

## FOR IMMEDIATE RELEASE

### Factory driver training kicks off the second phase of road safety program launched to safeguard lives across Cambodia

PHNOM PENH, Cambodia - November 25, 2021

Building on the success of Eco-Safe Driver Training Program Phase I, completed in 2020, AIP Foundation and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH - with support from VF Corporation - launched Phase II in September 2021. The program aims to change drivers' behavior by providing them with the knowledge and skills on defensive driving, fuel-efficiency, and vehicle safety, to empower drivers regarding sustainability and safer roads.

In the first phase of the program (2019-2020), 50% of evaluated drivers saved five litres of fuel each week, with most participants finding the program highly satisfactory with demonstrable improvements in their safety awareness. Beneficiaries received driving training courses on how to drive at slower speeds without excessive loads, the importance of efficient braking and regular vehicle maintenance, and how to save fuel - thus enabling them to provide a more economical, cost-effective, and safer service.

The powerful impact of the first phase of the program benefited collective transport drivers who provide transportation services to factory workers at major provinces in Cambodia. Thanks to 21 local trainers of the Eco-Safe Program, collective transport drivers were equipped with life-saving safety skills as road users.

Mr. Kim Pagna, AIP Foundation Country Director in Cambodia, expressed, "The first phase of Eco-Safe Driver Training Program was a huge success. We are excited to announce the launch of Phase II as well as the expansion of the program to equip drivers with safe and sustainable road skills for life."

Phase II has now expanded to include vulnerable drivers from other factories to participate in the program. All training modules, case studies, simulation exercises, and practical techniques will be specifically tailored to address the unsafe driving behaviours of garment & footwear sector transport drivers. The second phase will focus on changing behaviour and building knowledge and skills through experiential learning principles using real case studies and participatory approaches.

"Improving the safety of the commuting for the Cambodian garment factory workers has been a pillar of The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), since 2016. Building on the collaboration accumulated between AIP Foundation and FABRIC project on the Eco-Safe Driver Training Phase I in 2019-2020, GIZ has successfully been a part of joint efforts with VF Corporation through the P&P program. Great synergies and enhanced impact were the key drivers of these two donor's agreement, that in turn will enable AIP to implement a bigger and new **Eco-Safe Driver Training (Phase II)**, improved in many aspects (1000 drivers and an innovative monitoring APP). We are sure that AIP Foundation will deliver a successful training, improving the safety driving skills of the operators and the fuel efficiency of the vehicles", said Massimiliano Tropeano, Senior Advisor for the Garment Sector of GIZ.

On November 25<sup>th</sup>, 2021, AIP Foundation kicked off the first event of Phase II by gathering 25 collective transport drivers to begin training on safer driving behaviours, risk reduction and reducing fuel consumption. Phase II of the Eco-Safe Driver Training is expecting approximately 15-30 factories

to participate - with almost half of the selected factories being suppliers of VF Corporation, with the aim to improve driving skills and reduce fuel cost for 1,000 drivers over 40 training sessions.

AIP Foundation is also delighted to announce that VF Corporation, as a part of its support, has commissioned a built-for-purpose digital App that is currently designed by a specialized tech firm to improve the assessment of the program and the reporting data.

“VF Corporation is proud to launch the Phase II of the Eco-Safe Driver Training together with AIP Foundation and GIZ, providing drivers who serve our supplying factories with the necessary skills and resources to ensure safe and sustainable commutes for factory workers. We are especially excited to introduce the digital assessment App which will strengthen our measurement and guide our program in becoming even more effective in generating positive impacts for transport safety in Cambodia”, said Graham Cronshaw, Country Director Cambodia for VF Corporation.

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#### **About the Eco-Safe Driver Training program**

Eco-Safe Driver Training Phase II will empower over 1,000 safer collective transport drivers from around 30 factories. It will build on the success of the phase I that increased the capacity and number of local trainers employed by the government agencies to teach “Eco-Safe” driving techniques, improved the safe driving behavior of drivers and reduced fuel consumption leading to fuel savings following positive changes.

#### **About AIP Foundation**

AIP Foundation is a nonprofit organization dedicated to preventing road injuries and fatalities in low and middle-income countries. For over 21 years, AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit [www.aip-foundation.org](http://www.aip-foundation.org) or connect with us on Twitter @AIPFoundation.

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