

## Press Release

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### **Six good practices by AmberOne A1 Motorway in the Responsible Business Forum Report**

#### **Educational campaigns on road safety and green social actions among CSR Good Practices.**

The report issued by the Responsible Business Forum presents business practices in the field of social responsibility and sustainable development. On April 15, the report's release showcased the best activities of socially responsible business in 2020. **The activity of Gdańsk Transport Company S.A., concessionaire of AmberOne A1 Motorway, was awarded. The report describes as many as six practices that the company implements.**

The **AmberOne Close to Us programme**, which has been running since 2017, fits perfectly into the area of social engagement and local community development. The idea of the programme is to support small social initiatives, relevant from the point of view of ecology and road safety, in the municipalities around AmberOne A1 Motorway. So far, financial support has reached fourteen organizations, led by fantastic and enthusiastic people. Thanks to the funds raised in twelve villages, bicycle shelters, bicycle villages, green squares, lighting, new meeting places and common feasts were created, which replaced neglected places, and in addition, children, young people and adults learn about and perpetuate the principles of road safety and the basics of ecological behaviour.

The second appreciated programme, which is part of the area of social engagement, is the **Let's Respect each other programme**. This social campaign is a reminder of safety rules – but not only. The main focus is on the personal motivation of each of the drivers who make a choice every day on the roads: do well or badly. The first edition of the campaign is dedicated to truck drivers, but the words "let's respect" are addressed to all road users.

The third highlighted practice, also in the area of social engagement, was the **Stick to The Rules Tournament**, held in primary schools adjacent to AmberOne A1 Motorway. Education in the form of fun concerns safety rules not only on motorways, but also on streets in cities and smaller towns, and this time the focus is on children, who often move independently even on the route school - home.

Another practice related to consumer issues is **AmberGO automatic payment system**. AmberGO is a fully automatic toll system at AmberOne motorway toll gates: modern, fast and safe, enabling smoother traffic at the toll gates and reducing congestion during periods of increased traffic. AmberGO in the era of coronavirus has additional attribute: safety – using the system non-contact payment method does **not require direct personal contact**, involving the need to provide money or a card.

Among the work practices was **Eco&fit action**, aimed at the company's employees and mobilizing for physical activity. Eco&fit, in addition to sports assumptions, also consists of elements promoting sustainable transport, e.g. encourages commuting in an environmentally friendly way.

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The last practice highlighted in the report is the **Materiality Assessment**, a practice to measure perceived importance in the field of social engagement and community development. This was the first time that it had been carried out by GTC and the aim was to hear from people working with AmberOne A1 Motorway within authorities, institutions and companies with whom GTC have contacts. The scope of cooperation is divided into four areas: Environment, Safety and Health, Social Affairs, and Management Matters. Thanks to the results obtained, a so-called materiality matrix of issues and actions undertaken/proposed to be undertaken by GTC S.A. was developed, ranking the issues in order of the most relevant from the point of view of the company and its stakeholders.

*“We are pleased that initiatives such as the Responsible Business Forum appreciate CSR activities among companies. The fact that there are as many as six projects realized by us on the list is a positive signal for us and confirmation that the approach taken to interact with the environment is appropriate. The distinction in the report makes us even more committed to implementing the actions started and initiating further socially responsible actions.”* – concludes Anna Kordecka, GTC press spokeswoman.

PDF version of the report:

[odpowiedzialnybiznes.pl/publikacje/raport-2020/](https://odpowiedzialnybiznes.pl/publikacje/raport-2020/)