

PRESS RELEASE

The Moroccan Private Sector Road Safety Coalition Unveils its Strategic Priorities and Appoints its President

Casablanca, 17 May 2023 – In the framework of the celebration of the [United Nations Global Road Safety Week](#), the Moroccan Private Sector Road Safety Coalition met to unveil its strategic priorities in the presence of public sector institutional stakeholders and private road sector operators.

All founding members of the Moroccan coalition, including the [National Motorway Company of Morocco \(ADM\)](#), [TotalEnergies Marketing Morocco](#), [La Voie Express](#), [Ama Détergent](#), [Derichebourg /ARMA](#), [Karama Bus](#), [MaroTrans](#), Sahara Logistic Nord (SLN), and SOTRAGAZ have adopted a charter that defines their collective commitment to reducing the number of deaths and injuries on Morocco's roads. The charter affirms the values, principles, ethical standards, and responsibilities that all members have agreed upon and share. It also defines their priorities in various areas such as the selection and inspection of carriers, the implementation of a health and safety policy at work, the enhancement of drivers' skills, trip management, and compliance with vehicle technical standards.

The Coalition has appointed its President and Vice-President respectively Mohammed Talal, CEO of La Voie Express and Vice-President of CGEM (General Confederation of Moroccan Industries), and Abdesslam Rhnimi, General Manager of TotalEnergies Marketing Morocco as the Vice President.

At the press conference the newly-elected President of the Coalition, Mohammed Talal, stated, "I thank my colleagues for their trust, and I salute the commitment of all the founding members of the Coalition. I encourage other companies to join us. Road safety is a shared responsibility and a cause that we must all defend."

"Today, we have made a new step forward in the development of the Moroccan Private Sector Road Safety Coalition. We are strongly committed to contributing to the reduction of deaths and injuries on the roads of the Kingdom. Our vision is based on the belief that road crashes are preventable and that we, as leading road operators, must set an example in road safety and encourage the entire sector to adopt the highest standards in this regard," stated Abdesslam Rhnimi.

The importance of road safety education, which is outlined in the charter and remains a priority in the country, was highlighted during the press conference. In particular, actions carried out as part of the international [VIA Education Programme](#) were presented. The members of the Coalition are considering expanding the programme even further. Through the partnership between TotalEnergies Marketing Morocco and the Sanady Foundation, this programme - targeting students aged 10 to 18 in middle schools and high schools - is already being implemented in Morocco in 14 schools, reaching 1,500 students. With its pedagogical, participatory, and innovative format, the programme immerses young people in real-life situations, enabling them to adopt safe behaviours and become active shapers of their own safety.

Emphasising the importance of awareness, Anouar Benazzouz, Director General of National Motorway Company of Morocco (ADM) and President of the [International Road Federation \(IRF\)](#),

explained how ADM's approach had evolved based on the experience gained in highway safety. He stated, "Through awareness campaigns and all the work accomplished, we have realised the need to address road users and clarify their responsibility as well. This is reflected in our new slogan, 'Your Safety, Our Common Priority,' which represents a sort of pact between the user and us. It involves behaviour, education, teaching, and the culture of shared responsibility, where each party must fulfil its part of the agreement."

Jacques-Emmanuel Saulnier, General Delegate of the [TotalEnergies Foundation](#), stressed that "The ongoing work related to private sector road safety coalitions, the free distribution of helmets to motorcyclists, and the VIA education programme for young people fully align with TotalEnergies' commitment to road safety."

Susanna Zammataro, Director General of the IRF, concluded: "We are delighted to coordinate this work and proactively engage the private sector in collaborative and coordinated initiatives in different countries around the world. This will collectively help us intensify our efforts to achieve the goals set by the new Decade of Action."

The 7th United Nations Global Road Safety Week takes place from 15 to 21 May 2023, under the theme #RethinkingMobility. More information: <https://www.who.int/campaigns/un-global-road-safety-week/2023>

About the International Road Federation (IRF)

The International Road Federation (IRF) is a global, independent and 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. Operating in more than 130 countries in the world, IRF's mission is to promote the development of 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

About TotalEnergies Foundation

The [TotalEnergies Foundation](#) program brings together the public-interest initiatives carried out every day worldwide by TotalEnergies and its affiliates. Through the program, TotalEnergies aims to contribute to the vitality of its host communities and regions, with a special focus on young people. The Company works alongside partners in four priority areas: Inclusion & Education; Road Safety; Climate, Coastal Areas & Oceans; and Cultural Dialogue & Heritage. It mobilizes also its employees by giving them the opportunity to devote up to three days of their working time each year to public-interest initiatives. TotalEnergies Foundation hence contributes to the Company's citizenship engagement.

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