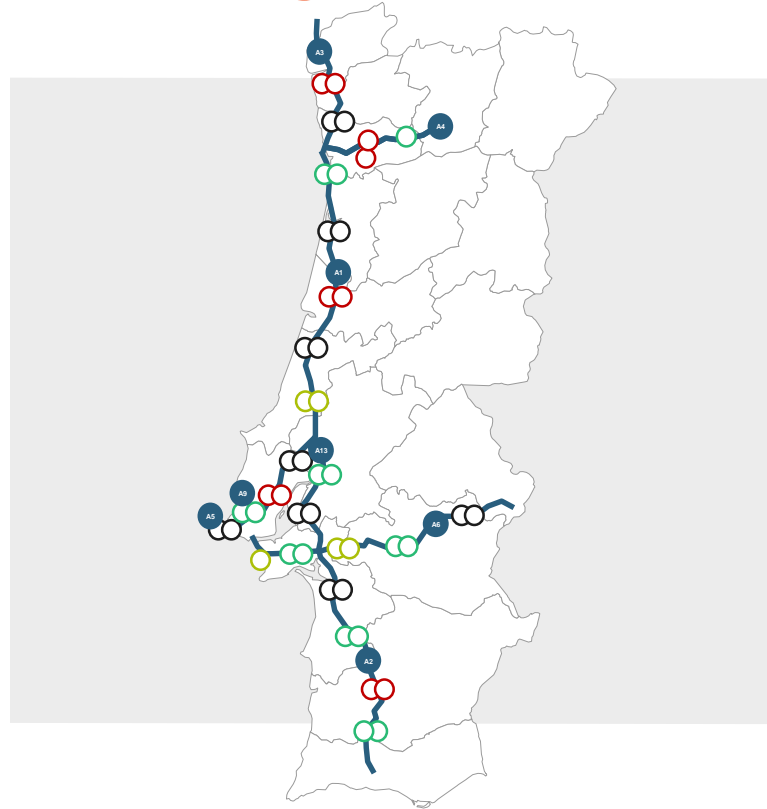
**-2115 ton**

**-11%**

# Scope 3

Indirect Emissions

## Developing a fast EV Chargers Network



Full network coverage

Eliminates range anxiety

# Scope 3

Indirect Emissions

## Developing a fast EV Chargers Network



Next to Colibri Units  
High level service

# Cost Efficiency



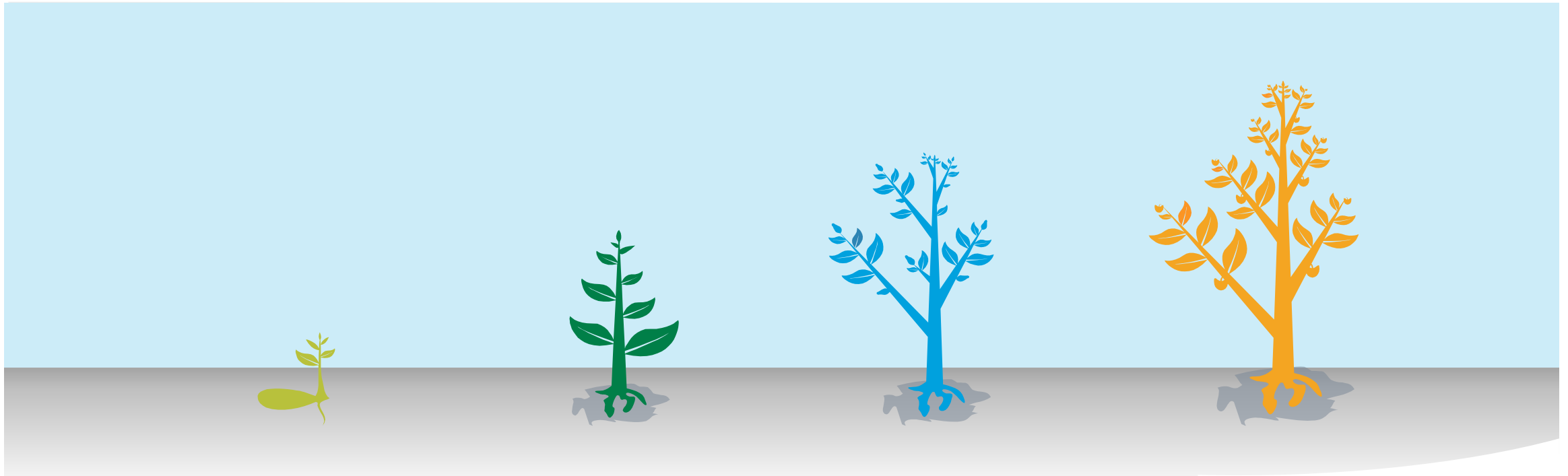
-€ 1,5 M /year

Only PV pannels & LED's

Sustainability = Efficiency



# From Green to Gold



Sustainability is a variable in the business model

---

# Changing with Climate

Sebastião Sousa

**MOVING**  
people & goods

Offered by:



# **ABERTIS global road safety program – The Italian experience**

**Nelly Girlanda, A4 Holding Italy –  
Abertis Group, Italy**



# Global Road Safety Program

## The Italian experience



Nelly Girlanda  
A4 Holding Italy

**7th ASECAP Marketing &  
Communication Workshop**  
Vienna – 28th February 2020



**1** Abertis  
in the world: 8,500 km

**Chile**

773 km  
1,288

**Argentina**

175 km  
2,102

**Brazil**

3,371 km  
4,804

**Puerto Rico**

90 km  
80

**India**

152 km  
53

**France**

2,063 km  
2,618

**Italy**

236 km  
594

**Spain**

1,621 km  
1,878



2018 Figures

**Abertis Mobility Services**

8 Countries  
744

Mobility technology

# 2 Road Safety

our priority

- ✓ Global ambition: zero fatalities in 100%-safe toll roads
- ✓ More than 60 years of experience
- ✓ Transversal teams of all disciplines and geographies

Accident with injury rate

▼ **6%**

2018

▼ **9%**

2015-2017

Fatality rate

▼ **10%**

2018

▼ **22%**

2015-2017



**Committed to  
road safety**

# 3 Road Tech

For a smarter, safer and sustainable mobility

Accident rate (FR1)

▼6.4%

2018

Fatality rate (FR3)

▼10.0%

2018



Real-time traffic data and navigation program

International road assesment programme



## Road Tech Projects

Connected roads



Autonomous vehicles



Electric vehicles



E-way corridor

Abertis Group

78% of travel occurring on roads rated 3-Stars or better.

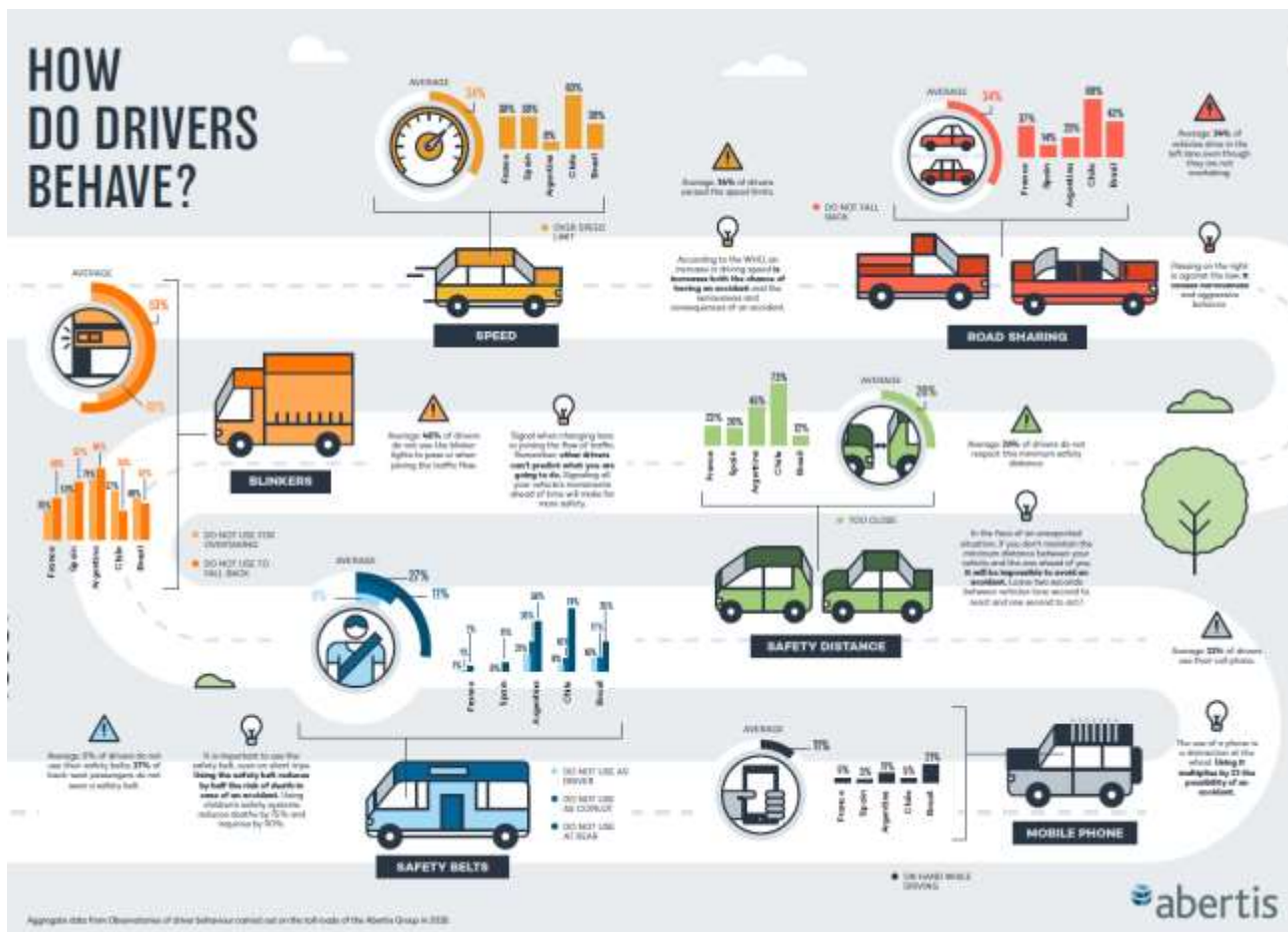
European Concessions

Sanef: 100%,  
A4 BP: 97%  
aAE: 94%



# 4 Safer Users

## Client Intelligence: The Abertis Global Drivers' Observatory 2018



Abertis' global "Drivers Behaviour Observatory": A study based on the drivers behaviour in Abertis' toll roads in relation to 6 common actions on the everyday driving experience

**+2 Mn** Analyzed cars

**7** Countries

**49** Days of observation



# 4

## Safer Users The Italian experience

A4 Holding first "Drivers Behaviour Observatory" was held in 2018 for testing methodology and results.

In 2019 the second Observatory was developed and consequently the communication campaigns



# 5 Safer Culture

Research and awareness campaigns

---



Awareness campaigns for vulnerable audiences



Agreements with global institutions



University research through the International Network of Abertis Chairs



## Global Alliance with UNICEF

rightsof  
way



ROAD SAFETY

EDUCATION & CULTURE

FOR KIDS

> 12 millions

OF CHILDREN  
PARTICIPATING  
ALL OVER THE WORLD



# 5 Safer Culture

## The Italian experience

**Autostrada A4 Brescia Padova A31 Valdocco**  
14 settembre 2018 · 🌐

Pronti per domani? #Tocati - Festival Internazionale dei Giochi in Strada. Vi aspettiamo in Piazza Bra a Verona nell'area Play Smart per imparare la sicurezza stradale divertendoci. Le buone regole sono uguali per tutti! <http://ow.ly/aDAg30lBeFq> - <http://ow.ly/ZRYX30lBeFY>.

**QUANDO GUIDI #USALATESTA**

**Tocati**  
Festival Internazionale dei Giochi in Strada

**L'isola sicura**

**A4autostrada**  
Brescia | Verona | Vicenza | Padova

Michelle Ferri, Giulia Cavallaro e altri 11 · Condivisioni: 2

Mi piace · Commenta · Condividi

**A4 Holding**  
314 follower · 7m

Continua la collaborazione del Gruppo Abertis con UNICEF nel progetto internazionale di prevenzione degli incidenti stradali, che in molti paesi sono tra le principali cause di mortalità dei bambini in età scolare. ... vedi altro

EVERY JOURNEY. EVERY CHILD.

A SAFE AND HEALTHY JOURNEY TO SCHOOL.

**A4holding**

unicef

Consigliato 3 volte

Sei il primo a scrivere un commento



AWARNNESS

IN YOUNG PEOPLE

~ 30

AWARNNESS  
CAMPAIGNS IN  
2019



# 5 Safer Culture

## The Italian experience

Every year we meet more than 3000 high school students to talk about Road Safety.

In 2019 we launched #theblackout campaign to tell Young people they don't have to drive if they drank or took drugs.



PUBLIC-  
PRIVATE  
PARTNERSHIP



in support of  
unicef 

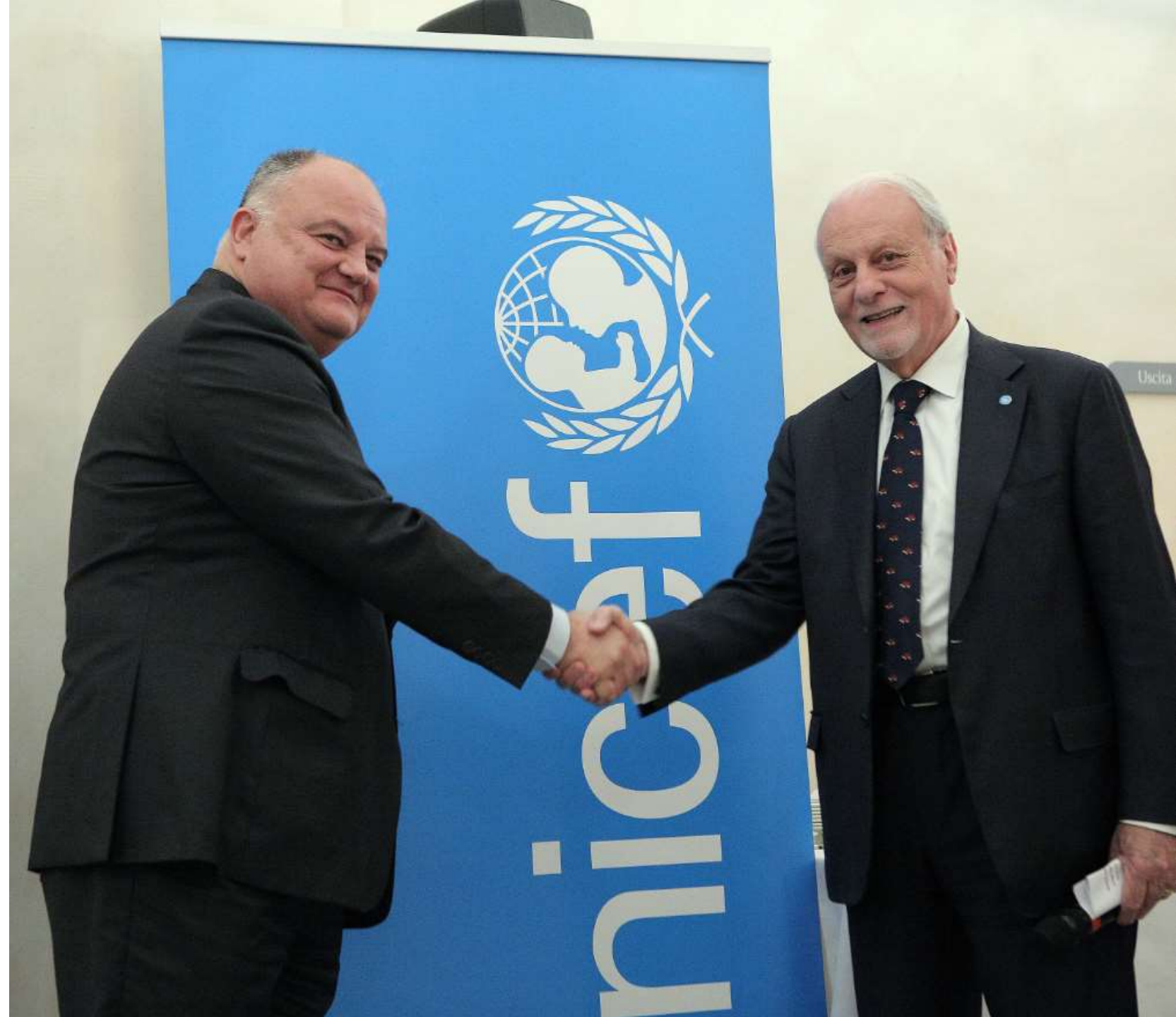
# 5

## Safer Culture

### The Italian experience

---

We presented Rights of Way Program in Italy together with Unicef Italia.  
We support fundraising campaigns for road safety projects.





# INTERNATIONAL

# ROAD SAFETY FORUM

WORLD TOUR

COMING SOON



> 7.500

DECISION MAKER



# 5 Safer Culture

## The Italian experience

---

A4 Holding organized last year the first Road Safety Forum in Italy. The forum focused on the concept that road safety is the result of the efficient and close interaction between the infrastructure, the vehicle and the driver.



# INTERNATIONAL NETWORK OF ABERTIS CHAIRS

WORLD TOUR

COMING SOON



# 6

## Road Safety

### Funding the road to zero victims

---

**Toll roads** appears to be 4 to 5 times safer.

Still, strong commitment, continuous investments and efforts are necessary. Some key points:



Financing capabilities



Global vision on safety

Extensive exchange of good practices



Education & awareness



Intensive use of technology



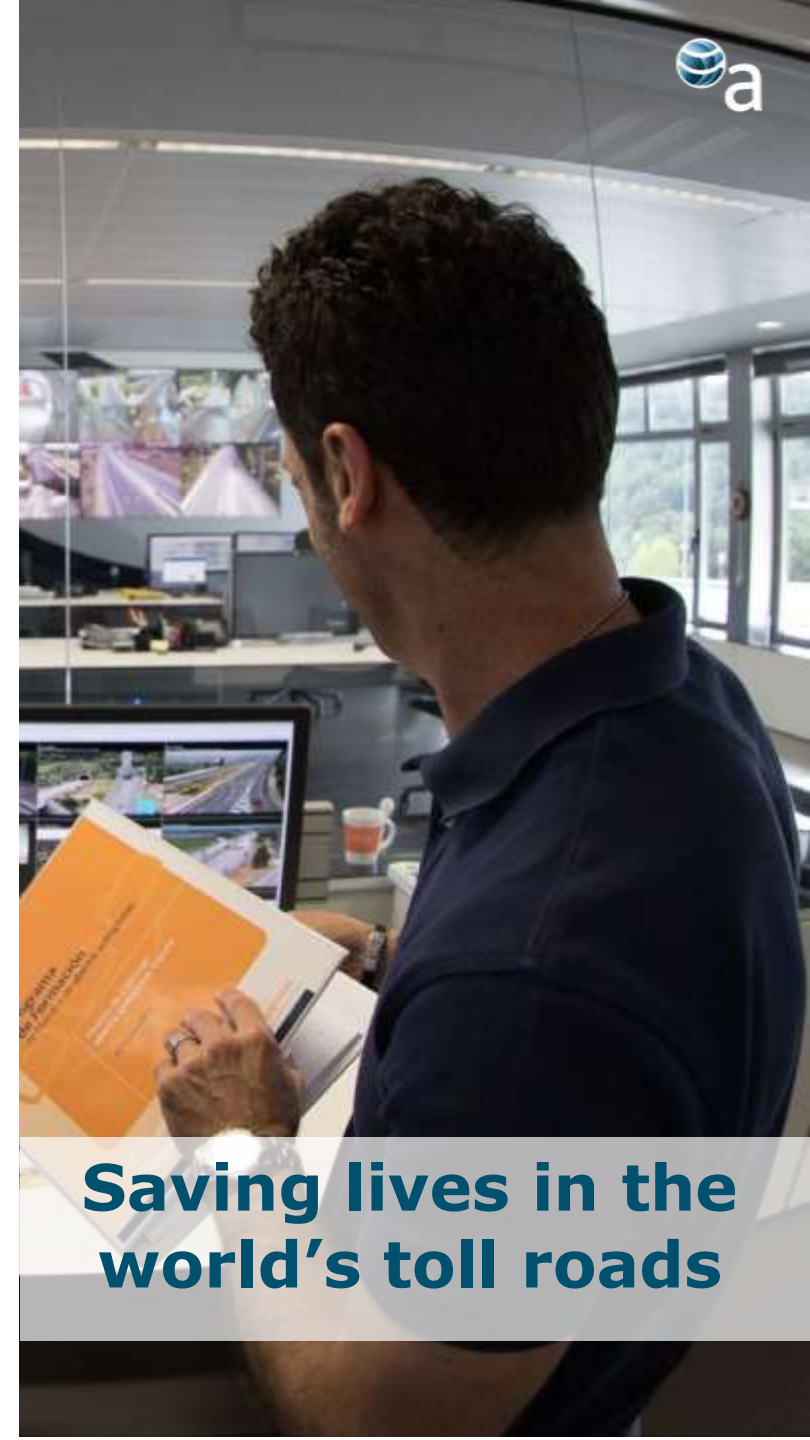
Safe design in construction

Regular assessments

Proactive maintenance policy



Safer operations



**Saving lives in the world's toll roads**

# Grazie!

[nelly.girlanda@a4holding.it](mailto:nelly.girlanda@a4holding.it)



Q&A



# CLOSING REMARKS

## Conclusions and exchange on topics

*Malika Seddi,  
ASECAP Secretary General Delegated*

### Key Messages by the MODERATORS

*1st Panel: René Moser*

*Senior EU and International Affairs  
Manager, ASFINAG*

*2nd Panel: Emanuela Stocchi,*

*ASECAP Chair of Road Safety, Environment  
& Marketing committee (COPER II), AISCAT*

**Bill Cramer, Communication Director, IBTTA**

The success of IBTTA's public awareness campaign: it started small and over the years has helped change the tone of how the media reports on tolling.

**Enrico Ferrante, AUTOVIE Venete, Italy**

Road transport is entering the New Era of Digitalisation: MaaS is deploying new services; new technologies for connected vehicles (see C-Roads platform) is facing the real world; the social media transforms the information process and are influencing the services to travellers.

**Charalampos Malimoglou, HELLASTRON, Greece**

Corporate Citizenship is a key factor for the success operation of any toll road infrastructure, while ensures the minimal possible reactions from the local communities by returning real value to them.

**Michaela Gold, ASFINAG, Austria**

Winter Games - A perfect match of winter road maintenance and social media: how we positively influence the opinion of our customers with social media using the example of winter road maintenance.

**Sebastião Sousa, BRISA, Portugal**

Brisa is the proof that Sustainability is good for the environment but also for the economic efficiency of a company.

**Nelly Girlanda, A4 Holding Italy – Abertis Group, Italy**

Think global, act local and act locally to develop a global experience.





Association Européenne des Concessionnaires  
d'Autoroutes et d'Ouvrages à Péage

# 7<sup>th</sup> ASECAP MARKETING WORKSHOP

*Thank you*



# **ASECAP**

*Association Européenne des Concessionnaires  
d'Autoroutes et d'Ouvrages à Péage*

**ASECAP DAYS**



**BRUSSELS 2020**

**29 June - 1 July 2020 / 48th ASECAP DAYS**

**The Hotel, Brussels, Belgium**

*The EU Green Deal: Toll Roads Actions, Commitments and Contribution*