













The ABC Railway Campaign II









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Introduction

Dear Readers,

the time has come to present a summary of the second edition of the ABC Railway Campaign. The campaign is a unique project that serves both children and adults. The creation of Rogatek the Rhino, the likeable symbol of the ABC Railway Campaign II who promotes railway safety in various media, in schools and kindergartens, as well as at educational family picnics, has resulted in a significant increase in the interest in safe rail transport use and behaviour in track-adjacent areas.

The campaign's unique design and broad scope have made it possible for the message of the Office of Rail Transport to reach millions of people. I have no doubts that nearly every school child in Poland knows Rogatek by now, as well as the safety rules we are promoting. The ABC Railway Campaign II was a reminder of the hazards that may be encountered near level crossings, as well as when crossing railway tracks in unmarked locations, a lesson that every road user must learn. Such reminders of proper conduct should be repeated as often as possible to instil the right reactions when navigating level crossings and areas adjacent to railway tracks.





The first and second ABC Railway Campaigns have demonstrated that classes, interactive events and in-person meetings enjoy enormous popularity and appreciation. Children are happy to attend classes and other activities, and adults eagerly become involved in promoting safety culture in its broadest sense. Our goal was also to spark a public discussion about railway safety, and it is safe to say that this goal has been achieved.

I would like to thank all the rail carriers, services and institutions that supported our project by providing us with advertising spaces and displays on trains, as well as being present at the picnics and during the classes organised as part of the ABC Railway Campaign II.

Learning through play instils proper habits, serves as a reminder of existing traffic rules, and is an opportunity to assess the knowledge of children and young people. This is why we will not rest on our laurels, and will continue our educational and informational activities aimed at children and adults.

I wish you an enjoyable read.

Ignacy Góra, DEng President of the Office of Rail Transport

The Office of Rail Transport



The Office of Rail Transport (UTK) was established in June 2003. For 20 years, the office has changed and adapted to the needs and requirements of the developing Polish rail transport. Today, the UTK is a modern, friendly and open institution whose main goal is to improve the safety of the railway sector, as well as the standards of the services it offers.

In the past, the President of the Office of Rail Transport, as a central government administration body, was responsible for regulating and granting licences for rail transport, technical oversight of the use and maintenance of railway tracks and crossings, as well as rail traffic safety. The amendment of the Rail Transport Act passed in 2016 adapted the Polish law to the requirements of the Directive of the European Parliament and of the Council establishing a single European railway area and its secondary legislation. Currently, the President of the Office of Rail Transport serves as a central government administration body, the national authority responsible for rail transport safety and regulations within the meaning of EU provisions related to rail transport safety, interoperability and market regulation.



The President of the Office of Rail Transport fulfils his responsibilities with the help of the Office of Rail Transport, which comprises – in addition to the central departments and offices located in Warsaw – branch offices in Warsaw, Lublin, Kraków, Katowice, Gdańsk, Wrocław, Poznań and Szczecin. In response to the incorporation of the EU out-of-court dispute resolution rules into the Polish legal system in 2017, the president of the Office of Rail Transport appointed the Rail Passenger Rights Ombudsman, who helps passengers resolve their disputes with rail carriers.

The Office of Rail Transport is an institution that focuses its efforts on the continuous development of the sector and improving the safety and quality of rail transport services. Introducing new solutions and projects, organising events aimed at increasing the safety of the entire railway system, as well as raising awareness among various groups are the fundamental elements of the current vision and development strategy of the office.

The main purpose of the Office of Rail Transport is to ensure the best possible safety and service standards in rail transport. In the future, the achievement of these goals will be facilitated by various initiatives aimed at building a modern institution and supporting the main areas of the UTK's activity, which include safety, interoperability, regulation and passenger rights protection.

Time to learn with a rhino!

Thanks to the various educational initiatives managed by the Office of Rail Transport as part of the ABC Railway Campaign II, railway safety has once again become a popular topic in Poland. Together with **Rogatek the Rhino**, we reminded children, their parents and teachers about the rules that must be observed near level crossings, at railway stations, on platforms and on board. We promoted responsible behaviour near railway tracks – which will lead to fewer railway accidents in the future.

Thanks to the ABC Railway Campaign II, safety has once again become a relevant topic, and the actions of the Office of Rail Transport serve as an example and good practices for other institutions, companies and organisations.









About the ABC Railway Campaign II

The ABC Railway Campaign II is the second edition of our railway safety education programme. It teaches how to properly react to situations which may pose a risk to health or life.

The target groups in the project included kindergarteners and primary school students attending classes I through VI, as well as adults – their parents, guardians and teachers.

As part of the project:

- we launched a countrywide informational and educational media campaign aimed at children and adults,
- we reached more than 35 million people,
- we taught classes in education institutions across Poland for **more than 10,600 children**.







Achievements of the ABC Railway Campaign II



- Raising awareness and promoting knowledge of railway safety rules among children, who attended educational activities, as well as among recipients of our media messaging.
- Implementation of a coherent, complete and universal curriculum that can also be used by institutions after the project is finished.
- Increased interest in safe railway transport and navigating close to railways and railway-adjacent areas.
- Improving the knowledge, skills, appropriate reactions and proper conduct in hazardous situations among passengers / rail and road traffic participants.
- Encouraging project participants to promote various aspects of safety culture among their peers, family members and local communities.



Project timeframe: 1 October, 2020 – 30 September, 2023

Total cost of project: 60,000,000 PLN

EU (CF) funding: 51,000,000 PLN









Our special rhino

Educating and promoting safety rules in railway areas are the main values of the visual identity of the ABC Railway Campaign and its second edition.

The project's main character – the caring and cheerful **Rogatek** the Rhino – taught and reminded children about safety on level crossings, tracks and stations, as well as safe conduct on board trains. He was accompanied by his two young friends – **Patrycja** and her brother **Staś**, as well as their four-legged friend **Tropek**.

In the previous edition of the campaign, Rogatek taught the children how to conduct themselves safely on rail transport. In the second edition, their role evolved. Patrycja and Staś became **safety ambassadors** – they reminded each other about the rules of safe conduct in railway areas, and shared their knowledge with their peers.













The ABC Railway Campaign II was also targeted **at adults**. The greatest challenge in this regard was to create a cohesive narrative that would draw the attention of parents and guardians, reaching them with its message. To achieve this, the siblings Patrycja and Staś appeared together with **their parents**.

In the messaging for adults, Rogatek reminded viewers about the importance of caution and following rules. He demonstrated that, when it comes to railway safety rules, there is no room for compromise or excuses. The campaign dropped Rogatek into a realistic world as a fantastical element, which made him and his message particularly attention-grabbing. This allowed the main character to achieve another massive success – now not only children, but also adults all know that following safety rules near railway tracks is something you do not grow out of.







New Peronowo

Our characters live in **Peronowo**, a small town, one of those where it is difficult to get lost and everyone knows everybody. Peronowo is similar to many other small towns – it has its own small houses and a family-owned ice cream shop neighboured by railway tracks and a station that promises to take you on long journeys. In the second edition of the project, we expanded Peronowo – its image was updated and given a new sense of dynamism.





Patronage

The ABC Railway Campaign II was conducted under the patronage of the Minister of Education and Science and the Children's Ombudsman. This is a great honour, as it validates the educational and informational efforts of the Office of Rail Transport.









Partnership with railway sector members

The ABC Railway Campaign II was officially launched at the TRAKO International Railway Fair on 23 September, 2021. During that very special meeting, the President of the Office of Rail Transport signed partnership agreements with rail industry partners.







Our partners



The ABC Railway Campaign II was supported by Arriva RP, Fundacja Grupy PKP, Koleje Dolnośląskie, Koleje Małopolskie, Koleje Mazowieckie, Koleje Śląskie, Koleje Wielkopolskie, Łódzka Kolej Aglomeracyjna, POLREGIO, PKP Intercity, PKP Szybka Kolej Miejska w Trójmieście, Szybka Kolej Miejska w Warszawie and Warszawska Kolej Dojazdowa, all of which promoted knowledge of safe conduct and proper behaviour in railway areas.































Classes in schools and kindergartens

As part of the campaign, we organised classes for kindergarteners and primary school students across Poland. We focused on institutions located in areas which had been witness to accidents at railway crossings and in unmarked areas.

The classes were attended by **more than 10,600 children** from more than 330 schools and kindergartens. In total, ABC Railway Campaign and ABC Railway Campaign II classes were attended by **nearly 32,000 children** from more than 1,000 institutions across Poland.

Educators from the Office of Rail Transport taught them about serious matters using entertaining and playful methods:

- where is it okay to cross railway tracks?
- how can you safely cross railway tracks at crossings with and without turnpikes?
- how should you behave on a train station platform?
- what do the yellow lines on platforms mean?
- why is it a good idea to wear reflective accessories?





The classes made use of modern, **interactive teaching tools**, and had a positive and stimulating effect on the children's cognitive development, including attention span, causal reasoning and perceptiveness. The classes also taught children how to safely navigate areas adjacent to railway tracks, as well as how to predict danger and make the right decisions. The children's imagination was stimulated, they were encouraged to think about situations from their own lives, and the educators instilled within them a sense of responsibility for their own and other people's safety.





'The children were eager to participate in solving the interactive tasks, and they learnt about important things related to railway safety. I am certain that what they learnt in class as part of the ABC Railway Campaign II will help increase their awareness of proper conduct in areas such as railway crossings', summarised DEng Ignacy Góra, the President of the Office of Rail Transport.

Safe traveller's package

After every class, the participants received a **safe traveller's package**, which included reflective accessories: a backpack, a vest, an armband, a keychain, as well as a book appropriate for the child's age, coloured pencils and a stuffed animal depicting the campaign's main character – **Rogatek the Rhino**.









Games: PERONOWO and DOMINO

A board game for all ages called **Peronowo** was created as part of the campaign. The goal of the game is to reach the finish line as quickly as possible. During the game, players are required to complete special tasks, which include answering questions about various traffic and railway situations. This way, players have an opportunity to solidify and refresh their knowledge of safety rules near railway tracks and the meaning of the road signs present at level crossings.

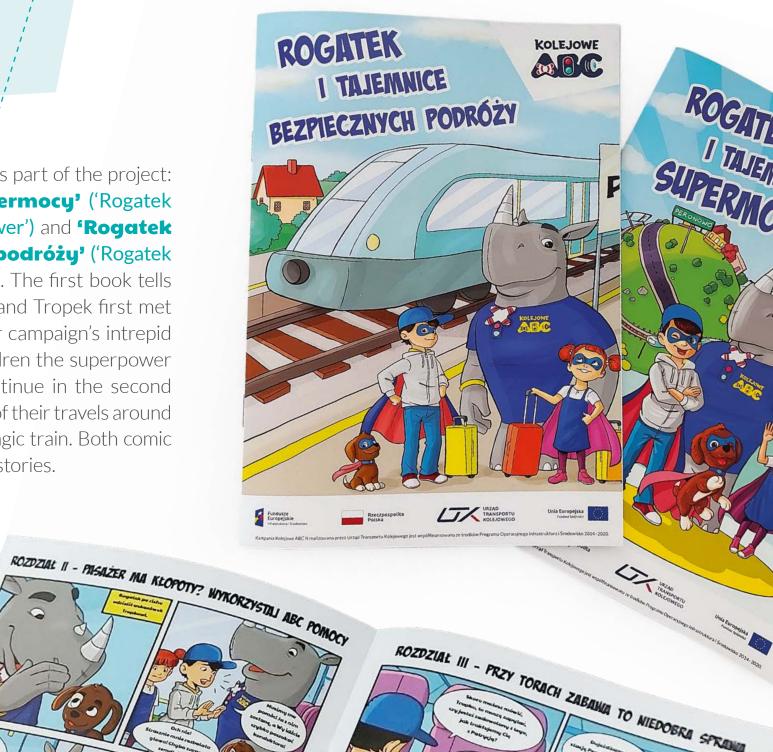
A **dominoes-style game** was also created – with traditional, numbered tiles replaced with the traffic signs that are often seen at level crossings. Players are required to place tiles in such a way that they connect to tiles with identical traffic signs.





Comic books

Two comic books were created as part of the project: 'Rogatek i tajemnica supermocy' ('Rogatek and the Secret of the Superpower') and 'Rogatek i tajemnica bezpiecznych podróży' ('Rogatek and the Secret of Safe Travels'). The first book tells the story of how Staś, Patrycja and Tropek first met Rogatek the Rhino, and how our campaign's intrepid main character granted the children the superpower of safety. Their adventures continue in the second comic book, which tells the story of their travels around Peronowo on board a special, magic train. Both comic books are inspired by superhero stories.





Website and educational tools

Mobile railway towns, multimedia materials, interactive apps and a driving simulator application were used to facilitate the teaching process during the classes taught by Office of Rail Transport educators.

The project website contained lesson scenarios in electronic form, as well as multimedia software for teaching kindergarteners and grades I through VI. These were used in classes taught at education institutions by our staff members, but they can just as well be used at home or as part of other school or kindergarten activities.

Those who would like to learn more can visit the website www.kolejoweabc.pl, which contains various games, as well as lesson scenarios, teaching materials, useful videos and information for parents and teachers.





Media campaign

A successful campaign is one that can effectively reach its target audience. This is why, in addition to in-person meetings, it was important to conduct a countrywide informational and educational campaign in the media and on board trains.

The campaign was modern and dynamic, and was in-line with the latest trends. The messaging was positive, sparked curiosity and encouraged viewers to think. At its core was partnership, not teaching. The media campaign included educational TV, cinema, online and radio ads, as well as social media posts (Facebook, Instagram and TikTok), billboards, citylights and special events.





Educational TV ads

Five animated ads were created as part of the campaign. Aimed at children, they feature Rogatek and friends, who discuss important safety rules around railway tracks, on platforms and when travelling by train.

Adult ads were based on a movie-like script, making them more realistic. A total of **three such ads** were created, starring Patrycja, Staś, as well as their parents. They painted a picture of a family where it is the children who remind their parents that, whenever you are near railway tracks, you need to be careful and should never forget about safety rules.

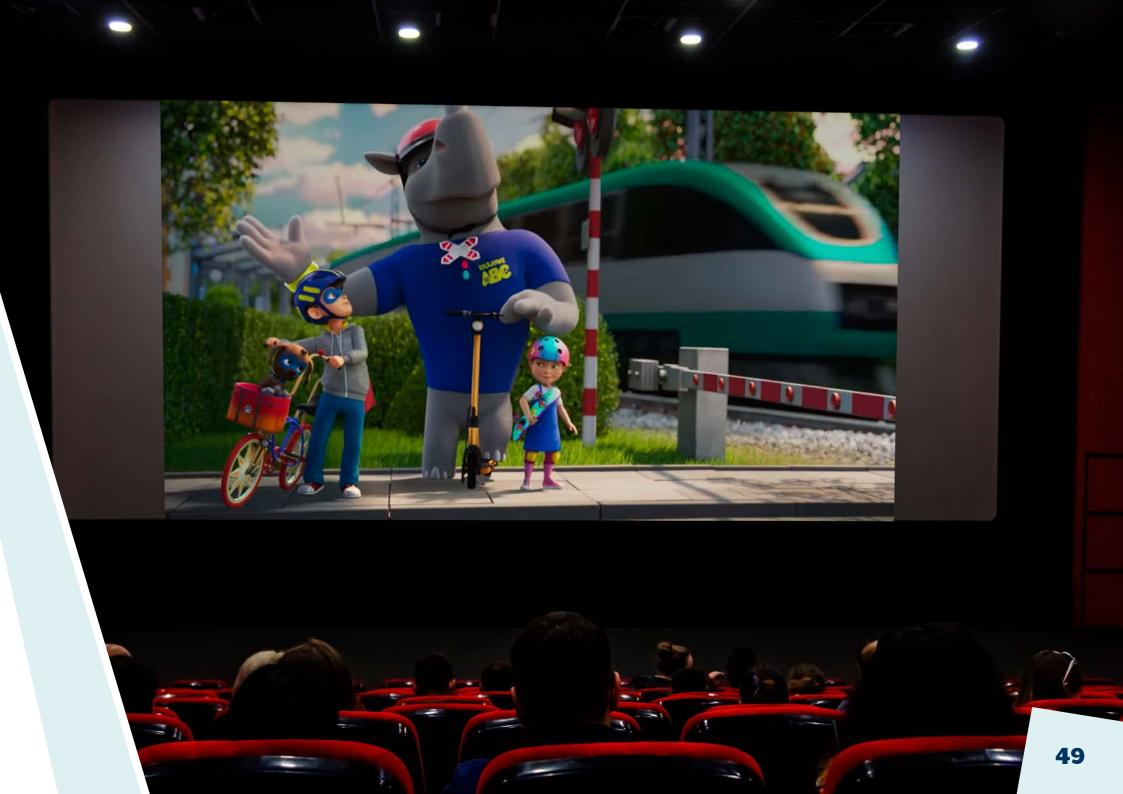
The TV ads were watched by **more than 35 million viewers**. Other TV activities included the ABC Railway Campaign II in 4FUN KIDS, programme featuring Rogatek and broadcast by MiniMini+, a mini-programme aired by TVP ABC, as well as scenes in the Barwy Szczęścia TV series, which focused on the safe crossing of railway tracks.



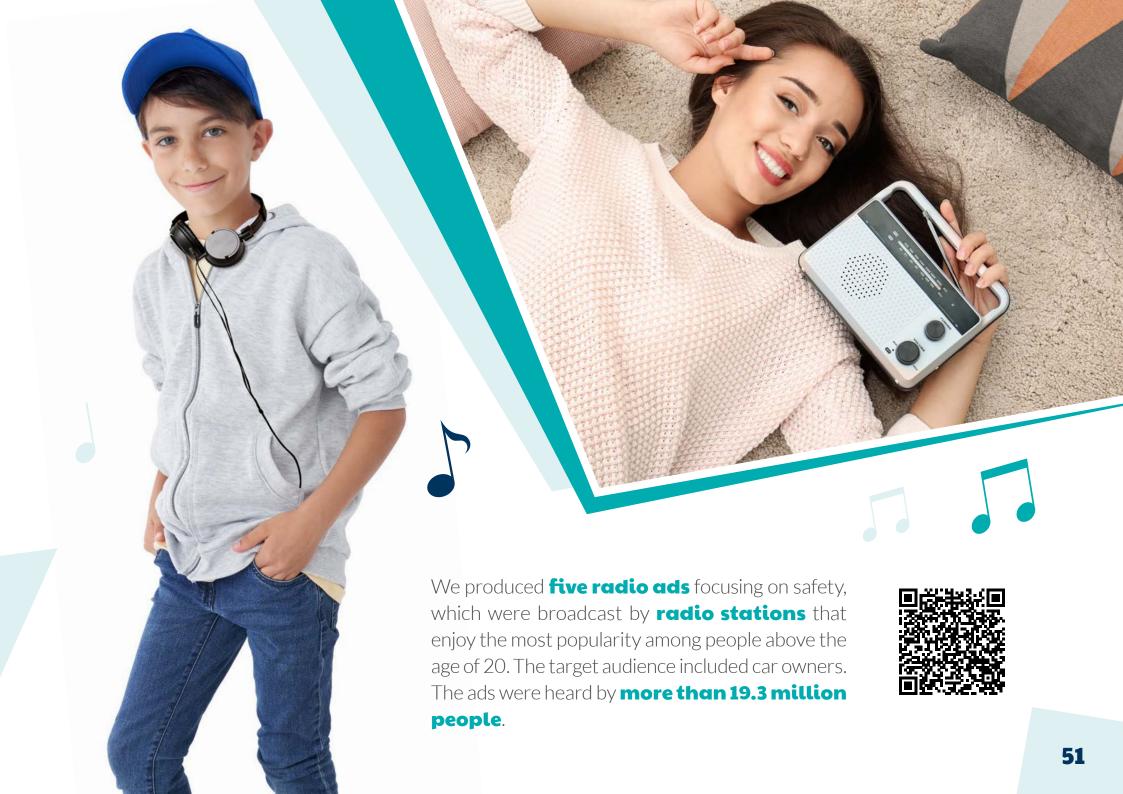


At the cinema with Rogatek









YouTube and VOD sites

Rogatek can of course be found online as well. YouTube ads with the hero of the ABC Railway Campaign II were **viewed more than 11 million times**, in addition to **more than 155 million views** on VOD platforms.



Information in Librus

Our educational campaign also involved the Librus electronic school register, which is used by parents and teachers to monitor student progress, log attendance and view grades.

The ads and educational articles available there were viewed **more than 36 million times**. They were aimed at parents, teachers and headmasters.







Billboard and citylight campaign

In recent years, viewers could learn about railway safety while waiting for the bus or travelling by car. **Three different billboard and three different citylight designs** were created as part of the campaign.

The posters were displayed on **2,100 billboards** in Poland's **18 largest cities**, as well as **1,200 citylights** in Poland's **10 largest cities**.





ROGATEK as a popular influencer



Proper behaviour when on a train or in a railway area was also promoted via social media – the campaign has profiles on Facebook, Instagram and TikTok.

We organised many contests, created puzzles and collected interesting bits of railway trivia to teach children and adults about rail transport safety.

Our Facebook, Instagram and TikTok profiles were visited by more than 100,000 followers.











On trains, near railway tracks and stations

Ads and educational materials starring Rogatek were displayed on screens and jumbotrons located near railway tracks and stations, and thanks to the involvement and support of train operators, also on board trains.

The ads were displayed more than 625,000 times on 100 screens located in railway areas in Poland's 12 largest cities.









Companies from the railway sector were also eager to participate in the summer picnics organised as part of the campaign.

Summer learning through play

The Summer Holiday with the ABC Railway Campaign II initiative included educational family picnics. A total of **eight picnics** were organised in 2022 and 2023 in popular tourist destinations, in addition to **two large educational events**.

In the summer of 2022, picnics were organised in Zakopane, Jastrzębia Góra, Mikołajki and Łeba, and in 2023 in Hel, Świnoujście, Wisła and Darłowo. They were attended by more than **15,600 people**.

In December 2022, a large educational and informational event was organised at Wrocław railway station, followed by another in Plac Litewski in Lublin in June 2023. The events were attended by **more than 18,800 people**. Video coverage uploaded to YouTube and the campaign's social media accounts was watched by **nearly 10,000 people**.























Rail carriers, security personnel and rescue services were also eager to contribute to promoting safety during the ABC Railway Campaign II events.

The goal of the summer outdoor events was to provide children with pleasant conditions in which they could learn how to safely navigate areas adjacent to railway tracks and crossings.











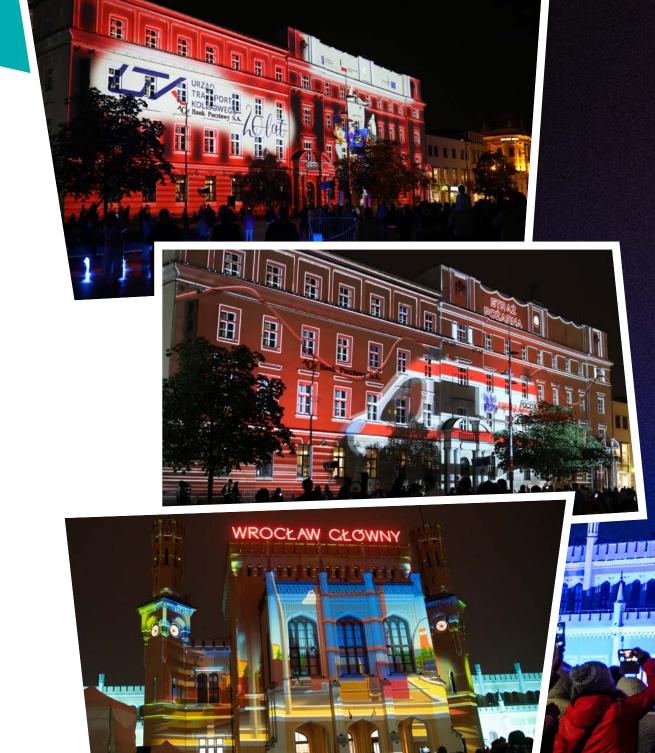






a facade using a projected animation, combines the latest technologies with storytelling. Such breathtaking spectacles could be witnessed during the 2022 Wrocław Winter Family Picnic and the Lublin Summer Picnic, which took place in 2023. The attendees could watch an amazing animated show depicting the characters from the ABC Railway Campaign II, in their role as the SuperSafe, as they travelled around Peronowo. Every mapping included winning submissions from countrywide contests organised during the 2022/2023 school year.







Contests and special events





During the campaign, two such countrywide contests were organised, centred around railway safety and aimed at primary school students.

The first contest – 'Kierunek – Bezpieczeństwo' ('Direction – Safety'), saw primary school students from across Poland create **more than 4,000 artistic submissions** related to railway safety. The total number of participants was an impressive **40,500 students** from grades I through VI.



The second contest, 'Akcja -Bezpieczeństwo' (Operation -Safety), saw primary school students from all over Poland create **nearly 2,000 artistic** submissions, including more than 300 videos and more than 1,600 posters. A total of nearly 19,000 elementary **school students** from grates I through VI submitted their works in the contest.



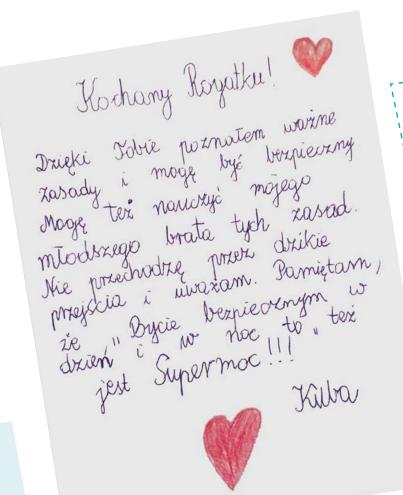






Social media contests

The ABC Railway Campaign II also involved many contests on social media and in children's magazines, presenting an opportunity for children to develop their creativity and learn railway safety rules.







The ABC Railway Campaign - second edition summary







The ABC Railway Campaign II in numbers

more than 330

classes in schools and kindergartens



more than 10,600

children who participated in the classes



more than 35 million

TV ad views



more than 36 million

ad views in the Librus register



more than 4 million

ad views in Google



1,200

citylights

2,100

billboards



VOD ad views



more than 11 million

views on YouTube



more than 19.3 million

radio listeners

more than 625,000





more than 2.4 million

recipients of additional activities on television



nearly 3 million

cinema viewers



more than 34,000

participants of events and holiday picnics





nearly 10,000

online projection mapping viewers



more than 100,000

social media followers

Letters of appreciation

Samych Sukcesów w odulcacji dzieci

oznakowanych przejazdów, jak majmniej zgubiomych
bazazy. Zottej linii wyrażnej dla wszystkich podrożujacych
i czekających ma snowih bliskich powracających z podróżujacych
Nieth Twoje lelicje bezpieczemntwa i bezcemme nady
cłotną do jak majwiększej zmyny osób.
Usmiechaj się zawsze bo nadość mam
Lajesz Jodnóżny bezpierzmie i pomagaj

mown ntale. Z przyjemnościę nie z

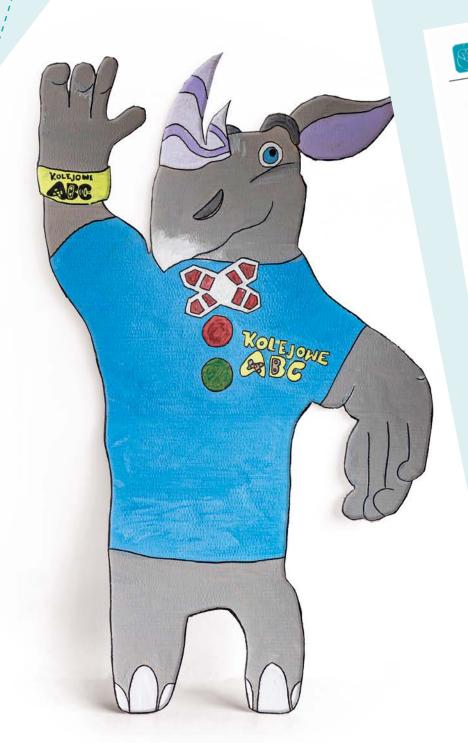
Tobą uczymy i radnówka Ci zyczymy.

UCZNIOWIE

SZKOŁY PODSTAHONEJ

IM. KS. YAMA TWARDOWSKIEGO

W SZKOTOWIE (V)



.Człowiek jest wielki nie przez to, co posiada, lecz przez to, kim jest; nie przez to, co ma, lecz przez to,

DZIĘKOWANIE

zesa Transportu Kolejowego dr inż. Ignacego Góry

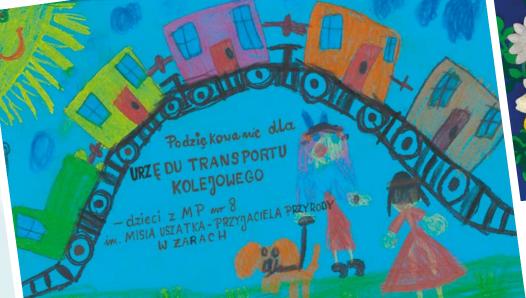
Dzięki przyjaznej dłoni ludzi dobrej woli nożliwa jest realizacja naszych celów i zamierzeń. W imieniu naszej placówki oraz jej wychowanków wyrażamy gtęboką wdzięczność rzybliżenie tematyki z zakresu bezpieczeństwa w ramach kampanii "Kolejowe ABC".

Aneta Chinielaista A OF THE

Mława, dn. 19.05,2023r.







PODZIĘKOWANIE

Urzędu Transportu Kolejowego

za przeprowadzenie zajęć edukacyjnych w ramach projektu "Kampania Kolejowe ABC II"

i wzbogacenie wiedzy dzieci z zakresu bezpieczeństwa kolejowego.

PODZIĘKOWANIE

DLA

URZĘDU TRANSPORTU KOLEJOWEGO

ZA PROFESJONALNE PRZEPROWADZENIE ZAJĘĆ NA EMAT ZASAD BEZPIECZEŃSTWA ORAZ PRZEKAZANIE CENNYCH WARTOŚCI I WZORCÓW ZWIĄZANYCH Z ODPOWIEDZIALNYM ZACHOWANIEM SIĘ PODCZAS KORZYSTANIA Z TRANSPORTU KOLEJOWEGO W RAMACH

"KAMPANII KOLEJOWE ABC"

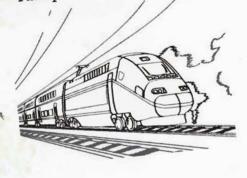


Podziękowanie

dla

Pracowników Urzędu Transportu Kolejowego

Dyrekcja, nauczyciele i przedszkolaki z Niepublicznego Przedszkola "Kraina Przygód" w Radomiu składają serdeczne podziękowania za przeprowadzenie pogadanki w ramach Kampanii Kolejowe ABC II



Radom, 17.10.2022 r.



dl

"Kampania Kolejowe ABC" ora zasad bezpiecznego zachow na przejazdach k dworcach i w p



651080 PODZ



za przeprowa z zakre w ramach k



a

ansportu vego

ajęcia w ramach projektu
z przybliżenie dzieciom
ania w pobliżu torów,
olejowych,
ociągu.

Dzieci z grupy "Misie" az z wychowawczyniami

44-238 Czerwionka-Leszczyny, ul. K. P. J. tel. /fax. (D. acryyny, ul. K. P. J.

EKOWANIE

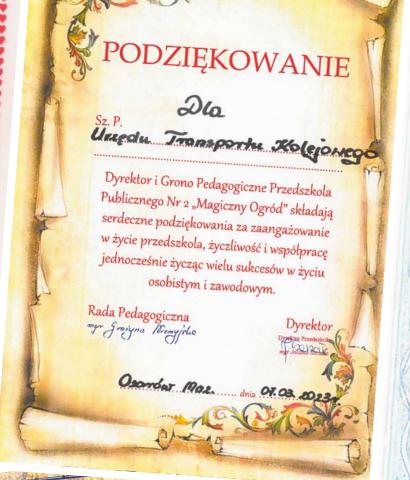
dla

ansportu Kolejowego

w Warszawie

dzenie atrakcyjnych zajęć su bezpieczeństwa, ampanii **"Kolejowe ABC"**







ŚWIADECTWO NAJLEPSZEGO NAUCZYCIELA

Nosorożec Rogatek

IMIĘ I NAZWISKO

uzyskał w roku szkolnym 2022/2023 oceny:

Wyrozumiałość celujący
Cierpliwość celujący
Przekazywanie wiedzy celujący
Podejście do ucznia celujący
Zaangażowanie celujący

Dziękujemy

za trud nauki oraz przekazywanie wiedzy na temat bezpieczeństwa w sposób nowatorski i kreatywny.

Uczniowie oraz Grono Pedagogiczne Szkoły Podstawowej im. Marii Konopnickiej w Głębokiem



17 czerwca 20



Thank you!



www.kolejoweabc.pl





What

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