

FLINEBOX: A SCALABLE, SUSTAINABLE BREATHALYZER TO PREVENT ALCOHOL-RELATED ROAD ACCIDENTS

Empowering safer decisions,
saving lives

fline

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01

CONTEXT & RELEVANCE

A GLOBAL CHALLENGE

REDUCING ROAD TRAFFIC FATALITIES

Road safety is a critical global priority, with the UN's *Decade of Action for Road Safety 2021–2030* aiming to reduce fatalities by **50% by 2030**

Alcohol-related accidents are among the most preventable causes of road fatalities, yet they account for **one-third of all road deaths globally.**



WHY WE EXIST

THE STORY BEHIND FLINE

Fline was founded with a clear mission: **to prevent tragedies caused by alcohol-related driving.**

This mission is deeply personal. Our founders were profoundly affected by **the loss of a loved one** in a car accident caused by a drunk driver.

This tragedy became **the catalyst for action.** We committed to creating innovative, accessible, and impactful solutions to **empower individuals to make safer choices and prevent similar incidents.**

SAVING LIVES THROUGH INNOVATION

The **FlineBox**, our interactive breathalyzer designed to prevent alcohol-related road accidents, embodies this vision.

- It directly addresses alcohol-related driving risks in high-risk environments, such as bars, clubs, and festivals.
- By combining **real-time prevention, education, and behavioral change**, the FlineBox supports national and global efforts to save lives.

Our commitment aligns seamlessly with the objectives of the Fourth Global Ministerial Conference on Road Safety, contributing to safer roads and fewer tragedies worldwide.



THE PROBLEM



A PERSISTENT ISSUE

ALCOHOL-RELATED ACCIDENTS

30% of road fatalities involve alcohol impairment.

Festive venues (bars, clubs, concert-hall, stadium and festivals) are **high-risk environments** where individuals often make unsafe driving decisions.



A GAP IN ACCESSIBLE PREVENTION TOOLS

- 01 Most festive venues **lack on-site tools** to assess fitness to drive.
- 02 Traditional solutions are often seen as **stigmatizing**, discouraging their use.
- 03 Prevention campaigns with professionals are **too costly** to deploy regularly in festive venues.
- 04 These campaigns are **not scalable**, leaving large gaps in consistent on-site prevention efforts.



OUR SOLUTION: THE FLINEBOX

THE FLINEBOX: WHERE INNOVATION MEETS PREVENTION



The FlineBox is an **interactive breathalyzer device** that empowers users to make informed, responsible decisions about their ability to drive within festive settings.



HOW THE FLINEBOX WORKS

01

Users follow clear on-screen instructions to perform a breath test.

02

Results are displayed **immediately and confidentially.**

03

The FlineBox provides tailored messages encouraging **safer alternatives** (waiting, using a taxi, or finding alternative transportation).

04

Surveys embedded in the FlineBox gather **real-time behavioral data**, offering valuable insights to improve prevention strategies.

**CLICK HERE TO WATCH
THE PRESENTATION
VIDEO**





A TAILORED SOLUTION FOR HIGH-RISK ENVIRONMENTS

- ✓ **CERTIFIED TECHNOLOGY** accurate and reliable breath alcohol measurements
- ✓ **CUSTOMIZABLE SCREEN** adaptable for campaigns and sponsors
- ✓ **SCALABILITY** suitable for venues of all sizes, from small bars to festivals
- ✓ **SUSTAINABILITY** locally produced, with a recycled cardboard straw as the only disposable element

04

ALIGNMENT WITH MINISTERIAL PRIORITIES



SUPPORTING EVIDENCE-BASED POLICIES

The FlineBox generates **anonymized data on alcohol consumption trends**, enabling governments to:

Identify high-risk areas and behaviors.

Develop targeted, evidence-based road safety strategies.



REAL-TIME PREVENTION FOR HIGH-IMPACT RESULTS

The FlineBox offers a **practical tool for real-time prevention**, directly aligning with the ministerial focus on reducing fatalities through actionable solutions:

Reduces drink-driving risks at the source.

Complements public safety campaigns by bridging awareness and action.

BUILDING PARTNERSHIPS FOR GREATER REACH



01

The FlineBox fosters collaboration between **governments, NGOs, and private sponsors**, creating shared responsibility for road safety.

02

It integrates seamlessly into both public and private initiatives, making it an **adaptable tool** for diverse contexts.

05

PROVEN IMPACT AND RESULTS



REAL BEHAVIORAL CHANGE

"7 out of 10 drivers modify their behavior after testing themselves, either by **postponing their departure, adjusting their alcohol consumption, or choosing an alternative means of return."**

Qualitative interview by the Road Safety agency in Wallonia, 2022

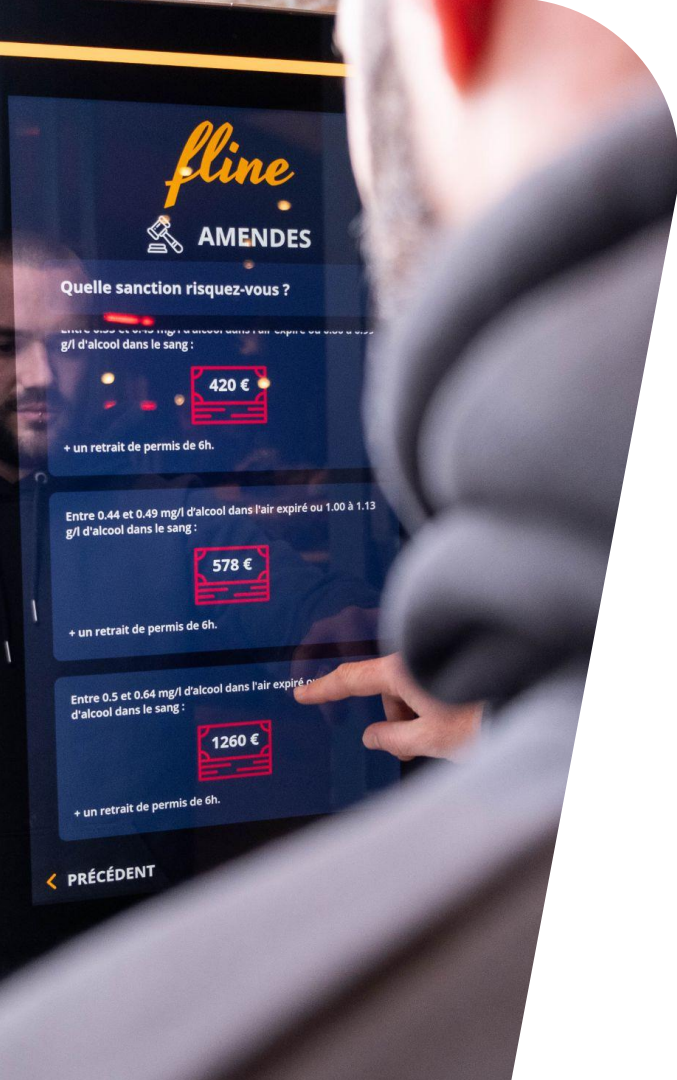
BUILDING LONG TERM HABITS

A 40% increase in the peak season in alcohol tests at venues equipped with FlineBox proves its potential to **foster habitual, responsible behavior.**

Dräger

Reliable: Same alcohol sensor as the police.

EMPOWERING INDIVIDUALS TO MAKE SAFER DECISIONS



Testing is voluntary but highly adopted

When people are given the opportunity to test their breath alcohol levels and assess their fitness to drive, they naturally take the initiative without needing to be pushed.

Demonstrating a real need

This behavior shows a clear demand for accessible tools, proving the importance of providing solutions like the FlineBox in high-risk environments.

Lack of awareness among many users

A majority of individuals have never measured their breath alcohol level and therefore lack a personal benchmark to understand their limits, highlighting the necessity of this service in festive venues.

THE FLINEBOX DELIVERS MEASURABLE RESULTS

EUROPE'S SUCCESS STORY

250

devices in
Europe

(festive venues, sports
locations)

1M

preventive
alcohol tests

20

festivals in Belgium,
France & Ireland

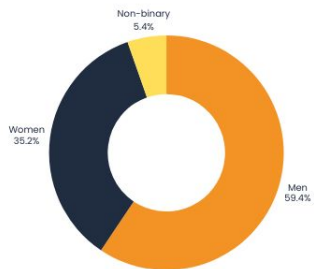
(FlineBooths)

15 FLINEBOX - 1 YEAR PERIOD

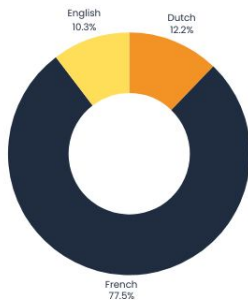
BRUSSELS MOBILITY

n tests = 34K

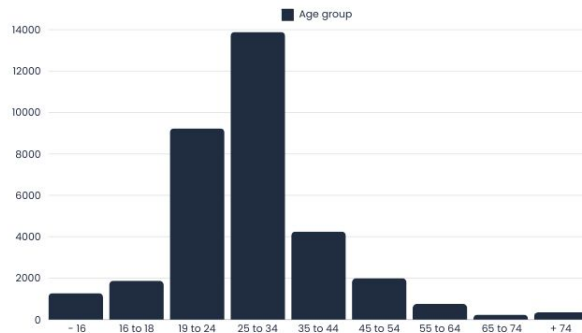
Gender distribution



Language distribution



Age distribution



% of people with a rate at 0 mg/L



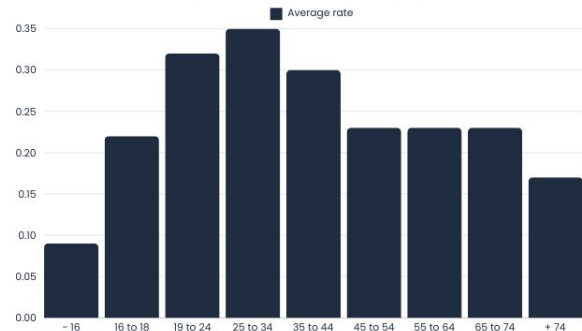
% of people above the 0.22 mg/L limit



% of people above 0 mg/L



Average consumption by age group mg/L



TRUSTED BY INSTITUTIONAL STAKEHOLDERS IN EUROPE



TESTIMONIAL

"We are very satisfied with the results of this campaign, and particularly with our collaboration. The devices were a real plus in terms of raising awareness at the point of consumption. We couldn't do without the surveys and data produced by the devices anymore."

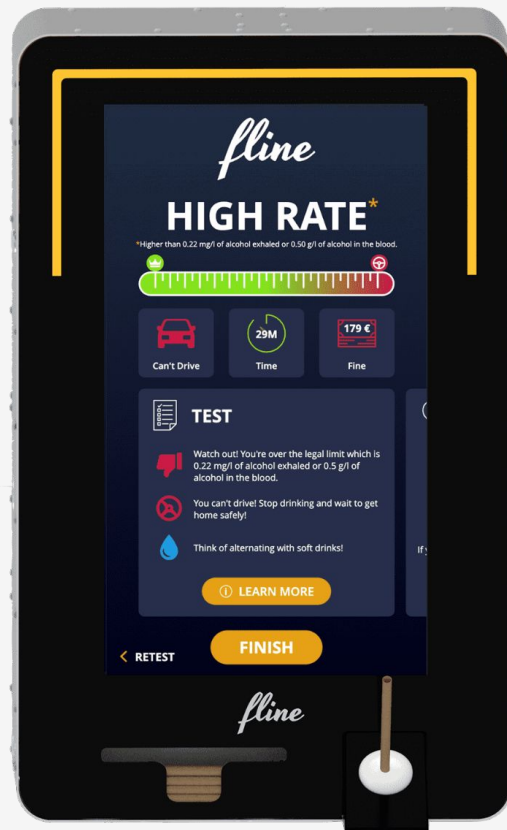
A. Carlino - Bruxelles Mobilité



FEASIBILITY AND SCALABILITY

A PROVEN SOLUTION READY FOR EXPANSION

The FlineBox is operational in **250 venues across Europe**, successfully deployed in bars, clubs, festivals, and corporate events.





DESIGNED FOR FLEXIBILITY AND COST-EFFECTIVENESS

Low-maintenance design ensures sustainability.

Customizable through the app for **cultural and regional needs**.

Adaptable for use in **urban and rural settings**.

SCALING IMPACT THROUGH COLLABORATION

Governments, NGOs, and sponsors can integrate the FlineBox into their campaigns to:

Achieve **measurable reductions in drink-driving risks.**

Enhance road safety efforts with a proven, scalable tool.



07

VISION FOR 2025 AND BEYOND

SCALING TO HIGH-RISKS REGIONS GLOBALLY



01

Expand deployment to **regions with high alcohol-related road fatalities.**

02

Continue supporting the UN's goal of reducing road fatalities by **50% by 2030.**



INNOVATING FOR LONG-TERM IMPACT

01

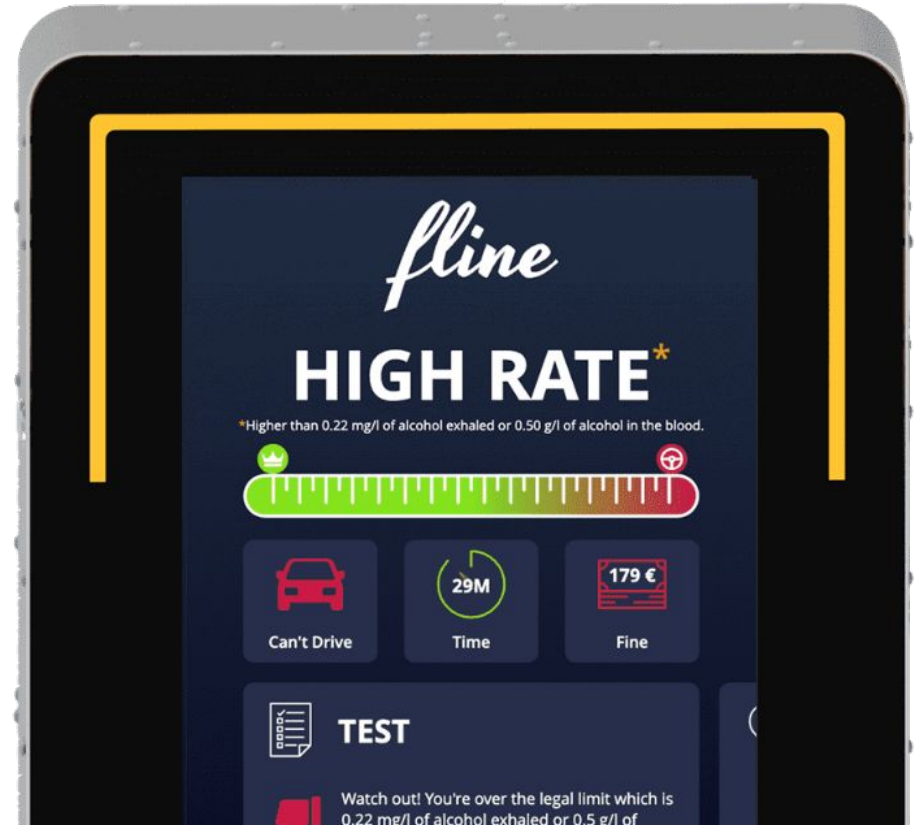
Introduce enhanced educational features and data analytics to drive **behavioral insights** and improve campaigns.

02

Build partnerships for **sustainable, long-term success.**

TOGETHER FOR SAFER ROADS

The **FlineBox** is a **catalyst for cultural and behavioral change**, empowering individuals, governments, and communities to reduce alcohol-related accidents.





WHAT YOU WILL REMEMBER ABOUT FLINE

FLINE: A KEY PARTNER IN ROAD SAFETY INNOVATION

THE FLINERBOX ADDRESSES ALCOHOL-RELATED DRIVING, A MAJOR CAUSE OF GLOBAL ROAD FATALITIES, WITH:

01 Proven impact

Over **1M tests conducted** in Europe, **68% of users reconsider driving**.

02 Alignment with global goals

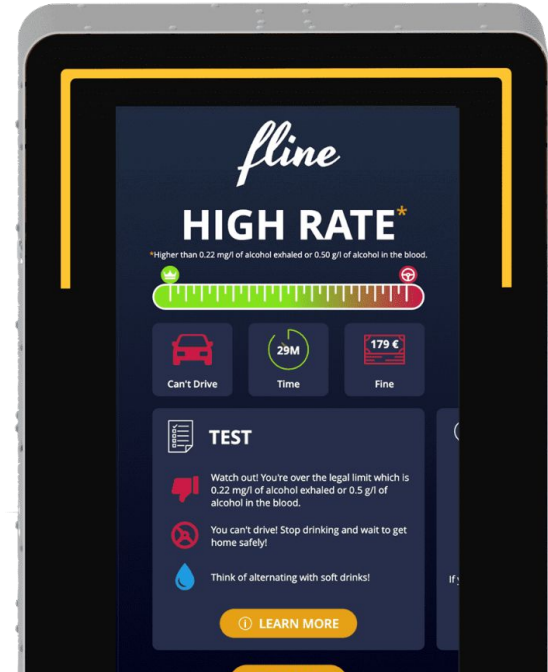
Contributing to the UN target of reducing road fatalities by **50% by 2030**.

03 Scalability

Successfully deployed in **250 venues and 6 countries**, adaptable for diverse settings.

04 Collaboration potential

Provides governments and sponsors with actionable, data-driven insights.





Fline is redefining **road safety innovation** with **sustainable, impactful solutions** like the **FlineBox**, empowering individuals and communities to **take action**, while aligning with **global goals** to create safer roads. Together, we're shaping the **future of prevention**.

READY TO JOIN THE FLINE REVOLUTION?

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