



### **Around 150 participants from 23 countries at the 15<sup>th</sup> ASECAP Road Safety Conference hosted by ASFINAG**

Marketing as a means to improve driver behaviour was the topic of the 15th International Road Safety Conference held by ASECAP (the European Association of Tolled Motorway Companies) held on 21 and 22 March in Salzburg. The program prepared by COPER 2 members under the leadership of Emanuela Stocchi, Bernhard Lautner, Filipa Morais and ASECAP Secretariat gathered around 150 delegates from European/national decision makers and experts from 23 countries. After the opening welcome address made by Josef Fiala, ASFINAG CFO and 2023 ASECAP President, Participants had the opportunity to hear Environmental Protection Minister Leonore Gewessler, Stefan Schnöll, Salzburg's State Councillor for Traffic, EU institution representatives, MEP Barbara Thaler, MEP Elena Kountoura, rapporteur of the EU road safety action plan, and Claire Depré, head of the road safety unit at the European Commission's DG Move, Federica Deledda, Roadpol Vice President, Chief Officer of the Cremona Traffic Police, Christian Schimanofsky, Director, Austrian Road Safety Board.

High level personalities from ASECAP and international community shared their view on how to influence driver behaviour : Josef Fiala, ASFINAG CFO and 2023 ASECAP President, AISCAT President Diego Cattoni, Hartwig Hufnagl, COO ASFINAG, IBTTA international Vice-President, Christophe Boutin, IRF Executive Director Susanna Zammataro, CEDR President Sabine Kühschelm, Bosco Martí Ascencio, President of the Road Safety Foundation. Very interesting technical presentations from ASECAP road safety and marketing experts, two round table discussions and enough time for bilateral exchange rounded off the first day.

A keynote speech by Prof. Dr. Benny Briesemeister from the International University Berlin marked a special highlight. Neuroscientist Briesemeister explained how our brain functions, why we act and react the way we do, and how we should design marketing campaigns with a neuro-scientific background in order to achieve the desired behavioural changes. Exciting technical presentations from ASECAP road safety and marketing experts, two round table discussions and enough time for bilateral exchange rounded off the first day.

On March 22, ASFINAG presented a varied programme packed full of ASFINAG innovations in the field of road safety during an exhibition at ABM Lieferung – and it wasn't all theory, but lots of live action too! After a welcome and introduction by MD Tamara Christ and MD Bernd Datler, our new traffic cone placers and IMIS trailers were presented in a demo setup in the courtyard of ABM. Furthermore, traffic managers, service and control service as well as speed enforcement were part of the exhibition to discuss their actual use. The agenda was rounded off by practical C-ITS demo drives, during which road works and emergency vehicle warnings were sent out on a selected route along the motorway and displayed in a VW ID.3.

Photos: <http://picdrop.eap.at/189Ttdkio>  
(The Photos are available for 2 months!)

Photo-Credit: ASFINAG #ASECAP #conference #hostedbyasfinag