



Edgars Vilcans, PR Manager at SJSC “Latvian Railway”

Biography

Edgars Vilcans is a communication expert with more than 13 years' experience in marketing and public relations consulting different brands and companies in Latvia and other Baltic States.

In 2013, Edgars joined PR team at SJSC “Latvian Railway” and since then he is responsible for development and maintenance of safety communication and social advertising campaigns from start to end – including strategy, creative solutions, implementation and evaluation.

Quote:

The biggest challenge for safety communicators – to find the right approach to the public, to reach as much as possible people across the world, to inform and educate them in order to change their behavior and habits near railway tracks. We always have to keep in mind - everyone killed or injured is one too many!

Presentation: “Social Marketing Activities to decrease the number of injured people and accidents on the railways. Latvian Railway’s practice.”

Summary: SJSC “Latvian Railway” safety communication and education activities have started in 2003. During twelve years, company has organized more than 20 PR and advertising campaigns regarding railway safety rules, published several books for kids, created different educational products, including table and large-scale games, sound simulator and wide range of souvenirs. In cooperation with the State Police and the Ministry of Education and Science, there are about 4000 pupils each year participating in Railway Safety lessons.

All these activities have led to significant reduction of accidents on railway tracks in Latvia (from 78 in 2004 to 26 last year).