

15th **A**SECAP ROAD SAFETY CONFERENCE

Safety Projects

Autostrade per l'Italia

Business Unit Operations

The commitment of Autostrade per l'Italia for road safety:

1. Communication initiatives to improve travellers experience
2. Initiatives to prevent and correct travellers behavior



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Communication initiatives to improve travellers experience

COMMUNICATION CAMPAIGNS (1/2)



**LIMITI DA SUPERARE
ALTRI DA RISPETTARE**
(There are limits to overcome, ones to respect)

April - August 2022

Format: Multichannel communication campaign featuring ASPI's sports testimonial, paralympic athlete Ambra Sabatini.

high impact video + radio spot and billboards

Goals: maximise awareness on respecting road rules, recalling safe driving habits and importance of:

- All passengers using seat belts
- Avoiding risks of distraction
- Respecting speed limits

On-air on national press, social media, radio, OOH and billboards in main cities and motorway service areas



CAMPIONI DI SICUREZZA
(Champions of Safety)

November-December 2022

Format: video clips with ASPI sports testimonial, Ambra Sabatini, and Italian State Police testimonial Massimo Stano acting in 3 sketches named «Champions of Safety» that recall the importance of always respecting 3 safe driving habits

Online on social media



COMMUNICATION CAMPAIGNS (2/2)



L'UNIONE FA LA SICUREZZA (*Being together for safety*)

July-August 2021

Format: billboards in majority of Service Areas along the motorway network + radio spots.

Goals: promoting the ongoing and 24/7 collaboration between ASPI and Italian State Police to guarantee the safety of motorway users and to highlights, with concrete examples, the dangers due to:

- Not using seat belts
- Low attention and use of electronic devices while driving
- Drinking and driving
- Not respecting speed limits



April 2021

Format: selected national press.

Goals: corporate campaign promoting and celebrating the partnership between ASPI and Italian State Police for safe travel.

The hashtag of the campaign #essercisempre (#alwaysthere) underlines that the motorway network is constantly patrolled and monitored for securing the safety of all users.



UNITI PER LA SICUREZZA DEL TUO VIAGGIO (*All together for the safety of your journey*)

ON-SITE INITIATIVES (1/2)



**SAFETY POINT
CASILINA EST
MOTORWAY SERVICE
AREA**

February 2023

Safety Point, a dedicated space within motorway Service Area designed to provide information on safety and to promote positive driving habits.

The Safety Point includes an information desk and interactive multimedia touchpoints containing information on safe driving.

The project was developed in partnership with Italian Police and is currently operational at the Casilina Est Service Area.

Goals: provide all customers of a 24/7 contact point with Police Force, including access to any additional info and contents related to safe driving.

3 future Safety Points are being planned in strategic areas of the network.



ON-SITE INITIATIVES (2/2)



Summer 2019-2022

Format: On-site contact points during summer travel seasons (July-August), in collaboration with State Police

Contact points set up in several main motorway Service Areas located along key routes (A1, A4, A12 motorways) in partnership with Italian State Police and in collaboration with Italian Red Cross.

Goals: to provide assistance and advice to travellers during summer exodus periods, first aid assistance and basic check-up if needed, promote safe driving in the most busy season also through educational entertainment activities specifically designed for children and teenagers and focused on correct road habits.

The State Police involvement is mainly related to its well known touring coach which features information and tools to promote safe driving.

Contact Points managed daily by Autostrade per l'Italia personnel together with Police officers and Red Cross staff.

Distribution of useful / safety related gadgets such as alcohol tests, leaflets on safe driving and water bottles

Upto 15.000 contacts each season

ENGAGEMENT OF CLIENTS DURING SUMMER PERIODS (2019-2022)



SPONSORSHIPS AND EVENTS



GIRO D'ITALIA INTERNATIONAL CYCLING RACE

2013-2022 (May)

Since 2013 ASPI has been Main Sponsor of the high visibility international cycling event

Every year, during the live presentations of the cyclists and teams, taking place before the start of the daily races, ASPI celebrates the EROI DELLA SICUREZZA (Heroes of Safety), awarding prizes to Police Officers and ASPI traffic personnel who demonstrated lots of courage, skills and responsiveness in guaranteeing people safety during events along and around the motorway network.

The prizes are awarded by Police Commanders and Aspi Management.

Goals: partnership promotion between ASPI and Italian State Police, together with their commitment to guarantee the safety of the network to increase awareness on travel-related events that could occur along the motorway network and on the actions regularly undertaken to secure the safety of people and animals.



FIRENZE DEI BAMBINI

2013-2022 (April/May)

Since 2013 ASPI has been Main Sponsor of the 2 days city events for children organised in central Florence; each edition, registered upto 20.000 visitors

Goals: to promote the importance of safe driving since an early age, through ASPI's role and activities.

Every year ASPI presents a set of activities designed and developed for children under 13, aimed at explaining crucial topics such as mobility, construction and safety in a creative, playful and engaging way, games or interactive quizzes emphasizing important messages in a simple funny way.



DIGITAL CONTENTS (1/2)



WEB PORTAL AND INFORMATION DEDICATED TO LORRY DRIVERS

Web portal developed in partnership with Italian State Police and Anita (Italian organisation that represents transport and logistic sector), focused on providing specific information and training related to safe driving habits to drivers of heavy goods vehicles.

Goals: providing transport sector drivers with educational material on safe driving

- **Topics and focus of training exercises defined by Italian Police Force**
- **Engagement with prize:** users who pass final tests included in prize extraction (E-Bike)

Timing: April 2023

www.autostrade.it also provides a general area developed for heavy goods vehicle drivers that contains information on services along the network, road works or closures, traffic updates

DRIVING IN WINTER SECTION ON WWW.AUTOSTRADE.IT

Section of company website dedicated to winter season driving

Goals: to provide comprehensive and easy access to information on safe driving during the winter season

The section is organized into 2 main areas to facilitate navigation:

- **while planning a journey** (vehicle maintenance, traffic and weather information, limitations to circulation or closures...)
- **during the journey** (real-time information sources, use of vehicle winter equipment, what to do in case of snow...)

Also available a PDF booklet, to download all the information of the web section

DIGITAL CONTENTS (2/2)



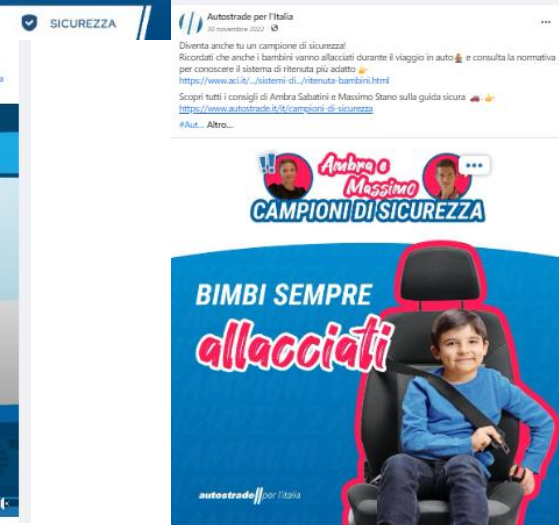
ONGOING CONTENTS ON SOCIAL MEDIA

Goals: Promoting awareness on the importance of safe driving habits by using company social media profiles (Facebook, Instagram, LinkedIn) and a more informal tone of voice and style of contents.

Use of videos, infographics, quizzes and surveys to raise attention and engage users on subjects that include:

- Risks of distraction and speeding
- Use of seatbelts and correct infant seating
- Danger of drinking and driving
- Vehicle maintenance
- Behaviour in case of breakdown
- Advice in case of adverse weather (wind, rain)

Editorial plan contains an average of 2 monthly posts focused on road safety as well as contents related to company initiatives and schemes aimed at maximising the safety of the workforce.



INTERNAL COMMUNICATION



CONTEST FOR PMV SIGNS ON ROAD SAFETY

March 2023

- Promoting personnel awareness on the importance of safe driving habits
- Engaging and involving personnel to be proactive on a key social topic, linked to ASPI's core activity (mobility and infrastructures)

The competition requires colleagues to propose a short, effective message on safe driving

The selected, most effective, impacting and appealing messages will be displayed on digital sign along the motorway network.

Active Safety is a corporate scheme to promote ongoing training, education and awareness projects on HSE issues across all group companies.

As of 2021 ASPI has launched a dedicated day to safety at work (18th February) during which a wide selection of events and activities are organised across company offices and worksites to promote the importance of occupational safety, to encourage the respect of company rules and procedures for safety and to foster an overall culture that prioritises health and safety.



Initiatives to prevent and correct travellers behavior

DRUG TEST CAMPAIGN



The Drug Test Campaign is an Autostrade per l'Italia initiative in collaboration with the Police forces, aimed to **minimize accidents caused by the use of alcohol and drugs.**

This campaign is carried out in service areas throughout Italy and, with the help of a mobile analysis laboratory with qualified personnel, **certifies the flagrante delicto immediately.**



ANTI-COLLISION SYSTEM



The anti-collision system is a technology that allows to **prevent severe accidents at work** due to oncoming traffic.

This technology detects the **presence of vehicles in an area of potential risk and warn workers** of a possible collision via a vibrating bracelet. This gives the operators a few seconds to take cover.

Furthermore, it has a **sonor alarm in direction of drivers** in order to catch their attention.



Performance of anti-collision system

Observation area construction

100%

Vehicle tracking accuracy

95%

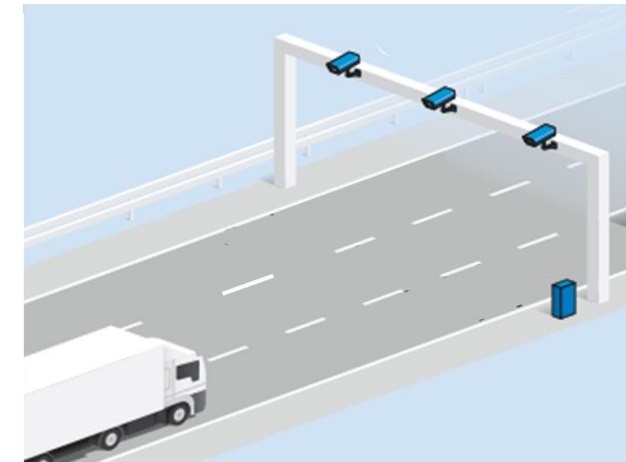
REMOTE TACHOGRAPH MONITORING



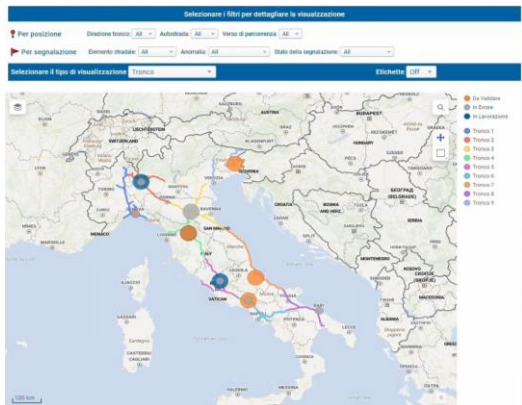
The Remote **Tachograph Monitoring** is a technology, in support of Police forces, that allows to **detect the trucks in potential violation** of Italian Laws for Circulation.

This system reads the tachograph on the trucks and support Police to intercept efficiently the vehicles.

The object of this technology is **decreasing the accidents caused by low attention, tiredness and high speed.**



ASPI TRAVELLING CONTROL CENTER - TCC BSC MODULE



The special vehicles, equipped with **moving image acquisition** and **remote data transfer technology**, move across the network and collect information



AI algorithms process the video data searching for possible anomalies in work zones on the network: horizontal and vertical signs, distances, consistency, personal safety devices, etc.



Once the anomalies have been detected, the system automatically **generates tickets** in a management software allowing them to be **managed, monitored, finalized and defined predictive maintenance models**



Operational Excellence

A proactive approach dedicated to safety and quality with the support of a technology which unlocks improvements of the infrastructure and of signaling and safety systems for employees who work on the road and people who travel on our network

AIRoS-ARTIFICIAL INTELLIGENCE FOR ROAD SAFETY



Data Elaboration

AI algorithms process the data searching for possible factors which may contribute to the accidents and cluster "sites" according to geometry, accidents and traffic

What-if Analysis

Performing a preventive assessment of possible actions to mitigate the accident phenomenon and assigning intervention priorities to the analyzed "sites"

Data Driven Decision-making

A predictive approach, which is supported by transport literature and artificial intelligence, in order to improve users' road safety and traffic flow, according to PNSS 2030 objectives and EU Vision Zero for 2050.



Data Collection

As inputs: network geometric data, forecast traffic, historical accidents, road pavement performance indicators and horizontal signs

Crash Prediction

Once the temporal and spatial perimeter of interest has been chosen, the Safety Performance Functions¹ estimate the expected number of accidents on the network and their probability

¹ Safety Performance Functions (SPF) and Crash Modification Factors (CMF) has been elaborated in collaboration with Federico II University of Naples with an innovative methodology. It is based on the Highway Safety Manual (dividing the models by curves and straight in both directions) and defines a quantitative method for managing safety on the motorway network.

The research was presented at the Transportation Research Board Annual Meeting, held in Washington on January 12, 2023.