



*ASECAP is the European Association of Operators of Toll Road Infrastructures, whose members' networks today span more than 48,000 km of motorways, bridges and tunnels across 22 countries.*

*ASECAP's purpose is to defend and develop the system of motorways and road infrastructure in Europe applying tolls as a means to ensure the financing of their construction, maintenance and operation.*

## ROAD SAFETY: Ensuring the highest standards of safety

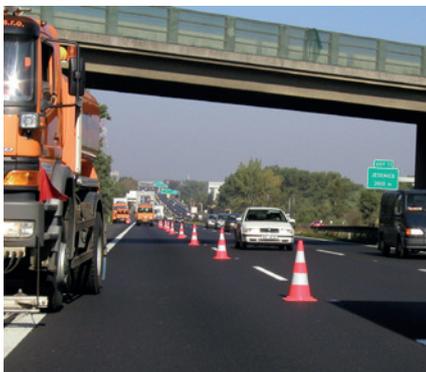
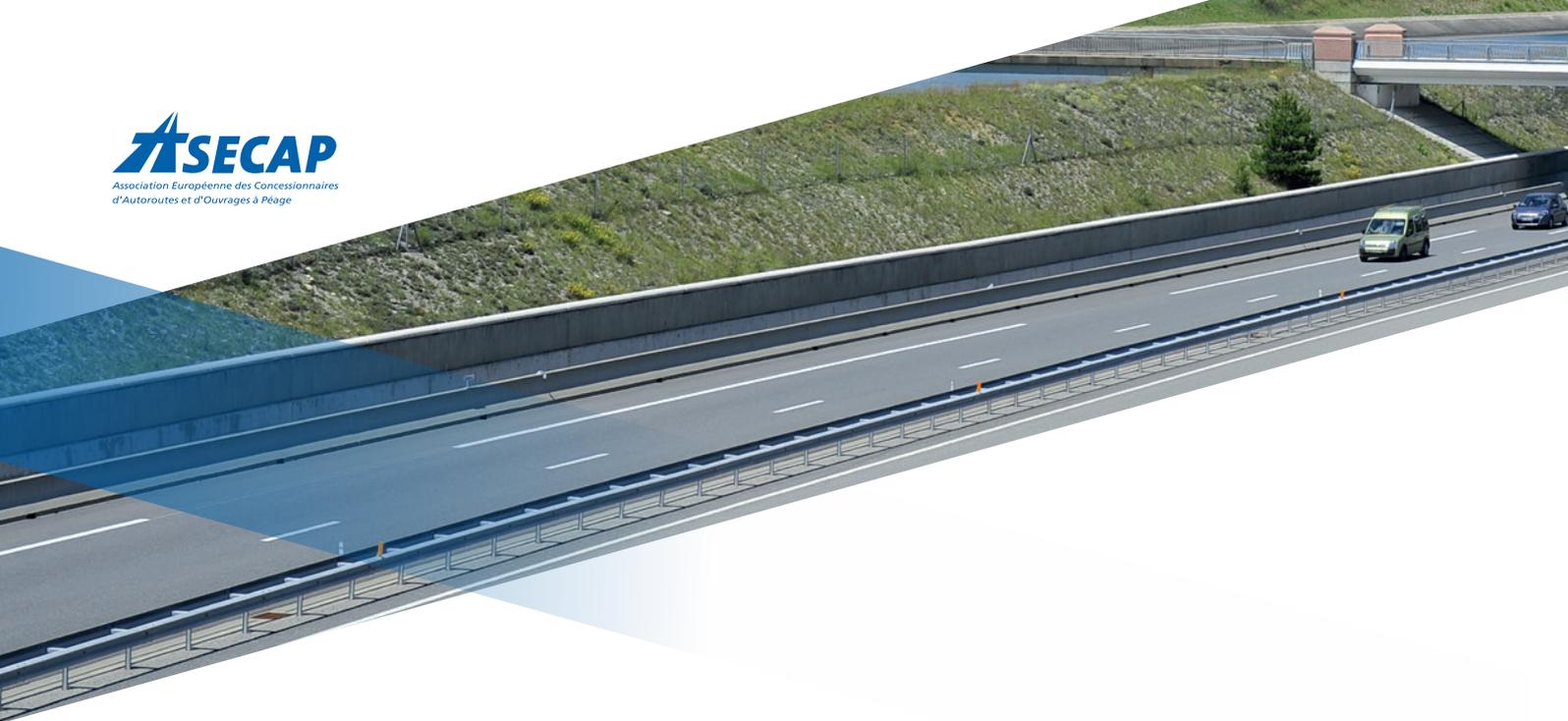
*Road safety is the result of the efficient and close interaction between the infrastructure, the vehicle and the driver.*

A motorway is an infrastructure specially designed and built according to the highest quality and technological standards, in order to guarantee to all drivers 24/7 the best safety conditions, high levels of service and driving comfort in all weather conditions.

*The key components of a safety traffic management are:*

1. **Monitoring** of weather, traffic and road conditions
2. **Warning** road users against any possible dangers
3. **Maintaining** excellent road conditions





## ACCIDENT PREVENTION

***Accident prevention remains the priority for toll road operators by taking appropriate measures & actions :***

- Maintaining the road network with the highest possible standards of safety 365 days in all weather conditions
- Ensuring an effective infrastructure safety management by carrying out regularly road safety audits and inspections
- Providing real time traffic information: queues at toll stations, accidents, road works, weather and road conditions, travel time information and other relevant information for the driver
- Deploying cooperative intelligent systems (C-ITS) to provide real-time traffic information
- Ensuring the safe management and protection of traffic on work sites by early warning through proper road signing and the use of different communication means (internet, traffic radio, sms, variable message signs) including also the protection of road workers
- Setting up of high performance protective fences designed both to resist the impact and to absorb the energy
- Fast removal of stopped vehicles and other possible dangers
- Providing high quality service areas where drivers/users can rest

## ACCIDENT RESPONSE

***Quick accident response is of utmost importance in order to save lives, reduce the impact of an accident and restore the traffic conditions on the infrastructure.***

***The key operations/procedures undertaken by toll road operators are:***

- Prompt road patrols reaction: secure the accident area, clear & clean the road section affected
- Activate the emergency response and cooperate with the fire brigades, police and emergency services
- Early assistance and warning in case of accidents
- Prepare appropriate traffic management plans

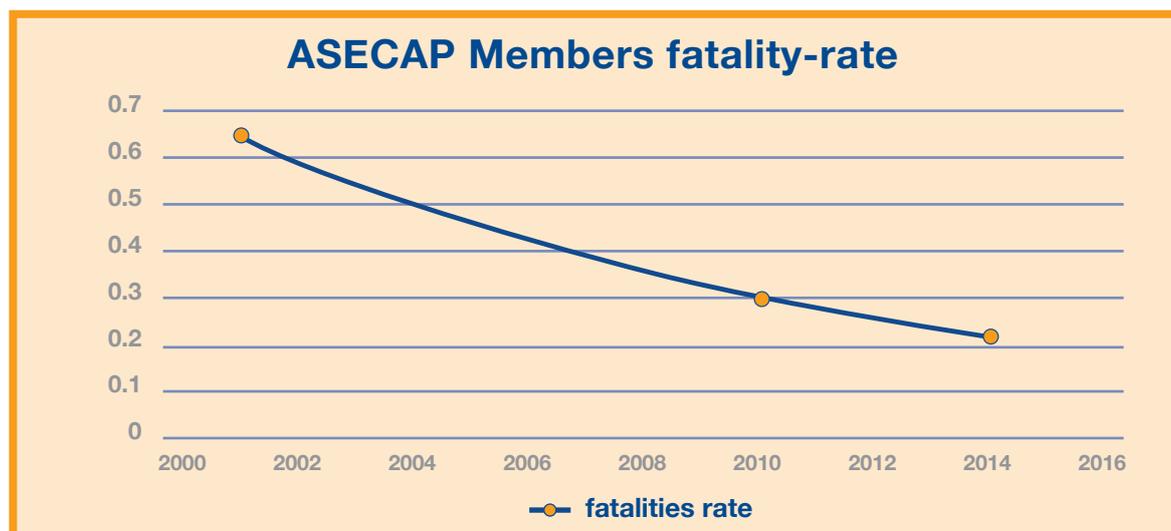


## COLLECTION AND ANALYSIS OF DATA ACCIDENT

***ASECAP and its members collect accident data in order to analyse and investigate the main causes and get useful information. Proper safety actions are based on the data analysis - A detailed understanding of the accident lead to identify the best practices to be developed along the network:***

- Acting on the infrastructure (change the construction, additional road-side equipments, additional lanes) and
- Acting on drivers' behaviours (raising awareness campaigns, education activities)

	2001	2010	2014
Number of fatalities	1 129	755	565
Fatality rate	0.65	0.30	0.22



Total Reduction of fatalities	564 less fatalities
Total reduction of fatality rate	- 66 %
ASECAP fatality rate	0.22 fatality per 100 million kilometres driven on motorways



## RAISE AWARENESS CAMPAIGNS

ASECAP upholds the ‘safety system approach’ in which drivers and other users remain the key actors: they have to abide by the legal requirements, respect warnings, safety procedures and safe driving behaviours as promoted by toll road operators.

To encourage drivers to have a responsible behaviour on the motorway, ASECAP members run awareness & education campaigns using different communication tools (videos, spots, books, games..).

### TIME FOR A BREAK (ASFINAG/AUSTRIA)

Driving is tiring. Especially driving on the motorway. Motorway journeys can be long, straight and monotonous. The few stimuli that have to be visually processed during the journey do not challenge the brain enough. The nervous system switches into rest mode. The result is tiredness. The campaign “Time for a break” informs how important it is to take a rest at least after two hours driving.



### AUTOSTRADAFACENDO/TRIP2LIFE CAMPAIGN (SIAS-GAVIO/ ITALY)

The Trip2life Campaign, whose activities started in 2010 and are still in process, is promoting road safety public awareness. The promoters, through a large group of experts, translated the experience of motorways' operation into «driving behaviours» and defined specific road safety messages in order to reach, in a smart and effective way, all kind of audience starting from motorway users and reaching also young people and children using the technique of cartoons.

### I MOVE SAFELY – AN EDUCATIONAL PROGRAMME FOR PRIMARY SCHOOLS (HELLASTRON/GREECE)

The program aims to educate children on basic aspects of road safety, for these ages. Children are taught how to safely cross the road, how to safely walk on the sidewalk, what is the meaning of the basic road safety signs on the road, and how to behave while being in a car.



**Lets-drive**  
differently.com

### (SANEF & APRR/FRANCE)

In pursuit of their commitment to safety, the French motorway companies are developing prevention campaigns, public awareness and collaborative web-platform “lets-drivedifferently.com” for responsible driving.

### DON'T USE THE MOBILE WHEN YOU DRIVE (BRISA/PORTUGAL)

Today, mobile devices are a growing concern in road safety. As motorway concessionaires develop new innovative digital services and channels, this becomes a double responsibility. To prevent the misuse of mobile devices has been the main focus of Brisa's road safety awareness campaigns in Portugal, in 2015

