



VIA PROGRAMME IN EGYPT

Road Safety in Egypt

According to the Central Agency for Public Mobilization and Statistics (CAPMAS), only 14% of the Egyptian population own cars, traffic injuries across Egypt reached 51,511, road crashes claiming the lives of 7,101 people in 2022, up from the 6,164 recorded a year prior; a 15.2% increase. Daqahliya – a governorate lying in the northeast of Cairo – recorded the highest annual rate of road crashes over the last year, recording 11,630 injuries, while Luxor – in the southern Egypt – recorded the lowest number, recording 102 injuries.

TotalEnergies in Egypt

TotalEnergies Egypt is subsidiary of TotalEnergies established in 1998. The company is active across the entire oil product distribution sector, with general sales, lubricants, marine and aviation activities as well as a retail network. The company currently employs 245 people and makes particular efforts in recruitment, training and professional development.

<https://totalenergies.eg/en/overview>

The partnering NGO

The NADA Foundation for Safer Egyptian Roads is an Egyptian non-profit organization established in 2014, with a focus on road safety and safe mobility. The Foundation's main goal is to work towards eliminating road traffic fatalities and injuries across Egypt and to enhance a better road safety system management that contributes to saving lives. The Foundation is adhered to 4 strategic imperatives; Raising public awareness, Capacity building based on empowering road users' approach, Networking & partnering, and advocacy & accountability.

<https://nadaroadsafety.org/>

VIA programme deployment

In 2023, the VIA program implementation in Egypt, aims to grow our VIA youth participants from the knowledge space to the commitment one, through applying what the concepts they are introduced to during the sessions to their local settings, starting with the settings around their institutions they are affiliated with.

The project aims at promoting the safe mobility culture through building capacity of youth and engaging different stakeholders from the local communities to act as advocates for the cause.

The project lifecycle is composed of four main phases, the preparation phase, beneficiaries' outreach, implementation phase (VIA road safety training program) and post training phase.

The NADA Foundation for Safer Egyptian Roads in collaboration with TotalEnergies implemented VIA Safe Mobility Training Program in 30 training venues in Egypt.

Participant groups have had the opportunity to present their observations and assessments of risks within their settings including their recommendations through different channels of communication, including through a concrete VIA prevention project.

The training team delivered 4-5-hour training sessions and reached out to 1244 youth in schools, non-governmental organizations, youth centers (clubs) and others in 6 governorates. The participants worked in groups of (2-5) persons and created 224 posters reflecting their risk assessment of their surroundings and their suggested interventions.

The project targeted youth in different neighborhoods or communities, within different cities or governorates, highly populated with youth, but also chosen based on an assessment of high risk of road crashes, injuries, and mortality due to the specific settings in these neighborhoods and communities.

Each group of 3-5 members has been developing a safe mobility message and frame it together with recommendations in a prevention poster to present it to the entities' administration and management. The management requested to share and disseminate these posters to a wider audience using the institutions' communication platforms.

In each governorate, a group of young safe mobility ambassadors was chosen for their commitment and creative skills. The selected groups of ambassadors representing the different governorates went through another filtration process to choose a winning group that represents Egypt in the international VIA finals.

The same group of ambassadors has been offered to join the 'Road Safety Projects Incubation Program', where the group of participants will receive mentoring, technical, networking, and administrative support,

The winner group will be incubated within 'NADA Incubation Program' to receive mentoring, technical, networking, and administrative support, facilitating further the implementation of the suggested reach of the concepts/Initiatives and graduation projects.

1. The winner group will go through pre-incubation, incubation and accelerator stages,
2. The winner group will undergo the following stages: pre-incubation, the idea stage, the seed stage, the early stage, the growth stage, the expansion stage, the maturity stage

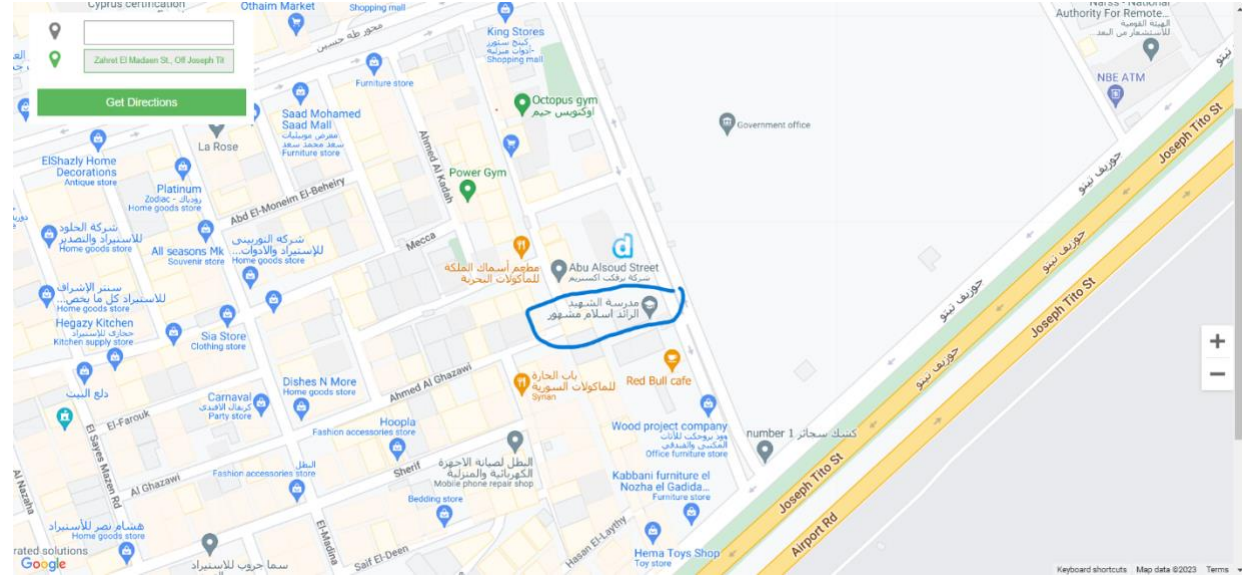
VIA Ambassadors for safe mobility

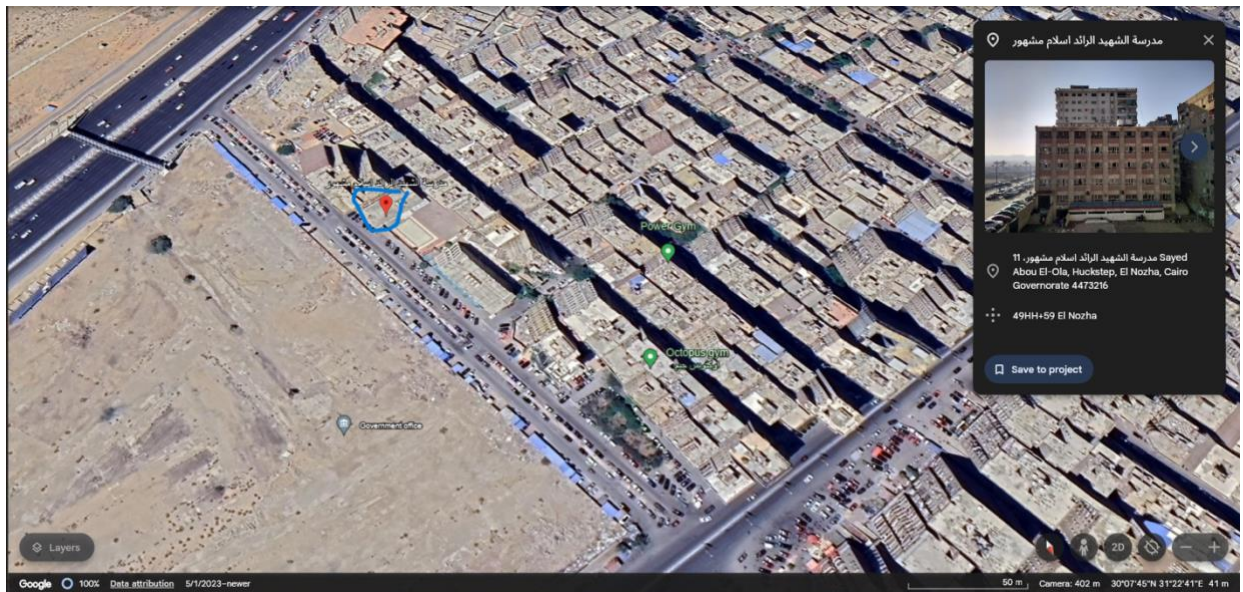
- School name: Eslam Mashhour and Sohbet Elmostakbal Educational Center
- About: Eslam Mashhour is a governmental language school and Sohbet Elmostakbal is a private tutoring center where students rely on as an alternative educational source and they regularly attend private school lessons.
- Students: Anastasia Yaser Mohamed Kamel – Sisilia Samy Youssef – Melissia Magdy Gerges – Mahmoud Mohamed Ezzat
- Educator: Passant Sakna



The school's location and the road safety risks

[Eslam Mashhour and Sohbet Elmostakbal Educational Center Map](#)



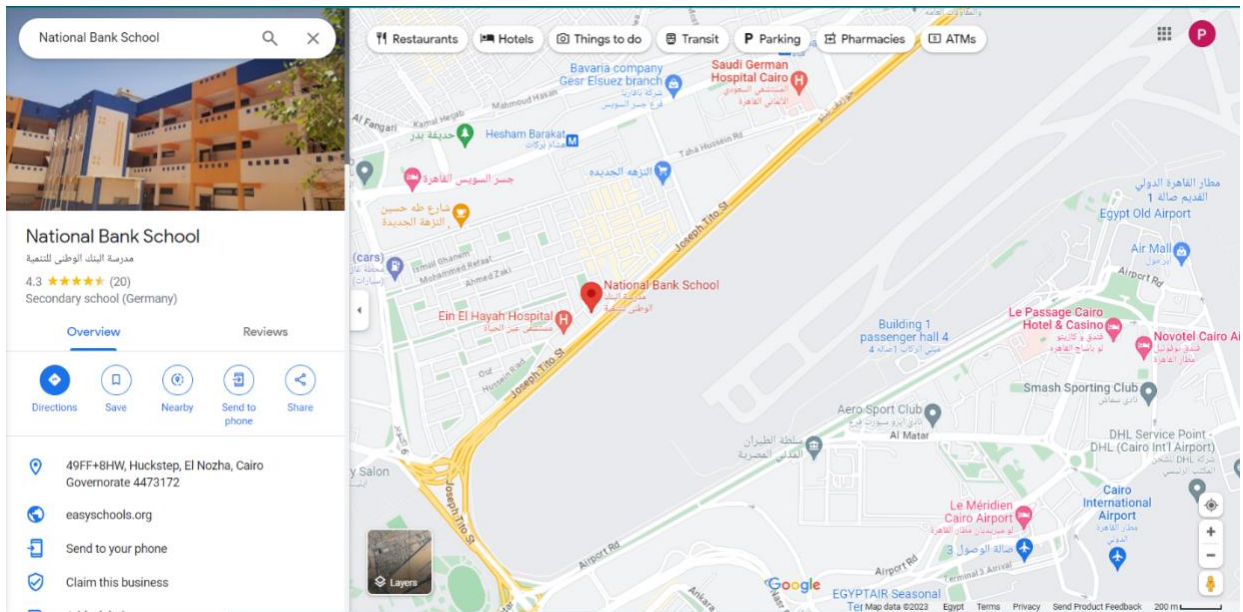


Context information regarding the school

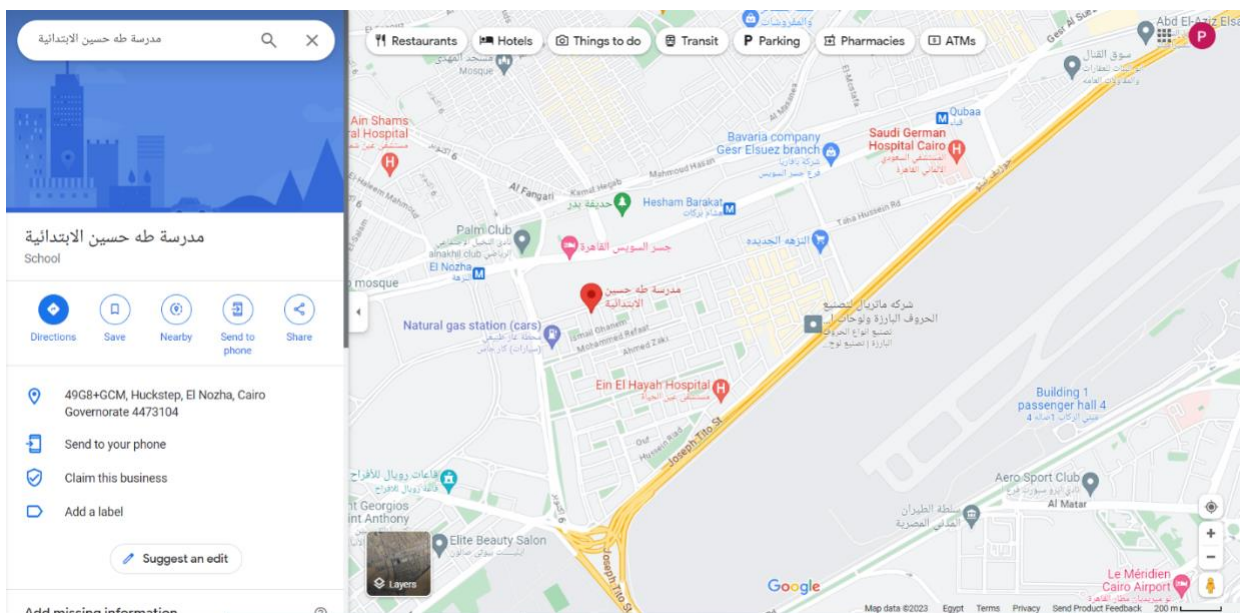
The school and the Sohbat Al-Mustaqbal Educational Center are located in a residential area bordered on one side by Joseph Tito Axis and on the other side by Taha Hussein Axis. The Joseph Tito Axis is considered a highway and was called the Highway of Death due to the number of lanes and pedestrians having to cross it, with no tunnels or pedestrian bridges. According to the Egyptian Presidency website, a number of pedestrian bridges were constructed on the Joseph Tito Axis, 420 meters long and 22 meters wide, consisting of two lanes in each direction. As for the Taha Hussein axis, it is one of the lively streets that includes a large number of shops and stores and is regularly visited by many people, whether pedestrians, owners of private cars, or even cars transporting various goods, especially since these stores operate in wholesale trade, which brings in many people from outside the area. They go there to get their supplies.

Taha Hussein axis includes many residential buildings, and therefore there is a large number of people whether pedestrians or people using their own cars, especially with the presence of stores that offer food and drinks, and people frequently visiting them either for a walk or to buy their needs from various stores. Taha Hussein Axis consists of two directions separated by a narrow sidewalk with many billboards in the middle, which makes it difficult for pedestrians to walk on it or cross it, as its width is narrow and does not amount to be a refuge island.

Shops and stores take over the sidewalks on both sides of the road, whether for merchandise or resting places provided by the shops for eating food and drinks, which exposes pedestrians to danger. This area is lively due to the presence of different services; hospitals, schools, stores, and accordingly people use different means of transportation like cars, tuk-tuks, buses, bicycles, and goods vehicles, in addition to pedestrians. The street is crowded with the parked vehicles on both sides and on pavements leaving no space for pedestrians. This area is also considered a school zone as there are more than three schools without any signage and below are the locations of Taha Hussein and the National Bank schools.



The National Bank school location:



Taha Hussein school location:

VIA ambassadors' field investigation

The below link is for videos of ambassadors conducting risk assessment in the designated area to know more about the surroundings: <https://we.tl/t-Er5QkQDCfW>

Video 1 Transcript:

During the training session, the young ambassadors were assessing risks in their surroundings and in this video they are calling for signs for school zones and speed limits as they observed the presence of more than three schools in the area with unaccompanied children.



Video 2 Transcript:

The young girls criticize parking cars on the pavements and calling for their rights as pedestrians of way on sidewalks.



Video 3 Transcript:

The ambassadors are complaining about the absence of safe crossings, traffic lights, over or under passes, speed bumps, and the signs of speed limits. They mentioned that the strip located in the middle of the road is exposing pedestrians to danger as it is too narrow and billboards are preventing persons from walking together.



Video 4 Transcript:

The girls are commenting on the overspill of traders onto pavements, they also observed motorcyclists walking on them. They call for giving pavements back to pedestrians.

The VIA Ambassadors' recommendations

While they were conducting risk assessment, they observed that:

1. There is No sidewalk
2. Many sources of distraction
3. No safe crossings or traffic lights
4. No refuge islands
5. No overpasses or underpasses

They demand a safe street that encompasses zebra crossings, traffic lights, paved sidewalks, and green areas.

To continue raising people's awareness of safe mobility, they joined the NADA Foundation road safety incubation program. where they learned more about urban and rural mobility, social initiatives & project management.

This empowered them to launch their initiative 'Don't die for no reason.

The initiative aims to raise awareness on distraction of road users among teenagers.

They launched an IG page where they post digital artistic short stories about safe mobility.

The VIA prevention poster



“It's a choice', this is the main theme of our poster. It reflects two sides of how a street could be like; either a safe or a risky one. We demand a safe street that encompasses zebra crossings, traffic lights, paved sidewalks, and green areas. The young girl could be anyone who might choose between the safe street and the risky one that is full of blind spots, distracted road users, unseparated lanes.”

- Video pitch:

https://drive.google.com/drive/folders/1MVYCEz-wrcMznUivIY8OtEp2PieyRE-s?usp=drive_link

- Video pitch transcript:

Hello,

I am Anastasia and this is Mahmoud, we are VIA safe mobility ambassadors from Egypt. Our school Eslam Mashhour Language School, is located in Taha Hussein street, Eastern Cairo and it is a school zone where there are several schools. While we are conducting risk assessment, we observed that:

1. There is No sidewalk
2. Many sources of distraction
3. No safe crossings or traffic lights
4. No refuge islands
5. No overpasses or underpasses

These risks inspired us to create an art work reflecting a short story about safe mobility for young people.

'It's a choice', this is the main theme of our poster. It reflects two sides of how a street could be like; either a safe or a risky one. We demand a safe street that encompasses zebra crossings, traffic lights, paved sidewalks, and green areas. The young girl could be anyone who might choose between the safe street and the risky one that is full of blind spots, distracted road users, unseparated lanes.

To continue raising people's awareness of safe mobility, we joined the NADA Foundation road safety incubation program. where we learned more about urban and rural mobility, social initiatives & project management. This empowered me to launch my initiative 'Don't die for no reason.

The initiative aims to raise awareness on distraction of road users among teenagers. We launched an IG page where we post digital artistic short stories about safe mobility.

We wish our initiative will be a way for saving people's lives and we wish a safe journey for everyone.

Deployment Video Link: <https://we.tl/t-PXNHHtkhL3>