

FOR IMMEDIATE RELEASE

Pedaling towards a greener future: Celebrating the Community Bike Day in Pleiku City, Vietnam

PLEIKU CITY, Vietnam – April 16, 2023

Today, AIP Foundation is joining hands with the National Traffic Safety Committee, the Ministry of Education and Training, the Gia Lai Traffic Safety Committee and the Pleiku's People Committee to host a Community Bike Day 2023, in Pleiku, Vietnam. The event is part of *Slow Zones, Safe Zones*, a local program with global recognition. In its 5th year, the program is increasingly encouraging students and their families to use sustainable means of transport - paving the way for healthier and greener cities as well as promoting safe and sustainable mobility. This also aligns with Vietnam's National Green Growth Strategy 2021-2030.

The Community Bike Day will kick-start safe and sustainable mobility-promoting activities, leading to the 7th UN Global Road Safety Week 2023 in May. This year, the global campaign, under the theme of #RethinkMobility, focuses on sustainable transport, in particular, the need to shift to cycling, walking, and using public transport. The ultimate goal is to ensure that safer modes of transportation, such as biking and walking, are made safe and accessible so that they can be used as a healthy alternative. This Community Bike Day brings together over 1000 community members to speak up on safe mobility and take action for greener streets across their city.

"It is very exciting to see the development of the *Slow Zones, Safe Zones* program in Pleiku leading to the empowerment of youth across the city. Youth are the future and our most important priority is to protect them. Today marks an important milestone in pushing toward safer and more sustainable mobility modes in central Vietnam," shares Kim Beng Lua, Senior Officer, Road Safety Projects at the Global Road Safety Partnership.

Community Bike day: A new path for a healthier future

In December 2022, as part of *Slow Zones, Safe Zones*, AIP Foundation launched the 'Bike to school' campaign providing 85 new bicycles for low-income students to be able to bike to and from school. Today, an additional 50 bicycles will be handed over to students from underrepresented communities. The bicycles have been donated by individual supporters and corporate donors.

Since the beginning of 2023, AIP Foundation has been hosting bicycle safety training sessions across 19 project schools in Pleiku City to equip 18,117 students with knowledge on safe cycling practices. Furthermore, a public awareness 'Bike Marathon' campaign was organized to encourage students to bike to school. Pre- and post-intervention evaluations showed that students' positive attitudes toward cycling increased from 24% to 65%. The number of students with excellent and good scores on cycling safety grew from less than 72% to more than 84%. These activities represent the start of effective mind shifts and long-term changes for sustainable social impact not only across the schools but the wider community.

Building on the momentum of this shift towards a more sustainable future, members of the community across Pleiku City will gather today to celebrate the success. A bike parade will be held to raise awareness on the importance of sustainable modes of transport. An award ceremony will take place to hand out the prizes to the winners of the bike marathon and a photovoice competition, activities that have been taking place since March to give students and participants an opportunity to raise their voices for safe mobility.

“The Pleiku People’s Committee is very proud to host this Community Bike Day. Our community is made up of the people within it and we must all work together to protect our planet. This is our shared home and today is an opportunity to bring about change for a greener and cleaner future,” shares Mr Do Viet Hung, Chairman of Pleiku People's Committee.

Global Recognition: the lasting legacy of the *Slow Zones, Safe Zones* program

The overall purpose of the *Slow Zones, Safe Zones* program is to reduce road crash injuries and fatalities in school zones. Our work has demonstrated that the students’ journeys to and from school become safer through implementation of traffic calming measures, the reduction of posted speed limits in school zones, the application of interactive learning through an e-curriculum, and public awareness campaigns combined with the enforcement of new posted speed limits.

In recognition of the collaborative efforts for the *Slow Zones, Safe Zones* program, the Prince Michael International Road Traffic Safety Award 2020 was presented to the National Traffic Safety Committee and the Ministry of Education and Training. The International Vision Zero for Youth Leadership Award 2022 was presented to the Gia Lai Province People’s Committee and Pleiku City People’s Committee.

International partners for a healthier tomorrow

The *Slow Zones, Safe Zones* program, which aims to improve the safety of students’ journeys to and from schools, is supported by Fondation Botnar, the Global Road Safety Partnership, and the International Road Assessment Programme, and aligns with the Global Plan of the Decade of Action for Road Safety 2021-2030. Similarly, Vietnam’s current National Road Safety Strategy supports meeting the goals of the 2030 UN Agenda for Sustainable Development, ensuring maximum traffic safety for school zones around the country.

“Pleiku City has long been the home of our *Slow Zones, Safe Zones* program. Following the program’s successes, including the installation of 30km/h speed limits during students’ pick-up and drop-off times, we are proud to expand the program to include healthy transportation alternatives that bring Pleiku closer to being a walkable city”, shares Mirjam Sidik, CEO of AIP Foundation.

###

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 philanthropic foundation working to improve the health and wellbeing of young people living in cities around the world. Advocating for the inclusion of youth voices and the equitable use of AI and digital technology, the foundation invests in and supports innovative programs and research, and brings together actors from across sectors to create dialogue and partnerships: 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 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/>

About the 7th UN Global Road Safety Week 2023

WHO, in collaboration with partners, organizes periodic UN Global Road Safety Weeks. This 7th edition focuses on sustainable transport, in particular the need to shift to walking, cycling and using public transport. Road safety is both a prerequisite for and an outcome of this shift. WHO invites all road safety and sustainable mobility partners to mark the 7th UN Global Road Safety Week by organizing events and activities and sharing messages and materials on social media with the hashtags: #RethinkMobility, #StreetsforLife, #RoadSafety.

For Media Contact

Victoria Jönsson-Brown
Communications Officer
AIP Foundation

Tel: (+84) 91 598 75 84

Email: victoria.jonsson@aipf-vietnam.org