



## **TECHNICAL & COMMUNICATIVE COLLABORATION TO REACH A BETTER ROAD SAFETY FOR EXTERNAL STAKEHOLDERS**

March 5th, 2024

# 1 Abertis Industrial Model for Road Safety. Engineering and Good Practices

As partners of public administrations, road safety is a priority for Abertis since it directly impacts public safety. By implementing a Road Safety Policy, we are protecting the common interest of society and complying with SGO 3.

The Road Safety Strategy in the Abertis group includes an industrial perspective (designing and managing “Forgiving highways”) and a communicative perspective (awareness campaigns, good practices, etc.):



Providing a good maintenance and design of roads and implementing technical innovations to minimize the risks of accidents.



Implementing protocols for a quick response after a crash, by activating the mechanisms of coordination with emergency services while creating safe working environment for first responders and preventing secondary crashes.

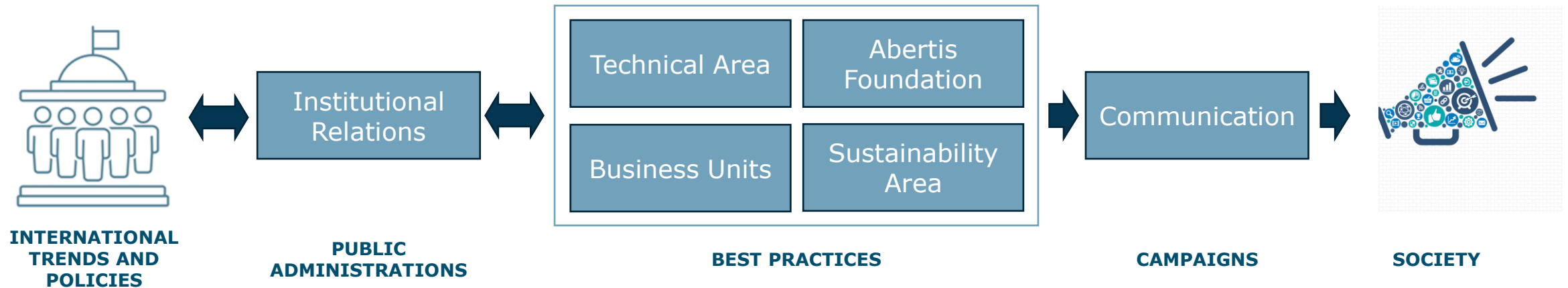


Implementing mechanisms to protect all road users and deploying awareness campaigns.

**Abertis group's zero fatalities program =  
Road Safety to protect the common interest of society**



## 2 Internal and External Communication. The Role of Communication & Institutional Relations Areas.



### ➤ External communication:

- publicizes RS performance
- understands international RS trends and policies
- promotes strategic alliances
- creates awareness among road users and strategic actors, such as professional road transporters, companies close to the highway environment, schools, institutions, Public Administrations, emergency services and police forces.

### ➤ Internal communication:

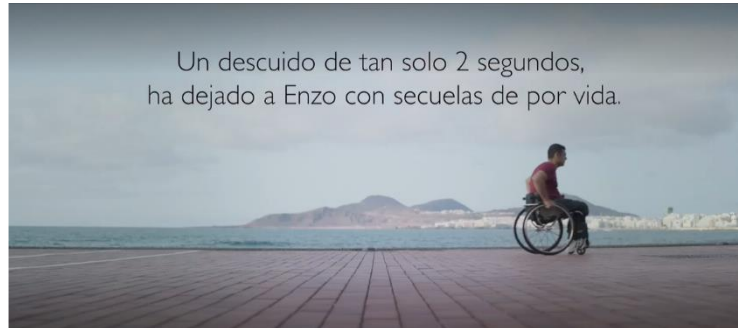
- shares good practices
- reinforces the commitment of RS throughout the organization
- creates awareness and educates to protect workers

**Effective communication is the cornerstone of Road Safety.  
Fostering awareness, understanding, and cooperation among all road users**

### 3 Awareness Campaigns: Initiatives in different Business Units



Abertis Foundation



The Abertis Foundation has Road Safety as one of its action pillars. In collaboration with the Group business units, and working together with public administrations, the campaigns created aim to raise awareness and sensitize society, especially children and youngsters, on the necessity of a safe and responsible mobility. Examples are El Apagón (The blackout), #puedo esperar (I can wait), Intermitentes (blinkers) and Salvando vidas (Saving lives). The campaign Vidas en movimiento (Lives in movement) goes beyond and creates discussion forums to raise awareness on the problems of the new mobility on urban areas.

### 3 Awareness Campaigns: Initiatives in different Business Units



**Mês do  
Caminho  
Seguro**

A sua atitude  
salva vidas!

#### BRAZIL

Our subsidiary, Arteris, has the Caminho Seguro & Maio Amerelo programs to address issues of safety culture, full attention in the road, safety signage and vehicle circulation, with more than 278 actions that have reached more than 38,867 people.

The objective is to make all stakeholders be aware of their participation in an accident and the behavior to prevent them in the road. Under the theme "Attitude saves lives", the campaigns show different ways of minimizing risks on the road





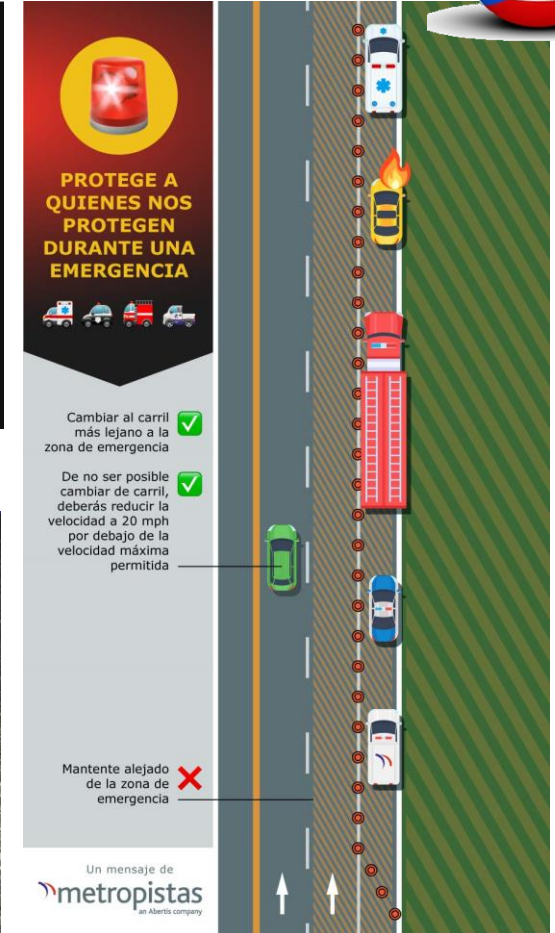
### 3 Awareness Campaigns: Initiatives in different Business Units



#### PUERTO RICO

Metropistas, our subsidiary in Puerto Rico, continues to promote its virtual space *Road Safety 360*, an innovative format to promote a culture of road safety and make drivers aware of their responsibility behind the wheel. It is a virtual space on its website, with data, information, practical advice, and important news on road safety.

The 360 approach is based on three pillars: the driver, his environment and the passengers. It aims to raise driver awareness and promote a culture of responsible road safety, to reduce the accident rate on Puerto Rico's roads, aligned with the Abertis group's zero fatalities program.



# 3 Awareness Campaigns: Initiatives in different Business Units



## FRANCE

Our subsidiary, Sanef has carried out road safety campaigns at the beginning of the Easter, summer and Christmas holidays, with the aim of remembering the need to rest during trips, raising awareness about the safety of personnel working on highways, and remembering the importance of respecting the safety distance.

It has also carried out campaigns on social networks disseminating videos of good and bad behavior behind the wheel, captured by highway cameras.



# 3 But...





# 4 Technical initiatives to improve RS: Road User Behavior Observatories



The observatories were created to identify the main behavioral problems of road users and analyze possible ways to correct them

## 4 Technical initiatives to improve RS: MAP (Manual de Acción en Pista – Road Works Safety Toolkit)



**MAP 5.0**  
**Since 2010, establishing safe action procedures for road works**



## 4 Technical initiatives to improve RS

Communication for awareness is necessary, but it must go together with a scientifically based road safety management.

The observatories provides us with some data, but we wanted to go beyond...



**Coming soon in ASECAP Days (May 13-15<sup>th</sup>, Milan)!!!**

# 4 Partnerships for the Goals



## MEXICO

Collaboration with Jalisco National Guard. The company's road safety experts have given road safety training courses to the Jalisco National Guard (Mexico).



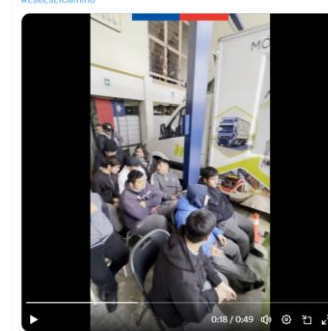
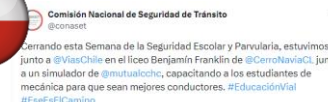
## SPAIN

Our operational centers are open to visits of public administrations with the objective of collaborating to provide mobility responses to the needs of the environment through which our roads run.



## INDIA

Collaboration with UNICEF and local authorities to develop a Road Safety program for children going to schools



## CHILE

Collaboration with CONASET (Comisión Nacional de Seguridad de Tránsito de Chile) to train auto mechanics students to be better drivers

**Road safety strategies must be tailored to the unique needs of countries, recognizing that one-size-fits-all approaches are insufficient in addressing road safety challenges and ensure effective accident prevention worldwide**



## Together We Can



**Internal and External Collaboration to Achieve Better Road Safety**

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**Thank you**