

Warszawa, 09 lutego 2024 r.



**President of the
Office of Rail Transport**
Ignacy Góra

DPP-WEIP.62.1.2024.1.KS.ENG

**Mrs
Kristi Talving**

Consumer Protection and Technical
Regulatory Authority

Endla 10A, 10142 Tallinn

Dear Mrs,

the President of the Office of Rail Transport¹ is the national safety authority and the national rail transport regulator within the meaning of European Union regulations in the field of rail transport safety and regulation, competent, among others, in matters of railway traffic safety and protection of passengers' rights in rail transport. He implements, among others: tasks related to the development of passenger rail transport consistent with the public interest, supervision over compliance with passenger rights in rail transport, promotion of these rights and education for safety. Furthermore, the President of UTK conducts additional activities supporting statutory administrative and supervisory activities, that enable the full implementation of the mission of the Office of Rail Transport², which is to create safe and competitive conditions for the provision of rail transport services. One of the key elements of ensuring safety is education, and that is why the President of UTK implements various projects in this area. The "Railway ABC Campaign"³ project is worth paying special attention to, as it supports building safety awareness and culture early on in children's life.

The aim of this initiative is to sensitize the public to the safety rules applicable at railway crossings, stations, platforms and trains, and to promote models of responsible behaviour near the tracks. The activities are aimed at children and young people, as well as their parents, teachers and educators.

The first type of activities are educational classes conducted in kindergartens and primary schools throughout Poland, especially in communes where tragic accidents occurred at rail and road crossings. Series of classes conducted by UTK employees enable children to learn through play. Interactive applications, education using new technologies, participation in competitions, games and educational events support the process of acquiring and remembering knowledge. As a result, children and adolescents develop cognitive skills such as attention, cause-and-effect thinking, and perceptiveness; develop skills with regard to safely move near railway lines;

¹ Furthermore: "the President of UTK".

² Furthermore: „UTK” or „Office”.

³ A nationwide information and educational campaign in the field of railway safety addressed to children of school and preschool age as well as their teachers and educators.

develop the ability to predict, make the right decisions, and imagine; develop responsibility for their own and others' safety. During classes, children have the opportunity to learn about, among others: rules for safe rail travel and the importance of road signs placed in front of railway crossings.

The second stratum of the project implementation is a large-scale information and educational media campaign, which strengthens the educational message, among others, through educational spots broadcast on television, in cinemas, on the Internet and in radio stations, through social media activities, billboards, and special outdoor events. A unique hero-ambassador of the project was created - a caring and joyful rhinoceros called Rogatek, which teaches participants how to behave safely in railway areas, how to walk and ride through railway crossings, and also explains the rules of cultural train travel.

In total, as part of two editions of the "Railway ABC Campaign" project, we conducted safety classes in railway areas for almost 31.500 students and pre-schoolers from all over Poland. Direct educational activities were accompanied by numerous media activities. As part of the "Railway ABC II Campaign" conducted in the years 2020-2023, the highest number of viewers was attracted by spots with Rogatek shown on television - they were watched by over 35 million viewers. The implementation of the two previous editions of the "Railway ABC Campaign" was possible thanks to support from European Union funds⁴.

Currently, UTK is implementing the third edition of the project, which assumes conducting 1,200 lessons for 36,000 children in the years 2023-2027. The idea is to reach as many people as possible and expand the group of children's recipients to include higher grades of primary schools. As part of the media campaign, new advertising spots will be created, educational family picnics and nationwide competitions will be organized. UTK also plans to create a unique multimedia room for conducting stationary and online classes as well as other meetings and educational events. The third edition of the project is also carried out thanks to the support of the European Union⁵.

UTK's experience shows that educational classes, interactive activities and personal meetings are extremely popular and appreciated. Children enthusiastically participate in lessons and other activities, and adults willingly join in promoting a broadly understood safety culture.

Various educational activities conducted by UTK as part of the "Railway ABC Campaign" throughout Poland contribute to the fact that the topic of railway safety has gained publicity. Together with Rogatek the rhino, we intensively promote responsible behaviour near the tracks, which will translate into the reduction in the number of railway accidents in the future. I am convinced of the validity and necessity of continuing to increase the awareness of children, adolescents and adults about the threats that may occur in railway areas.

I encourage you to join us in building awareness and improving safety by undertaking similar educational activities. Today, Portugal is already interested in the project. I am convinced that Rogatek the rhino can be a hero-ambassador of safety in rail transport not only in Poland, but also throughout the European Union. We will be happy to share our experiences with you and provide detailed information about the project in question.

On the YouTube channel – "UTK Kolejowe ABC"⁶ you will find videos from events and picnics organized by UTK, which – in a nutshell – show all important moments and attractions for entire families. Attached please find the album summarizing the activities

⁴ Operational programme Infrastructure and Environment 2014-2020.


⁵ Programme European Funds for Infrastructure, Climate and Environment 2021-2027.

⁶ <https://www.youtube.com/@UTKKolejoweABC>

undertaken so far as part of the Railway ABC Campaign, Rogatek the rhino mascot as well as educational and information materials related to the project.

Additional information on the matter will be gladly provided by: Mr. Karol Kłosowski, Director of the Passenger Transport Department: karol.klosowski@utk.gov.pl, and Ms. Natalia Krapacz, Deputy Director of the Passenger Transport Department: natalia.krapacz@utk.gov.pl, tel. 22 749 14 00.

Yours sincerely


IGNACY GÓRA
PREZES URZĘDU TRANSPORTU
KOLEJOWEGO
*/Dokument podpisano kwalifikowanym podpisem
elektronicznym./*

Attachments:

1. Album summarizing the "Railway ABC II Campaign" project,
2. Educational and information materials regarding the "Railway ABC Campaign".

