



ADOPT A SAFE SCHOOL ZONE WITH ZRST

A Corporate Partnership Proposal

Practical child road safety delivery for banks, insurers, mines, fuel and logistics companies, telecoms and foundations

ZAMBIA ROAD SAFETY TRUST

RNGO 101/0503/2015

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01 The Challenge

Every school day, children in Zambia walk, cycle or run to school beside vehicles moving faster than a school gate should allow. Many school approaches have no marked crossing. Warning signs are missing, faded, or placed too late for a driver to react. Road edges blend into open ground with no separation between a footpath and a traffic lane. School gates open directly onto moving traffic, with no controlled point for a child to cross.

In 2025, 2,567 people died on Zambia's roads, up 16.7 percent from 2,199 in 2024. Of those deaths, 243 were children under 16. Nationally, 64 percent of road deaths were pedestrians, motorcyclists or cyclists, the category a child belongs to the moment they step outside a school gate. Zambia's road crashes are estimated to cost the economy USD 910 million a year, 4.7 percent of GDP.

Sources: Zambia Police Service and Road Transport and Safety Agency road traffic data; UNDP Zambia Road Safety Investment Case.

A child's exposure to this risk is concentrated at the school gate, on the route between home and class, twice a day, for as long as the road around that school stays unmanaged.

02 Why This Partnership Matters

A school-zone partnership gives a company something a general donation cannot: a specific, inspectable, photographable piece of work, tied to a named place, that a board or a regulator can review on its own terms.

- Child protection with a defined boundary: one school, one route, one set of measures.
- Visible community impact: signage, markings and a safer school frontage that the school, parents and local council can see and use immediately.
- CSR and ESG relevance: a documented community-safety intervention with a completion report, expenditure summary and photographic record suitable for ESG and community-investment disclosure.
- Relevance to the sponsor's own road risk: banks, insurers, fuel distributors, mines and logistics operators all move vehicles on the same roads. A school-zone partnership connects a company's own road exposure to a visible local response.
- Brand trust and local goodwill: association with one named school builds a specific, local reputation rather than a generic sponsorship credit.
- Measurable reporting: a final report with photographs, an expenditure summary and learner reach figures for board or audit use.
- Practical delivery, not a donation: the sponsor funds assessment, engagement, education and approved safety measures, work that can be inspected.

03 ZRST: A Track Record in School-Zone Delivery

ZRST is a Lusaka-based national NGO working on road safety and Safe System reform since 2014, registered in 2015 (RNGO 101/0503/2015). Child and school-zone safety has been a consistent focus of that work.

- ZRST has been directly involved in the advocacy behind Zambia's 30 km/h school-zone speed limit, formalised in Statutory Instrument No. 7 of 2020.

- The Safer Journeys to School Initiative, ZRST's core school-route programme, expanded in its 2026 replication phase from 5 pilot schools to 15 schools, reaching more than 24,000 learners, with Yango Zambia as primary partner. The 2026 phase launched at Chelstone Secondary School on 20 June 2026.
- ZRST is a co-researcher on the EU Horizon TransSAFE programme (Grant Agreement 101069525) with Loughborough University's Transport Safety Research Centre, and a beneficiary on EU Horizon AfroSAFE (Grant Agreement 101069500).
- ZRST works directly with the Road Transport and Safety Agency, Lusaka City Council, the Ministry of Transport and Zambia Police Service on school-zone and Safe System matters.

This experience means ZRST can assess a school approach, identify what is technically suitable, and take a proposal through the correct approval route, grounded in engineering practice rather than general messaging.

04 Scope of Work

Every partnership is built around the same core scope, delivered at the level of technical depth matched to the sponsorship tier chosen in Section 07.

Component	What it means in practice
School-zone site assessment	A site visit by ZRST to review approach roads, gate, existing signage and crossing points.
Risk scan and photo record	A documented record of the specific hazards found, used to justify the measures proposed.
Stakeholder engagement	Engagement with the school, parents, the local council and, where relevant, RTSA and Zambia Police.
Learner road safety education	Classroom or assembly sessions for learners on safe crossing, visibility and road behaviour.
Teacher and leadership briefing	A short briefing so school staff understand the measures installed and can reinforce them.
School road safety club support	Support to start or strengthen a learner-led road safety club at the school.
Approved signage and visibility measures	Installation of school-zone and warning signage once approved by the relevant authority.
Approved crossings, markings and calming measures	Delivered only where technically suitable and permitted, within the confirmed scope and budget.
Sponsor branding and communication	Sponsor recognition on-site and in ZRST communication, in line with Section 09.
Before-and-after photography	Photographic record of the site before and after the intervention.
Handover or launch event	A short handover with the school and, where appropriate, local authorities and the sponsor.

Final sponsor report	A written report covering what was assessed, delivered, photographic evidence and an expenditure summary.
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05 Technical School-Zone Menu

The measures below form the menu ZRST draws on once a site has been assessed. Suitability and approval requirements vary by site.

Measure	What it does	When it is suitable	Approval route
30 km/h school-zone signs	Sets and communicates a reduced speed limit at the school approach.	Any school with vehicle traffic on the approach road.	RTSA / road authority sign-off on placement and specification.
School warning signs	Alerts approaching drivers to the presence of a school ahead.	Any school approach without existing warning signage.	Road authority approval on placement.
Zebra crossings	Marks a defined, visible crossing point for pedestrians.	Straight, visible sections of road near the school gate.	Council or road authority approval and marking to specification.
Raised crossings	Built slightly above road level to slow vehicles as they cross.	Locations with consistently high vehicle speed near a crossing point.	Road authority engineering approval; higher civil works cost.
Speed humps	Physically reduces vehicle speed over a short section of road.	Approach roads with a documented speeding problem.	Road authority approval, subject to specification and placement rules.
Rumble strips	Alerts drivers through vibration and sound on entering a controlled zone.	Approach roads leading into a school zone, as a supplement to signage.	Road authority approval on placement and specification.
Road markings	Defines lanes, edges and crossing points visually.	Most school approach roads benefit from clearer markings.	Council or road authority approval; lower cost relative to physical works.
Pavers / safer walking areas	Creates a defined, separated walking surface away from traffic.	School frontages where children currently walk in the road itself.	Council approval; moderate civil works cost.
Bollards	Physically blocks vehicles from entering a pedestrian area.	School frontages or gate areas at risk of vehicle encroachment.	Council approval on placement.
Pedestrian fencing	Guides pedestrian movement to a controlled crossing point.	Sites where children currently cross at multiple uncontrolled points.	Council approval; moderate civil works cost.
School gate	Reinforces safe behaviour	Every sponsored	None beyond school

safety messages	at the point children leave the school compound.	school.	agreement.
Reflective visibility support	Improves a child's visibility to drivers in low light.	Schools with early morning or late afternoon travel in low light.	None beyond school agreement.
Teacher and learner briefings	Builds shared understanding of the measures installed and why.	Every sponsored school.	None beyond school agreement.
School road safety club	Sustains road safety awareness through learner-led activity.	Schools with capacity to support an ongoing club.	None beyond school agreement.

06 Evidence of Delivery

The photographs below are drawn from ZRST's school-zone delivery record and illustrate the type of change a sponsored site can expect.



BEFORE

No marked crossing protection at the main pedestrian crossing point.



AFTER

A marked crossing and warning signs helped formalise pedestrian movement.



BEFORE

Bare road edge directly beside the school boundary.



AFTER

A protected school frontage created a clearer walking edge for learners.

	
BEFORE <i>Unmanaged school access point.</i>	AFTER <i>Pedestrian guidance and frontage treatment helped direct movement to a safer crossing point.</i>

07 Sponsorship Investment Options

Three tiers are available, reflecting the scale of technical delivery and reporting a sponsor requires.

	Basic School Safety Support	Standard Safe School Zone	Premium Adopt a Safe School Zone
Investment	ZMW 85,000	ZMW 185,000	From ZMW 420,000
Included	Site assessment, learner education, low-cost visibility support where approved, before-and-after photographs, short report.	Full technical review, stronger stakeholder engagement, school club support, approved signs or markings, media support, fuller report.	Full package: strongest technical support, approved works within confirmed scope, launch event, before-and-after case study, full report.
Sponsor receives	Named school project, brief, photographs, short completion report.	All of Basic, plus stakeholder engagement record, media recognition, expenditure summary.	All of Standard, plus launch or handover event, case study, optional six-month monitoring visit.
Excludes	Physical crossing, hump or paving works.	Major civil works beyond approved signage and markings; ongoing maintenance.	Land or drainage remediation; ongoing maintenance after handover; measures not approved by the relevant authority.
Best fit	Smaller companies or a first partnership with ZRST.	Mid-size sponsors seeking visible, on-site delivery with reporting.	Larger corporates, banks, insurers, mines or fuel companies seeking a flagship, board-visible project.

Premium tier investment reflects current ZRST costing for site works within a confirmed scope. Final costs for any physical works are confirmed following site assessment and supplier quotations, in line with the approach set out in Section 09.

08 What Your Partnership Delivers

- A named school project, tied to one specific site.

- A written project brief before work begins.
- Before-and-after photography of the completed work.
- Learner reach figures, verified against school enrolment or attendance records.
- Sponsor visibility on-site and in ZRST communication.
- Recognition on ZRST's website and social media channels.
- A school handover or launch event, where the scope and school calendar allow.
- A completion report covering what was assessed, engaged and delivered.
- An expenditure summary.
- Recommendations for any follow-up work.

09 Approval and Safeguarding Boundaries

This section sets out how ZRST's technical role relates to the authority of public agencies, and the standards ZRST applies to safeguarding and evidence.

- Physical works are proposed by ZRST and require formal sign-off from the relevant road authority, council or other competent body before installation. ZRST does not approve public road works on its own authority.
- Delivery timelines depend on how quickly the relevant school, council or road authority approval is granted.
- ZRST applies school approval, child safeguarding and image-use controls before any learner image or school-site photograph is used in sponsor reporting or public communication.
- ZRST reports on delivered activities and observed outcomes at each sponsored site. Any statement regarding a reduction in crashes or injuries is made only where supported by verified, attributable data.
- Costs for physical works are confirmed following site assessment and supplier quotations, consistent with the pricing basis set out in Section 07.
- Maintenance of installed measures after handover is a separate, agreed responsibility, typically resting with the school or the responsible council department, confirmed in writing before installation.
- Sponsor visibility, including signage or branding, is designed so that it does not compromise child protection, for example by drawing attention to a specific child, classroom or vulnerable location.

10 Delivery Process and Timeline

1. Sponsor discussion: confirm objectives, budget tier and reporting needs.
2. School selection or confirmation: agree the specific school with the sponsor, or confirm a school the sponsor has already identified.
3. Site assessment and photo record: ZRST visits the site and documents current conditions.
4. Stakeholder engagement: school, parents, council and, where relevant, RTSA and Zambia Police.
5. Technical review and approvals pathway: ZRST identifies suitable measures and routes them through the correct approval process.

6. Final scope and budget: confirmed once approvals and supplier quotations are in hand.
7. Education and school engagement: learner sessions, teacher briefing and school club support.
8. Installation or delivery of approved measures: signage, markings or other works within the confirmed scope.
9. Launch or handover: with the school and, where appropriate, the sponsor and local authorities.
10. Monitoring visit: where included in the package.
11. Final sponsor report: covering delivery, photographs and expenditure.

A typical partnership runs 8 to 12 weeks from confirmation to handover. Physical works can take longer where they depend on council or RTSA approval timelines, weather, contractor availability, or a change in scope following site assessment.

11 Partnering with ZRST

This partnership is built for companies that want a specific, inspectable child road safety project, not a general goodwill gesture. It suits organisations with CSR, ESG, HSE or community investment budgets that need to show a board, a regulator or an ESG rating agency a documented, verifiable outcome.

The ask is specific: one school, an assessed set of needs, a defined scope of work, and a report at the end that shows what was done and what it cost.

Companies that operate vehicles, insure risk, or move goods and people through Zambian towns carry a direct interest in what happens on the roads around Zambian schools. This is a way to act on that interest with a defined, accountable piece of work.

12 Sponsor a Safe School Zone

Sponsor a Safe School Zone with ZRST

Contact Zambia Road Safety Trust to discuss a school-zone partnership, or to confirm which school and package tier fits your budget.

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“Roads do not kill. Decisions do.”

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