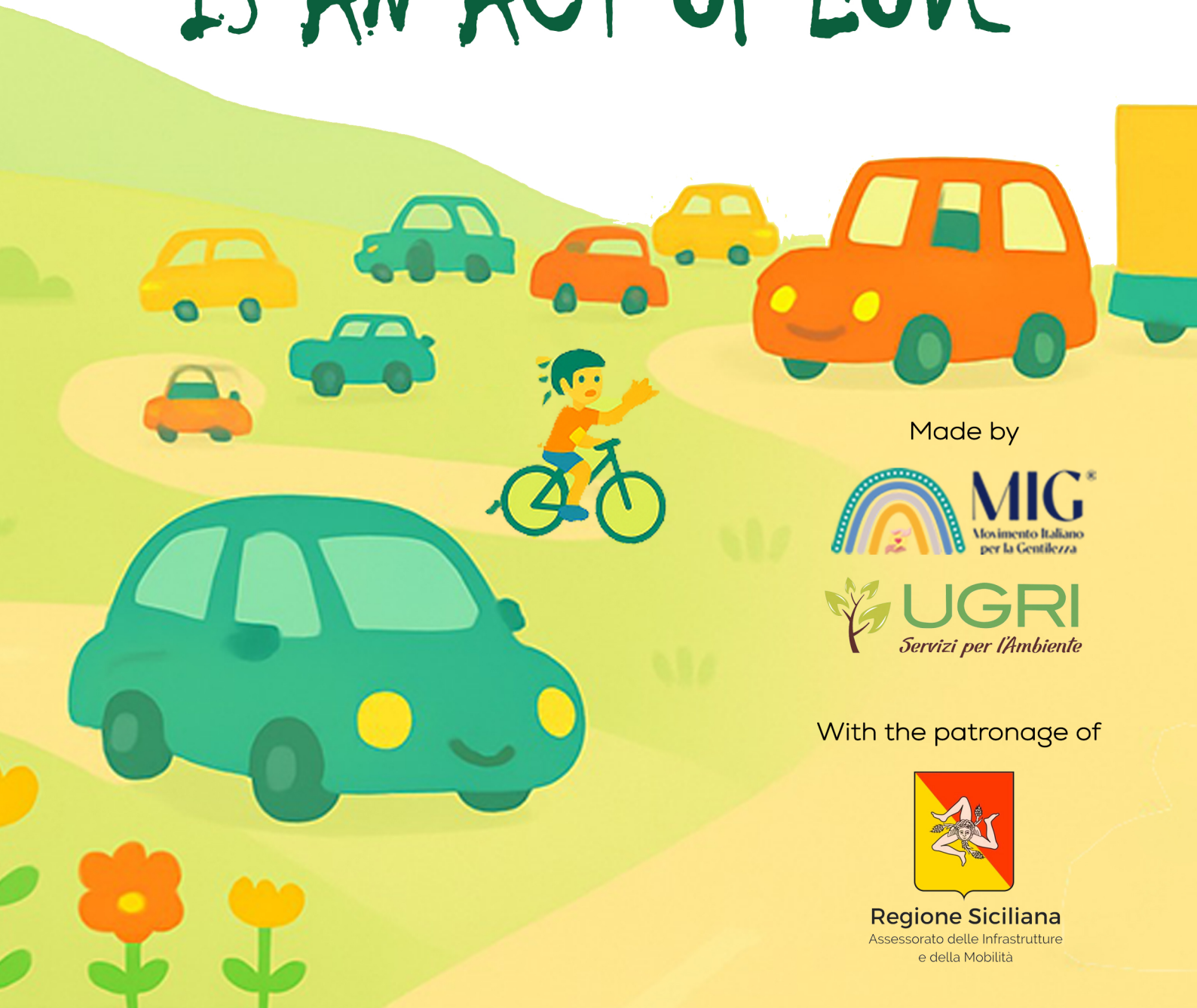


SOCIAL AWARENESS CAMPAIGN

# TRAVELING SAFELY IS AN ACT OF LOVE



Made by



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Regione Siciliana  
Assessorato delle Infrastrutture  
e della Mobilità





# Italian Kindness Movement

Traveling safely  
is an act of love

Made by  **MIG\***  
Movimento Italiano per la Gentilezza  **UGRI**  
Servizi per l'Ambiente

With the patronage of  **Regione Siciliana**  
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## Social awareness campaign promoted by MIG Italian Movement for Kindness

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With the arrival of summer and the beginning of the holiday exodus, millions of people will set off on the road to reach destinations for relaxation, family, or adventure. It is an eagerly awaited moment, full of excitement, but also one of the most delicate of the year for road safety.

The Italian Movement for Kindness wishes to extend a simple yet fundamental invitation: drive carefully, drive kindly.

The road is a place of coexistence. Every curve, every traffic light, every overtaking is a potential encounter between different lives. Being kind behind the wheel means respecting not only the highway code, but also the dignity and fragility of others.



## Five acts of kindness to take with you on your travels

### *1. Patience as a traveling companion*

Better to arrive an hour late than to risk a life due to a reckless overtaking or impatience at a toll booth.

### *2. Courtesy towards other drivers*

A wave, a smile, a concession: small actions that make the road a more humane place.

### *3. Respect for the vulnerable*

Pedestrians, cyclists, and motorcyclists are more exposed. Every extra bit of attention is an act of civility.

### *4. No distractions*

Your smartphone can wait. A second of inattention can change everything. Life deserves presence.

### *5. Shared responsibility*

We are all part of one great summer caravan. Safety is a pact of mutual care.



## Kindness doesn't take a vacation

Even when traveling, kindness remains a daily choice. It's in the small decisions, in the glances, in the manner. It's a form of protection, a way to make our country—and our holidays—safer, more beautiful, more humane.

Whether you're behind the wheel, on a motorbike, on a bicycle, or on foot, we wish you a wonderful summer marked by caution and mutual respect.

Because kindness, even on the road, can save a life.

With care,

MIG – Italian Movement for Kindness

[www.gentilezza.it](http://www.gentilezza.it)

#DriveWithKindness #SafeSummer #KindnessSave

