

# **From prevention to action: Wolt Supports the "Road Safety Ambassadors" project for safer traffic**

*Wolt Romania marked National Road Safety Week through training initiatives for partner couriers and by supporting traffic education among children, alongside the Coalition for Road Safety (CRS).*

Wolt, as a member of the Coalition for Road Safety (CRS), concluded National Road Safety Week with a series of concrete initiatives aimed at increasing safety on Romanian streets. Key actions included a pilot training program for partner couriers and the awarding of pupils who participated in road safety competitions, highlighting the company's commitment to all road users.

## **Couriers as road safety ambassadors: theoretical training and first aid courses**

The central pillar of this year's campaign was the "Road Safety Ambassadors" pilot project. It specifically targeted foreign, English-speaking couriers who use bicycles and scooters for urban deliveries. The initiative was designed to provide them not only with theoretical knowledge but also with essential practical skills for managing risk situations.

The program was carried out in two essential stages:

- Road safety training tailored to the delivery activities: A two-hour module was delivered by Costin Tatuc - retired colonel in the Bucharest Police Department, defensive driving instructor, and president of the Association for Safe Road Traffic - who presented real-life traffic scenarios focusing on visibility, speed, and preventive behavior.
- Practical first aid workshop: A hands-on session, delivered by the "Learn First Aid" team, prepared the 25 participating couriers to react correctly in emergency situations until professional medical teams arrive.

At the end of the course, participants received "Road Safety Ambassador" diplomas and certificates of participation, becoming promoters of responsible traffic behavior in the communities where they operate daily.

### **Responsibility starts from a young age: prizes for future cyclists**

In parallel with the professional training of couriers, Wolt was actively involved in the education of younger generations. During the event "Same Street. Same Responsibility," held at the Palace of Parliament on May 19, the company donated protective helmets to children from schools participating in the "Road Safety Competition". Through this gesture, the platform supports the development of responsible behaviors from childhood, contributing to risk reduction for young cyclists and scooter users.

### **A long-term partnership for everyone's safety**

"Road safety is a constant concern, closely linked to how our services interact with the city. Partner couriers are present in traffic every day, and their integrity, as well as that of pedestrians and other drivers, is essential to us. We are pleased that, together with the Coalition for Road Safety, we have turned this responsibility into actions that have a real impact on the community", stated Elena Petrescu, Public Policy Manager at Wolt.

Wolt joined the Coalition for Road Safety in March 2026 and actively participated in the parliamentary roundtable where the "White Paper on Road Safety" was launched. The actions carried out in Romania align with a broader European strategy. In countries like Croatia or the Czech Republic, Wolt is already implementing personal safety solutions for couriers, such as alert buttons for risk situations, features that are also being considered for the local market. In addition, the company is working to strengthen its partnerships with relevant road safety organizations, including through a European partnership that is set to be announced publicly.

In the coming period, both organizations will analyze the results of this pilot project to develop larger-scale training programs, ensuring that Romanian roads become a safer space for everyone.

## About Wolt

Wolt is a local commerce platform headquartered in Helsinki, with a mission to build technology that brings joy, simplicity, and opportunity to neighborhoods around the world. Wolt connects people who want to order food, groceries, or other goods with those who want to sell and deliver them.

To make this possible, Wolt develops a wide range of technologies – from logistics solutions to retail software, financial services, and its own grocery stores under the Wolt Market brand.

Wolt was founded in 2014 and joined DoorDash in 2022. Together, DoorDash, Wolt, and Deliveroo (acquired by DoorDash in October 2025) operate in over 40 countries. In Romania, Wolt has been active since May 2025 and is now present in 34 cities and surrounding areas, including: Bucharest, Timișoara, Cluj-Napoca, Brașov, Iași, Sibiu, Craiova, Bacău, Pitești, Arad, Galați, Constanța, Oradea, Târgu Mureș, Ploiești, Suceava, Focșani, Botoșani, Baia Mare, Deva, Satu Mare, Vaslui, Râmnicu Vâlcea, Brăila, Alba Iulia, Buzău, Târgoviște, Piatra Neamț, Sfântu Gheorghe, Reșița, Slatina, Drobeta-Turnu Severin, Târgu Jiu, and Zalău.

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