

Exploring practical approaches to developing investment cases and funding mechanisms

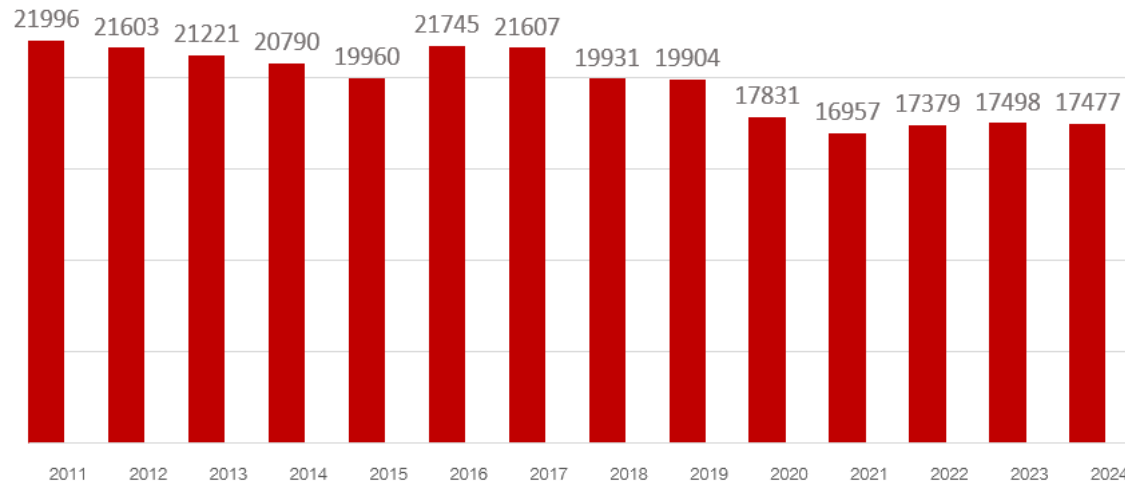
Kasem Choocharukul

ThaiRAP Program Manager and

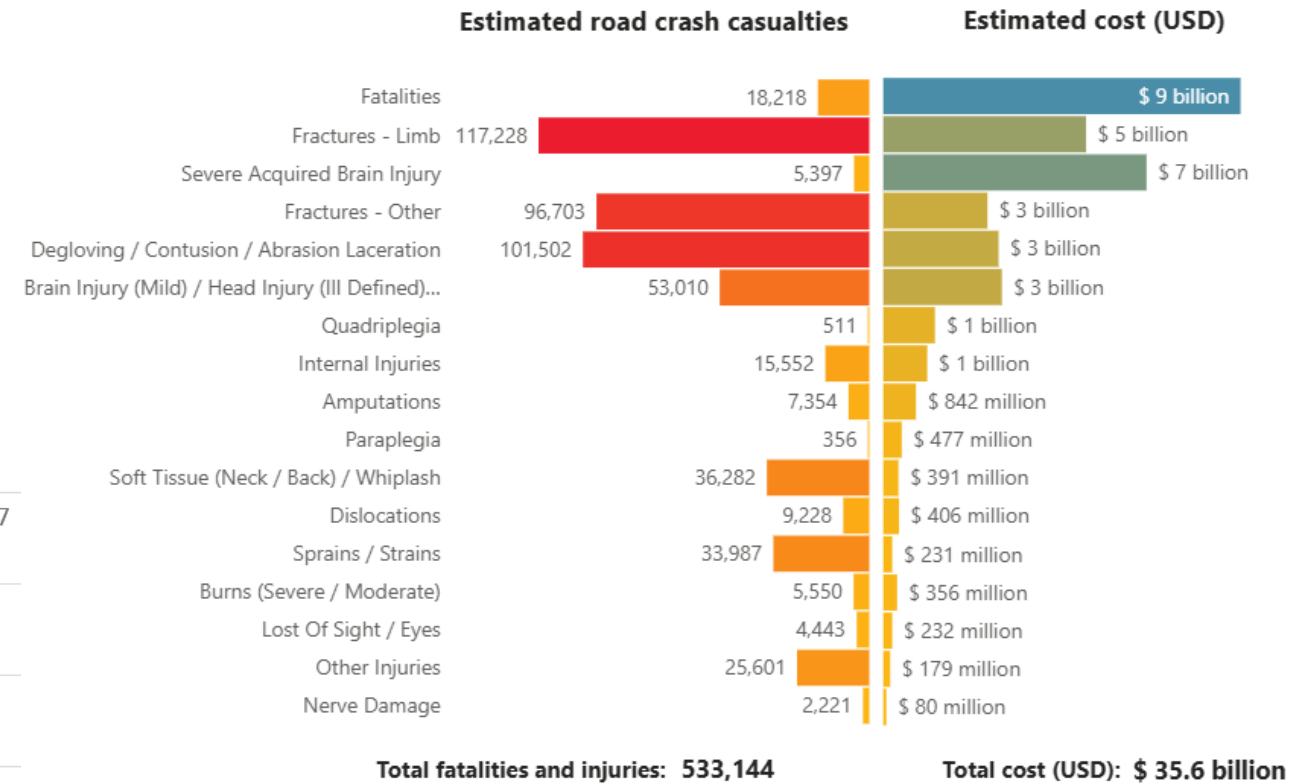
Professor of Civil Engineering, Chulalongkorn University

10 September 2025

Every Number is a Life: The True Cost of Road Crashes

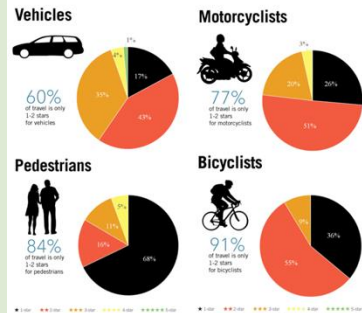


Source: Division of Injury Prevention, Department of Disease Control, Ministry of Public Health



<https://irap.org/safety-insights-explorer/>

Star Rating Assessment



Media & Communication



Research Collaboration



Advocacy



Capacity Building







Engagement with Youth and Schools



Driving Change Together:

Thailand's Road Safety Plan and the Global Targets 2030

	Key focus	Strategies' objective	Implementation
1 st strategy: Focus on reducing deaths & serious injuries of road users	 Road users	Reduce traffic-related deaths and injuries, especially for high-risk populations including motorcyclists and young people (15–24 years old).	<ul style="list-style-type: none"> • Checkpoints are employed to enforce the law. • Utilize technology to implement the legislation. • Raise awareness and provide knowledge. • Promote community, private sector, and local organization initiatives.
2 nd strategy: Focus on improving vehicle standards	 Safe vehicles	Reduce the number of fatalities and injuries from non-standardized motorcycles and cars.	<ul style="list-style-type: none"> • Improve motorcycle and car standards. • Increase the use of standardized safety equipment. • Raise awareness and provide knowledge.
3 rd strategy: Develop a safe environment and sustainable transport	 Safe roads	<ul style="list-style-type: none"> • Reduce the number of fatalities and injuries on the highways, rural roads, and local government organizations' roads. • Manage the speed of personal vehicles. • Promote sustainable travel, including public transportation, walking, and cycling. 	<ul style="list-style-type: none"> • Utilize technology (speed) to enforce the law. • Inspect, assess, and correct areas of risk. • Create infrastructure and standards supporting non-motorized transport.
4 th strategy: Strengthening road safety management mechanism	 Management & post-crash response	To increase the likelihood of a sustained reduction in road accidents, develop and strengthen the framework for work on road safety.	<ul style="list-style-type: none"> • Enhance the legislation and rules governing traffic safety. • Appropriately budget for road safety. • Expand post-accident reaction's reach and response time. • The master plan will be regularly monitored and assessed. • Boost local engagement and growth potential.

Source: Thailand Development Research Institute, 2025.



TARGET 3 2030



Target 3: By 2030, all new roads achieve technical standards for all road users that take into account road safety, or meet a three star rating or better.

TARGET 4 2030



Target 4: By 2030, more than 75% of travel on existing roads is on roads that meet technical standards for all road users that take into account road safety.

Proven countermeasures & Value for money

