



THE VIA PROGRAMME IN ROMANIA - 2023

Road Safety in Romania

More than 1,600 people lose their lives annually on public roads, which is the equivalent of an entire population of a commune in Romania that is lost every year.

A total of 4,711 road accidents were registered in Romania in 2022, resulting in the death of 1,634 people and the serious injury of another 3,685, according to data from the Romanian Police. Car drivers and passengers accounted for 45% of all road traffic deaths, 18% were passed to pedestrians and 9% to cyclists.

In terms of mortality rate, Romania **ranks first** in the European Union regarding the number of deaths in road accidents per million inhabitants, with an alarming number of 86 registered in 2022, the European average being 46 per 1 million inhabitants. There is a lot to be done in terms of road safety in our country.

TotalEnergies in Romania

TotalEnergies has been present in Romania for more than 17 years, through four affiliates – TGSB finance center in Bucharest; TEMRO lubricants, bitumen and special fluids in Brasov & Covasna; AS24 fuel distribution; Hutchinson manufacturer. These subsidiaries gather up 1500 employees, all aligned to the Company's most important value – safety. And because in Romania 'road safety' is a specifically critical issue, we decided to play an active role in educating the young people and making them aware of the importance of road safety. Unfortunately, Romania is a top country in Europe rankings about dangerous roads and number of traffic victims.

The partnering NGO: EDIT ASSOCIATION

[ED.I.T. Association](#) (Education, Development and Youth Involvement), we have been carrying out safety education programs for over 7 years, such as road education, first aid, earthquake education or programs for teachers.

[Traffic education hour](#) (courses for road education and first aid) is the program with which we started the organization and reached over 180,000 children and teenagers, from over 400 kindergartens.

Last year, in 2022, it was accredited a [training program for teachers" Traffic education and first aid"](#) and, in just one year, we trained more than 500 teachers.

In addition, EDIT created a road education book for children between 4 and 10 years old, with an interesting story and various educational exercises. We have ongoing partnerships with the

Ministry of Education, the Romanian Police, the Inspectorate for Emergency Situations, who help us with their expertise and presence at various events.

Road Education Hour at school and kindergarten unfolds in a formal setting, but the information is transferred to the little ones in a playful way, through various games, stories, quizzes or solving puzzles, which increases the level of information taken.

In high school, Traffic Education Hour is conducted in a manner adapted to the interests of adolescents. During the 2-hour meeting, high school students will learn more about road safety and first aid, from the information provided by representatives of the Romanian Police, the Inspectorate for Emergency Situations instructors and a rally driver, as an expert of the EDIT Association in defensive driving.

Traffic Education Hour is the largest road safety project in Romania, which takes place in kindergartens, schools and high schools. Through road safety and first aid education modules, the E.D.I.T Association supports the education of young people so that they are **informed and safe on the public roads**.

The VIA programme:

1. We held road education classes for **6,000 students** (ages 8-11), from 31 schools in Bucharest, Brasov and Covasna and prepared the students for the creation of the information poster. The activity took over 440 hours of training, between October and November 2022.
2. We organized a contest to reward the most involved class in the program to raise awareness of the importance of road education. All 31 schools were registered. The selection event was a gala award organized together with Total Energies, stakeholders, teachers, parents, influencers and 9 jury members. Five schools were selected as winners.
3. **The ambassadorship program October - November 2023:**
 - SELECTION OF THE AMBASSADORS.** We contacted the five winning classes (through their coordinating teacher) from each school. Each class selected five students to become ambassadors.
 - IDEA GATHERING IN SCHOOL.** The five ambassadors, with the help of their coordinating teacher, gathered ideas from the other students in the school. They visited other classes and collected ideas, identified the problems of the community, road safety issues, and came up with possible solutions. Also, the ambassadors shared knowledge with their peers about road safety measures during these conversations.

Among the problems identified:

1. At the pedestrian crossing near the school, the **time children have to cross the street (green light) is too short and also, the children have to wait for a long time on the sidewalk that becomes very crowded (red light takes too long)**. Also, the cars have excessive speed and the traffic is heavy in that area.
2. The **traffic signs are not visible from branches and trees** (documented with photos/videos)
3. There is a dangerous **parking lot near the school** (between the school and the park, where many children go after classes, on their way home) and the children have to cross the parking lot to get to school or in the park. Sometimes the cars reverse to leave the parking

lot and do not see the pedestrians.

4. **Electric scooters** are circulating on the small streets near the schools, at high speed. They do not have a special traffic lane.

Many of the solutions proved small children (3rd graders) have a wild imagination:

- ☺ A special bracelet that is connected to smart traffic lights and street cameras, in case of danger sends an electrical signal to the wearer
- ☺ Robots in shape of a chair that help students cross the street and protect them
- ☺ A sheep that bleats when children are not allowed to cross. The sheepskin is soft and can be calming, as you wait to cross the street.
- ☺ Flying drones that anticipate dangers
- ☺ Flying spheres that can be used by the young pedestrians, for a safe crossing

VIA Safe Mobility Ambassadors

The winning school

School nr. 117, Bucharest

1. Basalău Alexandra Maria
2. Croitoru Alexandra Maria
3. Luca Diana Georgiana
4. Munteanu Irina Rut
5. Vlaicu Ștefan Cristian

Coordinating teacher: Munteanu Angela



MEETING WITH EDIT TEAM. FEEDBACK AND CONSULTANCY. Before the poster and the selection of the activity, EDIT team had an extended face to face meeting with the class coordinator and the five ambassadors. All aspects regarding the poster, presentation and the

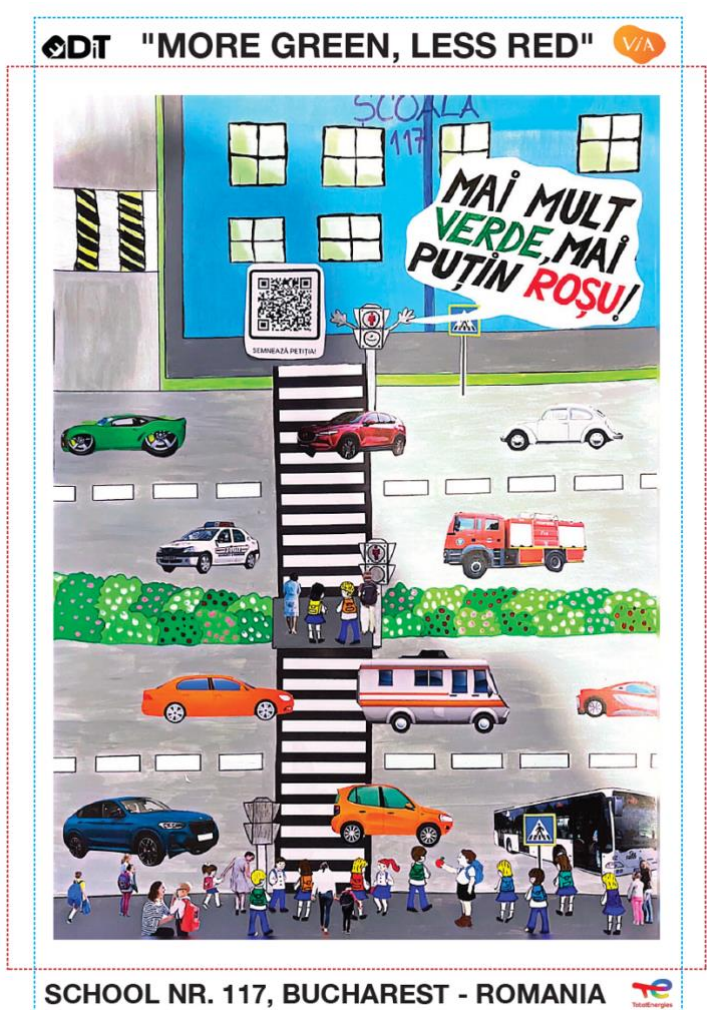
activities were discussed ahead.

VIA Ambassadors' recommendations

- A Petition for the calibration of the existing traffic light so the green light will last longer and students will have the necessary time to cross the street safely
- Convince the parents to use other means of transportation (no car) for 2 days/week
- For the parking lot, a special mirror to be installed, for better visibility
- Constant grooming of the trees that grow near the traffic signs
- A special lane for cyclists and electric scooters

Their prevention poster

With all these ideas in mind, the ambassadors and the coordinating teacher created the school poster, following the provided criteria.



THE WINNING PREVENTION POSTER: MORE GREEN, LESS RED!

The ambassadors from School nr. 117, Bucharest, produced the winning poster.

The message of the poster is: „More green, Less red!” and there are 3 key ideas behind this message.

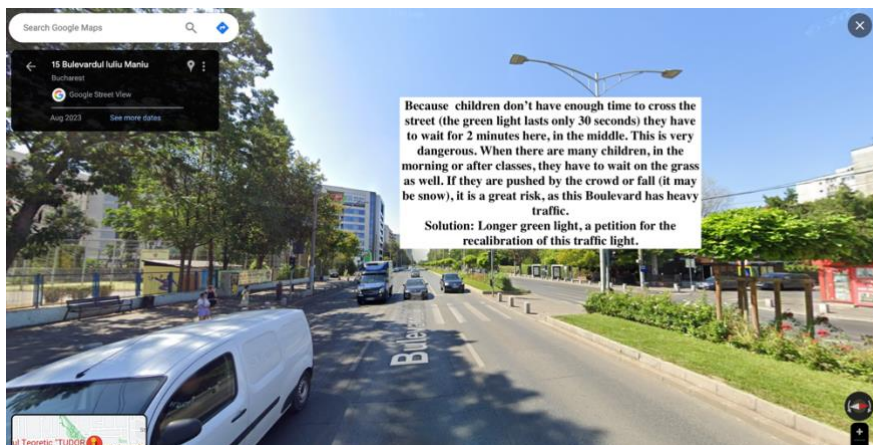
1st PROBLEM: The team of ambassadors discovered an important problem with the traffic light near the school and the message on the poster is directly related to the problem identified.

At the pedestrian crossing all students use to get to school, the traffic light has a very limited **time for children to cross the street** (the green light takes less than 30 seconds) is too short for a big boulevard. **Students and pedestrians have to run to cross the street before the red light turns on and many of them cross the street on the red light because they don't have time to cross entirely on green.**

Also, the children have to wait for a long time on the sidewalk, that becomes very crowded, as the red light takes too long and there is a risk that children might fall, pushed by the crowd, in the street, in front of a moving vehicle. Other students know that the red light takes a long and because they don't want to wait (are in a hurry to get to school) and cross the street on the red light that is a very dangerous behavior. This is an important problem that was discovered near the school area and a lot of children are in danger because of this traffic light.

1st SOLUTION: A petition for a re-calibrated traffic light. The name of the petition will be „More green, Less red!” (the message on the poster).

The petition will be signed by students, teachers, parents and will be sent to the City Hall, by December 2023.



The students created a form for parents to opt-in for the petition. The QR will be printed with the poster.

A copy of the form parents will receive:

<https://forms.gle/j56zfk7aPukRjZaH9>

Also, the petition will ask for a **better visibility of the pedestrian crossing, with signs and lights, a timer on the traffic light and the space between the 2 traffic lanes to be bigger.**



SEMNEAZĂ PETIȚIA!

Other problems were discovered by the team of ambassadors:

2nd PROBLEM: As the school was relocated, all the students have to cross Iuliu Maniu Boulevard, one of the boulevards with the heaviest traffic in Bucharest, to get to school. A great part of the parents drives children to school every day, so the students made a plan for a reduction in traffic, with the help of their parents.

2nd SOLUTION: 2 days/week, the parents will be asked to bring their children to school with other means of transportation (other than car). This initiative will be discussed by teachers, with the parents, at periodic meetings. Also, the students will be part of a special event, created by the school representatives, that show the traffic problem and discuss solutions. Leaflets with the solutions will be produced and students will be encouraged to discuss with their parents.

More green= more public transportation, fresh air, green transportation.
Less red= less traffic and traffic incidents, less pollution.

3rd PROBLEM: Also, „LESS RED” is a symbol for less accidents on pedestrian crossings, as our country ranks first in UE as regarding the number of deaths in road accidents per million inhabitants.

3rd SOLUTION: With this poster, the students from School nr. 117, Bucharest, want to inform and raise awareness about these terrible statistics among their peers, and start discussions about problems and solutions. They know that if we do our part, some things are in our power to change!