



ROAD SAFETY GRANT PROGRAMME

TRANSFORMATION 2025/26

FINAL REPORTING PRESENTATION

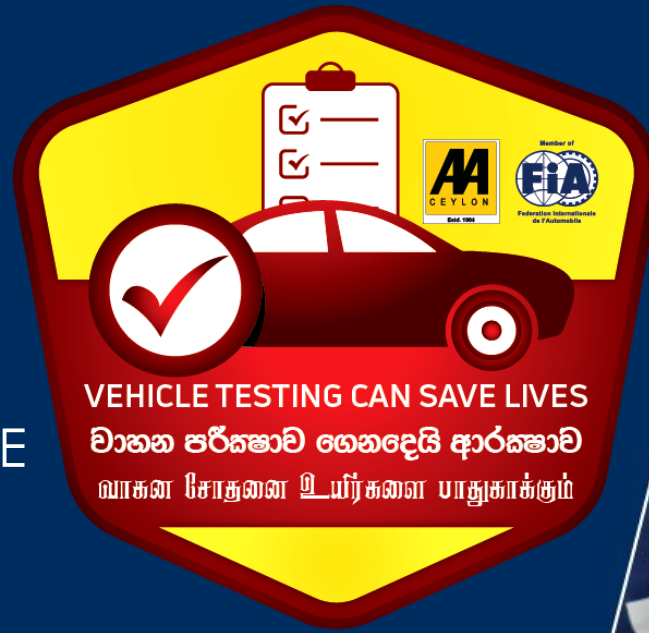
SUBMITTED BY



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FEDERATION
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DE L'AUTOMOBILE

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“Vehicle testing can save lives”



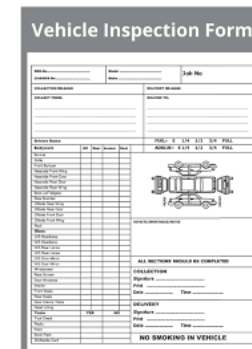
Project - 2025/26



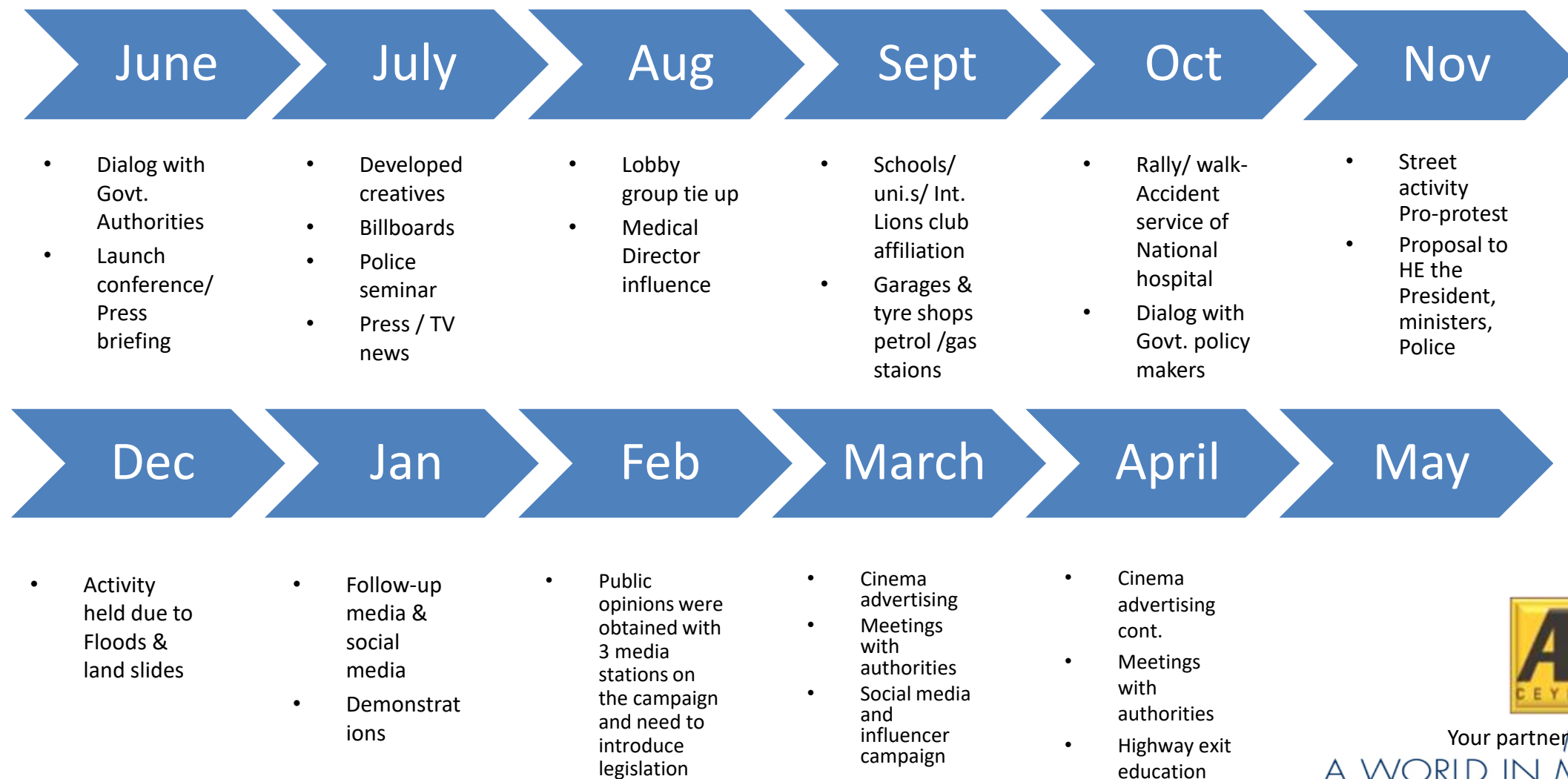
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Fédération Internationale de l'Automobile



Please provide the timeline overview of your project. PLEASE NOTE THAT THE MONTHS CAN BE CHANGED BASED ON YOUR TIME LINE



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MILESTONES / DELIVERABLES

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Please provide the milestones / deliverables of your project

- Obtaining the approvals for partnership/ use logos of National Council for Road Safety (NCRS), Sri Lanka Police, Ministry of Transport, Trauma center, Accident services of National hospital, International Lions Club, Dept. of Motor traffic; obtain their support
- Designed an execution plan to suit government calendar and policy planning
- Educate the public, authorities and partners on FIA Grant programmes that supports to achieve safer mobility worldwide, UN's Decade of action for road safety and FIA's role in it and One UN vision for Road safety strategy and with FIA's grant programmes, the efforts of AA Ceylon to support safer mobility in Sri Lanka.
- All activity to
 1. create awareness,
 2. convince all stakeholders and
 3. finally government to amend the **Motor Traffic Act** to introduce compulsory 'Roadworthiness test' to all vehicles.



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GLOBAL PLAN

DECADE OF ACTION FOR ROAD SAFETY 2021-2030

UN General Assembly Resolution 74/299 declared a
Decade of Action for Road Safety 2021-2030,
with the target to reduce road traffic deaths & injuries

**BY AT
LEAST 50%** during that
period

The **Global Plan** describes what is needed to
achieve that target, and calls on governments
& partners to implement an integrated

SAFE SYSTEM APPROACH





PARTNERSHIPS FOR SAFER MOBILITY WORLDWIDE



Sri Lanka





ONE UN VISION FOR ROAD SAFETY



Safer journeys begin with us



Pillar 1 Road Safety Management

Actions

- Establish a road safety policy addressing all pillars
- Establish a governance mechanism
- Improve data collection and analysis
- Review funding



Pillar 2 Safer Vehicles

Actions

- Encourage investment in fleet management
- Encourage the acquisition and use of safer vehicles



Pillar 3 Safer Road Users

Actions

- Develop standard training and awareness-raising methods and materials
- Develop driver-authorization standards
- Develop an enforcement mechanism



Pillar 4 Post-Crash Response

Actions

- Increase responsiveness to post-crash emergencies



Pillar 5 Safer Driving Environment

Actions

- Promote safe operation, maintenance and improvement of roads in local communities
- Improve driving conditions in areas under the control of the UN

ONE UN VISION FOR ROAD SAFETY STRATEGY

OBJECTIVE

All UN organizations to commit to the reduction of road traffic crashes involving UN personnel and vehicles in a systematic, comprehensive way.

VISION

No road users, including pedestrians, are killed or seriously injured in road crashes involving UN vehicles.

ROADMAP

The action plan is built on five road safety pillars, derived from the Decade of Action for Road Safety Global Plan, and supported by 12 actions to achieve our goals.



MAIN ACHIEVEMENTS

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Please provide the main achievements of your project including numbers so far

- Obtained media support (over 40 articles & TV news exposure) to create adequate noise level to open the eyes of authorities and public.
- Obtained permission to display Billboards in the premises of Government Department of Motor traffic and next to a leading government owned bank.
- Direct involvement of the Medical Director of Accident service, National hospital and support given through the rally and government communication platforms.
- Affiliations with International Lions club (Borelesgamuwa Metro), JEVIC (Japan), Premium (Sri Lanka) and student (undergraduates') movements of Kelaniya & Colombo added huge value
- Commitment of DIG traffic & Road safety and other senior officials of Sri Lanka Police
- Commitment of Road Development & Highways management Authority and Ministry of Transport to make 'Roadworthiness test compulsory' for all vehicles.



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Social media reach through Direct, digital press & you tube

Ads ⓘ			Vie ws ↑↓	Vie w... ↑↓	Results ↑↓
Boosted Facebook reel					
	Jan 20 Video views Let's make saf...	Completed	93,253 Views	79,123 Viewers	15,090 ThruPlays
Boosted Facebook post					
	Jan 20 Post engageme... Vehicle testing...	Completed	100.7K Views	64,455 Viewers	10,353 Post engagements
Boosted Facebook post					
	Jan 20 Post engageme... Vehicle testing...	Completed	98,005 Views	80,284 Viewers	12,120 Post engagements
Jan 20					
	Post engageme... Vehicle testing...	Completed	98,005 Views	80,284 Viewers	12,120 Post engagements
Boosted Facebook post					
	Jan 20 Post engageme... Vehicle testing...	Completed	107.5K Views	77,603 Viewers	11,674 Post engagements
Boosted Facebook post					
	Jan 20 Post engageme... Vehicle testing...	Completed	46,518 Views	26,104 Viewers	4,317 Post engagements
Boosted Facebook post					
	Jan 20 Post engageme...	Completed	76,132 Views	52,516 Viewers	6,531 Post engagements

Overall Campaign Performance

1. Total Views (Impressions)≈ 620,113 views Strong overall visibility, with multiple posts crossing the 90K–100K+ range
2. Total Reach (Unique Viewers)≈ 460,369 people reached Indicates a broad audience exposure across campaigns
3. Total Engagement / Results≈ 72,205 total engagements / Thru PlaysIncludes post engagements and video ThruPlays Shows solid audience interaction and content effectiveness
4. Coverage (Frequency)Average frequency ≈ 1.35($\text{Views} \div \text{Reach} = 620,113 \div 460,369$)This means each person saw the content about 1–2 times on average, which is healthy for awareness without overexposure*

- **Key Insights**

Consistent performance across multiple ads (no major underperformers)Video (reel) contributed significantly to engagement (high Thru Plays)High engagement volume (72K+) suggests strong content relevance Balanced frequency (1.35) indicates efficient ad delivery without audience fatigue

- **Key Highlights**

High Reach & Visibility Views ranged from 46,518 to 107.5K for each reel / post. The top-performing post reached 107.5K views, followed closely by others around 98K–100K views. The boosted reel achieved 93,253 views. Audience Reach (Viewers)Unique viewers ranged between 26,104 and 80,284.One post achieved the highest reach with 80,284 viewers, indicating strong audience penetration. Engagement Performance Post engagements ranged from 4,317 to 12,120.The highest engagement (12,120) came from a post with ~98K views. The reel generated 15,090 Thru Plays, showing strong video retention.

INFLUENCER CAMPAIGN FINAL REPORT

This campaign successfully leveraged influencer ecosystems to transform a safety message into a high-reach, high-impact digital movement. Through consistent messaging, emotional storytelling, and large-scale participation, it achieved both awareness and behavioral influence at scale.

Campaign Overview Dashboard

Metric	Value
Total Influencers	50–60+
Total Reach	800K – 1.1M+
Platform	Instagram
Primary Format	Stories
Campaign Type	Awareness

Audience Reach Breakdown

High-Tier Reach	30%
Upper Mid-Tier	25%
Mid-Tier	15%
Micro Influencers	20%
Nano Influencers	10%

Content Performance Indicators

Factor	Performance
Visual Impact	★★★★★
Message Clarity	★★★★★
Shareability	★★★★★
Emotional Engagement	★★★★★
CTA Effectiveness	★★★★☆

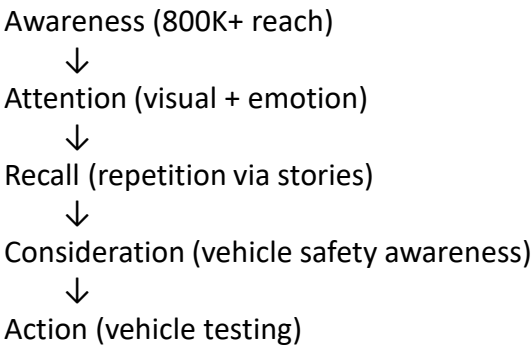
Platform Effectiveness

Format	Effectiveness
Stories	★★★★★ (Highest reach & repetition)
Feed Posts	★★★☆☆
Re-shares	★★★★★ (Viral multiplier)

Engagement Drivers

- Emotional storytelling
- Relatable captions
- Repeated exposure
- Peer influence

Funnel Visualization



Impact Summary

- Reach:** High
- Engagement:** Moderate–High (story-based)
- Recall:** Very High (due to repetition)
- Behavioural Influence:** Strong potential

- **Proposals submitted to Government :**

Formally submitted project proposals to high-ranking officials, including HE Anura Kumara Disanayake, President of Sri Lanka, The Right Worshipful Lord Mayoress Ms. Vraîe Cally Balthazaar, Hon Bimal Rathnayake, Minister of Transport & Highways, Senior Professor Kapila C. K. Perera, Secretary, Ministry of Transport and Highways, Hon. Dr. Nalinda Jayatissa, Minister of Health and Mass Media on the necessity for comprehensive roadworthiness test as the need of the hour to reduce the rate of accidents, fatal & minor injuries and save money on post accident repairs on vehicles & property damages.

- **Official Endorsements:**

Secured government blessings and maintained active dialogue with key stakeholders such as the Mr. Manjula Kularatne, Chairman, National Council for Road Safety, Mr. W.P.J. Senadheera, Dr.Indika Jagoda ,Medical Director, Accidents & Emergency Treatment Unit, National Hospital Colombo, DIG Traffic control & Road safety, Department of Police and Mr. T.M.S.K.Thennakoon, Assistant Commissioner, Department of Motor Traffic.



MEDIA OUTREACH-PUBLIC AWARENESS AND CAMPAIGN VISIBILITY

Executed a successful media conference led Mr S. V. Ganesh and featuring briefings by Mr. Prasanna De Zoysa, Chairman- Projects & Road safety, Mr. Devapriya Hettiarachchi, Secretary together with senior government officials, the Medical Director of the National Hospital's Accident Ward, Assistant commissioner, Department of Motor Traffic and the DIG of Traffic Police.

- **Multi-Channel Media:** Received strong support across electronic, print, and social media platforms to amplify the campaign's message and influencer voices.
- **Educational Signage:** Deployed 100 informational boards across garages, tire shops, and fuel stations featuring 15 distinct safety messages in Sinhala, English, and Tamil.
- **Strategic Hoardings:** Installed daily reinforcement messaging at the Department of Motor Vehicles and near major government financial institutions.
- **Community Events:** Participated in public rallies and demonstrations to increase campaign publicity and momentum.

Media conference- launch



Media coverage-Launch



- <https://www.youtube.com/watch?v=hIAYDfTaVqM>
- https://www.youtube.com/live/QzcuHca9bmg?si=VkBc_5j-0sKt9q4-



Taking part in “STOP BLEED”

Organized by Director of Accident service & ETU



[Minister of Health and Director Accident services led the parade](https://www.facebook.com/share/v/19Sn1EgHbc/)
<https://www.facebook.com/share/v/19Sn1EgHbc/>



BOARDS IN GARAGES, TYRE SHOPS & NEXT TO PETROL/ GAS STATIONS



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Enforcement and Academic Collaboration

- **Police Training:** Facilitated seminars for Police officers to reinforce strict enforcement of all road violations.
- **Student and Civic Support:** Partnered with undergraduates from Colombo and Kelaniya Universities and the International Lions Club (Boralesgamuwa Metro- Div. 306) to lobby for road safety reforms. undergraduates dressed like ghosts to grab attention and depict the seriousness of fatal accidents caused due to mechanical failures .



Handing over the proposal to Director General, Presidential Secretariat – Nominated authority of HE the President of Sri Lanka



Lobbying of Lions club & Undergraduates



Follow-up press campaign



Follow-up media campaign

- AA Ceylon and FIA to enhance road safety for Lankan citizens - DailyNews <https://share.google/DEA2CtyFaC2nzAVos>
- Derana Tv- <https://www.youtube.com/live/QZQBB17tHDU?si=1ClldACSY3qm8jtG>
- Ceylon Today- <https://ceylontoday.lk/2026/01/05/vehicle-testing-can-save-lives-2/>
- Daily Mirror - Sri Lanka Latest Breaking News and Headlines - <https://share.google/c2zyLLm6gi82P7mGF>
- AA Ceylon, FIA launch 'Vehicle testing can save lives' road safety programme - Hiru News - <https://share.google/kK9ILXhoMmao8usGM>
- 'Vehicle testing can save lives' theme for National Road Safety Programme - Caption Story | Daily Mirror- <https://share.google/1qGj6OXa40lvjgCvY>
- 'Vehicle-Testing Can Save Lives' – The Island - <https://share.google/hLrms0Cp50RIRNrth>
- Daily Mirror- <https://www.dailymirror.lk/caption-story/Vehicle-testing-can-save-lives-theme-for-National-Road-Safety-Programme/110-329426>
- Sunday times - <https://sundaytimes.lk/online/business/AA-Ceylon-FIA-Road-Safety-Programme-2025/10-1151051>



Public Opinion

- A special interview was organized by Athavan TV with Mr. S.V. Ganesh, Vice President , AA Ceylon to educate the public.
https://www.youtube.com/watch?v=e2svPNzm_cY
- Public opinion was gathered through three TV stations ITN, ART TV, Derana and Athavan TV on the importance of regularly testing vehicles. Feedback strongly supported making roadworthiness testing compulsory for all vehicles, with several individuals highlighting accidents caused by brake failures. Selected interviews were aired on news segments, reinforcing the campaign's message.
- Influenced by this momentum, the government, together with the Police, initiated vehicle inspection drives, demonstrating early policy and enforcement response.
- <https://www.youtube.com/watch?v=-AI5ktEbRPU>
- <https://www.youtube.com/watch?v=b-PJuY5TKmY>



Seminar with JEVIC- Japan

The seminar, organized with JEVIC Japan, International Lions Club and Premier Logistics, aimed to educate public officials and lobby groups on the importance of vehicle roadworthiness testing, which is not currently applied to all vehicles in Sri Lanka. The event was highly successful, featuring two expert speakers from Japan who shared international best practices. Project Chairman Mr. Prasanna De Zoysa also addressed the gathering, reinforcing key messages and strengthening stakeholder awareness and support.



Cinema advertising, Highway advertising & public opinion by TV stations

- Cinema advertising message was well received and was shown in over 20 movies in 5 cinemas for 45 days and covered English, Sinhala & Tamil languages. 'Michael' had the highest viewership. Leaflet campaign at Highway entrance had a slow, but steady movement. RDA is expecting a heavy traffic in next weekend with May day & Poya holidays (long weekend). The best impact will happen on these days.
- Video <https://fromsmash.com/KXYeNTHk> --dt





FINANCIAL STATUS as at 25th April 2026

RSGP Transformation 2022

Activities	Budgeted	Status	Value
Ministry of Transport	€ 50.00	100.00%	€ 50.00
National Council for Road Safety	€ 50.00	100.00%	€ 50.00
Police	€ 300.00	90.00%	€ 270.00
Ministry of Environment	€ 50.00	100.00%	€ 50.00
Local authority/ municipality	€ 50.00	100.00%	€ 50.00
Corporates/ sponsors	€ -		€ 0.00
Press conference , feature articles, PR	€ 7,900.00	100.13%	€ 7,910.00
Social media influencer campaign, webinars	€ 12,575.00	101.22%	€ 12,728.00
Pro-protest (against the threat with unfit vehicles	€ 4,525.00	101.44%	€ 4,590.00
Video record interviews by a TV channel crew in public places	€ 7,325.00	98.98%	€ 7,250.00
Material (leaflets, stationary, placards, postage etc) & A/w	€ 9,350.00	101.71%	€ 9,510.00
Cinema advertising	€ 3,750.00	100.00%	€ 3,750.00
Hoardings / Billboards	€ 4,640.00	100.04%	€ 4,642.00
Seminars -Police	€ 4,480.00	100.67%	€ 4,510.00
Poster at garages/ tyre shops	€ 3,950.00	98.10%	€ 3,875.00
Posters at Highway entrances	€ 3,850.00	99.35%	€ 3,825.00
Lobby group meetings & activities	€ 5,650.00	101.77%	€ 5,750.00
Visits to authorities	€ 2,950.00	95.00%	€ 2,802.50
Videography & Photography	€ 1,750.00	102.86%	€ 1,800.00
Travelling / Transport	€ 3,250.00	100.00%	€ 3,250.00
Refreshments	€ 6,850.00	95.00%	€ 6,507.50
Misc.	€ 300.00	42.00%	€ 126.00
7. TOTAL PROJECT BUDGET	€ 83,595.00	99.64%	€ 83,296.00

Grant value:
Euro 49'975.00
Total Budget:
Euro 83'595.00



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	INDICATOR Types/ No of vehicles tested under Roadworthiness	DEFINITION How is it calculated? Types of vehicles subjected for compulsory roadworthiness test	BASELINE Value at the beginning of the project? 20% (only lorries & heavy vehicles)	TARGET What is the target value? 100%	DATA SOURCE How will it be measured? Legal binding	IMPACT Value at the end of the project / progress report 80%
Impact	Convince Govt. to amend the Act of Motor traffic to test all vehicles	Once legalized all registered vehicles have to obtain the 'Roadworthiness test' to obtain the revenue license annually	All do it only if the law abide everyone to do a compulsory test with parameters to suit SL.	Target can be achieved only by the law enforcement	No of testing done at Govt. nominated garages and revenue license renewals	Final objective is to test all vehicles and Police to monitor
Outcomes	Govt. authorities are preparing documents for Cabinet approval	AA Ceylon will follow-up with Policy makers till they amend the Act, Ditwah cyclone , Middle east war situation & fuel crisis delayed the process and had a few challengers, but the levels of commitment from Policy planners and government indicates the success of the campaign.	All partners are powerful voices in our society. There intervention can force the government to expedite	Police have begun to test vehicles which have already obtained roadworthiness test to ensure accuracy	Awareness campaign is successful, but can not monitor until law is changed	Project goals are achieved 90% since Govt. agreed to implement & legally bind all to do a test annually
Outputs	We have already convinced the Govt. ,but takes time to gazette the law	While creating awareness and lobbying for amending the Act, AAC submitted copies of the Project proposal submitted to the HE the President of Sri Lanka to all Ministers, Colombo Mayoress & Chairman-NCRS	100% of the project activations were conducted successfully to lobby for right action by the govt.	Registered garages are moving towards upgrading their facilities to conduct more testing of vehicles	Only communication (both Direct & via social & print + electronic media) goals were achieved	We will not stop till the Govt. amend the Act of Motor traffic

- Impact: Impact is the overall goal of the project and should reflect on the ultimate change that the project wants to bring in the lives of the target group. It is the contribution to the overall goal of the project or the organization. Impact may not be achievable within the short duration of project, however, it is always useful to indicate the impact to which the project aims to contribute.
- Outcome: Outcomes are results/differences that the project seeks to achieve within the project time frame. It is essential to identify what difference the project will bring about, and who will benefit. These are the clearly measurable results expected from the project.
- Output: Outputs are interventions or project activities conducted or planned.
- Indicators: Indicators are reliable means that help measure the outputs and outcomes of the project. These can be qualitative or quantitative. Indicators help to verify whether changes or activities expected/ outlined have indeed happened.



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*Please provide the next steps of your project (*if applicable)*

- Closely monitor progress until the government implements laws mandating comprehensive roadworthiness testing for all vehicles. Thereafter, continuously oversee operations at testing centres, identify any lapses or non-compliance, and report issues promptly to ensure standards are properly enforced and the system delivers its intended safety outcomes.



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Tested vehicles will create “Safer Roads for All”



ROAD SAFETY
GRANT PROGRAMME



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Thank you



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