Private Sector Unites To Support Road Safety Efforts in Zambia

Geneva, 7 July 2023

A “Private Sector Road Safety Coalition” has been launched today in Zambia. Coordinated by the International Road Federation (IRF), this initiative in Zambia builds upon the successful launches of private sector coalitions in Tanzania, Pakistan, and Morocco and is a significant step towards fostering road safety awareness, collaboration and action among leading private sector companies in each country and region.

Aligned with the recommendations of the Global Plan for the Decade of Action for Road Safety 2021-2030, the initiative is rooted in the belief that road crashes are largely preventable and road safety is a shared responsibility. The UN Decade of Action for Road Safety (2021-2030) has been set up to address the alarming rise in road traffic injuries and fatalities, which have become a pressing public health issue globally. Recognising the urgent need for coordinated efforts, and thanks to the support of the TotalEnergies Foundation, the Private Sector Road Safety Coalitions take an active role in supporting this global effort by working towards the shared goal of creating safer roads and saving thousands of lives.

All founding members of the Zambian coalition – **BHL Group, CFAO Mobility, Goldstar Freight, Juba Transport, TotalEnergies Maketing Zambia** – share a deep conviction that every single life lost on our roads is an intolerable loss, and are committed to collaborate in order to reduce the number and severity of road crashes. Driven by this unwavering belief, the coalition has embraced a shared set of values and principles, encapsulated in the **“Coalition Charter"**. This comprehensive document outlines their collective dedication to reducing road fatalities and injuries in Zambia, providing a clear framework for concerted action and collaboration among all stakeholders involved.

"The launch of a Private Sector Road Safety Coalition in Zambia is a significant milestone in the Federation’s global mission to increase safety on roads. By bringing together public and private stakeholders under a shared vision, we can drive tangible change and make roads safer for everyone. This initiative, aligned with the UN Decade of Action for Road Safety, reflects our unwavering commitment to facilitate action and impact that can save lives and underscores the power of collaboration in achieving lasting results" commented IRF Director General, Susanna Zammataro, at the launch of the coalition.

“TotalEnergies marketing Zambia is proud to have initiated this work with the International Road Federation and delighted to witness the launch of the Private Sector Road Safety Coalition in Zambia. I would like to thank our partner for this initiative, I have no doubt that many other companies will join the Road safety coalition. Through this initiative, our aim is to bring together the private sector's collective strength and expertise to drive positive change. Together, we can build a safer and more sustainable future for Zambia, ensuring that every journey is a safe one” commented Caroline Royer, Managing Director at TotalEnergies Marketing Zambia.

The Zambia coalition is open to other private sector organisations in Zambia willing to contribute to creating a safer road environment for all. By leveraging the power of collective action, Zambia can play a vital role in the global movement to reduce road crashes and save lives.

For more information, please contact the International Road Federation at info@irfnet.ch.

International Road Federation
Fédération Routière Internationale
Federación Internacional de Carreteras

About the International Road Federation (IRF)

The International Road Federation (IRF) is a global, independent, not-for-profit organisation with headquarters in Geneva, Switzerland. Active since 1948, IRF is a membership-based organisation, representing leading corporate and institutional players drawn from the road and mobility sectors worldwide. Its mission is to promote the development of roads and road networks that enable access and sustainable mobility for all. Its approach is centred on key strategic components of knowledge transfer & information sharing, connecting people, businesses and organisations, and working on policy & advocacy.

www.irfnet.ch

TotalEnergies

About TotalEnergies Marketing Zambia Limited

TotalEnergies Zambia Limited is a subsidiary of the TotalEnergies group and has 72 years of operating experience in Zambia. We are registered and licensed as an Oil Marketing Company with the Energy Regulations Board for the importation, sale, distribution, and export of petroleum products. TotalEnergies Marketing Zambia Limited has depots for storage of fuels and lubricants in Lusaka, Solwezi and Ndola. We market products through a network of 65 service stations situated in all the provinces of Zambia and through our various distributorships. We are structured to be able to provide a comprehensive range of services to virtually address all your petroleum product's needs. In this regard, TotalEnergies Marketing Zambia Limited is made up of various departments which attend to specific business needs. A major factor in our success is our highly trained and dedicated personnel who have vast experience in the petroleum industry and all our operations are conducted with focus on safety, health, and environment protection.

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