

**FOR IMMEDIATE RELEASE**

**The VIA Road Safety Education Programme launches Phase III in Thailand, reaching the next generation of vulnerable road users**

BANGKOK, Thailand - March 8, 2023

Today, AIP Foundation announced the official launch of Phase III of the *VIA Road Safety Education Programme* (*VIA Programme*) in Thailand. Michelin, the world's leading tyre company and sustainable mobility, has collaborated with TotalEnergies, the world's leading energy group, to support the implementation of the *VIA programme*.

It is managed by the Global Road Safety Partnership (GRSP). The *VIA Programme* empowers teachers to educate children between 10 to 18 years old on road safety. This year, the program will be implemented at 22 schools in Pathum Thani province.

**Celebrating two successful years of VIA in Thailand**

Following the great success of the first two years of the program at 50 schools in Phra Pradaeng District, Samut Prakan Province, and Bangkok, executives and officers from the Ministry of Education, the Education Department, the Bangkok Metropolitan Administration, and School Directors and media representatives joined together to mark the launch of Phase III, supporting the program's mission to keep students safe on the road.

During Phase I implementation, the *VIA Programme* was piloted among 321 students and 15 teachers across 11 classes with active engagement from Michelin and TotalEnergies representatives in Thailand. Phase II of the program was launched in November 2021, and AIP Foundation has supported 50 trained teachers who rolled out VIA Modules in both online and on-site classrooms to reach 5772 students with 135 classes.

In February 2022, an Educational Sharing Forum was hosted as part of the *VIA Road Safety Education Programme* in Thailand. This forum promoted dialogue and experience sharing on the practical implementation of the *VIA Programme*.

During the Educational Sharing Forum, VIA-trained teachers had an opportunity to share their experiences and successes in implementing the *VIA Programme*. The focus was on how the program is taught in the classroom as well as on how it can be extended into the national education system. As a direct result of Phase I and Phase II of the program, students in Thailand are now better prepared to act as road safety leaders for the next generation.

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### **About VIA Road Safety Education Programme**

The VIA Road Safety Education Program has been successful in France, Cameroon, and India, and Thailand is the first country in Southeast Asia to adopt this program. Michelin and TotalEnergies are committed to promoting road safety and creating sustainable mobility for road users in Thailand. The World Health Organization's Global Status Report on Road Safety found that road accidents are a significant cause of death in many countries worldwide, with Thailand being the country with the ninth-highest accident rate in the world and the highest in Asia and the ASEAN region. The implementation of the VIA curriculum in Thai educational institutions aims to reduce accidents and create a new generation of responsible road users.

### **About TotalEnergies Group**

TotalEnergies Group is one of the largest oil and gas companies in the world. Its head office is located in Paris, France, and has more than 98,000 employees working in over 130 countries worldwide. They are committed to introducing energy innovations that are more efficient, safer, and more environmentally friendly, so that as many people as possible can benefit. The Group intends to operate in a way that creates positive impacts on the economy, society, and environment. Learn more at [www.totalenergies.com](http://www.totalenergies.com).

### **About Michelin**

Michelin, the leading mobility company, is dedicated to sustainably enhancing its clients' mobility; designing and distributing the most suitable tires, services, and solutions for its clients' needs; providing digital services, maps, and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries. Headquartered in Clermont-Ferrand, France, Michelin is present in 175 countries, has 132,200 employees and operates 67 tire production facilities which together produced around 167 million tires in 2022. ([www.michelin.com](http://www.michelin.com))

### **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](http://www.aip-foundation.org) or connect with us on Twitter @AIPFoundation. <https://www.aip-foundation.org/>

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