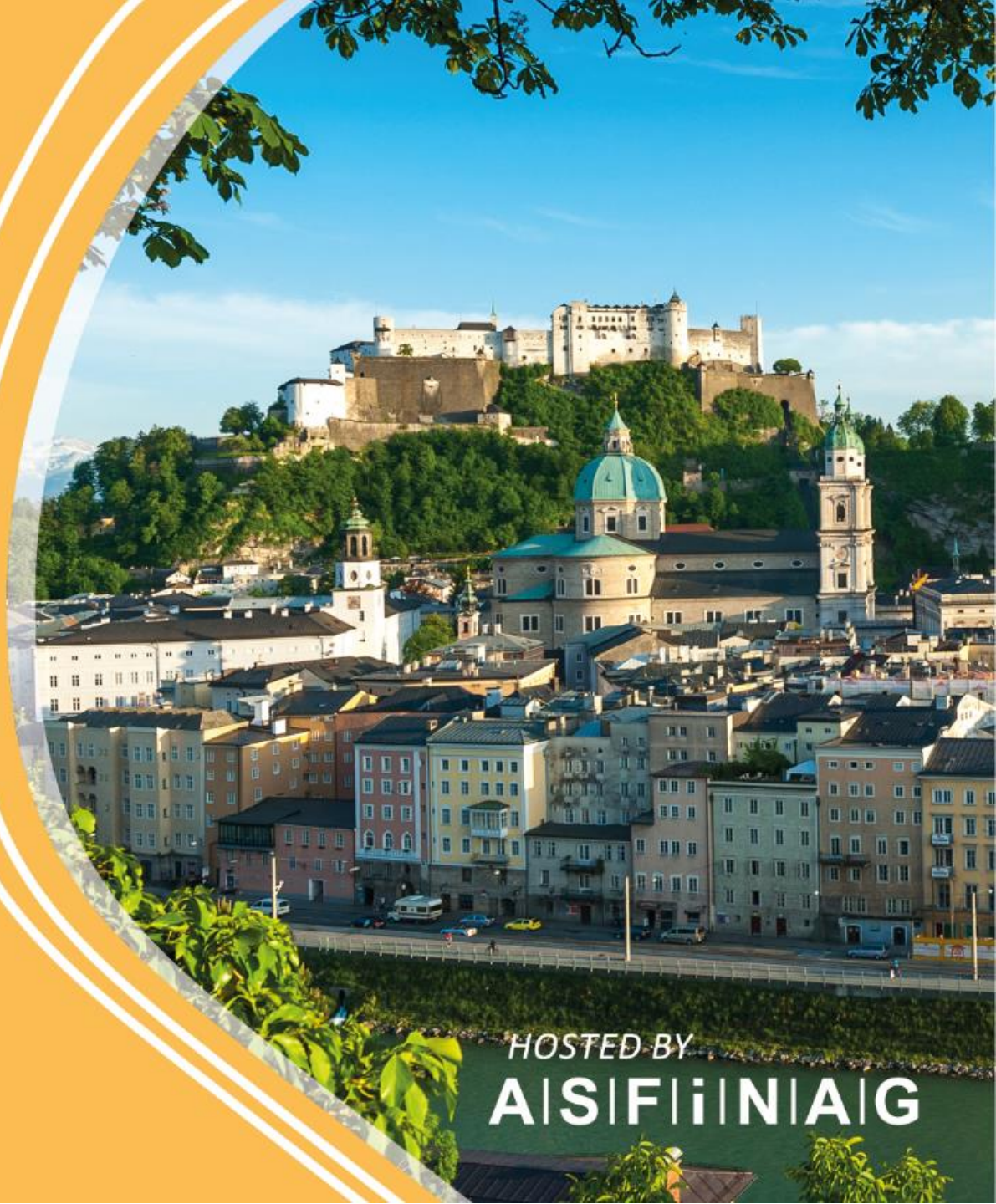


15th **A**SECAP ROAD SAFETY CONFERENCE

Road Safety
Campaigns for
motorways: S(H)e
Works / I Care



HOSTED BY
AISIFIINIAIG

Road Safety Campaigns for motorways: S(H)e Works / I Care concept



Bringing together motorway staff and truck drivers all across Europe to promote road safety
O.Quoy – Atlandes – A63 - France

He Works / I Care She Works / I Care

...The concept...



- He or She works:
 - Our staff, working on the road, being potentially at risk...
- I care:
 - Truck driver, invited to commit himself/herself to road safety
- COVID19 reversed the positions in an interesting way:
 - He or She works:
 - Truck driver, who has to deliver food/goods despite the pandemic
 - I care:
 - Our staff, who has to maintain rest, service areas, facilities

He Works / I Care She Works / I Care ...The concept...



- share a **warm** and **friendly** moment, with coffee or fruit juice and pastries...
- make the **commitment** real:
 - **Photocall** to take a picture of the driver with a staff
 - **Customised** T-Shirt
- Seize the opportunity to do some **training on safety** ...



He Works / I Care She Works / I Care

...Feedbacks...



- Easy to replicate
 - France (2018-2022)
 - Portugal (2019/2022)
 - Croatia (2019/2022)
 - Ireland (2022)



He Works / I Care She Works / I Care ...Feedbacks...



- Opportunity to bring together wide range of stakeholders



Training – AFTRAL
2022



Professional organisations
(FNTR-OTRE-TLF-AFTRAL)
2020



Trucks – SCANIA - 2022



Culture - 2020
23.03.2023



Truck Parking Europe
2018



New services – DocStop - 2021



He Works / I Care She Works / I Care ...Feedbacks...



- Give a human face to our roads



He Works / I Care She Works / I Care ...Feedbacks...

- International media coverage



23.03.2023



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Video - TV7 - 2021

He Works / I Care She Works / I Care Replicability



- T-shirt customization enhances and values drivers commitment:

- Driver's first name / nickname
- Motorway name
- Operator name
- Date (Year)

Interesting for taking part to multiple events
Make T-shirts collectable !



He Works / I Care She Works / I Care

European scale



- Truck drivers come from many countries and drive all over Europe, during trips that can be more than 3000 km...
- Multiple events could also bring staff from various countries together

- Multilingual staff is needed

3 TRANSLATORS
mobilized to invite truckers to participate to the event



201 TRUCKERS COMMITTED
for the safety of motorway patrolmen



17 NATIONALITIES REPRESENTED



He Works / I Care She Works / I Care going ahead !



- Bringing together ASECAP members and truck drivers all across Europe to promote road safety: ideas to go further !
- Bringing the teams together for on site events
 - Organizing exchanges between ASECAP members from different countries
- Bringing together road staff and truck drivers
 - Meeting on rest areas
- Seeking commitment to road safety
 - Photocall
 - Collectable T-shirts customized with date, network, moto and name
- Giving visibility to ASECAP



A SECAP

Celebrating
YEARS
50
OF Successful
TOLL ROAD PROJECTS

**The best
conclusion...**