

The Red Cross and the Abertis Foundation launch a road safety campaign aimed at young people

- The initiative, which comes when people start driving off for their summer holidays, aims to remind people about the basic safe travel tips they should keep in mind, and to be extra careful when travelling on roads and motorways.
 - The #KM0DRAMA campaign features influencers Laura Llobet and Joan Grivé, with the aim of raising awareness among young people.
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Barcelona, 28 July 2025.- Now that summer is here, the Red Cross and the Abertis Foundation are launching a nationwide "KM. 0 DRAMA" social media campaign, aimed especially at young people, to raise awareness about road safety and remind them about the basic tips to keep in mind when driving on roads and motorways.

The campaign uses the hashtag #KM0DRAMA and features influencers Laura Llobet and Joan Grivé, two of the content creators most popular among young people. Its six short videos address issues such as which safety measures to take before starting out on a journey, tips for avoiding feeling tired when driving, using seat belts and how to keep children safe, among other topics.

The "KM. 0 DRAMA" campaign is going to be staged mainly through Instagram, TikTok and YouTube shorts, in two phases: the first coinciding with the Outbound holiday traffic at the end of July and start of August, and the second for the Inbound holiday traffic at the end of August and after 11 September, because vehicle traffic on intercity roads surges significantly on these dates



This Red Cross and Abertis Foundation initiative intends to explore and open up a new avenue for raising awareness among young people, reaching out to them more directly and that appeals to them, with advice on promoting road safety and making them aware of their role in travelling safely.

A 25-year business partnership

Over the years, the Abertis Foundation has actively contributed to many different Red Cross initiatives, ranging from road safety campaigns and children's play centres on motorways, to support for social emergencies such as the Red Cross REACCIONA Plan to tackle the effects of the COVID-19 pandemic and the mobilisation of resources to welcome Ukrainian refugees. It has also supported the Red Cross Humanitarian Centre, which distributes basic aid to vulnerable population groups and sends humanitarian supplies to local and international emergencies. In this regard, at the Business Recognition ceremony in June, the Red Cross awarded the Abertis Foundation for its 25 years of uninterrupted partnership and business collaboration.

AUDIOVISUAL RESOURCES

- YouTube distribution list:

https://youtube.com/playlist?list=PLKRI82_bZTh4QIeLFXOnLuZdoYcsGiVJo&si=y7i6JU9cr_uqw4r7



About the Red Cross

The Red Cross is part of the world's largest humanitarian movement. It works with public and private organisations to ensure that help reaches everyone in need, everywhere and at the right time. Its mission is to prevent and alleviate human suffering, protect life and health, and ensure respect for people.

The Red Cross in Catalonia has more than 19,000 volunteers, over 300 service points and more than 211,000 members and partner companies. Throughout Spain, its 248,000-plus volunteers respond in 1,263 towns and cities, enabling it to assist more than 11.9 million people annually. All this is done with the support of 1.3 million members, companies and alliances in all sectors of society.

The Red Cross has launched a Response Plan to address the effects of the October Valencia floods, which will be implemented continuously over the next three years with the main objective of contributing to the recovery, resilience and physical, emotional and social well-being of the people and communities affected. The plan, which aims to reach around 100,000 people, is being implemented in three phases: the first, already completed, is immediate response; the second is linked to recovery and a return to normality; and the third is strengthening and resilience to ensure that communities and individuals are stronger and better prepared for possible future emergencies or disasters.

The Red Cross continues its work against all forms of vulnerability, adapting and anticipating future scenarios, open to the general population, contributing firmly and consistently to the Sustainable Development Goals and the 2030 Agenda.

The Spanish Red Cross belongs to the International Red Cross and Red Crescent Movement, which is present in 191 countries. It always acts in accordance with its seven Fundamental Principles: Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality.



Creu Roja



press release

About the Abertis Foundation

The Abertis Foundation was created in 1999 as a non-profit organisation with the aim of contributing to the sustainable development of the territories where Abertis is present. In this respect, the Foundation prioritises actions related to road safety, the environment, social and cultural activity.

The Abertis Foundation engages in actions designed to improve road safety with the aim of reducing accident rates.

It also promotes social actions in favour of the most vulnerable groups, incorporating them into its road safety actions in favour of sustainability and environmental care.

Furthermore, it supplements the Abertis Group's activities in the countries where it operates: Spain, France, Puerto Rico, Chile, Argentina, Brazil, and contributes to the development of the International Network of Abertis Chairs.