

IMPERIAL's I-Pledge campaign demonstrates success in road safety

Dated: 05/09/2013 12:00:00 AM

IMPERIAL Holdings launched its I-Pledge road safety campaign internally to staff in July 2011 which aimed to encourage staff to take a pledge to become responsible road users in a number of different areas - where it garnered 25 000 IMPERIAL pledges within the first 5 months. The project was then launched to external stakeholders and today, the I-Pledge campaign boasts over 151 000 pledges across South Africa.

“The essence of the campaign was initially underpinned by the premise that safer, friendlier roads start with each of us as individuals and has, over the past two years, developed into something much larger than merely individual pledges, but rather a fully fledged road safety campaign,” says Niki Cronje, Group Marketing at IMPERIAL.

The IMPERIAL I-Pledge campaign is made up of a number of projects that aim to increase awareness around safe road usage as well as to educate the broader South African market around becoming advocates for change in a country that boasts the largest per capita road death rate in the world. Through this campaign the following sustainable projects have been developed.

1. The Scholar Patrol Improvement Project:

The I-Pledge Scholar Patrol Improvement Project aims at educating teachers and scholars around the basics of road safety, the project looks to re-instate scholar patrol in schools and to train learners and teachers around best practice when it comes to road usage. Starting in October 2012 a goal was set to reach 20 schools a month with August marking the 215th school within the project - having taught 142 000 learners, 1 720 scholars, trained 465 teachers and reached more than 164 different communities as well as painted a total of 8.6 kilometres of zebra crossings.

2. The Car Seat Campaign:

IMPERIAL I-Pledge has issued a Call-to-Action to all moms and dads in Gauteng, for the second year in a row, to donate their used car seats toward giving a child the gift of safety during this year's "Car Seat for Kids Campaign" - taking place as part of Transport Month in October. The programme, in conjunction with Lead SA and the Breakfast Xpress Show on 94.7, has set a target of 1 500 seats for 2013 which will be collected at specific check points across South Africa - that is double the target that was set in 2012.

Specific collection points which will be announced on the Breakfast Xpress Show on 94.7 in the coming weeks.

3. N3 Toll Concession alignment:

Last year, IMPERIAL I-Pledge partnered with the N3 Toll Concession (N3TC) and Bakwena N1N4 by providing them with eight Europcar vehicles, which served to boost route surveillance, patrol support and post-crash care activities. This year, due to the positive impact of this alignment, IMPERIAL I-Pledge will again partner with these concessionaires to ensure road safety is made a key priority during the busy holiday periods.

The IMPERIAL I-Pledge campaign is supported by a website whereby the public can take the I-Pledge or compile their own personal pledge, as well as a social media campaign to encourage continued talkability about the I-Pledge campaign and the corresponding projects - allowing for real-time interaction with the general public.

“Significant resources have been allocated against the I-Pledge campaign to ensure that every effort is made to shift personal attitudes and behaviour of communities towards road safety, starting by uniting employees within the companies under the IMPERIAL brand and - through these projects - having a solid impact on larger South Africa,” continues Cronje. “We are very proud of the phenomenal growth the I-Pledge campaign has seen locally over the past two years and will continue to make every effort to remain sustainable in our outreach here.”

How to take the I-Pledge

- Visit www.iplead.co.za and make your commitment to be safer and friendlier on our roads.
- Keep updated and help advocate for safer, friendlier roads by following @IPledgeZA on Twitter and the **I-Pledge South Africa** on Facebook.

Source: [IMPERIAL](#)