



Re:act international road safety program returns to UK.

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After its successful local introduction in 2020, the Re:act international behaviour change program today launched its 2021 program in the UK to continue to educate young Londoners about road safety.

An initiative of behaviour change creative agency [Hard Edge](#), Re:act challenges local university students to create campaigns that target road safety risks prevalent in their 18-25 year old peers, a group over-represented in road trauma.

The program runs in the UK in collaboration with London College of Communication, UAL, and founding UK program partners FIA Foundation, Zurich Insurance and Transport for London.

Re:act founder Andrew Hardwick said the selected Re:act campaign would be launched in the second half of 2021 on retail and roadside assets across London with the support of new Re:act UK Out Of Home media partner, [Ocean Outdoor](#).

“It’s fantastic to have UAL and our partners from last year’s Re:act rejoining along with the exciting new partnership with Ocean Outdoor, who have shown great commitment to road safety amongst the community with their support,” he said.

After focusing on [distraction](#) in 2020, the UK topic for Re:act this year is ‘vulnerable road users and drivers: shared responsibility’. A vulnerable road user is a pedestrian, cyclist or motorcyclist who uses or interacts with the road system.

“In 2021, Re:act is aiming to build understanding and empathy among all road user groups and highlight the responsibility we all share for keeping ourselves and others safe on our roads,” Andrew added.

“By building empathy and understanding, we can shift the tribal ‘us vs. them’ mentality and start to raise awareness, change attitudes, and improve behaviours to reduce crashes involving vulnerable road users.”

For more information on Re:act visit reactforchange.com.

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