

FOR IMMEDIATE RELEASE

Demanding Streets for life - from art in the school yard to the reality of a newly established 30km/h school zones speed limit in Pleiku City, Vietnam

PLEIKU CITY, Vietnam – March 14, 2022

The #Love30 campaign - at the heart of the United Nations Road Safety action - advocates for streets for life where people live, work, and play by making 30 km/h (20mph) speed limits the norm for cities worldwide. Not only does a speed limit in urban areas prioritize the well-being of children and youth, but it also creates safe, healthy, green cities.

Less than a year ago, students across Pleiku City gathered to celebrate the 6th United Nations Global Road Safety Week (UNGRSW). The UNGRSW is an opportunity for the world to call on policymakers at local and national levels around the globe to act for low-speed streets to enhance road safety on every street.

To celebrate this special theme in 2021, students and teachers at Vo Thi Sau school participated in a drawing contest to illustrate 'my safe road to school'. Today, those illustrations became a reality as the Gia Lai Provincial People's Committee regulation reducing speed in school zones to 30-40 km/h in Pleiku City came into force.

This critical legal intervention as part of AIP Foundation's *Slow Zones, Safe Zones* program is marked by the reduction of speed limits from 60-50 km/h to 40-30 km/h during peak pick-up and drop-off times. This program, helping students become safer during their school commutes, is supported by Fondation Botnar, GRSP, FIA, and iRAP, and aligns with the Global Plan of the Decade of Action for Road Safety 2021-2030.

Similarly, Vietnam's National Road Safety Strategy supports meeting the goals of the 2030 UN Agenda for Sustainable Development as part of the Global Plan, ensuring maximum traffic safety for school zones. Pleiku City is the first city in Vietnam to apply speed limits of 30-40 km/h for school zones. This highlights the commitment of the Government and the international community in impacting lasting change creating streets for life.

Our steadfast partner on this road to change, the Pleiku Police Department has been carrying out an action plan to enforce these new speed limits across school zones. The next enforcement of the new regulation is currently taking place from Monday 15 February to 31 March 2022, during rush hours in the morning and afternoon. This enforcement is being combined with public service announcements aimed to improve road users' behavior on speed reduction when passing school zones.

In order to inform and raise awareness for the local community about new speed limits and modifications for primary schools, a Public Awareness Campaign was carried out in Pleiku City. More than 26,000 flyers were distributed to all primary schools in Pleiku City. 60 vertical billboards were installed on both sides of the road, 200m away from the school gate at 30 school sites. In addition, 31 horizontal billboards were installed in front of school gates as well.

Students now have the safe road to school that they drew, just a few months ago. Until now, the school zone modifications were completed at 31 program schools. The modifications include new pedestrian crossings, new pavements, steel railings to separate the footpath and the parking area for parents as well as road signs marking the speed limits and school zones.

Mr. Kim Beng Lua, GRSP Senior Officer, shared, “WHO has published the [Global Plan] for the Second Decade of Action for Road Safety. The Plan highlights the importance of including safe and integrated sustainable multimodal transport and youth engagement as well as safe road infrastructure. GRSP has been working with AIP Foundation to make lower speed limits a reality in Pleiku. The school zone modifications at the 31 local schools and the newly established speed reduction are an example of how we can work together to create change, safeguarding students around the city. [This aligns] with other United Nations Sustainable Development Goals, such as reducing greenhouse gas emissions, improving equity, and sustainable development.”

For all students across Pleiku City, the speed limits will not only safeguard them on their commutes to school but will also ensure that all students have safe and equal access to their education. The reduced speed limits improve road safety immensely in Pleiku while increasingly encouraging families to walk and ride their bicycles to school, paving the way for healthier and greener cities.

“The implementation of the *Slow Zones, Safe Zones* program in Pleiku is our local program with a global message where we unite to demand safe streets for life. These results today, show in practice how 30 km/h speed limits worldwide will bring us closer to our vision of a world where all neighborhood streets are livable, safe and sustainable,” shared Mirjam Sidik, Chief Executive Officer at AIP Foundation.

As a scale-up of the *Slow Zones, Safe Zones* program in Pleiku City, AIP Foundation signed a national partnership framework with the Ministry of Transport of Vietnam. The goal is to develop a *Safe School Zones Vietnam* guide that will be implemented nationwide, demonstrating our commitment to protecting children on the roads and making Pleiku City a model city for safe school zones across all of Vietnam.

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About the Botnar Child Road Safety Challenge (BCRSC)

The Botnar Child Road Safety Challenge programme is designed to address locally relevant road safety problems that affect children in small-and mid-sized cities in seven priority countries with practical, innovative, multi-sectorial and evidence-based interventions. The Challenge is managed by the Global Road Safety Partnership, a hosted program of the International Federation of Red Cross & Red Crescent Societies and based in Geneva, Switzerland.

About Fondation Botnar

Fondation Botnar is a Swiss-based foundation, which champions the use of AI and digital technology to improve the health and wellbeing of children and young people in growing urban environments. To achieve this, the foundation supports research, catalyses diverse partners, and invests in scalable solutions around the world: <https://www.fondationbotnar.org/>

About the Global Road Safety Partnership

The Global Road Safety Partnership is a hosted program of the International Federation of Red Cross & Red Crescent Societies and based in Geneva, Switzerland. Its mission is the sustainable reduction of road-crash death and injury in low- and middle-income countries GRSP does this by creating and supporting multisector road safety partnerships that are engaged with front-line good practice road safety interventions in countries and communities throughout the world.

About iRAP

The International Road Assessment Programme (iRAP) is a registered charity dedicated to saving lives by eliminating high risk roads throughout the world. iRAP works in partnership with governments, road authorities, mobility clubs, development banks, NGOs and research organizations around the world. We provide the tools and training to assess and measure the safety of roads, create the business case for investment in safer roads, and track performance against road safety targets in over 100 countries. iRAP is financially supported by the FIA Foundation. Projects receive support from the Global Road Safety Facility, mobility clubs, regional development banks and donors. Our partners, charities, the motor industry and institutions such as the European Commission also support RAPs in the developed world and encourage the transfer of research and technology to iRAP. To find out more, visit www.irap.org

About the Federation Internationale de l'Automobile (FIA)

The FIA is the governing body of motorsport and promotes safe, sustainable and accessible mobility for all road users across the world. Founded in 1904, with headquarters in Paris, the FIA is a non profit making association. It brings together 243 international motoring and sporting organizations from 146 countries on five continents. Its member clubs represent millions of motorists and their families.

About AIP Foundation

AIP Foundation is a nonprofit organization dedicated to preventing road injuries and fatalities in low and middle-income countries. For over 20 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 or connect with us on Twitter @AIPFoundation. <https://www.aip-foundation.org/>

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