

“CON ellas EN LA VÍA” a campaign that promotes gender equality and road safety on the BOGOTÁ-GIRARDOT ROAD

September 14, 2023

- The “*Con ellas en la vía*” campaign, developed by the Vía 40 Express Concession and the Directorate of Traffic and Transport (DITRA) highlights the contribution of women in the region to the promotion of road safety.
- With a 67% reduction of road accidents in the Third Lane project, this inclusive approach inspires us to plan and develop new strategies to face road safety challenges.

The Concession and the Directorate of Traffic and Transport of Cundinamarca are working as a team to strengthen road culture in the region through safety campaigns such as “*CON ellas EN LA VÍA*”, an initiative that will contribute to preventing road accidents from a female and inclusive perspective, achieving a more humane road culture which is aware of everybody’s needs.

The main objective of this campaign is to highlight the contribution of women in the region, recognizing their leadership in the promotion of a responsible mobility throughout the 13 municipalities of the area of influence of the Third Lane project.

The Captain of Route 5 of the Cundinamarca Transport Secretariat, Jhon Pablo Giraldo, said that “to continue with the promotion of safe driving and the construction of strategies that drive the reduction of accidents in the Bogotá-Girardot road corridor, the Directorate of

Traffic and Transport joins the *CON ellas EN LA VÍA* campaign, in order to highlight women as ambassadors of road safety”.

The initiative is in line with VINCI Highways’ “Positive Mobility” concept, which materializes the Concession’s long-term commitment and is evidenced by its work for the prosperity of the region and for safety, which can be seen in the 67 % reduction of road accidents in the road corridor from December 2016, date on which the Concession started the construction of the Third Lane project, to December 2022.

CON ellas EN LA VÍA was launched in August and will continue over the next few months to keep raising awareness and promoting a more inclusive and equitable road culture along the road corridor by giving out the bracelets designed by artisan Carolina González and her business Ankay, who was the winner of the contest to select the piece that would represent the Concession’s gender equality and road safety principles and values, to female users, drivers, copilots, waitresses, saleswomen, businessowners and pedestrians of the road, among others, so that they can represent and highlight the contribution of women as ambassadors of road safety with a female and inclusive perspective that contributes to Positive Mobility.

According to Alexandra Álvarez, Social Director of the Concession, “Women’s role in road culture is fundamental and positive, as they are key for the prevention of road accidents and the promotion of a responsible and solidary road safety”.

“I really put all my effort and experience of more than 13 years as an artisan into this bracelet, because I am sure that each person travelling along this road has dreams and put love into their work or their vacation when they chose the departments of Tolima and Cundinamarca as their destination. Thanks to the Concession for allowing us to showcase our art”, said Carolina González.