

PREP

KIT

#(S)heWorks #ICare

June 24, 2026

**4^e European
Edition**



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THE EVENT

A Human-Centred Initiative for Safer Roads and Healthier Drivers

For the fourth consecutive year, ASECAP – the European Association of toll motorway and road infrastructure operators – is organising a European awareness day dedicated to those who ensure safety on our roads. Taking place on June 24th, 2026, this initiative highlights both the **protection of patrol officers** and the **well-being of drivers**.

Since its creation, She Works I Care has aimed to improve safety through prevention while **strengthening the relationship between patrol staff and drivers both light and HGV drivers**. The 2026 edition will once again provide valuable opportunities to share experiences, foster dialogue, and build meaningful connections.

Building Connections Through Shared Experiences

At the heart of the initiative lies a simple yet powerful concept: **bringing together two worlds that rarely interact**. By encouraging exchanges between patrol officers and drivers—particularly HGV drivers—the event creates moments of mutual understanding and respect.

Through interactive workshops and immersive experiences, participants are invited to step into each other's daily reality. These shared moments, often taking place in a relaxed and welcoming setting, help create **genuine connections** and offer new perspectives on the challenges faced on the road.

Expanding Reach and Collective Engagement

Building on previous successes, this year's edition will bring together an even **broader network of partners and participants**. With an increasing number of local events organized simultaneously across multiple countries, SWIC continues to amplify its impact on the ground. This expansion demonstrates a common ambition among stakeholders to **raise awareness and foster safer behaviours throughout Europe**.



A day of sharing some examples of on-site actions



Sharing a coffee

To share a warm and friendly moment, participants are invited to have a hot drink and a snack. A first step in their encounter with the patrol drivers.



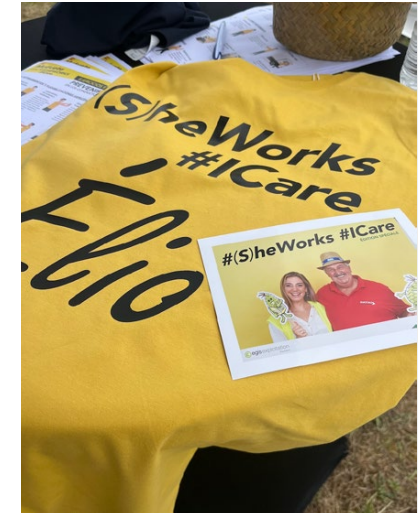
Sharing a moment

Patrollers and motorists (HGV or car drivers) take part in a photo shoot in a mobile photo studio set up on the rest/service area.



Sharing the “#(S)heWorks #ICare” vision

Yellow tee-shirts with the #(S)heWorks#ICare brand block, logos, and motorway’s lane number or name, are printed before the event. The HGV driver’s first name is printed on-site, by a service provider who brings the necessary equipment. On some service areas, one customized tee-shirt could be offered to each motorists (HGV or car drivers).



Sharing a message

Through a range of activities (AI headsets, patrol vehicles, etc.) made available to participants, drivers take on the role of patroller drivers during their interventions on the motorway. It’s a great way to find out just how dangerous their job is and how close they are to motorists...



Sharing some gifts

After having participated in the activity, drivers leave with gifts offered to thank them for their participation.

SPORT & HEALTH

New

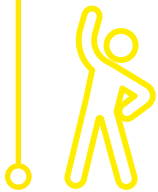
This year, beyond traditional awareness messages, special attention will also be given to the **well-being and physical condition of drivers**, who are particularly exposed to sedentary lifestyles.

To address this, **dedicated workshops focusing on mobility and the prevention of musculoskeletal disorders** (MSDs) will be introduced.

These activities aim to encourage the practice of simple exercises during breaks, addressing three key priorities:

- **drivers' health,**
- **their daily well-being,**
- **and road safety.**

**Taking care of yourself
and maintaining your
physical health also means
taking better care of others!**





A Global Challenge "Sitting is the new smoking"...

The World Health Organization has identified the promotion of **physical activity** as a global priority for the 2018–2030 period.

Worldwide, nearly one in three adults is affected by insufficient physical activity.

Some professions are particularly exposed, especially those involving **long periods of sitting**, such as heavy goods vehicle (HGV) drivers. Their working conditions - often associated with irregular sleep patterns and unbalanced diets - contribute to the development of musculoskeletal disorders, cardiovascular diseases, and **fatigue that can impair alertness at the wheel.**

#(S)heWorks #ICare

Taking care of yourself
means taking care of others too.



MOVE! TO STAY FIT AND ALERT BEHIND THE WHEEL

*In your line of work, you spend long hours behind the wheel.
Your body stays still... but fatigue builds up.*

*Your break isn't just about stopping.
It's also a chance to get moving again.*

ACTIVE BREAKS ARE SIMPLE

Just a few minutes are enough to:

- release tension
- boost circulation
- feel better right away
- stay more alert behind the wheel.

An active break is more than just a stop:
it's a habit that helps you get back on the road in top shape.

PROVEN

Even light physical activity:

- improves well-being and health
- enhances concentration
- reduces errors.

Moving means driving in better conditions.

5 MINUTES CAN MAKE A DIFFERENCE



- Move during your break
- Take a walk before getting back on the road
- Do a few simple exercises



TURN this sheet over!
Find exercises tailored to your job.
It's up to you...

ROAD SAFETY FIRST

Men in Yellow or Orange: Patrol Drivers in the Spotlight

While patrol drivers work every day to ensure the safety of road users across motorways, their own lives remain far too often at risk. Inattention, fatigue, and failure to follow traffic rules continue to put these professionals in danger. **Tragically, some patrollers are hurt or lose their lives each year while carrying out their duties.** These incidents serve as a stark reminder of the **very real risks faced by those who operate on the front line of road safety.**

Despite rigorous training and well-established safety procedures, patrol drivers are still confronted with hazardous behaviours such as distracted driving, failure to maintain safe distances, speeding, and respect for safety corridors.



During this year's event, **patrol drivers will once again take centre stage.** They will share their experiences, highlight the challenges they face on a daily basis, and raise awareness about the importance of vigilance and responsible driving.

Participants will also have the opportunity to engage in interactive workshops and simulations, offering practical insight into the risks encountered by patrollers. Through these exchanges, patrol drivers aim to spread a clear message: everyone has a role to play in ensuring safer roads.



EUROPEAN EVENT

A European day campaign

Road safety for staff working to ensure the safety of drivers on motorways is a major priority for road infrastructure operators. Since 2023, the awareness campaign has taken a European dimension supported throughout the network operated by ASECAP members.



17

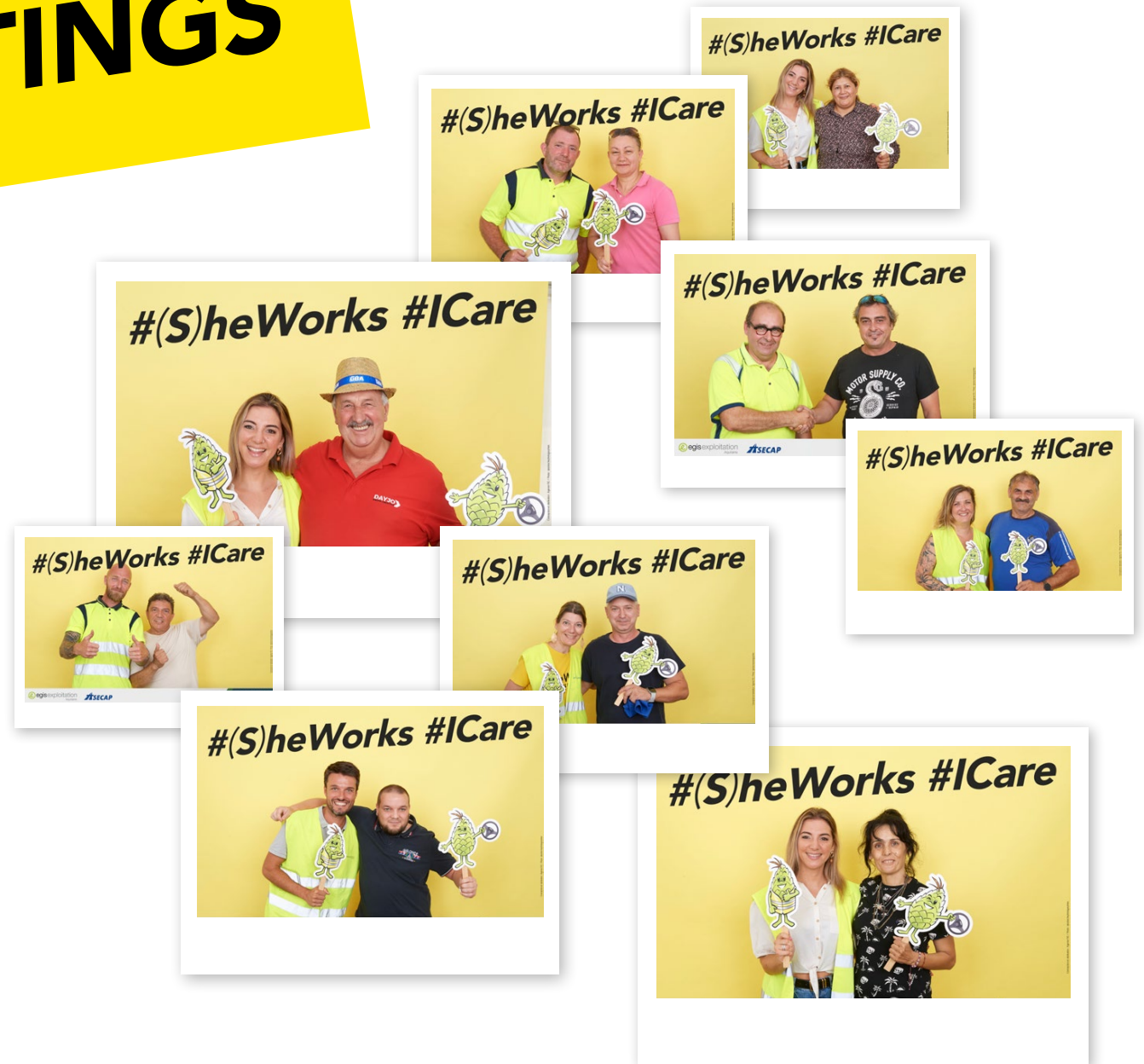
countries across Europe (all members of ASECAP) are taking part in this day by sharing their commitments either through their social media, network displaying messages on Variable Message Signs (VMS) or with physical events they are organising on site.

HUNDREDS OF MEETINGS

More and more drivers are committed to the safety of men and women in yellow...

Many drivers

have already taken part in the event



...but there were also many **patrollers** on hand to deliver a strong safety message.

Since the launch of the operation, more than **many** **patrollers** (in several European countries) have already responded!



Dozens of nationalities represented

represented: Portuguese, Spanish, French, Bulgarian, Polish, Brazilian, Colombian, Moroccan, Lithuanian, Romanian, Belarusian, Ukrainian, Turkish, Latvian, Slovak, Belgian, Ecuadorian, German, Moldovan, Russian, Czech, New Zealander...



INTERNATIONAL FEEDBACK

19
ON-SITE
EVENTS

organized across

8 countries

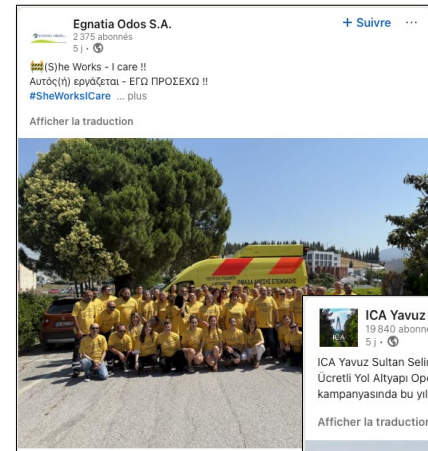
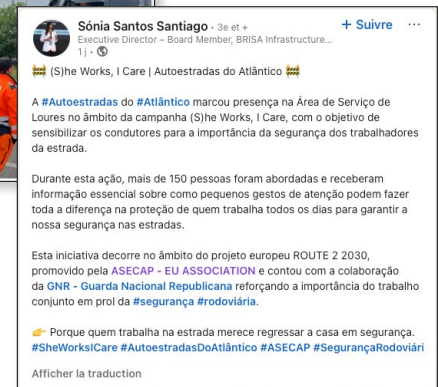
Portugal, Slovakia, Turkey, Croatia, France, Greece, Italy, and Poland

by 18
concessionaires

in 2025

An international reach for the #(S)heWorks #ICare event!

Social networks have made it possible to identify international feedback related to the event.



Egis en Turquie
4 585 abonnés
4 h · Modifié ·

◆ (S)he Works, I Care | #OÇalışiyor #BenÖnemsiyorum

Yol güvenliği sadece bir kural değil, bir sorumluluktur. ... plus

Afficher la traduction



25 Haziran 2025 ASECAP Yol Güvenliği Farkındalık Etkinliğine Davetlisiniz

26 Haziran'da Okaşın 204 Bulaker Kazey'de Buluşalım!

Etikette neler var?

Avrupa Ücretli Yol Altyapı Operatörleri Birliği (ASECAP) çatısı altında, ... plus

Afficher la traduction

SEOPAN, Construcción, Agua y Concesiones de Inf
3 737 abonnés
1 j · Modifié ·

Aujourd'hui marque la 3ème édition de la campagne « #S)he Works, I Care », coordonnée au niveau européen par ASECAP - EU ASSOCIATION, afin de sensibiliser les conducteurs aux #vulnerabilidad et aux risques encourus par l'ensemble du personnel travaillant dans #carreteras (personnel de maintenance, patrouilles de police et de surveillance, personnel d'assistance médicale et mécanique...).

Unir! <https://lnkd.in/d/dTAQ8Dy>

Afficher l'original · Préférences de traduction

3ª edición de la campaña "#(S)he Works, I Care" de concienciación de la vulnerabilidad de los trabajadores... seopan.es

VJ VISION Journal
3 280 abonnés
23 h · Modifié ·

Oggi è il gran giorno di "S(He)Works I Care", la campagna di sensibilizzazione ASECAP - EU ASSOCIATION nata da un format francese (ne avevamo scritto, con Olivier Quoy... #merci... già nel 2023) e diffusa in tutta #Europa e oltre.

Tante le iniziative di "cura reciproca", dialogo, informazione e incontro dentro l'ecosistema #autostrada.

Obiettivo comune: la sicurezza di chi viaggia e di chi lavora sulle nostre reti.

Vai alla #SafeVISION

https://lnkd.in/d/4W_5Nc

#VisionZero VISION Journal Emanuela Stocchi Malika Seddi Irina Mella Burlacu Mannelli Giorgio Fabrizio Apostolo A35 Brebemi Aleatica Andrea Cucchetti Elena Filicori Francesca Romizi

Afficher la traduction

Prendersi cura gli uni degli altri - Vision Journal
visionjournal.it

4 republications

MATIS
141 abonnés
14 h · Modifié ·

◆ MATIS is proud to count ATLANDES among its committed and forward-thinking partners. Even for great achievements not related to MATIS ... plus

Afficher la traduction

PIARC ROAD SAFETY WEEK
23-27 June, 2025

Listen to our new Podcast
Watch our webinar
Explore our Road Safety Resources
Read our new Road Safety Manual

Explore our content, share your knowledge and be part of the transformation! #PIARC Road Safety Week



5

Eurasia Tunnel
1 925 abonnés
4 j · Modifié ·

Avrasya Tüneli'nde Yol Güvenliği Temalı Farkındalık Etkinliği Düzenlendi

Avrupa Ücretli Yol Altyapı Operatörleri Birliği (ASECAP) çatısı altında, ... plus

Afficher la traduction

Avrasya Tüneli'nde Yol Güvenliği ve Farkındalık Etkinliği #S)heWorks #ICare



Avrupa Ücretli Yol Altyapı Operatörleri Birliği (ASECAP) çatısı altında, ... plus

Afficher la traduction

12

ITS International Magazine
8 113 abonnés
1 h · Modifié ·

"This day promotes empathy and mutual understanding"

Asecap's (S)he Works I Care campaign aims to show road users what it's like to be a worker on the highways, keeping things moving and making sure drivers get to where they want to go, safely...


Part of IBTTA's Global Road Safety Week, it's a good example of the cooperation between different groups that's required to reduce the staggering figure of 1.19 million people killed in road crashes each year.

READ MORE
<https://lnkd.in/e/xx-ECxH>

Follow ITS International Magazine & SUBSCRIBE FOR FREE <https://lnkd.in/e/uQMeM3A>

#SheWorksIcare #BeSafeTogether Emanuela Stocchi Bill M. Halkias, PE, FASCE, FITE Pat Jones Wanda Klayman Malika Seddi Ferzan Ahmed #BeTheHighwayHero IBTTA AISCAT (Associazione Italiana Società Concessionarie Autostrade e Trafori) ASECAP - EU ASSOCIATION Carole Défossé Tanya Sheres

Afficher la traduction



#(S)heWorks #ICare

1 commentaire · 2 republications

Abertis
28 700 abonnés
23 h · Modifié ·

From Abertis, and through our subsidiaries: Autopistas, an Abertis company, A4 Holding and sanef groupe, we join #SheWorksIcare, the initiative promoted by ASECAP - EU ASSOCIATION, which highlights the importance of protecting the lives of those who work on motorways.

With initiatives like this, we reaffirm our commitment to #RoadSafety and job protection for these professionals, as well as for all users who travel on the roads, to ensure #safer roads for everyone.

#GlobalRoadSafetyWeek

Afficher la traduction

ASECAP - EU ASSOCIATION
1 926 abonnés
1 j · Modifié ·

◆ (S)he Works / I Care - Together for Safer Roads! 🇪🇺 June 25, 2025 - 3rd European Edition ... plus

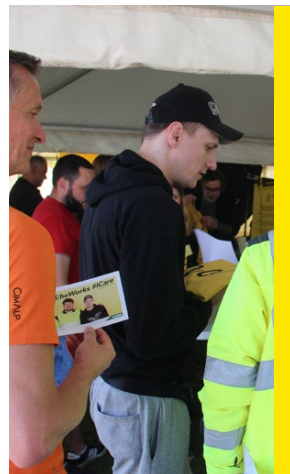
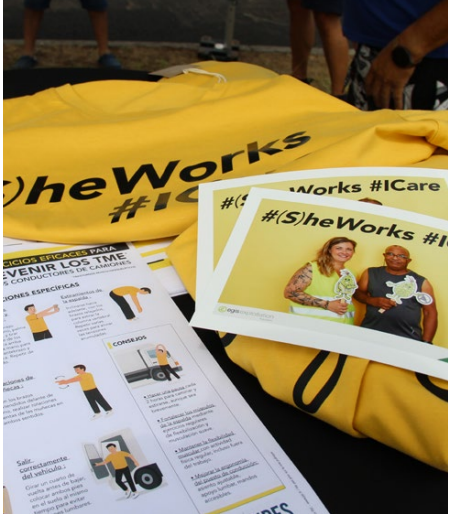
Afficher la traduction

#(S)heWorks #ICare 2025

Join us on 25 June 2025

Strengthening Patrolter Safety on European Roads

1 republication



#ASECAP MEMBERS



A|S|I|F|i|N|A|G

DARS



الطرق السيارة بالمغرب
Autoroutes du Maroc



#Communication



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#PARTNERS _ON SITE EVENTS



#(S)heWorks
#ICare