



Press Release

Child Safety in Central Europe: 8 countries join initiative

For the sixth time this year, 8 Central European insurance associations are joining forces within the framework of the Child Safety programme, a road safety and accident prevention initiative, running in parallel with European Mobility Week or during this year, to draw the attention of both young and older people to road safety and accident prevention.

Ljubljana, 14th September 2026.

Children are among the most vulnerable road users. In order to reduce accident risks for children, the insurance industry, road safety associations, public authorities and educational institutions from Austria, Bulgaria, Hungary, Poland, Romania, Slovakia and Slovenia have joined forces once more to set a collective sign for child safety all over Central Europe. The joint initiative aims to draw attention to the fact that each and every one of us has a crucially important role in taking care of children as road users and making our roads safer. With campaigns, educational games and other demonstrations the mission's goal is to prevent accidents involving children.

Through interactive community events, social media campaigns, digital platforms, insurance lessons, making use of artificial intelligence, and on-site outreach activities, the insurance associations of the participating member states provide the knowledge needed so that children can get home safely every day.

Thanks to the extraordinary efforts of the authorities, civil society organisations, police forces and road maintenance bodies, road accident indicators are now showing a downward trend across Europe. Nevertheless, even these road accident figures remain high, and we all still have further work to do in order to achieve our common European objective: that not a single European citizen should become a victim of a road accident.

Slovenia's campaign: a safe way to school

Slovenian Traffic Safety Agency (AVP RS) together with the police and other stakeholders carries out various preventive actions at the start of school, which also include **accompanying children to school** by representatives of Ministry of infrastructure and energy, representatives of Slovenian Traffic Safety Agency ([Elementary School Toneta Čufarja Ljubljana](#)) on the first

day of school. For more visibility in traffic, we distributed more than 18.000 safety reflectors to municipalities for first-graders.

On 30 August 2026, [at the Magic Day](#) event in Arboretum Volčji Potok, (AVP RS) gave visitors, especially children, the opportunity to experience and test visibility in road traffic in the special Vidko visibility tent, in which participants can clearly and simply check the use of safety reflectors in a dark environment. Visitors could also try simulation goggles that illustrate how alcohol, drugs and fatigue can affect perception, coordination and reaction time.

The Vidko tent will also be available at [Ljubljana Zoo](#) on 20 September 2026, as part of activities taking place during European Mobility Week. The Slovenian Insurance Association contributed 2,000 reflective bands and reflectors for preventive road safety events.

In October, we will continue with the national preventive campaign "Be visible, be careful" for greater visibility of children and pedestrians and enhanced traffic safety. On 20th of October, AVP RS and the Slovenian Insurance Association will jointly organise Road Safety Day at Minicity Ljubljana, featuring a variety of interactive workshops. Through play more than 100 children will learn about traffic rules, the importance of being visible in traffic, safe behaviour on buses, and how to ride a conventional scooter safely, as well as other key aspects of road safety.

Project Partners:

AT	KFV (Austrian Road Safety Board) VVO (Austrian Insurance Association)	• Instagram www.instagram.com/kfv.at/ • LinkedIn (@Austrian Road Safety Board or @KFV Kuratorium für Verkehrssicherheit) www.linkedin.com/company/1407476 • TikTok(@kfv.at) https://www.tiktok.com/@kfv.at
BG	SARS (Bulgarian State Agency Road Safety) ABI (Association of Bulgarian Insurers) The Guarantee Fund	www.sars.gov.bg • Facebook https://www.facebook.com/abz.bg https://www.facebook.com/MyLifeABZ • LinkedIn www.linkedin.com/company/асоциация-на-българските-застрахователи/posts/?feedView=all&viewAsMember=true www.abz.bg http://guaranteefund.org

HU	MABISZ - Association of the Hungarian Insurance Companies and more than two dozen partners, among others the National Police Headquarters, Hungarian Red Cross, Road Safety Research Centre, Institute for Transport Sciences - KTI and several ministries. More information in Hungarian: https://mabisz.hu/biztonsaghete/	www.mabisz.hu - Instagram https://www.instagram.com/biztonsaghete/ - Homepage https://mabisz.hu/biztonsaghete/
PL	PIU (Polish Chamber of Insurance)	www.piu.org.pl - FB PIU: https://www.facebook.com/PolskalzaUbezpieczen/ - Facebook Nawypadekgdy.pl: https://www.facebook.com/nawypadekgdy - Nawypadekgdy.pl https://nawypadekgdy.pl/ - LinkedIn: https://www.linkedin.com/company/18254561/admin/dashboard/
RO	UNSAR (National Association of Insurance and Reinsurance Companies in Romania)	www.unsar.ro - Facebook www.facebook.com/Asiguropedia - LinkedIn www.linkedin.com/company/unsar/
SLO	SIA (Slovenian Insurance Association)	www.zav-zdruzenje.si LinkedIn: https://www.linkedin.com/company/slovensko-zavarovalno-zdru%C5%BEnje-giz/home/?viewAsMember=true
SLO	AVP RS (Slovenian Traffic Safety Agency)	www.avp-rs.si - FB: https://www.facebook.com/AgencijaZaVarnostPrometa?locale=sl_SI - Instagram: @varnostprometa - LinkedIn: https://www.linkedin.com/company/agencija-za-varnost-prometa/ - X: https://x.com/varnostprometa - TikTok @varnostprometa

SK	SLASPO (Slovak Insurance Association)	www.slaspo.sk • Instagram www.instagram.com/slaspo_skp/ • LinkedIn www.linkedin.com/company/slaspo-skp/
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Further Information:

E-Scooters: 10 things you should know <https://www.youtube.com/watch?si=8p-Ki5yaSfmwjio4&v=wyGK9XUqCMM&feature=youtu.be>