GOALS FOR CHANGE, PARTNERS FOR ACTION
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In parallel to the road safety effort, the Foundation has also worked to promote vehicle fuel efficiency as a core element of the UN’s Sustainable Energy for All platform, within the Energy Goal of the SDGs. Together with our partners in the Global Fuel Economy Initiative, the Foundation has succeeded in bringing fuel efficiency to the fore as a means of reducing carbon emissions, and is helping a growing number of governments to implement technical, fiscal and consumer information strategies. The fruits of this work will be seen during, and in the follow-up from the COP 21 Climate Summit in Paris in December 2015.

Now that the ‘Global Goals’ have been adopted, the Foundation’s priority is to do what we can to make sure they are achieved. Working with our grant partners, we are focusing on a three-pronged strategy: first, to support innovative global and regional programmes; second, to build up evidence of their effectiveness through the results of pilot projects at national or city level; and third, to create a central position for safe, sustainable transport in the policies of individual nations by attracting additional donors. Only with significant additional funding will we be able to take life-saving programmes to their full potential.

The Global Goals require a whole new level of commitment. We must be more ambitious in making the argument for financing commensurate to the scale of the road traffic injury epidemic. So the Foundation is pleased to be providing start-up funding and assistance to the new FIA High Level Panel on Road Safety, launched with the support of UN Secretary General Ban Ki-Moon in November 2015. The Panel’s main objective is to promote increased global catalytic funding for road safety, and the FIA has assembled genuine global leaders in business, international financing and policy to make the argument. I congratulate FIA President Jean Todt for creating this initiative, and was also delighted when, in April 2015, he was appointed the UN Secretary General’s First Special Envoy for Road Safety.

The momentum for action on road safety was evident at the Brasilia Global High Level Conference in November. Many ministers and government officials (although sadly far too few from high-income countries) came together with a real sense of energy and common purpose. I came away from the Conference hopeful that we have a real chance to translate the opportunity provided by the SDGs into a lasting legacy of millions of individual tragedies prevented.

I was pleased that more than sixty FIA club representatives were present in Brasilia, and that the Foundation provided the means for them to participate. This was just one of the ways in which the Foundation has worked with and funded our members during 2015. I attended and spoke at the FIA Sport Conference in Mexico in July, when I announced new Foundation funding for ASN motor sport safety activities, to continue the work made possible over recent years by the Motor Sport Safety Development Fund. In September the Foundation was one of the British charities to host and welcome more than eighty automobile clubs to London for the FIA Mobility Conference. I must pay tribute to my fellow trustee, the Foundation’s Vice-Chairman John Dawson, whose vision and energy made this highly successful event possible.

This is my last year as a trustee and Chairman. Over the past 11 years I have seen the work of the Foundation at close hand, and have been deeply impressed by the enthusiasm, loyalty and hard work of every member of our staff. I thank them all, and each of my fellow trustees, for their constant support and friendship to me personally.

I was proud to lead the process of finding and appointing a new Director General, following the resignation of David Ward in 2013. Saul Billingsley has now been at the helm for nearly two years. The clarity of his strategic purpose and the growing quality of his leadership have been a joy to watch.

I shall miss my almost daily involvement in the Foundation’s affairs, but I know that in Lord Robertson the board has chosen a new Chairman who is supremely well qualified for the job; he speaks with an independence and an authority which will raise the profile of the Foundation’s work around the world. I wish him and the whole team every possible success. I shall be following their progress from the sidelines with the keenest interest.

The ratification in September 2015 of the Sustainable Development Goals, with the inclusion of several transport-related targets, was a significant breakthrough for the road safety community. For the FIA Foundation it marked the successful culmination of a four year effort to persuade governments to recognise road traffic injury prevention as part of the mainstream global development agenda, building on the platform provided by the UN Decade of Action for Road Safety.

This campaign, devised, designed and delivered by our Foundation team, is a good example of the agenda-setting public policy for which we have rightly become celebrated. Launched with a Commission for Global Road Safety report in 2011, it engaged hundreds of organisations around the world through the ‘Long Short Walk’, and our policy staff intervened at every stage of the Rio+20, High Level Panel, Open Working Group and intergovernmental negotiation processes during 2012-2015. A genuinely collaborative effort, the campaign could not have succeeded without the effort of many NGOs, automobile clubs and international institutions. The leadership of the World Health Organization office in New York, in particular, was critically important.
OVERVIEW

The decision by governments at the United Nations to adopt an ambitious road safety target in the Sustainable Development Goals - an objective of halving global road traffic deaths in just five years from now - has changed the terms of debate. This can’t be achieved through ‘business as usual’.

To know what business as usual means in human terms, meet some of the young victims. Like the drowned refugee child washed up on a Greek beach, the 500 children who die every day and the thousands more who are disabled or injured or lose a parent to a road traffic crash are entirely innocent victims of an adult ‘war’. Cambodia – no stranger to real conflict – is on the frontline of this war too. We’ve been following the progress of one of the country’s young victims, Phal, knocked down and disabled on his way home from school aged five. Four years on, his life journey, already challenged by poverty, faces ever steeper slopes.

Stand on the road outside Phal’s school, a road with high speed traffic and no pavements or crossings for pedestrians, and see what business as usual looks like. Investing in a school and teachers to educate children without providing simple facilities to enable those children to arrive safely at school makes no sense. It is a waste of money and lives. And it is happening all over the developing world. Research from our partner Amend in Tanzania indicates that over 60% of child injuries occur on the way to or from school and up to 13% of children may be being injured in the course of their school career. On one road outside one school in South Africa we counted 80 ‘conflict incidents’ - near misses - between children and traffic on just one day.

With road safety targets now adopted in the Global Goals, we have a responsibility to these children, and to all road users, to no longer accept business as usual. For the Foundation, with our public health mission, this means focusing our active philanthropy on funding evidence through pilot projects, supporting programmes that are proven to deliver, and encouraging new partners to come on board. Our support for the AIP Foundation in Cambodia is a good example of this approach. With our funding, this regional NGO has been part of a successful advocacy effort to secure new road traffic safety legislation, promulgated in 2015; it has demonstrated the effectiveness of a focus on motorcycle helmet legislation, awareness raising and enforcement; it has proven results through rigorous data collection and evaluation; and it has attracted new philanthropic donors including USAID.

We need many, many more initiatives like this. And through our grant programme and by supporting campaigns for minimum vehicle standards, highway safety ‘star rating’ performance metrics or safe routes to school, the Foundation, our partners and our global membership of automobile clubs can help to ensure that the next five years are not business as usual. We need to hold governments, institutions and industry accountable to work with them when possible, and to challenge them when necessary.

We take the same approach in our work on fuel economy and air quality, at the forefront of efforts to ensure realistic and transparent emissions performance data, both supporting and challenging governments and industry to do more to reduce carbon emissions and to help clean the air we all breathe. And in motor-sport safety recent tragedies have shown that we must constantly strive to maintain and improve safety for drivers, marshals and spectators alike. Our funding for the FIA Institute’s world-leading safety research, our support for the FIA’s medical and sport safety management teams, and the grants to ASNs – auto sport clubs – to enable training and build safety management expertise, are therefore a vital part of the Foundation’s activities.

As always, the strength of the Foundation is in the partnerships for action that we build, and we are fortunate to work with so many committed people and organisations across the world. Our team at the Foundation have worked incredibly hard to secure the road safety targets in the SDGs and to ensure the environmental performance of vehicles is high on the agenda of both the Global Goals and the Action Agenda of the COP21 Climate summit, and I am very proud of their achievements. Most of all, this year, I would like to thank our outgoing Chairman, Tim Keown, who has given distinguished service to the Foundation for many years – not least as former Chairman of our Investment Committee – and, as Chairman of the Board of Trustees, has provided strong but always courteous leadership, wise counsel and much appreciated good humour in guiding the Foundation’s mission.

Saul Billingsley
Director General
A coordinated advocacy drive has resulted in the inclusion of road safety, fuel economy and air quality targets in the UN’s Global Goals. A new era for sustainable mobility has begun.
With adoption of the ‘Global Goals’, road safety is part of the world’s development agenda for the first time. This is how it was achieved.

Securing international policy recognition for road traffic injury prevention as a global public health and development issue has been a core strategic objective of the Foundation for more than a decade. In 2005 we established the Commission for Global Road Safety, and then the Make Roads Safe campaign, with the specific objective of integrating road safety into the mainstream development agenda. By 2011, in partnership with international institutions like the WHO and the World Bank, through campaigning efforts by FIA automobile clubs and many NGOs, and with the strong support of the Omani and Russian governments, this effort had achieved the UN Decade of Action for Road Safety. But at that point, as governments and the development community began – ahead of the Rio+20 Conference – preparing a new agenda to replace the Millennium Development Goals, the Foundation identified the need to launch a new advocacy initiative to secure inclusion of road safety in the new ‘Sustainable Development Goals’. Four years of campaigning and lobbying by the entire road safety community resulted, in August 2015, with the inclusion of two road safety targets – in the Health and Cities Goals. With the formal adoption of the ‘Global Goals’ in September 2015, road safety is included in the mainstream development agenda for the first time. This is the story of the campaign...
**SECURING ROAD SAFETY IN THE SDGS**

**2011**

- **APR 2011**: The Commission for Global Road Safety report ‘Time for Action’ calls for road safety to be included in the Rio+20 sustainable development agenda. The report is launched at an event organised by the FIA Foundation in London by the Commission’s Chairman, Lord Robertson of Port Ellen.

- **NOV 2011**: The FIA Foundation launches a ‘Safe Roads at Rio+20’ campaign, targeted at the development community.

**2012**

- **MAY 2012**: Russia proposes the inclusion of specific language about road safety in the intergovernmental negotiations on the Rio+20 Communiqué.

- **SEP 2012**: Following an initiative by FIA President Jean Todt, Brazil’s President Dilma Rousseff highlights road safety in her speech to the UN General Assembly.

- **NOV 2012**: The FIA Foundation launches a ‘Long Short Walk’ campaign to call for road safety to be included in the post-2015 agenda and the ‘post-2015’ replacement for the Millennium Development Goals.

- **MAY 2012**: The Deputy Ambassador of the Russian UN mission joins Kevin Watkins and Rio+20 UN Coordinator Brice Lalonde to discuss road safety and the Rio agenda at an event in Washington D.C. chaired by Lord Robertson and Kevin Watkins.

**2013**

- **FEB 2013**: An event at the Brookings Institution in Washington D.C. in February 2013 chaired by Lord Robertson and Kevin Watkins hears calls for road safety to be part of the SDG agenda.

- **JUN 2013**: The Partnership for Sustainable Low Carbon Transport (SloCaT) organises a briefing on road safety in the SDGs at the Ford Foundation in New York, attended by the Prime Minister of Jamaica and UN Mission representatives, including the Russian Deputy Ambassador, UN DESA, SloCaT, Zoleka Mandela and Olympia Champion-sponsor Shelly-Ann Fraser-Pryce.

- **SEP 2013**: The UN Millennium Campaign organises a briefing in New York with UNICEF in recognition of the ‘Long Short Walk’ advocacy. Participants include Amina Mohammed, Mohammed Yunus and Unilever CEO Paul Polman.

**ADVOCACY WITH RESULTS**


**SEP 2013**: The UN Millennium Campaign meets Zoleka Mandela to lead a MY World Post-2015 event at UNICEF in recognition of the ‘Long Short Walk’ advocacy. Participants include Amina Mohammed, Mohammed Yunus and Unilever CEO Paul Polman.

**NOV 2011**: The FIA Foundation launches a ‘Safer Roads at Rio+20’ campaign, targeted at the development community.

**JUN 2012**: The Rio+20 Summit Communiqué includes – for the first time ever in an international development summit – specific recognition of the role of road safety in sustainable development. The multilateral development banks launch a Rio+20 Commitment to invest US$ 175 billion in safe and sustainable transport.

**APR 2012**: The UN Road Safety Collaboration agrees to support efforts to include road safety text in the Rio+20 Declaration. A UN General Assembly resolution on road safety invites “member states and the international community to take road safety into consideration in the future planning of the relevant important international agendas, such as efforts to achieve sustainable development”.

**FEB 2013**: An event at the Brookings Institution in Washington D.C. in February 2013 chaired by Lord Robertson and Kevin Watkins hears calls for road safety to be part of the SDG agenda.

**JUN 2012**: The FIA Foundation coordinates road safety advocacy to the UN High Level Panel on the Post-2015 Agenda, with road safety activists participating in consultative sessions in Liberia and Indonesia.

**MAY 2012**: The Deputy Ambassador of the Russian UN mission joins Kevin Watkins and Rio+20 UN Coordinator Brice Lalonde to discuss road safety and the Rio agenda at an event in New York.

**SEP 2013**: The FIA Foundation organises a briefing on road safety in the SDGs at the Ford Foundation in New York, attended by the Prime Minister of Jamaica and UN Mission representatives, including the Russian Deputy Ambassador, UN DESA, SloCaT, Zoleka Mandela and Olympia Champion-sponsor Shelly-Ann Fraser-Pryce.

**MAR 2013**: Although the HLP does not include road safety in its final report, influential HLP member John Podesta emphasises that the issue must be ‘front and centre’ of the post-2015 agenda.

**SEP 2013**: The FIA Foundation organises a briefing on road safety in the SDGs at the Ford Foundation in New York, attended by the Prime Minister of Jamaica and UN Mission representatives, including the Russian Deputy Ambassador, UN DESA, SloCaT, Zoleka Mandela and Olympia Champion-sponsor Shelly-Ann Fraser-Pryce.

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**ADVOCACY WITH RESULTS**

**2014**

**JAN 2014** The FIA Foundation represents NGOs at an NGO Consultative hearing on sustainable transport with the Open Working Group co-chairs (the UN Ambassadors of Kenya and Hungary) and member state missions at UN headquarters in New York. FIA Foundation DG Saul Billingsley and Bright Oyewa on behalf of the ASIRT NGO and Make Roads Safe address UN Member States on the need for a road safety target.

**FEB 2014** UN Open Working Group progress report highlights ‘pressing need’ to address road traffic injury as a global development crisis.

**MAY 2014** FIA automobile clubs play a key role in supporting the MY World survey and writing to their national governments to urge support for road safety targets in the SDGs.

**JUL 2014** In the final session of the negotiations on the SDG zero draft, the target date for the road safety target is re-set for 2020 - an ambitious change going far beyond the 2020 objectives of the Decade of Action for Road Safety.

**SEP 2014** Zoleka Mandela joins My World campaigners in New York to mark 5 million votes in the UN survey, and to showcase road safety in the Cities Goal.

**DEC 2014** At a #SaveKidsLives event in Washington DC, organised by Safe Kids Worldwide, the US Transportation Secretary, Anthony Foxx, pledges US support for the road safety SDG targets.

**2015**

**JAN 2015** The UN Secretary General’s ‘Synthesis Report’ on the post-2015 agenda includes action on road traffic fatalities as a health priority for the SDGs.

**APR 2015** The UN General Assembly adopts a new resolution encouraging “Member States and the international community to take road safety into due consideration in the elaboration of the post-2015 development agenda”, and accepting an offer by Brazil to host a 2nd Global High Level Conference on Road Safety, calling for an SDG road safety target.

**JAN 2015** The Co-Facilitators of the inter-governmental negotiations, the UN Ambassadors of Kenya and Ireland, release a new zero-draft of the Post-2015 Outcome Document with a revised road safety target for 2030. The #SaveKidsLives campaign begins a new phase focused on the Brasilia Global High Level Conference on Road Safety, calling for action to achieve an SDG target.

**MAY 2015** Hundreds of thousands of people support the #SaveKidsLives campaign and the Child Declaration calling for rights of children on the roads, and for a road safety SDG target. In an article on TheGuardian.com, the FIA Foundation argues a 2020 target will need rapidly increased funding and action.

**JUL 2015** Negotiators decide not to re-open discussion of targets. The 2020 target agreed in July 2014 remains. Brazil’s UN Ambassador joins the FIA Foundation, WHO and UNICEF post-2015 negotiating teams to celebrate the achievement of including two road safety targets in the SDGs.

**SEP 2015** **Zoleka Mandela joins My World campaigners in New York to mark 5 million votes in the UN survey, and to showcase road safety and transport on the My World agenda.**

**DEC 2015** **The FIA Foundation circulates briefings to UN missions on the road safety targets proposing a revision back to an end-date of 2030 to ensure consistency with the objectives of the UN Decade of Action for Road Safety to ‘Stabilise and reduce’ road traffic fatalities by 2020.**
A new global agenda for sustainable development has been set. The question now is how to deliver?

When world leaders gathered in September 2015 in New York to adopt the new ‘Global Goals’ for sustainable development, the summit marked the conclusion of more than three years of intergovernmental negotiation.

Now the harder work begins: translating goals and targets into real progress that improves people’s lives.

For the FIA Foundation, with global targets successfully adopted, the focus now is on deploying our philanthropic resources to best effect to support achievement of the ambitious targets that have been set, and using this funding to catalyse partnerships that can do more and reach further than we alone could manage.

This means both boosting existing partnerships that have proven impact, and creating or joining new coalitions to advance the agenda.
In September 2015, at a major conference on safer road infrastructure, held as part of the FIA’s annual Mobility Conference, the Foundation announced additional funding for our long-term partner the International Road Assessment Programme (iRAP), to unlock the potential of road infrastructure safety assessment ‘star ratings’ by enabling iRAP to work towards making its star rating protocols ‘free-to-air’ – available for use by governments, institutions, engineering firms and consultancies, and highways authorities. The funding boost is part of a coordinated effort to promote policy adoption of ‘minimum three-star’ safety performance across road networks. iRAP’s research estimates that the death toll on a road halves with each additional star secured. Delivering on the 2020 Global Goals target to halve road deaths will require an unprecedented raising of performance levels. Countries like Australia, the Netherlands, Sweden and England, which are leading the way in adopting the ‘minimum three-star’ approach, can light a beacon for others, including middle and low-income countries, to follow.

The Global Fuel Economy Initiative (GFEI) is another of the existing partnerships which is being geared up for the challenge of meeting the Global Goals. At the Paris Climate Summit in December 2015 the Foundation announced a €1 million boost for the GFEI during the Paris Climate Summit in December 2015.

The inclusion of road safety in the Global Goals is encouraging new partners to consider their roles and contribution to the effort. A partnership launched between the UN Children’s Fund – UNICEF - and the FIA Foundation in December 2014 was scaled up at the 2nd Global High Level Ministerial Conference in Brasilia, in November 2015, with announcement of a new €2 million grant by the Foundation to support global and national advocacy and programmatic activity on road safety by UNICEF. The new funding pledge came at a Roundtable on Child Health & Urban Mobility, organised by the Foundation together with the Overseas Development Institute, Save the Children, the World Resources Institute and UNICEF to encourage specific commitments to action for Health target 3.6 and Cities target 11.2. Bringing together more than 40 organisations, the meeting was a demonstration of the broad coalition now motivated to work on the Global Goals.

The UNICEF funding is one element of a focus on child safety and well-being which also includes grant support for FIA automobile clubs and regional NGO partners in Asia, Africa, Eastern Europe, and Latin America. The emphasis of these child road traffic injury partnerships is on sustainable change: passage of new legislation, and the necessary national strategies to implement it; design of scalable injury prevention solutions, and advocacy to encourage their order to reach the Global Goals progress indicator of a 50% improvement in fuel efficiency in new vehicles by 2030.

The world’s urban population is forecast to double by the middle of the century, and putting in place effective sustainable mobility policies in cities will be critically important for air quality, climate change and road safety. At the Brasilia High Level Conference the FIA Foundation launched a new partnership with the World Resources Institute to focus on urban mobility design as a way to reduce road traffic injuries and improve environmental quality of life. The partnership will support practical implementation of the recommendations of WRI’s 2015 report ‘Cities Safer By Design’ in selected mega-cities in Latin America and Eurasia. This complements the work of our ‘Share the Road’ partnership with the UN Environment Programme which, with an initial focus on East Africa, is working with city authorities to improve access to non-motorised transport.

After ten years in which the Foundation devised the leading international road safety advocacy effort – the Commission for Global Road Safety and the Make Roads Safe campaign – which successively proposed and secured the first Global Ministerial Conference on Road Safety, the UN Decade of Action for Road Safety, and the road safety target in the SDGs - our emphasis is now firmly on practical implementation and programmatic delivery. But there is a pressing need for continued advocacy and holding governments, institutions and important stakeholders – like the motor industry – to account. So the Foundation is supporting the new office of the UN Special Envoy for Road Safety, Jean Todt, hosted at the UN Economic Commission for Europe, as an opportunity to further raise awareness of this global health epidemic, and participating in a new fundraising initiative spearheaded by an FIA High Level Panel for Road Safety, which aims to secure significant contributions from CEOs and government leaders alike.

Achieving the Global Goals will require unprecedented effort. The stakes are high. Millions of road traffic deaths and injuries could be prevented. Billions of gallons of fuel could be saved. The way we travel in cities could be transformed, with air quality improved and streets re-designed for walking and cycling. This is the opportunity, and the 2030 vision, encompassed in the set of policies that world leaders signed up to in September 2015. Now it is time to deliver.
Along with children from around the world, Isabel Rivera is at the forefront of a new global movement: the Save Kids Lives campaign. It is a campaign which has been taken up on streets and in schools from Mexico City to Mumbai, and from Washington DC to Wellington.

At the core of the campaign is a powerful call for action, inspired by children. The views of Isabel Rivera and many others were combined with the recommendations of experts in the UN Road Safety Collaboration to form the ‘Child Declaration for Road Safety’. This urges policy leaders to put in place the life saving measures to keep children, along with everyone else, safe on the world’s roads. The types of measures outlined in the Child Declaration are simple: safe crossings, helmets, action on speeding and drink driving, for example. Basic measures, yet – as too many children know all too well - they are often not in place.

It began with the voices of children. And it was ten year old Isabel Rivera from Mexico City who perhaps put it best: “I’m scared when I go to school. I want to be safe.”
Save Kids Lives was designed with guidance and support from the FIA Foundation and managed together with the Youth for Road Safety NGO. Launched ahead of UN Global Road Safety Week 2015, Save Kids Lives was endorsed by the UN Road Safety Collaboration and has benefited from widespread support including NGOs, FIA member clubs, companies and schools gathering signatures for the Child Declaration.

The effort received an early boost at the Safe Kids Summit in Washington DC in December 2014, when US Transportation Secretary Anthony Foxx pledged his support, and confirmed that the US Government would be supporting road safety targets in the Sustainable Development Goals. Throughout 2015, Safe Kids Worldwide helped to promote the message in thousands of schools both in the US and in their many affiliate countries. The initiative soon gathered momentum with campaigners sharing their ‘safe’ messages across social media. By May 2015, hundreds of thousands of people had signed up to the campaign around the world.

In the first phase of the campaign, the focus was on building mass support for the advocacy effort to ensure that road safety was included in the SDGs being negotiated at the United Nations. As the last round of negotiations began in March 2015, a strong ‘Save Kids Lives’ call was made to more than 30 governments at a briefing event organised by the FIA Foundation at UN headquarters. Campaign partners including the World Health Organisation, the UN Environment Programme, UNICEF and the FIA joined the meeting.

UN Global Road Safety Week in May 2015 provided momentum for the campaign. UNICEF Executive Director Anthony Lake led a Save Kids Lives campaign event, organised by the FIA Foundation, at the Flatiron Plaza in New York. He was joined by FIA President Jean Todt, newly appointed as UN Special Envoy for Road Safety, #SaveKidsLives campaign ambassador Zoleka Mandela and Global Road Safety Ambassador, actress Michelle Yeoh. New York Transportation Commissioner Polly Trottenberg represented the city.

Receiving the Child Declaration from local schoolchildren, Anthony Lake made clear the need for urgent action to combat road traffic injury and protect children: “The good news is that this is preventable, and it is preventable through means which are inexpen sive and easy to do,” he told participants. “The bad news is that we’re not putting them in place. And shame on the world, shame on us for not doing what we can do…We have a moral obligation to insist on the world’s leaders that they take the urgent action that is in their power and end this entirely preventable horror.”

To coincide with UN Global Road Safety Week, UNICEF and the FIA Foundation jointly launched the ‘Safe to Learn’ global advocacy report, highlighting child road traffic injury as an SDG issue and setting out strategies for safe access to education in the context of rapid development and motorisation, particularly in low and middle income countries. The report was launched at an event at the World Bank in Washington D.C.

Around the world, campaigners held Save Kids Lives events, gathered signatures and handed the Child Declaration to policy makers. Tens of thousands of signatures were gathered in India, most energetically by a group led by youth and SDG advocate Aakash Shah in the city of Pune. Across South East Asia, half a million signatures were gathered in a series of school events and campaign activities led by the Asia Injury Prevention Foundation. NGOs and FIA member clubs were also at the forefront of campaigning events. The private sector joined too, with companies such as J&J, Fed Ex and Michelin in support and promoting Save Kids Lives among their employees and in their communities.

The momentum was carried through to the last negotiating session before the launch of the SDGs in New York. As governments finalised the Goals, and road safety was confirmed to be included, Brazil’s Permanent Representative to the UN, Ambassador Patriota, joined the FIA Foundation, key UN agencies and campaigners to move Save Kids Lives on to a new phase – building towards the Global High Level Conference on Road Safety in Brasilia and a call for global commitment and action to achieve the new SDG target of halving road deaths by 2020.
At the core of the campaign was a powerful call for action inspired by children.

FIA Foundation – contrasted the journey to school of children in both countries, and the different, but real, risks both face.

The film had an enormous impact. In just the first week following its launch, it received over one million views on YouTube and Facebook. Celebrities from the worlds of sport, fashion and cinema took to social media to pledge their support. And the film, which had been seen by nearly 10 million people by the time of the Brasilia Conference, helped take the campaign to within 100,000 of reaching its goal of a million Child Declaration signatories.

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“We are doing almost nothing to halt the biggest killer of our young people. We have the answers. We know exactly how to cure this epidemic. And yet, we are failing to take action. And we are failing our children.”

With this message road safety activist Zoleka Mandela challenged world leaders including President Dilma Rousseff of Brazil and Dr Margaret Chan, Director General of WHO, as she opened the 2nd Global High Level Conference on Road Safety in Brasilia on 18th November 2015. More than 2000 ministers, government delegations, NGOs and international institutions participated in the conference, which resulted in the ‘Brasilia Declaration’. The FIA Foundation played an important role, providing funding to enable low income government representatives to attend, moderating a key session on financing, speaking in the plenary panel on delivering the SDGs and presenting the #SaveKidsLives campaign to the delegates in the opening Ministerial plenary.
THE GLOBAL GOALS: ROAD SAFETY

HALVE TRAFFIC DEATHS AROUND THE WORLD BY 2020

DEATHS PER 100,000 POPULATION: 2010 BASELINE AND PROPOSED 2020 TARGETS BY COUNTRY INCOME BAND

<table>
<thead>
<tr>
<th>Country Income Band</th>
<th>2010 Baseline</th>
<th>2020 SDG Target</th>
<th>2020 Global Goal Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Income Countries</td>
<td></td>
<td>12</td>
<td></td>
</tr>
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<td></td>
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</tr>
<tr>
<td>High Income Countries</td>
<td></td>
<td>4</td>
<td></td>
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</tbody>
</table>

Goal 3 of the Global Goals aims to ensure healthy lives and promote well-being for all at all ages. This includes making roads much safer places around the world, halving road deaths by 2020.

Goal 11 aspires to make cities and human settlements inclusive, safe, resilient and sustainable, including both private and public transport’s role within urban areas.

GLOBAL GOALS AND THE DECADE OF ACTION

A Decade of Action

In 2010 the UN General Assembly proclaimed the UN Decade of Action for Road Safety 2011-2020 co-sponsored by 100 countries.

Global Goals

In 2015 the UN committed to 17 Global Goals, a series of ambitious targets for everyone, to end extreme poverty and tackle climate change.

The FIA Foundation’s work focused on making roads around the world safer, is directly relevant to two of these 17 Sustainable Development Goals (SDGs). The SDG 2020 target to halve road deaths goes further than the Decade of Action objective to stabilise and reduce road fatalities.

GLOBAL GOAL 3

3 GOOD HEALTH AND WELL-BEING

Helmet & seatbelt use

Worldwide, there should be 100% car seatbelt and motorcycle crash helmet use by 2020.

Highest risk roads

By 2020, the 10% highest risk roads should meet a minimum of three stars out of five safety rating for all road users.

New car standards

All new cars should meet minimum UN safety standards by 2020. Currently, a third of new cars on the road (20 million) do not meet these standards.

GLOBAL GOAL 11

11 SUSTAINABLE CITIES AND COMMUNITIES

Design for all

Pavements and separate bicycle lanes should be provided to encourage active mobility.

Ensure speed control

Comprehensive speed laws and lower speed zones are needed in residential areas and near schools.

Safe route to school

All children should have a safe route to and from school by 2030.
The global agenda on energy efficiency and the environment is clear: it’s time for action.

Practical action is the approach of the Global Fuel Economy Initiative, which is the leading global programme on fuel economy in vehicles, and which, in 2015, has been integral to international policy processes on both the environment and sustainable energy such as the G20 energy efficiency task force, the development of the Energy SDG, and most recently the COP21 Action Agenda.

The GFEI has been making progress precisely because it is the kind of practical solutions-based initiative which policy makers working on both the environment and sustainable energy are so keen to see. With rapid economic development across many regions in the world, and particularly with the forecast dramatic increase in motorization, a new approach to energy use in vehicles is increasingly important. The GFEI target to double energy efficiency worldwide is absolutely vital, not least because it is backed up by solid evidence and real capacity-building support, in the countries where these challenges are most keenly felt.
The GFEI goal to double the fuel economy of new vehicles by 2030 will play a key role in achieving the implementation of SDG target 7.3 to double the global annual rate of improvement of energy efficiency by 2030 in transport and other sectors.

In May 2015, the GFEI launched its ‘100 for 50 by 50’ campaign, an ambitious pledge ahead of the COP21 Climate Summit, with the target to involve 100 countries in its fuel economy capacity-building work by 2016. The campaign has made impressive progress with over 20 new countries signing up to the GFEI target and committing their own resources to address fuel economy in their countries.

Supporting these efforts is the GFEI’s engagement with the G20. At the G20 Energy Ministerial in Turkey in October 2015, the GFEI and its partner ICCT, took forward its work with the International Partnership for Energy Efficiency Co-ordination (IPEEC) to support G20 countries to take further steps on vehicle fuel economy. The work builds on the G20 commitment to prioritise action on vehicle fuel efficiency which the GFEI has secured in the summit Communiqué the previous year. G20 countries are urged to strengthen support for and participation in the GFEI to make progress on vehicle fuel economy. This action plan was endorsed at the Ministerial, and work will continue and gather pace in 2016 under the Chinese Presidency of the G20.

The role of research and evidence in GFEI is central. As the main research base for monitoring progress on vehicle fuel economy, GFEI plays a key role in informing global policy making. GFEI’s research shows that the average fuel economy of new light duty vehicles improved by 2% per year globally between 2005 and 2013. This rate is below the 2.7% rate needed to halve emissions by 2030, and has been slowing in recent years. The slowdown is mainly due to rising sales in non-OECD countries, where the rate of fuel economy improvements has been lower. According to the GFEI’s latest State of the World report published to coincide with the Paris Climate Summit, the message is clear – much more progress is needed.

This evidence base is continually informed by the GFEI’s in-country support work. It also helps to advance the Initiative’s work in the key global political processes, by augmenting the arguments with vital real-world experience. In 2015, this in-country support was further extended. In June for example, GFEI provided global training to 50 participants from over 30 countries who were able to share experiences and learn from each other. Countries included: Chile, which introduced a fuel economy vehicle labelling scheme in 2013 and tax reforms to incentivise lower emission vehicles in 2015; China which has introduced fuel consumption standards; and Singapore which has a labelling scheme linked to the tax level to incentivise low carbon vehicles. The training was an important opportunity to share the GFEI’s new ‘FEPIT’ tool (Fuel Economy Policies Impact Tool), which allows countries to assess possible impacts of different policy scenarios based on the composition of its own vehicle fleet.

The support which FIA Foundation has given to GFEI, most particularly through hosting the Initiative’s secretariat, has leveraged substantial additional resources from the Global Environment Fund (GEF) and European Commission. This support has enabled – for example – support for the Energy Regulatory Commission (ERC) in Kenya to develop options for improved fuel economy, based on a vehicles inventory analysis. The Kenyan Government has since announced proposals to incentivise imports of newer and more efficient vehicles.

In Costa Rica, the Global Fuel Economy Initiative presented a new report on CO2 emissions and fuel economy of new imported light duty vehicles based on data from 2008-2014. The report highlights that the average vehicle age is about 15 years old, and presents a series of policy options for the government to consider.

In addition, in Peru GFEI and regional partner for Latin America, Centro Mario Molina Chile, (CMMCh), are supporting the development of cleaner and more efficient fuels and vehicle policies. This involved developing a baseline and presenting a Strategy for Cleaner and More Efficient Vehicles to the government.

These are just some of the many initiatives being developed with GFEI’s support in emerging economies across Latin America, Africa, the Middle East, Eastern Europe and Asia. The agenda for the new era of sustainable development and the environment is ambitious. The target to double the annual rate of improvement in energy efficiency from now to 2030 is achievable if countries are able to share experience and access the very best practice from elsewhere.

GFEI’s partners remain committed to supporting countries in this way.
THE GLOBAL GOALS: FUEL ECONOMY

DOUBLE AVERAGE FUEL ECONOMY OF NEW CARS BY 2030 AND ALL CARS BY 2050

BENEFITS OF IMPROVED FUEL ECONOMY AND REDUCING EMISSIONS

74% of transport CO₂ emissions from road vehicles

In 2014, total global CO₂ emissions were 38.6 Gt. Out of the 8.8 Gt of total transport emissions, 74% (6.5 Gt) were from road transport.

300 fewer power stations

The 33 Gt of CO₂ that could be saved between 2015 and 2050 is roughly the equivalent of closing 300 coal power stations over the same time period.

$2 trillion savings

A total of $2 trillion could be made in fuel savings by 2025, $500 billion of which would fund the costs of initiating a transition to electric vehicles.

FUEL ECONOMY

Average LGE/100km

2005 OECD COUNTRIES

LGE/100km

2005 8.6

2013 6.9

-1.7

2005 NON-OECD COUNTRIES

LGE/100km

2005 7.3

2013 7.2

-0.1

FUTURE VEHICLE GROWTH TRENDS

Number of vehicles (m)

OECD PASSENGER VEHICLES

NON-OECD PASSENGER VEHICLES

OECD COUNTRIES

20% 27%

NON-OECD COUNTRIES

19% 39%

Medium cars

26% 2015

35% 2020

31% 2025

38% 2030

Large cars

55% 2015

45% 2020

30% 2025

32% 2030

THE GLOBAL GOALS: FUEL ECONOMY

ADVOCACY WITH RESULTS

BENEFITS OF IMPROVED FUEL ECONOMY AND REDUCING EMISSIONS

6.5 Gt/year of CO₂ from road transport

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### GOALS FOR CHANGE, PARTNERS FOR ACTION

**Capacity Building**
GFEI helps capacity building for fuel economy policy in countries around the world.

**Strong evidence base**
GFEI brings together leading global experts in the field of fuel economy, and includes the only global data on fuel economy trends.

**Awareness raising**
GFEI helps shape a series of global processes on energy efficiency and fuel economy.

### Goal 7: Affordable and Clean Energy

Goal 7 of the Global Goals aims to ensure access to affordable, reliable, sustainable and modern energy for all. As part of this, target 7.3 aims to double the global rate of improvement in energy efficiency. This includes vehicle fuel economy.

### Goal 13: Climate Action

Goal 13 aims to take urgent action to combat climate change and its impacts. The transport sector is responsible for nearly a quarter of CO₂ emissions, and improved fuel economy can help reduce this.

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<thead>
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<th>The GFEI Fuel Economy Targets:</th>
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#### GFEI:

The Global Fuel Economy Initiative (GFEI) is a partnership of 6 organisations, the FIA Foundation, IEA, ICCT, ITF, UNEP, and UC Davis promoting vehicle fuel economy worldwide.

**The FIA Foundation’s fuel economy work is directly relevant to two of these seventeen goals, focused on improving energy efficiency and tackling climate change.**

**GLOBAL GOAL 7**

- **Goal 7 aims to ensure access to affordable, reliable, sustainable and modern energy for all.**
  - Target 7.3 aims to double the global rate of improvement in energy efficiency. This includes vehicle fuel economy.

**GLOBAL GOAL 13**

- **Goal 13 aims to take urgent action to combat climate change and its impacts.**
  - The transport sector is responsible for nearly a quarter of CO₂ emissions, and improved fuel economy can help reduce this.

#### The GFEI Fuel Economy Targets:

- **30% reduction in L/100km by 2020** in all new cars in OECD countries
- **50% reduction in L/100km by 2030** in all new cars globally
- **50% reduction in L/100km by 2050 in all cars globally**

### Global Goals

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### Global Goals and the Global Fuel Economy Initiative (GFEI)

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GFEI has helped capacity building for fuel economy policy in countries around the world. It brings together leading global experts in the field of fuel economy, and includes the only global data on fuel economy trends. GFEI helps shape a series of global processes on energy efficiency and fuel economy.
Air pollution is an invisible threat to our health and the climate.

Globally it is estimated that poor outdoor air quality kills 3.7 million people a year. Vehicle emissions contribute significantly to this, particularly in cities, where pollution from congested traffic is most concentrated. Poor air quality causes respiratory infections, cardiovascular disease, and cancer. Fine particles of black carbon in emissions also cause climate change. The FIA Foundation is working to reduce harmful emissions by undertaking research, raising awareness, and promoting better emissions standards and alternatives to motorised transport.

Millions of lives are at stake in the battle against air pollution, an issue which is now a priority in the new Sustainable Development Goals.
With 66 out of the 74 biggest Chinese cities failing air quality standards, and the huge predicted growth in the Chinese car fleet, the FIA Foundation supported research by attitudes experts Cultural Dynamics, reviewing the values of young Chinese consumers in key Chinese cities, in relation to mobility and environmental issues. The paper, entitled ‘China’s quest for car ownership’ highlights how the values and attitudes of many young people in China are influenced by a desire for status and acquiring possessions such as cars, and concluded that policy measures cannot rely on altruistic messages alone.

The Foundation’s second environmental research report this year, ‘Reducing air pollution’ summarises existing initiatives to tackle air pollution, and identifies 5 key areas where a greater focus is needed to cut pollution and mitigate the impacts of climate change. These areas are reducing ‘black carbon’ from diesel vehicles; emissions from motorbikes and 3-wheelers; green freight; inspection and maintenance; and second-hand vehicles.

In response to the global air pollution challenge, the Foundation is preparing to launch a new campaign called ‘Stop Black Smoke’ which will aim to work with others to reduce the harmful fine particles of unburnt carbon that are emitted by many diesel vehicles. Black carbon is associated with health conditions, but is also a cause of climate change and temperature increases, as it absorbs solar radiation from the atmosphere and reduces the amount of heat reflected away by ice-covered areas.

The FIA Foundation provides financial support to the Partnership for Clean Fuels and Vehicles (PCFV) which works to eliminate leaded petrol, reduce levels of sulphur in fuels and support the introduction of cleaner vehicles standards. In the past year, PCFV has made significant progress towards eliminating lead, which causes serious impacts on brain development, from fuel. Three countries eliminated leaded petrol – Afghanistan, North Korea and Myanmar – while Algeria set a phase-out date of March 2016. The two other countries that still use leaded fuel - Iraq and Yemen - are politically unstable.

The sulphur content in fuel must be low in order to enable the introduction of advanced engine technology to reduce particulate emissions. With PCFV’s help, seven countries implemented low sulphur diesel fuels in 2015 - Kenya, Uganda, Tanzania, Rwanda and Burundi, Argentina and Panama.

Two of the most efficient low carbon and clean modes of transport are walking and cycling, yet they are often the most vulnerable groups on the world’s roads. The Foundation supports ‘Share the Road’, which aims to ensure that road design follows best practice guidelines on protecting pedestrians and cyclists, and that the issue is fully considered in the global debate on sustainable transport and urban mobility.

In the past year, Share the Road, led by the UN Environment Programme, has worked to secure a non-motorised transport policy for Nairobi City County Government, where 20% of future road construction spend will be dedicated to facilities for walking and cycling. Share the Road has also developed a new Cost-Benefit Analysis tool which allows policy makers to appraise the benefits of walking and cycling schemes. In 2016 and beyond, the Share the Road programme will focus on directly influencing a shift in investment priority towards non-motorised transport through advocacy, stakeholder engagement and communication.

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Poor air quality causes respiratory infections, cardiovascular disease, and cancer.
3.7 MILLION DEATHS ATTRIBUTABLE TO OUTDOOR AIR POLLUTION

71,000 DEATHS EACH WEEK - EQUIVALENT TO CAPACITY OF A LARGE STADIUM

OUTDOOR AIR POLLUTION ATTRIBUTABLE DEATHS BY CAUSE

- 40% - Ischaemic Heart Disease
- 22% - Stroke
- 20% - Lungs
- 13% - Chronic Obstructive Pulmonary Disease

DISEASE DEATHS ATTRIBUTABLE TO OUTDOOR AIR POLLUTION

- Of all Stroke related deaths, 22% are attributable to outdoor air pollution.
- Of all heart disease deaths, 20% are attributable to outdoor air pollution.
- Of all deaths by Chronic Obstructive Pulmonary Disease, 13% are attributable to outdoor air pollution.

CITIES AFFECTED

Cities affected by outdoor air pollution

In the 1,600 cities around the world reporting their pollution levels, only 12% of inhabitants live in conditions that comply with the WHO Air Quality Guideline annual mean values of PM10 or PM2.5.

89% of Chinese Cities

66 of China’s 74 biggest cities failed to pass the government’s basic air quality test in 2014.

COST OF OUTDOOR AIR POLLUTION

- The annual health cost of outdoor ambient PM2.5 air pollution is estimated at $1.7 trillion in 2012.
- $1.7 trillion is the same value as all online shopping in 2015.
Global Goals
The UN in 2015 committed to 17 Global Goals, a series of ambitious targets for everyone, to end extreme poverty and tackle climate change.

The Climate and Clean Air Coalition to reduce short-lived climate pollutants supports reducing black carbon. The Partnership for Clean Fuels and Vehicles supports cleaning up fuels and vehicles.

The FIA Foundation’s fuel economy work on clean air and reducing harmful emissions from vehicles is relevant to three of these seventeen goals.

Global Goals 3 and 11
Both Goals 3 on health and 11 on sustainable settlements include targets on reducing the number of deaths from air pollution and improving air quality in cities.

Global Goal 13
Goal 13 aims to take urgent action to combat climate change and its impacts. Diesel emissions produce ‘black carbon’, which absorbs radiation, and is second only to CO₂ in its climate impacts.

FIA Foundation supports the Partnership for Clean Fuels and Vehicles (PCFV) to help reduce emissions:

- Vehicle emissions standards
  Improved engine and tailpipe technology can significantly reduce emissions.
- Removing lead from fuel
  Lead in fuel damages brain development – PCFV are close to succeeding in eliminating it worldwide.
- Removing sulphur from fuel
  Low sulphur diesel fuel is necessary to reduce particulate matter emissions.

New Programmes
- Better data
  FIA Foundation is supporting real world in-use testing of independently sourced vehicles so that emissions reductions are sustained throughout the useful life of the vehicle.
- Stop Black Smoke
  The FIA Foundation is launching a new campaign to tackle the problem of emissions of ‘black carbon’ particulate matter from diesel vehicles.
DELIVERING OUR GOALS

From vehicle and infrastructure safety, to innovation on urban mobility and child health, our road safety partnerships will focus on delivering the Global Goals agenda.
Minimum safety standards on the world’s roads should be the norm, but far too often people’s health is being compromised.

It’s a movement that unites grassroots NGOs in Africa, the European countries with the best road safety performance, and a large bi-partisan group of members of the United States Congress: the campaign to make the world’s roads meet a minimum safety performance level for all road users of at least 3 (out of 5) stars.

Not controversial, you may think. Would we want vaccines that are only 20% effective? Or water that is only 40% safe? No. So why do we accept road infrastructure – which we all use every day – which is inherently badly designed and dangerous? And why do some of the leading organisations charged with providing that infrastructure, including development banks, find the idea of universal, transparent performance measurement for highway safety so challenging?
Delivering Our Goals

In New Zealand the transport minister receives star rating information for every road where a fatal crash occurs.

Why do we accept road infrastructure which is inherently badly designed and dangerous?

To explore these issues the FIA Foundation joined our major partner, the International Road Assessment Programme, which has pioneered the ‘star rating’ of roads, in organising a conference on star rating in September 2015. The event showcased countries including Australia, England, Sweden and the Netherlands (not coincidentally the world’s best performing in road safety) which are now using star ratings to guide strategic policy decisions to move ‘towards zero’ road traffic fatalities. The conference also highlighted some of the middle and low income countries, such as China, Cambodia, India, Mexico and the Philippines which are adopting star rating to drive up safety performance and reduce casualties on their strategic networks.

The conference, attended by ministers from Australia, Mexico and Cambodia, policymakers from governments, development banks and the public health community, as well as many of the automobile clubs leading RAP programmes around the world, was part of a newly energised effort to promote accountability in road infrastructure design and performance. Some of this energy is being provided by the ‘Three Star Coalition’, established by the Fund for Global Health, which has more than forty members – and counting – around the world attracted by its uncompromising approach to demanding life-saving measures on roads. A first initiative of the Coalition was to brief members of the US Congress and encourage them to write to the President of the World Bank, Jim Yong Kim, to urge him to star rate all roads funded by the World Bank.

Bipartisan leads on the letter included Representative Jose Serrano (D-NY), and Representative Tom Emmer (R-MN) in the House, and Senator David Perdue (R-GA), and Senator Ed Markey (D-MA) in the Senate. The leads issued a joint press release: “Road safety, both at home and abroad, is vital to citizens’ security, helps decrease healthcare costs, and boosts economic competitiveness. We have to make developing countries’ roads meet minimum safety standards to protect the lives of millions of people while promoting economic growth,” said Serrano. “As developing nations continue to grow, transportation is key to allowing industry and trade to expand and there is no organization more important to this than the World Bank,” added Emmer.

Star rating was the theme of a well-attended iRAP side event at the Brasilia Ministerial, and will be the focus of a sustained push by the FIA Foundation and partners in 2016. The Foundation used the September 2015 ‘A World Free of High Risk Roads’ conference to announce major new funding for iRAP to enable the star rating protocols to be provided ‘free-to-air’, fulfilling part of iRAP’s charitable mission, and to support further campaigning for the adoption of star rating by development banks and public authorities across the world. Together with many NGO partners in the Three Star Coalition, the Foundation will be making the case for star rating as the type of transparent accountability measure needed if we are to achieve the ambitious 2020 Global Goals target for road safety.


Senator David Perdue.


Senator Edward Markey.

**SNAPSHOT: MEASURING RISK**

iRAP inspections involve surveys to collect digital, panoramic images or videos of roads and GPS location information. These data are then used to record (or ‘code’) 50 types of road attributes that are known to influence the likelihood of a crash and its severity. The road attributes, which are recorded for each 100 metre segment of road, include those that are known to affect risk for vehicle occupants, motorcyclists, pedestrians and bicyclists. The inspections create a permanent image, location and road attribute database that can easily be reviewed by local engineers and planners.

**Footpaths**

Obstructed footpaths (as is the case here) mean it is more likely that pedestrians will walk on the road, especially when it is raining or when visibility is poor.

**Geometry**

The number of lanes, width of lanes, curves, dips, crests and slopes all affect crash risk.

**Delineation**

Centre and edge delineation treatments (not present here) help drivers judge their position on the road, and provide advice about conditions ahead.

**Speed**

The risk of death and serious injury increases significantly with speed. If a pedestrian is struck by a car travelling at 60km/h, they face a 90% chance of being killed.

**Lighting**

Visibility is an important factor in creating a safe environment, particularly at intersections and where vulnerable road users are present.

**Roadsides**

Roadside hazards (like this pole) increase the risk of death and serious injury when a vehicle runs off the road.

**Crossings**

Most pedestrian deaths occur while the pedestrian is attempting to cross the road. Pedestrian crossings (present here, but poorly designed), including signalised crossings, refuge islands, bridges, and traffic calming treatments, have the potential to reduce risk.

**Bicyclists**

Bicyclists (and people using non-motorised vehicles) are amongst the most vulnerable of all road users. Bicyclists are safest when they have paths or lanes and do not need to mix with fast moving traffic.

**Median**

Medians physically separate opposing traffic streams and help stop vehicles travelling into opposing traffic lanes. They can also help pedestrians cross the road or restrict their access at unsafe places.

**Conservation**

Pavement

Poor road surfaces, such as those with holes, standing water and debris, mean it is more likely that vehicles will swerve out of their lane. Furthermore, in an emergency, vehicles can stop faster on skid-resistant pavements.

**Traffic mix**

Mixing fast moving cars, trucks and buses and slow moving auto-rickshaws and tractors increases the risk of crashes, especially head-on and rear-end crashes.

**Shoulders**

When a driver accidentally travels onto the road shoulder (not present here) the risk of crashing will be less if the vehicle can either stop on the shoulder or safely travel back into the traffic lane. Shoulders can also provide space for slower moving non-motorised vehicles.

**Intersections**

Intersection crashes are one of the most common types of crash problem, particularly in urban areas. In rural areas, or where vehicle speeds are high, the consequence of collisions at intersections can be particularly severe.

**Footpaths**

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**Box 1: Star Ratings**

Star Ratings are an objective measure of the likelihood of a crash occurring and its severity. They draw on road safety inspection data and extensive real-world relationships between road attributes and crash rates. Research shows that a person’s risk of death or serious injury is highest on a one star road and lowest on a five star road.

By measuring the risk associated with road attributes, Star Ratings can provide a better indicator of the influence of road attributes on risk than crash numbers alone. The focus of Star Ratings is on attributes that influence the most common and severe types of crashes for vehicle occupants, motorcyclists, pedestrians and bicyclists.

The Star Ratings shown in the charts, based on a sample of almost 250,000 kilometres of roads in 60 countries, show that: 56% of roads are one or two star for vehicle occupants; 70% of roads are one or two star for motorcyclists; 74% of roads are one or two star for pedestrians; and 76% of roads are one or two star for bicyclists*. It is notable that there is considerable variation in ratings among road users and regions. Pedestrian star ratings, for example, tend to be worse than vehicle occupant star ratings, suggesting that road designs have tended to focus on vehicles. Ratings in Africa tend to be worse than other regions, suggesting that there may be scope to better share lessons learned in other regions with road authorities in Africa.

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* Roads where vehicle occupants, motorcyclists, pedestrians and bicyclists respectively are likely to be present.

AF = African Region  
AM = Region of the Americas  
EM = Eastern Mediterranean Region  
EUR = European Region  
SEA = South-East Asian Region  
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DELIVERING OUR GOALS

FINANCING FOR DEVELOPMENT

ROAD SAFETY FAIR MOBILITY

Including road safety in the Global Goals is a significant advance. But securing the finance necessary to deliver change remains a major challenge.

The FIA Foundation has been at the forefront of efforts to explore new financing opportunities, as a founder-donor to the World Bank’s Global Road Safety Facility; by establishing the Road Safety Fund to encourage corporate support for the UN Decade of Action for Road Safety; and by floating innovative proposals – such as the Commission for Global Road Safety’s recommendation for a levy on car, fuel and insurance sales. However, none of these efforts has yet achieved breakthrough.

In July 2015, coinciding with the 3rd International Conference on Financing for Development, the Foundation published three policy and research papers on road safety financing intended to kick-start new thinking on how to catalyse and pay for road traffic injury prevention.
In an introductory paper to the series, ‘Financing for Development: Catalytic Financing for Global Road Safety in the SDGs’ the FIA Foundation argues that delivering the new road safety targets included in the post-2015 Sustainable Development Goals (SDGs) will require a significant increase in international support from sources including bilateral donors, public health philanthropies and the private sector. The report calls for the replenishment of an existing fund - such as the Global Road Safety Facility, housed at the World Bank – or launch of a new global fund to meet the challenges of the SDG era, and for closer alignment with existing and new mechanisms and fora designed to deliver financing for the Global Goals, including the new ‘Global Infrastructure Fora’ agreed as part of the Addis Ababa Action Agenda. The report also highlights the potential of ‘innovative financing’ to meet some of the global and national road safety funding demands, pointing out the success of the UNITAID transport levy model for financing HIV/AIDS, Malaria and Tuberculosis prevention.

The report identifies three key challenges facing the road safety movement:

1. To secure sufficient international catalytic financing to assist governments of middle- and low income countries to take the initial steps – building the institutional capacity, political will and evidence base - necessary to unlock sustainable sources of domestic funding to deliver long-term road safety strategies;

2. To persuade finance ministers and private investors of the strong case for investment in safe and sustainable transport modes; that this isn’t an optional extra, but should be mainstreamed into every transportation and land-planning decision;

3. To integrate road safety and sustainable transport into the new financing mechanisms intended to support delivery of the Sustainable Development Goals.

Road safety is primarily an area of national competency, and ultimately has to be delivered by national and local government. In the countries where road traffic injuries are on a sustained downward path this has been achieved by long-term political commitment, delivered through funded strategies driven by lead agencies or government departments with clearly delineated responsibilities working cooperatively on infrastructure, vehicle standards and maintenance, driver training and licensing, public awareness and police enforcement, and through wider public health strategies. Funding is typically provided through a combination of general taxation, road user charges and taxes, insurance levies, penalty charges (for example from speed cameras) and through public/private finance initiatives.

However, in the context of developing countries with limited road safety capacity, there is a vital need for international catalytic financing to support the development of national road safety capacity reviews, political and technical institutional development, initial steps towards effective data management, strategy development and demonstration projects that can translate proven interventions to local circumstances. Taking these steps can create an enabling environment in which sustainable political support for long-term action to improve road safety, with the revenue streams to back it, becomes possible.

One form of ‘innovative financing’, social impact investing, could herald a new era of safer road investment by making transparent the links between road safety measures and public health outcomes. This was the message of a report published as part of the ‘Financing for Development’ series by Social Finance and Impact Strategist, two leaders in policy development in the burgeoning ‘payment for success’ Social Impact Bond (SIB) market. The report argues that private sector financing through a road safety Social Impact Bond framework could bring new funding sources and new rigour to transport investment within countries. The funding for the Social Impact Bonds is provided at risk by social investors whose financial return is aligned to the positive social impact of meeting pre-agreed social outcomes.

The Social Finance/Impact Strategist report, ‘Breaking the Deadlock: A Social Impact Investment Lens on Reducing Costs of Road Trauma and Unlocking Capital for Road Safety’, highlights the need for increased financing for global road traffic injury prevention to achieve this target, but points out that significant improvements could be made if the billions of dollars of existing road infrastructure investment is deployed with the priority objective of realising social and financial savings from reduced injuries and fatalities.
Structuring Social Impact Bonds (SIBs) with clear metrics measuring the effects of road safety policies - such as safe infrastructure design or enforcement campaigns - on specific health outcomes (e.g. reduction in number of hospital bed-days relating to road traffic victims) could ‘break the deadlock’ of decades of transport policy and planning divorced from consideration of public health outcomes.

The report makes a number of recommendations to advance SIB development in the area of road safety and encourages stakeholders including governments, multi-lateral development banks and financial institutions to support ‘steps to action’ including:

- Identify projects currently in development which could serve as a demonstration of how the social impact investment approach could be applied in the road safety context;
- Design a methodology and toolkit for collection of data, with the aim of filling out the ‘missing piece’ to demonstrate who (for example in health systems or the insurance sector) bears which costs and to build an evidence base relating to particular interventions and outcomes achieved;
- Develop a road map to progress from illustrative models to advocating for and developing options that will deliver ‘Safe System’ change at scale.

Report authors Rosemary Addis, Director of Impact Strategist and a member of the G8 Social Impact Taskforce, and Jane Newman, International Director of Social Finance, led a workshop with policymakers in London in September 2015 to explore how to build on these recommendations. “Social impact investing provides an exciting option to ‘unlock’ the benefits of improving road safety”, Rosemary Addis told the meeting. “This work sheds light on who bears the cost now and the incentives to invest in prevention rather than dealing with the consequences of road trauma which affect millions of people around the world”. The objective is to secure new partners to build research, case studies and momentum in 2016.

A third report released as part of the ‘Financing for Development’ series looks in more detail at one specific area of innovative financing, examining the potential of corporate ‘micro-donations’ to deliver new funding sources for global and national road safety efforts. Based on research amongst corporate leaders by management consultancy Price Waterhouse Coopers (PwC), the report ‘In for a Penny: Can micro-donations benefit global road safety?’ finds that micro-donations could have a role to play in financing global road safety and, although it may be ambitious to expect multiple companies to collaborate on one global scheme, the aggregate effect of several schemes might deliver fairly significant additional funding.

The PwC researchers conclude: “Our discussions with corporates that may have interest in road safety highlighted potential difficulties in implementing this type of scheme in terms of principally the perceived complexity of setting up and managing a scheme and in relation to their business models. If a consumer micro-donation scheme is a focus for corporate approaches careful targeting and research will be critical. This may include identifying corporates with simple, repetitive transactions, chain store operating models, road safety conscious consumers and a strong brand. In addition a clear and concise impact story of the donation remains as critical a success factor for micro-donations as it does for all fundraising.”

Alongside the PwC research, the FIA Foundation published creative ideas for a global road safety micro-donation campaign produced by award-winning brand agency The Partners. The PwC research and the creative ideas are intended to stimulate and encourage exploration of alliances between road safety funds, NGOs and potential corporate partners. The report recommends that the private sector has an important role to play in supporting global road safety.

With financing high on the agenda at the Brasilia High Level Conference, a new UN Fund under discussion, and a World Bank road safety donor forum planned for 2016, the Foundation’s ground-breaking policy programme is playing an important role in shaping the future.

For developing countries with limited road safety capacity there is a vital need for catalytic financing.
VEHICLE SAFETY: NO EXCUSES, NO DELAY

Millions of new cars sold in middle and low income countries fail to meet UN regulations for front and side impact crash tests.

Now, with a road safety target in the Global Goals to halve road deaths by 2020, car makers who fail to meet their safety responsibilities are top of the FIA Foundation’s campaign agenda.

The results of crash tests performed by the Global New Car Assessment Programme (Global NCAP) and its regional affiliates, with FIA Foundation support, show that ‘new’ cars sold in Latin America or Asia can be up to twenty years behind new European or US cars in their crashworthiness and provision of safety equipment. This means that the occupants of such vehicles face very serious risks of fatal or serious injury in case of a crash.
The Datsun GO, tested by Global NCAP in India, is a good example. A brand new car produced by Nissan primarily for the Indian and Indonesian markets, the GO scored zero stars in a 2014 crash test. In June 2015, following a storm of public and political attention and indignation, Nissan announced that a variant of the GO would be re-engineered with stronger steel and air bags in order to improve safety performance. In March 2015 Global NCAP launched a new report ‘Democratising Car Safety: Road Map for Safer Cars 2020’ which pointed out that thousands of deaths and hundreds of thousands of injuries could be avoided each year in the world if all countries would apply the safety standards outlined in the UN regulations developed by the World Forum for the Harmonization of Vehicle Regulations, hosted by UNECE. The report calls for urgent action to ensure all cars meet minimum UN standards by 2020. Speaking at the launch of the report, at the UN in Geneva, Global NCAP Chairman Max Mosley said: “Crash test standards introduced twenty years ago for cars sold in Europe are yet to be met by many new cars, and even brand new models, being sold today in leading middle income countries in Africa, Asia, and Latin America. This is entirely unacceptable. Manufacturers cannot continue to treat millions of their customers as second class citizens when it comes to life saving standards of occupant protection.” This is a message echoed by the United Nations. “We cannot accept that cars sold in middle and low income countries be deliberately less safe than those sold in developed countries,” said UNECE Executive Secretary Christian Friis Bach, while attending a crash test of various models sold in Latin America, organised by Latin NCAP at the ADAC testing centre in Germany. “I therefore call on the motor industry as a whole to ensure that well-established safety standards be applied to all vehicles sold worldwide. I also urge all UN Member States to ratify and fully apply the UN technical regulations for the construction of vehicles. I invite all countries producing cars to join the World Forum and participate in the further development of regulations.”

Global NCAP’s Secretary General, David Ward, spelled out what this should mean in practice: “By the end of the UN Decade of Action for Road Safety (2011-2020) at the latest we want all new cars to meet basic standards for both crash protection and crash avoidance. They must have crumple zones, air bags, and electronic stability control. Our report sets out ten clear recommendations to meet this deadline, and we are convinced that this timetable is both realistic and affordable.”

Spurred by the NCAP test results, more governments are now planning to adopt regulations and test regimes for vehicle safety. And when they don’t make the changes quickly enough, the courts are beginning to step in. In India the Guwahati High Court issued an interim order in August 2015 banning the sale of unsafe small cars in the Indian State of Assam. The wider region, including five states, covered by the jurisdiction of the court accounts for around 12% of total car sales in India. In response to petitions for vehicle safety, which cited the Global NCAP test results of small cars in India, the court ordered that the sale of all small cars that weigh under 1500kgs and don’t meet international crash test be stopped. Although subsequently overturned on appeal, the court’s action demonstrated the extent to which vehicle safety is now on the public agenda.

When car makers promise improvements and don’t deliver they are being named and shamed. In Colombia Renault failed to include air bags as standard in its Clio model, despite agreeing to do so, and so has been stripped of a ‘three star’ Latin NCAP safety rating until it complies, with the Clio now rated zero stars. Such news is widely communicated, and noticed by the car-buying public.

Working with our partners at Global NCAP, Latin NCAP, ASEAN NCAP, with the auto clubs and NGOs that promote the crash test results and advocate for change, our objective is to make the production of unsafe cars politically and socially unacceptable. And with Global NCAP’s new campaign, ‘Stop the Crash’, promoting advanced vehicle safety technologies, the agenda is also pushing forwards.

Many businesses will have to adapt working practices and product design to meet the environment for change created by the adoption of the Sustainable Development Goals. The car industry is no exception.
DEMONSTRATING CAR SAFETY

Both Global NCAP and the 2015 WHO Global Status Report on Road Safety recommend that countries adopt, at minimum, seven key UN regulations for vehicle safety. Yet the WHO report highlights that only 49 countries (27%) apply the UN frontal impact test regulation, 47 (26%) apply the side impact test regulation, only 52 countries have applied the UN regulations on seat-belts and seatbelt anchorage, 48 countries apply the regulation that supports the use of ISOFIX seats, 46 countries adhere to the UN regulation on electronic stability control and only 44 countries apply the UN regulation for pedestrian protection, encouraging the design of more “forgiving” car fronts. These are predominantly high-income countries.

Take-up is so low because major vehicle producing countries such as Brazil, China and India, and indeed whole world regions, are absent from the UN regulations which include all the most important passenger car safety regulations highlighted in the WHO report (see map). Global NCAP’s report ‘Democratising Car Safety: Road Map for Safer Cars 2020’, urges governments to join the UN-ECE Agreements, and makes ten recommendations for improving vehicle safety to meet the Global Goals targets.

Summary of Global NCAP recommendations

1. That all UN Member States adopt the following two stage minimum car safety regulation plan and implementation timescale by the end of the UN Decade of Action in 2020:

   STAGE 1
   UN Regulations* for Frontal Impact (No.94), Side Impact (No.95), Seat Belt and Seat Belt Anchorage (No.14 & No.16) by 2016 for All New Car Models Produced or Imported by 2018 for All Cars Produced or Imported.

   STAGE 2
   UN Regulations* for ESC (No.13H or GTR.8), Pedestrian Protection (No. 127 or GTR.9) by 2018 for All New Car Models Produced or Imported by 2020 for All Cars Produced or Imported.

   *or equivalent FMVSSs

2. All UN Member States with significant automobile production should participate in the World Forum for Harmonisation of Vehicle Regulations to promote a levelling up of the safety standards in an open and competitive market for automobiles and their components.

3. Fleet purchasers both in the private and public sectors and rental companies should adopt Global NCAP’s Buyer’s Guide and choose ‘five star’ vehicles wherever possible.

4. Governments and the insurance industry should provide fiscal incentives and to encourage more rapid deployment of new technologies through the passenger car fleet.

5. NCAPs should be supported by Governments and donors to extend consumer related testing to include all the world’s major automobile markets and the widest range of models especially the most popular and important.

6. Investment should be encouraged in laboratory capacity and skills training to enable homologation, in use compliance, and independent NCAP testing in all world regions.

7. The automobile manufacturers should make a voluntary commitment to apply front and side impact crash test standards (UN Regs. 94 & 95 or FMVSS 208 & 214) to all their new models from 2016.

8. The automotive industry should cease the practice of de-specification and bundling of safety features. Instead they should make available the full range of safety design and devices in all their major markets and price the relevant technologies separately.

9. The automobile manufacturers should improve the content of their sustainability responsibility reporting to include data on the applied safety standards of its global vehicle production.

10. To sustain the in use safety of automobiles UN Member States should, a) apply conformity of production checks to models already approved on their market, b) carry out regular roadworthiness testing and include tyre depth and pressure checks in such PTI requirements, and c) consider using scrappage schemes to remove older unsafe vehicles from the road.
FIA PARTNERS IN AUTO SAFETY. AND CYCLE SAFETY, AND WALKING...

FIA automobile clubs are at the forefront of the new agenda on road safety and urban mobility.

A strong delegation of more than sixty FIA automobile clubs attended the Brasilia road safety conference in November 2015 to advocate to their governments and to showcase some of the activities that motoring clubs are leading. As pioneers of mobility and motoring issues in their country, automobile clubs are ideally placed to design and deliver road safety solutions.

And this work will become ever more critical, now that a global Sustainable Development Goal target to halve road fatalities is in place.

With catalytic support from the FIA Road Safety Grant Programme, led by the FIA’s mobility team in Paris and funded by the FIA Foundation, activities ranging from research projects on safe mobility, to policy and media advocacy and awareness campaigns, to training contests and competitions, demonstrate that automobile clubs are important road safety leaders in their countries.
Some of the club initiatives are perhaps, for Restraint Systems.

enhance the advocacy capabilities and the technical methodological guidance to different countries which aims to improve child safety by providing is working to develop a best practice toolkit the Road Safety Grant Programme. The project as one of two major initiatives funded through approved by the FIA’s Programmes Committee the ‘Child Safety in Cars’ project, which has been Rodriguez Foundation, are currently working on collaboration with ADAC and the Gonzalo A consortium of partners led by RACC, in

Japanese Automobile Federation (JAF) has conducted distracted road user research.

A consortium of partners led by RACC, in collaboration with ADAC and the Gonzalo Rodriguez Foundation, are currently working on the ‘Child Safety in Cars’ project, which has been approved by the FIA’s Programmes Committee as one of two major initiatives funded through the Road Safety Grant Programme. The project is working to develop a best practice toolkit which aims to improve child safety by providing methodological guidance to different countries based on a ratings system. The project will help enhance the advocacy capabilities and the technical expertise of FIA clubs for the promotion of Child Restraint Systems.

Some of the club initiatives are perhaps, for motoring organisations, counterintuitive. With the pace of urban development and changing mobility patterns many clubs are broadening their focus to respond. The Auto Moto Association of Macedonia (AMCM) is one such example. Skopje, the capital city, is witnessing an increase in cyclists, with the support of Belgian bike racing legend Eddy Merckx and MEPP Wim van de Camp. The campaign, led by FIA clubs with support from the FIA Foundation, will distribute millions of stickers for car wing mirrors reminding drivers to look out for cyclists and motorcyclists. It is currently being implemented in at least 12 countries in Europe and the Middle East. At the launch FIA Region I President, Thierry Willemarck, said: “In the spring the number of bikes, motorbikes and scooters multiplies and drivers need to be reminded that they share the road with vulnerable road users. Drivers must act responsibly. I hope to see our stickers on the side view mirrors of cars, serving as an everyday reminder for drivers to think bikes!”

In the Netherlands, a research project led by the Royal Dutch Touring Club ANWB in partnership with the SWOV Institute for Road Safety Research has now developed assessment protocols for rating the safety of cycling infrastructure. The results from the pilot also demonstrate that the star rating system for cycling infrastructure can be adapted to other countries. It is intended that this approach to assessing bicycle safety will also become part of the European Road Assessment Programme (EuroRAP) system during 2016.

Europe-wide, the ‘Think Bikes’ campaign, first developed by the AA in the UK, has been having a significant impact. In April 2015 FIA Region I launched Think Bikes at the European Parliament in Brussels to raise awareness for vulnerable road users on bikes, motorbikes and scooters with the support of Belgian bike racing legend Eddy Merckx and Wim van de Camp. The campaign, led by FIA clubs with support from the FIA Foundation, will distribute millions of stickers for car wing mirrors reminding drivers to look out for cyclists and motorcyclists. It is currently being implemented in at least 12 countries in Europe and the Middle East. At the launch FIA Region I President, Thierry Willemarck, said: “In the spring the number of bikes, motorbikes and scooters multiplies and drivers need to be reminded that they share the road with vulnerable road users. Drivers must act responsibly. I hope to see our stickers on the side view mirrors of cars, serving as an everyday reminder for drivers to think bikes!”

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Many clubs around the world are focusing activities on vulnerable road users. With an aim to reduce fatalities and injury rates amongst pedestrians, the Automobile Association of South Africa (AASA), is implementing the ‘Walk Safe’ project in Gauteng province. The project is specifically targeting taxi, bus and rail commuters, school children and communities in which walking is a dominant mode. It covers a range of interventions, including building speed humps and road crossings around schools, road safety education, distributing visibility gear for pedestrians, and advocacy with government and the private sector. The involvement of a wide range of stakeholders including the taxi operators, the bus association, the rail commuter corporation, Department for Education, national Department of Transport and the Road Traffic Management Corporation has helped enhance the effectiveness of the project.

In Tanzania, the Automobile Association of Tanzania has continued with their successful project, providing training on safe riding training to 1000 ‘boda boda’ motorcycle riders in partnership with the Traffic Police Department. As a grant funding recipient for the last 3 years, AAT and the Traffic Police Department have trained around 4000 boda boda riders in total. Upon the completion of the training, AAT provides a training certificate, which allows the drivers apply for their license.

Across Tanzanian roads Boda bodas are a popular mode of transport and motorbikes alone make up around 51% of the vehicle fleet. However, studies...
also indicate that road traffic injury rates among boda boda drivers are more than fourteen times greater than the rates among other members of the community. Given the relevance of the training, and its uptake in the previous years, AAT in 2015 focused on rigorously evaluating the training in order to make it more effective. With technical assistance from the FIA Foundation, AAT has also deployed a thorough evaluation measuring the baseline and impact of the project, and the recommendations arising from the evaluation will be built into subsequent rounds of the training.

In Latin America clubs are working in strong partnerships with other FIA Foundation grantees to advance road safety projects. The Automobile Club of Uruguay and the Automobile Club of Chile are working closely with the Fundación Gonzalo Rodríguez (FGR), the Latin NCAP vehicle crash test programme and the International Road Assessment Programme (iRAP) to improve road safety. The Automobile Club of Chile for example has undertaken advocacy initiatives for ensuring compliance with international vehicle standards while importing vehicles in Chile, and safeguarding bicyclists and pedestrian safety with safer road designs. Meanwhile, the Automobile Club of Uruguay is collaborating with the FGR on a range of initiatives including Child Restraint System campaigns.

In Peru, which has one of highest rates of road traffic injury in South America, the Touring y Automobil Club del Peru (TACP) organised a media and social network campaign on road safety in an effort to promote road safety awareness. TACP developed logos, slogans and visual messages and reached thousands of children between the age of 8-12 in partnership with schools, municipalities and the Ministry of Education. In 2015 TACP took the campaign beyond the capital Lima to other cities including, Chiclayo, Tacna and Trujillo. The funding from the FIA Foundation has also enabled automobile clubs to undertake cutting edge research in some interesting areas. The Japanese Automobile Federation (JAF), in collaboration with the Aichi University of Technology, conducted experimental research to find out the dangers of smartphone use while walking or riding a bicycle. JAF’s research found that people using smartphones while walking or cycling focus completely on the screen which distracts them and increases the risk of serious accidents. The test results will be used as teaching materials in traffic safety classes conducted by JAF and automobile clubs are important road safety leaders in their countries.

The Automobile Club of Uruguay works with the Fundación Gonzalo Rodríguez to provide child seat checks and training.

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As the FIA club delegation at the Brasilia High Level Conference on Road Safety demonstrated, the strength of the automobile clubs is their diversity of activity and experience, strong national government connections and collective global reach. This can be summed up with one example: in one week in September 2015, while more than 80 FIA clubs met in London to discuss the iRAP campaign to eliminate high risk roads and to debate issues ranging from urban mobility to millennial transport modes, the German auto club ADAC hosted journalists from across Latin America at its state-of-the-art crash test centre near Munich. Together with the Executive Secretary of the UN Economic Commission for Europe, Christian Friis Bach, the journalists watched a Latin NCAP crash test and heard briefings on auto safety in the region. European club, Latin American crash tests, global action for road safety.
As the world embarks on a new era of sustainable development, child health and welfare must be a central priority.

As part of the Global Goals agenda, the ability of children and adolescents to move safely and independently around urban areas is critically important.

Yet efforts to ensure safe mobility for children will encounter powerful countervailing trends, with many parts of the world experiencing rapid urbanisation and motorisation, combined with a significant bulge in the youth demographic. Some African cities, for example, are predicted to double in size by 2030. Providing safer streets, safe routes to school and sustainable transport options will be challenging but essential.
DELIVERING OUR GOALS

With the launch of the Sustainable Development Goals, and the inclusion of road safety targets in the Health (3.6) and Cities (11.2) Goals, the FIA Foundation has been strengthening its partnerships to advance the agenda on child health and urban mobility, with a vision that by 2030 every child should have the opportunity of a safe route to school on foot, by bike or by public transport. This work is set to gather momentum during 2016 following a successful first Forum of the Foundation’s Child Health & Urban Mobility Initiative with partners at the Brasilia Global High Level Conference on Road Safety in November 2015.

At this meeting organisations came together to discuss collaboration and to make specific commitments to improving child health through tackling urban mobility.

Contributing valuable expertise to the initiative on development and urban policy is the World Resources Institute; UNICEF and Save the Children are providing leadership on child rights, welfare and protection; while operational experience on road safety, and perspectives on particular regional priorities such as providing pedestrian facilities, including seat belts in school bus transportation, and ensuring motorcycle helmet use by child passengers, is being contributed by NGOs including Amend, Fundacion Gonzalo Rodriguez and the AIP Foundation.

At the Brasilia Forum, the participating organisations shared policy perspectives and operational experience and made partnerships and funding commitments. The FIA Foundation announced a €2 million funding commitment to UNICEF to advance a global programme on child road injury prevention through to the end of 2017. The initiative will build on the ‘Safe to Learn!’ report published by the FIA Foundation and UNICEF in May 2015. This report sets out a strategy focusing on ensuring safe journeys to schools as an important first step to building political and community support for wider road safety actions, and particularly for low speed zones in urban and peri-urban areas where high concentrations of child pedestrians and cyclists interact with motorised traffic.

The report highlights examples of successful ‘safe to learn’ strategies in high and middle income countries, where significant investment of hundreds of millions of dollars has shown that streets can be made safer, creating conditions in which walking and cycling to school increases, as child casualties and vehicles speeds drop. Yet, as UNICEF’s Global Chief of Education, Jo Bourne, explains, more effort is needed to advocate and persuade governments in developing countries to act: “The voices of children saying ‘we want to be safe, we want to get to school’, all of those voices aren’t sometimes captured in the conversation. One of the things UNICEF tries to do very much is listen to children, and the FIA Foundation has really helped us to identify catalytic entry points at the country level where it is possible to make a difference.”

Such an approach has multiple social benefits in addition to reducing road traffic injuries: promoting exercise and tackling obesity; playing a role in air quality improvement by reducing car dependence and climate emissions; and enabling stronger and safer communities. In this way it can be an effective
public health investment, as Dr William Foege, former senior medical adviser to the Bill & Melinda Gates Foundation, points out: “We know that if we save the life of a child it makes a difference for the next sixty, seventy, eighty years. To be able to get a child to school safely can be done, we know it can be done – it is done in many places. But it requires actual decisions to ensure it be done. This is a public health problem that requires politicians at the highest level, globally and in every country, if this is to be changed.”

Essential to attracting and maintaining such political leadership is the availability of proven practical solutions. So as leaders in the intersection of environmental advocacy and urban policy, the World Resources Institute is an important new partner for the FIA Foundation. In collaboration announced at the Brasilia conference, the Foundation will support implementation of practical recommendations from WRI’s 2015 report ‘Cities Safer by Design’, enabling work with city authorities to develop walking and cycling plans, and encourage low speed zones. As with our ‘Share the Road’ partnership with the UN Environment Programme, which in 2015 successfully worked with the Nairobi city authorities to unlock significant funding for non-motorised transport provision, the WRI projects will seek to make measurable and lasting change in the cities in which they operate.

Having a realistic picture of a city’s road traffic injury problem is essential to effectively tackling it. A project partnership between the FIA and the International Transport Forum, funded by the FIA Foundation, is now working with a number of cities in Latin America to set agreed indicators for road safety and establish baselines for injuries and indicators in order to better design interventions and measure progress.

By harnessing the efforts of a wide range of partners leading in their fields of child protection, public health, urban development, environmental advocacy and road safety, the Foundation aims to help build a child rights coalition with the arguments and evidence to ensure road safety for children is embedded into mainstream urban development policies. An objective for 2016 is specific inclusion of child road safety rights in action plans and partnerships arising from the ‘HABITAT III’ UN urban development conference taking place in Quito, Ecuador, next October. The official leading the HABITAT III process, UN-Habitat Executive Director Joan Clos, praises the effort: “The work of the FIA Foundation and UNICEF together in order to underline the issue of girls and boys accidents in relation to schooling is a fantastic initiative. I think that we are taking good steps in order to find out practical measures: talking about pathways, improving the surroundings of schools, protecting the boys and girls areas, playgrounds etc. It is a fantastic, pragmatic approach which I consider very, very positively.”

On the following pages see how we are working with partners in one of our regions of operation, South East Asia, to make a significant contribution to meeting the road safety and safe and sustainable cities targets in the Global Goals through a focus on child safety and motorcycle helmet use.
Cambodia

Through donor support to the Asia Injury Prevention (AIP) Foundation, the FIA Foundation has been part of an international effort since 2011 by many organisations and donors to encourage passage of new traffic safety legislation, which was finally approved in December 2014. The law requires all motorcycle passengers, including children, to wear a crash helmet, and empowers the police to enforce.

The effect of the law on public health could be dramatic. In May 2014, AIP Foundation presented a study to the Cambodian Government estimating that more than 550 deaths and 10,500 head injuries could be prevented, and almost US$ 100 million could be saved, by 2020, if the law was approved.

To support implementation the FIA Foundation is now a donor partner with UPS Foundation, USAID and the U.S. Centers for Disease Control and Prevention (CDC) on the “Head Safe. Helmet On.” motorcycle safety project, which aims to increase helmet wearing rates, advocate for legislation to mandate and enforce helmet use for passengers, including children, and implement school-based helmet safety education programs in classrooms.

The objective is to raise passenger helmet rates in targeted communes to 30% within the first year, and to 80% in year two.

The project was launched at a school in Phnom Penh by Cambodian Deputy Prime Minister Sar Kheng and global road safety ambassador and movie star Michelle Yeoh. A Public Service Announcement, “The Visit”, was unveiled in April 2015 in which spirits tell a motorcyclist to put a helmet on his wife and son. The message of the commercial is “Protect your passengers’ lives. Make sure they wear helmets.”

Thailand

Seven children are killed on Thailand’s roads every day. More than a million Thai children ride to school as passengers on their parents’ motorcycles. Yet only 7% of these children wear crash helmets. To meet this public health challenge Save the Children has joined with AIP Foundation to launch the ‘7 Percent Project’, with support from a number of donors including the FIA Foundation.

The initiative aims to increase motorcycle helmet use by children from the current level of 7% to up to 60% in target areas, with an initial focus on persuading Thai authorities to include motorcycle crash helmets as part of the school uniform. Formulation of the campaign has included significant opinion research to understand current barriers to motorcycle helmet use, and one salient finding is that helmets are not ‘cool’. So the 7 Percent team are using popular Korean girl bands, comedians and social media to build awareness. Since the launch event in late 2014 more than a million people have been reached through traditional and social media in the first phase of the campaign, and thousands signed a ‘helmet pledge’ petition delivered to the Governor of Bangkok in May 2015. Campaign partners are also working with pilot schools and with agencies including the traffic police to develop awareness raising in tandem with enforcement, and working with helmet manufacturers to explore opportunities for making products more attractive to target age groups.

Vietnam

More than 33 million motorcycles are in use in Vietnam, many serving as the main mode of family transport, including on the school commute. More than 75% of road crashes are motorcycle related and 2000 children die on the roads in Vietnam every year.

Even though motorcycle helmet use is mandatory by law for both adults and children over the age of 6, child helmet use has remained significantly lower than adult use with only 1 in 3 children in major cities wearing helmets. The National Child Helmet Action Plan aims to raise public awareness and create a transformational shift in public attitudes towards child helmet use and compliance with the child helmet regulation. The key message of the 2015 Action Plan, launched in January with an event involving AIP Foundation, UNICEF, WHO and the FIA Foundation, is “Love your child, provide a helmet.”

The National Child Helmet Action Plan consists of closely coordinated interventions to raise the child helmet wearing rate nationally. The main activities include public awareness-raising and communications on child helmet use, school-based education, and increased police enforcement to crack down on violations of the child helmet regulation. The AIP Foundation, which receives core-funding from the FIA Foundation, is a major implementation partner.

The Action Plan was launched with a week of “enhanced enforcement” in April 2015. During this week, police patrols were conducted around schools and drivers whose children were not wearing helmets on motorcycles were stopped and given a reminder. All violation cases were reported to the schools to take further action.

Following this initial soft enforcement push, police and public security forces began to fine violators of the child helmet regulation. The AIP Foundation with support from a number of donors including the FIA Foundation is a major implementation partner.
A SPORTING CHANCE

Technological innovation, cutting edge research and high class training are at the core of the ongoing effort to improve safety in motorsport. And the quest for excellence is continuing at a pace.
The days of drivers being killed every few weeks are thankfully long in the past, but the tragic recent deaths of Jules Bianchi in Formula One, Justin Wilson in IndyCar and Allan Simonsen in GT, serve to highlight the on-going importance of improving safety at all levels of motor sport.

Every fatal crash must be understood, learnt from and responded to. This is a process that several of the projects backed by the FIA Foundation throughout 2015 aim to do. They gather data, which is analysed, studied, and steps are put in place to try to prevent or reduce the potential for injury should that type of incident happen again.

The stakes are high in the effort to ensure top class safety for motor sport in all its forms.
Testing the concept of safety nets to for driver head protection (above and facing page).

One such initiative is the in-ear accelerometer – a tiny chip housed in silicon gel that sits in a driver’s ear and can accurately measure the rapid movement of their head in an accident. This is useful to everyone from the medics who treat an injured driver – as the device will be programmed to relay real-time information – to officials investigating a crash.

The next stage of this project is to expand the use of the accelerometer by incorporating instruments that can gather biometric data such as heart rate, temperature and even sweat levels.

Andy Mellor, a consultant for the Global Institute for Motor Sport Safety (GIMSS), which is supported by the FIA Foundation, explains how this project can produce data to help improve safety in the future:

“Ultimately it will be helping us to design a safer environment for the drivers within the cars; to make better safety equipment such as harnesses and helmets; and to improve the positioning of the driver with better seats, surrounds and side support,” he says.

Like the accelerometer, another project that also studies the movement of a driver’s head during a crash is the high-speed cockpit-mounted camera. This device, which will be used in Formula One from 2016, films the movement of the driver at a rapid 400 frames per second. The data captured by the camera is invaluable to doctors treating an injured competitor or analysts studying the accident, as it provides accurate information of what happened that may have been missed by current technology.

Both the high-speed camera and the accelerometer capture data during a crash. This is also the case for Accident Data Recorders (ADRs): devices that have been used at the top level of the sport for a long time but have become mandatory for grassroots levels, such as the FIA-sanctioned Formula 4 series in 2015.

ADRs record data about the performance of a car during a crash, which can be downloaded and interpreted by researchers. “[ADRs] help us understand how the driver’s safety equipment is performing and allows us to more fully understand the limits concerning drivers’ tolerance to injury,” says Mellor. With ADRs working in conjunction with devices like the high-speed camera and the accelerometer, a bigger and fuller dataset can be collected and a better picture of the accident emerges.

Another project that produces an enormous picture in its own right is theTotal Human Model for Safety (THUMS). By using a combination of Europe’s largest Magnetic Resonance Imaging (MRI) scanner and a Toyota-built supercomputer capable of simulating a human body, researchers are studying different seating positions used by racing drivers and how they affect a driver’s spine in a crash. This will be used to develop seats that further help to prevent injury.

An additional hardware project backed by the Foundation in 2015 has been the development of racing nets that will protect a GT or Touring car driver. These work alongside Frontal Head Restraints (FHRs) to offer 360-degree protection to drivers in closed-cockpit cars. Mellor and his team successfully tested the nets this year and the FIA is planning to mandate their use for the 2016 season. The World Touring Car Championship is expected to adopt them next year and there are plans to filter this technology through to other championships. “We want to cascade it down as quickly as possible so that every single club car around the world should be using them,” says Mellor.

All of these Foundation-backed projects feed information into another one: the World Accident Database. This study brings together data from incidents around the world, from Formula One to karting, into a searchable, secure and confidential database that the researchers can use to accurately identify areas for improvement in motor sport safety.

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Each one of these projects is important because they drive data into the World Accident Database. The more information available for researchers, the more they can do to prevent further fatal and serious injuries.
PRIORITISING SAFE, SUSTAINABLE MOTOR SPORT

From the headline grabbing initiatives of Formula E to the grassroots of the sport, the focus on safety and sustainability is as strong as ever.

While grassroots FIA member clubs don’t often grab the headlines they play a vital role in motorsport. The work of the FIA motor sport clubs, or ASNs, is essential in helping to ensure the safety and sustainability of the sport. Training is particularly important for ASNs, and especially so in developing countries where motor sport safety infrastructure at grassroots levels needs careful guidance and support.
**Training programmes covering all aspects of the sport from officials, to medics and young drivers continue to be developed and take into account the specific requirements of different forms of sport.**

Such initiatives run by FIA motor sport clubs had been funded through the Motor Sport Safety Development Fund, an exceptional multi-million Euro fund which ended in 2015. To help maintain the work started with the MSSDF, new safety support for ASNs from the Foundation was announced by FIA Foundation Chairman Tim Keown at the FIA’s Motor Sport Conference in Mexico in July 2015.

The ASN Regional Training Provider (RTP) and accreditation programme is one initiative which has expanded in recent months. It now includes medical and driver focused training and the total number of accredited RTPs stands at 17.

Impressive advances continue to be made in motor sport medicine. The FIA Institute this year produced a new mobile app enabling medical officials to keep up to date with the latest practices and guidelines. The Medicine in Motor Sport app, which is available for iOS and Android, offers analysis and advice on a broad range of topics from medical infrastructure at motor sport events to extrication techniques and advice on dealing with motor sport-specific injuries.

Safety and sustainability are objectives which run through the sport at all levels and environmental initiatives play an important role. The all-electric series of motorsport, Formula E, has been pioneering efforts towards more sustainable forms of racing. Formula E has become the first championship promoter to be awarded Achievement of Excellence, the top-level award in the Institute’s Sustainability programme.

Formula E has also announced it is forming a Sustainability Committee, chaired by actor Leonardo DiCaprio. The new body will focus on urban mobility and promoting the mass use of electric cars. The Committee will meet to discuss ways of addressing the world’s most pressing environmental issues and how to drive greater social mobility in the way major corporations do business.

The FIA Institute’s new principal research partner, the Global Institute of Motor Sport Safety (GIMSS), launched at the beginning of 2015, is now conducting research projects and implementing safety initiatives on behalf of the Institute. It aims to advance the agenda in key areas: to conduct research into motor sport safety; and to investigate and develop procedures, practices and technologies that will improve safety in motor sport and motoring. This includes improving safety for drivers, officials, spectators and the general public, as well as the monitoring of motor sport and automotive safety trends.

The research team at GIMSS are now reaching out to the FIA’s ASN community to consult on research priorities, based on local experience of safety issues. And the aim as ever is to ensure the highest levels of safety and sustainability from elite categories right through to the grass roots.
FINANCIALS
AND
GOVERNANCE
FINANCIAL REVIEW

This financial review is a summary of activities and expenditure and may not contain sufficient information to allow for a full understanding of the financial affairs of the charity.

For further information, the full annual accounts, the independent auditors’ report on those accounts and the Trustees’ Annual Report should be consulted. Copies of these accounts can be obtained, free of charge, from the FIA Foundation for the Automobile and Society, 60 Trafalgar Square, London, WC2N 5DS, or from the FIA Foundation’s website www.fiafoundation.org

Expenditure

The FIA Foundation is primarily a grant making organisation, although it does manage its own advocacy and research programmes.

During the year ended 31 December 2014 the total expenditure of the Foundation was €23,625,000. Expenditure is split between Unrestricted and Restricted funds as follows:

<table>
<thead>
<tr>
<th>FUND</th>
<th>EXPENDITURE</th>
<th>PERCENTAGE</th>
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<tbody>
<tr>
<td>Unrestricted</td>
<td>€16,242,000</td>
<td>68.8%</td>
</tr>
<tr>
<td>Restricted</td>
<td>€7,383,000</td>
<td>31.2%</td>
</tr>
<tr>
<td>Total</td>
<td>€23,625,000</td>
<td>100%</td>
</tr>
</tbody>
</table>

61 organisations benefitted from grants awarded during the year, with a value of €16,242,000.

Grants were awarded from both unrestricted and restricted funds.

The Foundation manages 4 restricted funds: Make Roads Safe Hellas; The Global Fuel Economy Initiative – Regional Implementation of Global Fuel Economy; The Road Safety Fund; and, The Motor Sport Safety Development Fund. The donations and other incoming resources received or generated for expenditure are restricted for the specified purposes as laid down by the donor. Grants were awarded by the Road Safety Fund and The Motor Sport Safety Development Fund during the year.

Grants awarded during the year to major partners were as follows:

<table>
<thead>
<tr>
<th>GRANTS AWARDED TO MAJOR PARTNERS</th>
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<tr>
<td>PARTNERS</td>
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<tr>
<td>FIA Institute for Motor Safety</td>
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<tr>
<td>Fédération Internationale de l’Automobile</td>
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<tr>
<td>International Road Assessment Programme</td>
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<td>Global NCAP</td>
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</tbody>
</table>

52 smaller grants one-off grants were also awarded during the year, with a total value of €3,166,000. Details of the recipients can be found in the full financial statements.

GRANTS AWARDED TO MULTI-YEAR PARTNERS

<table>
<thead>
<tr>
<th>GRANTS AWARDED TO MULTI-YEAR PARTNERS</th>
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<tbody>
<tr>
<td>PARTNERS</td>
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<tr>
<td>Asia Injury Prevention Foundation</td>
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<tr>
<td>Eastern Alliance for Safety &amp; Sustainable Transport</td>
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<tr>
<td>Gendaro Rodríguez Memorial Foundation</td>
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<tr>
<td>Institute for Brain &amp; Spinal Cord Disorders (AIDRC)</td>
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<tr>
<td>Make Roads Safe</td>
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<tr>
<td>World Bank Global Road Safety Facility</td>
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</table>

Expenditure is split by activity in order to meet the objectives of the foundation:

- Grants Awarded: €16,242,000 (68.8%)
- Direct Expenditure: €2,857,000 (12.1%)
- Support and Indirect Costs: €1,846,000 (7.8%)
- Costs of Managing Investments: €1,185,000 (5.1%)
- Governance costs: €829,000 (3.5%)

Total: €23,625,000 (100%)
ABOUT THE FIA FOUNDATION

The FIA Foundation’s charitable mission is to promote public safety and public health, the protection and preservation of human life, and the conservation, protection and improvement of the physical and natural environment through an international programme of activities promoting road safety, the environment and sustainable mobility, as well as funding motor sport safety research.

The Foundation (full name: FIA Foundation for the Automobile & Society) is a company limited by guarantee and registered as a charity in the UK (No. 1088670). The Foundation is independent and under the control of its Trustees who are required to act within the powers conferred upon them in our Articles of Association and in the best interests of the charity.

The Foundation was established in 2001 with a donation of $300 million made by the Fédération Internationale de l’Automobile (FIA), the non-profit federation of motoring organisations and the governing body of world motor sport. We have an international membership of motoring and road safety organisations and national motorsport associations, with 152 founding members and 14 members from 103 countries. The members of the Foundation, through their Annual Meeting, elect our Board of Trustees and receive the Trustees’ Annual Report and Financial Statements.

The Foundation has built an international reputation for innovative global road safety philanthropy; practical environmental research and interventions to improve air quality and tackle climate change; and high impact strategic advocacy in the areas of road traffic injury prevention and motor vehicle fuel efficiency. In a citation he delivered at the 2012 Annual Meeting of the Clinton Global Initiative, President Bill Clinton said of the FIA Foundation: “Providing financial, technical and policy support their leadership has helped to activate a number of road safety efforts including helmet distribution, awareness campaigns including parental awareness of vehicle restraints for children, training of police forces and traffic laws.”

Our aim is to ensure ‘Safe, Clean, Fair and Green’ mobility for all, playing our part to ensure a sustainable future.