Seeking the way for decreasing death from road accidents

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Motorized 2-3 wheelers in ASEAN cause most percentage of road accident which is 43% and it is about 2 times of the world's motorized 2-3 wheelers percentage

Reference: GLOBAL STATUS REPORT ON ROAD SAFETY 2018
Did you know?

ASEAN is the most mortality caused by road traffic

Reference: https://extranet.who.int/roadsafety/death-on-the-roads/#trends
The countries in ASEAN have been trying to motivate people to be aware of road accident. For example, wearing helmet for safety.

Here is an example of the helmet campaign in Thailand.
But those campaigns in Thailand still don’t help decrease the number of road accidents.
THAILAND causes most percentage of road traffic death rate in ASEAN.
Did you see something?

Not only buses are safe in Thailand, but they are also safe in Europe.

Bicycles are also safe. Why don’t we use buses and bicycle instead?

Distribution of fatalities by mode of transport in the EU, 2015

Bogotá case study

Since 1995

Traffic fatalities, a corrupted traffic cops

Bogotá mayor Antanas Mockus disbanded the corrupted cops and forced them to be mimes

The traffic mimes fanned out through the city

50% Drop in traffic fatalities

Mocking lawbreakers and convincing people not to do things against the traffic laws

Reference: https://solutions.thischangeseverything.org/module/traffic-mimes-in-bogot%C3%A1?fbclid=IwAR0OquVmTrNVgTlybJ9K0VGhUG26DPIkz7jrqkAFZQSwXZLG1xFu4-zT9Y
This is our solution

- Discount bicycle tax
- Increase motorbike tax

Phase 1
Motivating people to build a bicycle community

Raise bicycle charity campaign
 Inspired by Toon's charity runs

Spread Bogotá case study

Exhibit art street: bicycle concept
Mimes show
Thumps up
Thumps down concept

Phase 2

Improving Transit Operation

- Add more buses and bus stations in rural area and urban area
- Allow only buses in the bus lane
- Add real-time schedule signs of buses at the station
- Add secure bicycle parking at bus stops
Phase 3
Applying sustainable transport solution

Improve buses and other public transport quality

Increase fuel prices