

ROAD SAFETY FAIR MOBILITY

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# SAFE ROADS FOR ALL - DELIVERING THE GLOBAL GOALS

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THE ROLE OF THE  
UNITED STATES  
IN ACHIEVING  
THE SUSTAINABLE  
DEVELOPMENT GOALS

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2<sup>nd</sup> GLOBAL HIGH-LEVEL  
CONFERENCE ON  
ROAD SAFETY  
TIME FOR RESULTS



THE GLOBAL GOALS  
For Sustainable Development



FOUNDATION

# TIME TO DELIVER

According to the WHO more than 1.25 million people are still dying on the world's roads every year. While overall road traffic fatalities do appear to be stabilising since the launch of the UN Decade of Action for Road Safety, 68 middle and low-income countries have seen casualties rise.

The inclusion of two ambitious road safety targets in the UN Sustainable Development Goals must mark a step-change in the world's response to road traffic injuries. The Brasilia Global High Level Conference on Road Safety provided a platform and opportunity to accelerate momentum.



By 2020, all new cars must meet minimum UN safety standards.



By 2020, prioritise highest risk roads achieving iRAP '3 star' minimum safety performance.

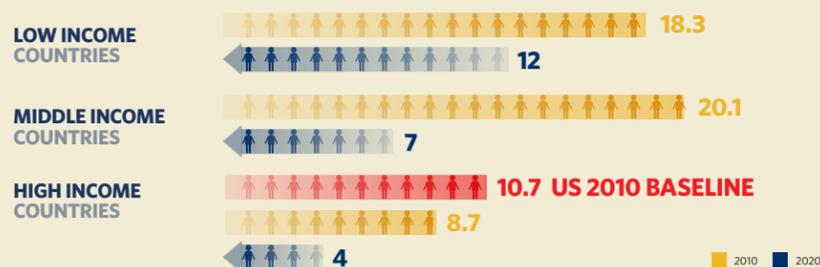


By 2020, action to achieve 100% seatbelt and motorcycle helmet use.

## HALVE TRAFFIC DEATHS AROUND THE WORLD BY 2020



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



In 2013, 21 US states had death rates higher than the low income countries target. The same year, Mississippi, Montana, North Dakota had death rates worse than the 2010 low income country average. If the US maintains the status quo and middle income countries reach their target, the US will lag behind.

The passage of the FAST Act (Fixing America's Surface Transportation Act) presents the opportunity to reverse that trend. This \$305 billion, 5-year highway bill provides states with increased, long term, stable funding and incentive. This, combined with growing support for a 'Vision Zero' Safe System approach in cities across the US, is a platform on which to build. States can address the major contributors of road deaths and injuries - highway and street design, vehicle safety, lack of seat belt use, impaired driving, and excessive speed.

Reducing the fatality rate on US roads has been done before, and can be done again. Over the past 40 years, the fatality rate has fallen nearly 40% with the help of the Highway Safety Act and National Traffic and Motor Vehicle Safety Acts. The 50th anniversary of these Acts provides a timely opportunity to acknowledge how far the country has come, and how much further it must go.

Source: US Dept. of Transportation Fatality Analysis Reporting System (FARS)

# TIME FOR RESULTS

With only five years to achieve the SDG target of halving global road traffic deaths, we need to see urgent results. High income countries must do more to partner with and support developing nations. Increased and new sources of international catalytic financing must be unlocked to kick-start and reinforce national road safety strategies. Much more effort must be made to meet the core indicators set out in the Global Plan for the UN Decade of Action for Road Safety.

## SETTING AN AGENDA FOR THE GLOBAL GOALS

Working together, through innovative funding and implementation partnerships, we can drive down road traffic casualties. Governments and other actors meeting in Brasilia should agree to work on some specific practical outcomes which can have significant impact. The FIA Foundation is focusing on five key areas:

**Enhancing safety performance and protection for all road users on the 10% of highest risk roads.**



We are supporting the work of the non-profit International Road Assessment Programme (iRAP) which works with governments and development banks rating highways across the world for safety. Improving a road by one iRAP star rating can halve death risk. We want to see the highest risk roads meeting minimum 3 star standards by 2020, entirely eliminating 1-2 star roads globally by 2030.

**Delivering safe streets for all, particularly around schools, through low speed zones and improved pedestrian and cyclist facilities.**



In partnership with UNICEF we are building coalitions and evidence in several countries to improve safety for children on their journey to and from school, as a foundation for community-wide safe and sustainable mobility. We have a vision that by 2030 every child should be protected on the way to school, with safe walking and cycling routes: good for health, good for our environment.

**Ensuring all new cars meet minimum UN vehicle safety standards, with air bags and electronic stability control (ESC), by 2020.**



Through our support for the Global New Car Assessment Programme (Global NCAP), we are enabling independent car crash testing in India, Latin America and SE Asia, catalysing consumer demand for safety. Governments should meet this demand by regulating to at least minimum UN standards, and requiring proven and cost effective safety technologies as standard equipment.

**Improving road user behaviour through legislative action, awareness raising and sustained enforcement.**



Working with regional NGOs, FIA automobile clubs and new road safety partners including USAID and Save the Children, we are supporting national initiatives that demonstrate success is possible with a combination of catalytic international funding and expertise, and local leadership: motorcycle helmet legislation in SE Asia; seat belts on school buses in Latin America; sustained enforcement in eastern Europe.



**Unlocking new financing for road safety at global and national level.**

As a major global road safety philanthropy, the FIA Foundation currently supports two financing initiatives, the Global Road Safety Facility, hosted at the World Bank; and the Road Safety Fund, a corporate-NGO partnership facilitation. Through our 'Financing for Development' research series and our support for the fundraising advocacy of the new High Level Panel on Road Safety, we are working with partners to build political commitment and design new innovative frameworks to unlock increased funding.

# BRASILIA 2015 - TIME FOR RESULTS

The FIA Foundation is an independent charity and a leading global road safety philanthropy committed to 'Safe, Clean, Fair & Green' mobility for all. We seek to build collaborative partnerships, working together to achieve the SDG targets. Visit our website [www.fiafoundation.org](http://www.fiafoundation.org) to learn more about our work and support our partners' campaigns for safe roads for all:



NTSB Vice-Chairman Bella Dinh Zarr, US Transportation Secretary Anthony Foxx, Ambassador Roman Macaya of Costa Rica and FIA Foundation US Manager Natalie Draisin.



UNICEF Executive Director Tony Lake supporting #SaveKidsLives.

## #SAVEKIDSLIVES

The FIA Foundation has worked with NGOs to design and promote the #SaveKidsLives Child Declaration for Road Safety, signed by a million people around the world. With the FIA we co-produced Luc Besson's #SaveKidsLives advocacy film which has already been viewed online by more than 7 million people. Have you signed up?

[www.savekidslives2015.org](http://www.savekidslives2015.org)

## STAR-RATED SAFETY FOR ALL

We champion motoring consumers, vulnerable road users, and the right of the public to hold the powerful to account. Learn more about our grant support for independent vehicle and road assessment, and join the 'Three Star Coalition' and 'Stop the Crash' campaigns.



## SAFE STREETS, A RIGHT OF THE CHILD

We support partners working on urban street design prioritising walking and cycling, and fund research programmes to build the evidence for targeted 'safe school area' interventions. Read our joint report with UNICEF, 'Safe to Learn'.



## FINANCING FOR DEVELOPMENT

Our research on the road safety potential of social impact investing or consumer micro-donations is testing hypotheses and building new alliances. Read our 'Breaking the Deadlock' report.



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