DESIGN AND DELIVERY FOR THE GLOBAL GOALS
# CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOREWORD</td>
<td>1</td>
</tr>
<tr>
<td>OVERVIEW</td>
<td>3</td>
</tr>
<tr>
<td>EVERY JOURNEY, EVERY CHILD</td>
<td>5</td>
</tr>
<tr>
<td>MISSION TO SAVE LIVES</td>
<td>13</td>
</tr>
<tr>
<td>SELLING ROAD SAFETY: A MOVIE PITCH</td>
<td>19</td>
</tr>
<tr>
<td>RIGHTS OF WAY</td>
<td>27</td>
</tr>
<tr>
<td>FOR SAFER ROADS, FIA CLUBS TAKE THE LEAD</td>
<td>39</td>
</tr>
<tr>
<td>FREEDOM RIDERS</td>
<td>45</td>
</tr>
<tr>
<td>CHAMPIONING CLEAN AIR AND FUEL EFFICIENCY</td>
<td>49</td>
</tr>
<tr>
<td>A FORMULA FOR ZERO</td>
<td>57</td>
</tr>
<tr>
<td>NADER’S NEW GLOBAL RAIDERS</td>
<td>63</td>
</tr>
<tr>
<td>FINANCIAL REVIEW</td>
<td>67</td>
</tr>
<tr>
<td>ABOUT THE FIA FOUNDATION</td>
<td>69</td>
</tr>
</tbody>
</table>
In April 2016, at United Nations headquarters in New York City, I spoke in the UN General Assembly debate on global road safety, representing the Government of the United Kingdom, and the FIA Foundation. As governments prepared to adopt many of the recommendations of the Brasilia Declaration, the once-in-a-generation document of the 2nd High Level Conference on Road Safety, I reminded delegates of the real human cost of the epidemic we are all committed to tackling.

I told them about Maria, an 11 year old girl from Brazil, who wrote a prize winning essay for a school road safety competition. In her essay Maria said:

“You should have love for life, your life and others as well. I believe that if all drivers thought this way then certainly many children would still have their parents and many parents would still have their children.”

Just ten months after writing these words, Maria and her father were killed when their motorbike was hit by a car.

One tragedy, which illuminates millions. One story, from so many. Just one example of the appalling suffering and loss which the Foundation was established to help prevent. Because this, I believe, is what our charity exists to do. This is how we must measure our success: in every child who, unlike poor Maria, we can help to complete a journey in safety; in every vehicle and manufacturer that we can encourage or pressure to improve safety and environmental performance; in every motor sport participant who safely reaches the chequered flag; in every city that we can help to adopt the Safe System, delivering liveable streets and healthy communities.

In 2001 the FIA took a great and selfless decision: to use a large financial windfall to establish a charity with the independence to speak truth to power and to challenge vested interests; the expertise to undertake serious policy development and work alongside the leading specialists in mobility policy fields; and the long-term financial security and vision to create and nurture major programmes capable, over time, of delivering measurable change. When compared with the foundations or charitable arms of most other global sporting federations, the FIA Foundation’s policy impact and the reach of our social investment is unique.

So it is a great honour to have been chosen as Chairman of the FIA Foundation by my fellow trustees, and I would like to thank them for their support and commitment to the charity. I pay tribute to my immediate predecessor as Chairman, Tim Keown, who served with great diplomacy and distinction. He supervised over a remarkable period in the Foundation’s history and deserves much credit for our success.

I would also wish to remember our former chairman, Carlos Macaya, who passed away in 2016. He was a classic car enthusiast and participant. He also left behind a lasting road safety legacy, in his own country and across Latin America, leading a successful seat belt legislative initiative in Costa Rica and championing the rights of road traffic victims and their families throughout the continent.

During a decade as Chairman of the Commission for Global Road Safety I had the opportunity to get to know, and understand the work of, the many partners of the FIA Foundation, not least our membership of automobile clubs. Together we have achieved much: securing the Decade of Action for Road Safety; the inclusion of road safety in the Sustainable Development Goals; and the prioritisation of safe and healthy child mobility in the Habitat III New Urban Agenda. Together, I am confident we will achieve much more in the years ahead.

As the activities detailed in this Annual Report show, we have both the will and the team to succeed. At the UN General Assembly in April, the FIA’s President Jean Todt, in his capacity as UN Special Envoy for Road Safety, opened the debate with a powerful call to action. I am pleased to work alongside Jean in his UN role and to be a member of the FIA High Level Panel on Road Safety, striving to encourage greater engagement from the worlds of business and politics, two efforts to which the FIA Foundation is providing both financial and policy support.

The Foundation is also supporting the effort to promote safe and sustainable mobility through our long term strategic support for initiatives we have helped to create including Global NCAP, iRAP and the Global Fuel Economy Initiative, all of which are now securing policy change and delivering measurable results. Our new Global Initiative for Child Health & Mobility, launched this year with partners including UNICEF and the World Resources Institute, is poised to do the same. Through these, and other, programmes we are also building the evidence of impact and cost-effectiveness, vital if we are to attract other philanthropic, private sector and bilateral donors to support these agendas.

So, for my term as Chairman, these are my priorities: to protect the integrity, independence and financial foundation of the charity; to strengthen our governance structures fit for the modern and complex world in which we operate; to ensure that our grant expenditure achieves real value and results, and allows the charitable work of our member network and wider partnerships to flourish; and to do all I can to support the Foundation’s excellent and very hard working team and trustee board in delivering on the opportunities presented by this era of the Sustainable Development Goals. We have important work to do, let’s succeed together.
OVERVIEW

With the formal launch of the Sustainable Development Goals in January 2016 the clock is ticking to deliver on their promise. For the FIA Foundation this has meant unwavering focus on practical implementation of the solutions we fund, combined with constant effort to use evidence-based advocacy to connect our Safe, Clean, Fair & Green mobility approach with wider policy agendas and opportunities.

An example of practical implementation: In May I travelled to Delhi to participate in a ‘Safer Cars for India’ event organised by Global NCAP. The conference coincided with the launch of (appalling) new crash test results for high-selling family cars, and came at a critical moment in Indian policy development, as the government engages in discussions with the car industry and others on establishing a new Bharat NCAP testing regime. This is only happening because of the work Global NCAP, funded by the Foundation, has done to make the Indian media and consumers aware of their second-class status in the eyes of automotive multinationals, and of the thousands of preventable deaths and injuries that are occurring as a result. Advocacy for practical solutions leading to policy change.

An example of engagement with wider policy agendas: In June the Foundation launched a new partnership, the Global Initiative for Child Health & Mobility. This unites leading child rights, environmental and urban policy organisations in working for the objective of ‘Safe and Healthy Journeys to School’ – the idea that, by 2030, every child should travel to their education safe from traffic danger and damaging air pollution. In July, with the support of the Brazilian Government, we succeeded in including this policy concept in inter-governmental negotiations on the New Urban Agenda, a 20 year policy framework for liveable cities. The final Declaration, adopted at the Habitat III conference in Quito in October, includes a commitment to promote ‘a safe and healthy journey to school for every child, as a priority’. Endorsement in the New Urban Agenda, connecting to road safety and air quality targets in the SDGs, makes this child health focus a compelling rallying point for engaging broader interest in safe, clean and low carbon mobility.

The entering into force of the Paris Agreement on Climate Change is a tremendous step forward which will drive momentum for international cooperation and national and city action on sustainable mobility. Building on our strong engagement in the COP21 Paris summit, through the Global Fuel Economy Initiative (GFEI) and our work promoting low carbon mobility, the Foundation has concentrated in 2016 on operationalising country-level support and partnerships on fuel efficiency. More than fifty countries joined GFEI’s international training event, held in Paris in June, and the Marrakesh COP22 summit in November provided a further opportunity to cement practical ties with governments.

The Foundation is also leading an innovative research programme. We have responded to the VW ‘dieselgate’ scandal by convening global air quality experts, including the ICCT researchers who broke the story, to together develop a consumer protection agenda. Our research portfolio this year includes reports on women’s travel security safe from male violence and harassment; on the link between child poverty and road traffic injuries; and on the financial case for frontloading investment in road safety measures, and developing new social impact investment vehicles to deliver it. I was also pleased to be part of the editorial group for the OECD Safe System report, ‘Zero Road Deaths and Serious Injuries: Leading a Paradigm Shift in Road Safety’, published in October. All this work is designed to lead to practical action, harnessing new thinking to promote social progress.

From core Foundation funds we are now providing more grant support for motor sport safety activity than ever before. This honours the original source of our funding, enables the development of safety expertise and capacity in our member sport clubs, and maintains our important support for the world-leading safety research which underpins the integrity of FIA championships and seeks to ensure that Formula One is the highest profile ambassador for the possibilities of the Safe System.

From high speed cameras capturing racing collisions in minute detail to applied research in Tanzania and Ghana demonstrating the benefits of the humble speed hump: the Foundation’s reach is broad. And ultimately it is about the people we help, like Michael Obeng, a schoolboy from Accra, Ghana, who was seriously injured by a speeding car and spent several months in hospital convalescing. I met him in September, on his first day back at school, also the day that we inaugurated new footpaths, crossings and traffic calming outside and near his school, and launched a new report, ‘Step Change’, urging safety measures for all Africa’s children. Evidence-based advocacy, practical implementation, and progress for real people – the Foundation and our partners in action.

Saul Billingsley
Executive Director
Children from Quito support safe and healthy journeys to school, at a Habitat III photo opportunity organised by the Automobile Club of Ecuador.

FIA Foundation is agenda-setting again as new child health initiative scores results in Habitat III New Urban Agenda.

Child survival and access to education are global development priorities, consistently top of the list for governments and donors. Yet, largely ignored, every day around the world more than 3000 children and adolescents – a toll equivalent to the student population of two large schools – suffer a road traffic death or serious injury. Road danger, perceived or real, and the stress that goes with it, blights the school journeys of countless more. Millions of children suffer long term health effects from air pollution, which can stunt lung development, cause asthma and other respiratory illnesses, and even contribute to development of major diseases later in life. Overall, the health burden to children caused by motorised traffic constitutes a major obstacle to child development and an unacceptable and preventable human tragedy.
Every child should have a safe and healthy journey to school by 2030: this is the policy goal with which the new Global Initiative for Child Health & Mobility has been launched. Bringing together child rights organisations UNICEF and Save the Children; the UN Environment Programme; urban specialists the World Resources Institute and research leaders the Overseas Development Institute, the new initiative, hosted at the FIA Foundation, will encourage mobility policymakers to view priorities through a child rights lens, and take decisions which at last put child health and protection first.

Launched by FIA Foundation Chairman Lord Robertson and road safety advocate Zoleka Mandela at the London headquarters of the Overseas Development Institute in June 2016, the Child Health Initiative scored an early success in July when inter-governmental negotiators meeting at a session of the Habitat III process in Surabaya, Indonesia, agreed to include our core objective of a ‘safe and healthy journey to school for every child’ as a priority in the New Urban Agenda, the twenty-year policy framework for cities.

The Child Health Initiative reinforced this achievement at the Habitat III conference, held in Quito, Ecuador, in October 2016, where the ‘New Urban Agenda’ was formally adopted. The ‘Safe & Healthy Journey to School’ was featured at a number of meetings and events, as the FIA Foundation and partners highlighted the opportunity to bring together action on safe walking and cycling with efforts to reduce air pollution and encourage low carbon mobility. Speaking at a session organised by the Partnership for Sustainable Low Carbon Transport, UNDP Goodwill Ambassador Michelle Yeoh urged action: “Working together we are stronger. And we have a powerful cause to rally behind. So let’s use the Global Goals and the New Urban Agenda to achieve our agenda, a revolution in urban mobility, beginning with a safe and healthy journey to school for every child.”

It is an agenda that is already being implemented in many cities and by many organisations. The World Resources Institute published ‘Cities Safer By Design’ guidelines in 2014 and, with support from donors including the FIA Foundation, has been working with city authorities in Brazil, Mexico, India and Turkey to advise on safer neighbourhood plans, including school-based initiatives. In Sao Paulo and Mexico City, for example, action by the city government to reduce vehicle speed and prioritise pedestrians and cyclists is showing promise – Sao Paulo has reduced fatalities by 20% in just a few years.

The Child Health Initiative is encouraging similar action in other countries. In September 2016 the FIA Foundation and NGO partner AMEND published ‘Step Change: An Action Agenda on Safe Walking for Africa’s Children’, a manifesto for practical measures to protect school children in Sub-Saharan Africa. The report published survey results from four African cities showing that more than 80% of children walk to school. Yet, as road surveys by the International Road Assessment Programme (iRAP) have found, 95% of African roads with speeds of more than 40km/h where pedestrians are present don’t have viable footpaths (across the developing world the figure is more than 80%).
The findings were launched at a forum on safe and healthy school journeys held in Ghana’s capital, Accra, which brought together government officials, civil society leaders, NGOs and international partners including UNICEF to plan an advocacy coalition for child rights on the road.

The objective in Ghana is to build a coalition in Accra, and then across the country, to advocate for safe and healthy journeys to school, and to put in place the practical policies needed to deliver them. The FIA Foundation is funding AMEND to lead this effort, with the forum the initial step in a longer process. Other funding partners of the Foundation in Latin America, the Caribbean, Asia, and Africa are also embarking on work with partners in diverse countries including China, Jamaica, Paraguay, the Philippines and Vietnam.

Ensuring that this agenda is part of countries’ reporting on the Sustainable Development Goals is also critical. In July, Child Health Initiative partners including UNICEF, Save the Children and the World Resources Institute joined the FIA Foundation, World Health Organization and governments from around the world at a session during the High-level Political Forum on Sustainable Development, the UN’s central platform for the follow-up and review of the SDGs.

The High Level Political Forum, which adopts a Ministerial Declaration, provides political leadership and guidance on the implementation and follow-up of the SDG agenda and tracks progress towards the Goals. The Government of Georgia was among the first group of 22 countries to submit a voluntary review in 2016. In collaboration with the FIA Foundation and its partners the Eastern Alliance for Safe and Sustainable Transport (EASST) and Georgia’s Partnership for Road Safety, the Government of Georgia has included coverage of road safety in its HLPF submission. The Permanent Representative of Georgia to the United Nations, Ambassador Kaha Imnadze, who opened the Child Health Initiative session, said: “In the last decade, Georgia’s fatalities decreased by 20% even though the number of vehicles in our country tripled. We know there is much more that needs to be done to protect the most vulnerable on the world’s roads. There is strong demand by governments, civil society, and international organisations for far greater support to implement the solutions for sustainable mobility which are well known and readily available. We are here today to get to grips with this crisis.”

There is clearly interest in collaboration. At a UN ‘Partnership Exchange’, also held during the High Level Political Forum, the Child Health Initiative was one of only 26 initiatives chosen from 2000 to be presented. And interest was also high at the Global ‘Better Air Quality’ conference held in Busan, South Korea, and at the Walk21 conference in Hong Kong; the Child Health Initiative was presented at both events.

“The Child Health Initiative is taking the ‘children first’ approach which will be needed to achieve the ambitious SDG objectives on sustainable mobility”, says Avi Silverman, FIA Foundation Deputy Director and Global Coordinator of UNICEF’s child road traffic injury programme. “The 2030 Agenda urges policy makers to ‘leave no one behind’ but if we are to respond to this challenge effectively, far more must be done to protect the most vulnerable on the world’s roads. There is strong demand by governments, civil society, and international organisations for far greater support to implement the solutions for sustainable mobility which are well known and readily available. For the lives and livelihoods of millions of children and their families, this call must be heeded.”

With a mandate from the Sustainable Development Goals and specific prioritisation in the New Urban Agenda, action to protect children from road traffic injuries and air pollution is building momentum, and the FIA Foundation is committed to being in the vanguard.
FIA Foundation grant partners are demonstrating the effectiveness of action targeting safe and healthy journeys to school. In Cambodia, AIP Foundation has completed a two-year ‘Head Safe, Helmet On’ motorcycle safety project with support from USAID-DIV, UPS Foundation and the FIA Foundation. See the results below:

**THE PROJECT WAS ACCOMPLISHED THROUGH THREE COMPONENTS:**

**School-Based Programs**
- Quality helmets and road safety education were provided to:
  - 21,033 students
  - 675 educators
- Average helmet wearing rates across the 18 primary schools increased from: 1% to 75%

**Behavior Change Communications**
- Our message was broadcast:
  - 400+ times on TV
  - 56% reached or over
  - 320+ times online
- Surveys in target provinces found:
  - 56% recalled our mass media campaign
  - 73% encouraged their passengers to wear a helmet

**Enabling Environment Campaign**
- In 2015, after concerted advocacy efforts by AIP Foundation and others, a motorcycle passenger helmet law was promulgated.
- In 2016, less than a year later, enforcement commenced nationwide, supported by national and sub-national actions led by the FIA Foundation and others, a motorcycle passenger helmet law was promulgated.

A focus on consistent enforcement was maintained through:
- Engaging 5,800 stakeholders at a national and sub-national level.
- Hosting an international enforcement strategy tour with national and sub-national traffic police.
- Resulting in over 41,000 fines issued within six months on non-compliant passengers in targeted provinces.

**IMPACT**
- In our target areas, we estimate that:
  - 349 adults were protected from injuries and fatalities and
  - $3,089,316 USD saved.

- Nationally, based on preliminary crash data, non-helmeted motorcycle passengers to adult, child, and sub-national action plans led by AIP Foundation.

- In 2015, after concerted advocacy efforts by AIP Foundation and others, a motorcycle passenger helmet law was promulgated.
- In 2016, less than a year later, enforcement commenced nationwide, supported by national and sub-national actions led by the FIA Foundation and others, a motorcycle passenger helmet law was promulgated.

A focus on consistent enforcement was maintained through:
- Engaging 5,800 stakeholders at a national and sub-national level.
- Hosting an international enforcement strategy tour with national and sub-national traffic police.
- Resulting in over 41,000 fines issued within six months on non-compliant passengers in targeted provinces.

**FIA Foundation partner AMEND has undertaken a two year research project in Dar es Salaam, Tanzania. Research by the NGO has shown that the vast majority of children in Sub-Saharan Africa walk to school. Yet surveys by iRAP find that at least 95% of high speed (40km/h or above) used by pedestrians have no viable footprint. Working in high risk communities in Dar, AMEND has implemented low cost infrastructure improvements - footpaths, speed humps, traffic signage and re-routing of school entry points – to reduce risk.**

We know that fatalities and serious injuries are dramatically reduced when traffic speed is below 30km/h, so speed reduction is a good proxy indicator of likely injury reduction. Results from AMEND’s target schools show significant reductions in speed, and neighbourhood surveys are also picking up injury reductions amongst children of at least 25% since the improvements were implemented. This approach should be adopted as a community-wide vaccine in cities across the world.

**Kijitonyama Kisiwani & Mwangaza Primary Schools**

**SPEEDS BEFORE AND AFTER SARSAI IMPLEMENTATION (AT SCHOOL ENTRANCE)**

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Average Speed</th>
<th>% Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before</td>
<td>After</td>
<td>% Difference</td>
</tr>
<tr>
<td>Average Speed</td>
<td>43 km/hr</td>
<td>17 km/hr</td>
</tr>
<tr>
<td>85 %tile Speed</td>
<td>50 km/hr</td>
<td>21 km/hr</td>
</tr>
</tbody>
</table>

**6:30am to 7:30am (Student Arrival Time)**

**2:00pm - 3:00pm (Student Departure Time)**

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Average Speed</th>
<th>% Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before</td>
<td>After</td>
<td>% Difference</td>
</tr>
<tr>
<td>Average Speed</td>
<td>39 km/hr</td>
<td>18 km/hr</td>
</tr>
<tr>
<td>85 %tile Speed</td>
<td>51 km/hr</td>
<td>21 km/hr</td>
</tr>
</tbody>
</table>

The ‘Head Safe, Helmet On’ campaign has also enabled an analysis of the potential financial benefits if the initiative was to be structured as a Development Impact Bond. The clear savings in reduced injury and social costs from up-front investment should encourage future investment by philanthropies and demonstrates to governments that this is a highly worthwhile expenditure.

Source: Social Finance & AIP Foundation, 2016

---

**EVERY JOURNEY, EVERY CHILD**

**BOX 1:**

**SAFE JOURNEYS: TWO CASE STUDIES**

**Source:** Social Finance & AIP Foundation, 2016
MISSION TO SAVE LIVES

ROAD SAFETY

High level support for road safety must move from lip service to sustained commitment. This is a mission the Foundation is supporting, working with the UN and the FIA.

It has taken many years of campaigning, but road traffic injuries are now part of the Sustainable Development Goals: the global agenda for action on development, health and the environment for the next fifteen years. Now the focus is on implementation of these ambitious objectives.

The FIA Foundation continues to play a leading role in campaigning for global road safety to hold a level on national and international agendas commensurate with the scale of the epidemic in death and trauma caused by road crashes. We do this through our research-based advocacy; through support for grant partners – such as the International Road Assessment Programme and Global NCAP - which are delivering solutions; through funding for the advocacy campaigns of member FIA clubs in countries across the world; and through grant and policy support for two important initiatives: the FIA’s High Level Panel on Road Safety and the office of the UN Special Envoy for Road Safety. Both these initiatives unite in the leadership of FIA President Jean Todt, who is also an ex-officio trustee of the FIA Foundation.
One of the main reasons that road traffic injury continues to be under-funded and low on the political radar is the lack of a high-level political conversation about the issue. Political leaders pay lip service when they have to, when there is a major high profile crash with multiple casualties or when the UN calls a special event – like launching the Decade of Action or holding a Global Road Safety Week. But the political or global opinion leaders who have internalised road safety as an issue which requires regular attention or promotion are very few and far between.

This is one of the areas of neglect that the FIA High Level Panel has been established to challenge. Convened by Jean Todt, the panel has brought together more than thirty leaders: CEOs of multinational companies, media executives, mayors, ministers and heads of international institutions. Their mission is to promote a global conversation about road traffic injuries; to encourage greater levels of catalytic funding, including from the private sector; and to support new initiatives designed to reduce the toll of traffic injuries; to encourage greater levels of catalytic funding, including from the private sector; and to support new initiatives designed to reduce the toll of road traffic casualties. The FIA Foundation is currently the main donor supporting this effort.

Launched in November 2015 at an event in UN Headquarters with UN Secretary General Ban Ki-moon, the High Level Panel has moved quickly to promote the issue in the corridors of power. In January 2016 the first ever session on road safety was held in Davos, with delegates of road safety investment. Members of the panel participating in Davos included the President & CEO of Coca Cola, Muhtar Kent, and the head of the International Red Cross and Red Crescent, Elhadj As Sy. In September 2016 at the Clinton Global Initiative the Panel announced a new initiative to support road safety in Myanmar, endorsed by the country’s leader Aung San Suu Kyi. A major global advertising campaign featuring celebrities such as Rafael Nadal, Lewis Hamilton and Pharrell Williams, and facilitated by Panel member Jean-Charles Decaux of JC Decaux, will launch early in 2017.

Complementing the work of the High Level Panel is Jean Todt’s separate role as UN Special Envoy for Road Safety. Appointed by the Secretary General in 2015, Todt has a mission to encourage greater coordination and effort on road safety within the UN system; to promote adoption by governments of UN traffic safety laws and vehicle technical regulations; and raise awareness of the need for action. The secretariat of the UN Special Envoy, hosted at the UN Economic Commission for Europe in Geneva, and his activities, are also funded with a grant from the FIA Foundation.

Jean Todt has used his Special Envoy role as a platform to speak to leaders across the world. Meeting the Pope in the Vatican in early 2016, Todt showed His Holiness the grim realities of road traffic injury as portrayed in Luc Besson’s ‘Save Kids Lives’ film, and requested that he sign the Save Kids Lives campaign’s Child Declaration. In meetings with heads of state from Africa to Latin America, the Special Envoy has made the case for greater commitment to the cause.

And within the UN system too, Jean Todt is supporting efforts to make road safety a higher policy priority and to reach for best practice in management of the UN’s own huge fleet of vehicles, attending and speaking at several meetings for a fleet safety initiative led by the UN Development Programme.

Of course, addressing the lack of funding for road safety is crucial. Working closely with the Executive Secretary of UN-ECE, Christian Friis-Bach, Jean Todt persuaded UN member states to support the launch of a process seeking to establish a new UN Road Safety Fund. This potentially ground breaking achievement was included in a UN General Assembly resolution approved in April 2016, the first time an action relating to road safety funding has been adopted by the General Assembly. Both Jean Todt, as Special Envoy, and Lord Robertson, Chairman of the FIA Foundation and a High Level Panel member, spoke in the session.

As the UNECE consults on the form a new UN Road Safety Fund could take, the work to identify and deliver new sources of funding must proceed in parallel. The High Level Panel has commissioned consultancy Deloitte to review various options for so-called ‘innovative financing’ revenue streams, with the most promising being a voluntary contribution from the automotive sector – cars, tyres, automotive parts, fuel – or its consumers. This idea, first floated in 2011 by the Commission for Global Road Safety, is now being developed in more detail. With its membership of auto, fuel and tyre CEOs, the High Level Panel is well placed to broker a deal.

In addition to financing the Special Envoy’s secretariat and the High Level Panel, and serving on both the Panel and its Advisory Board, the FIA Foundation is also supporting this initiative through its own stream of research into financing options. Building on a 2015 report commissioned from impact investing experts Social Finance and Impact Strategist, in 2016 the Foundation has commissioned and published further analysis which demonstrates that investing early to prevent injury can deliver real financial dividends as well as saving lives. Governments, insurers and service providers all stand to benefit from savings in future health costs if spending is directed to prevention of road trauma. In addition to the direct savings to be made there are significant additional social and economic benefits of prevention. This paves the way forward for a fresh assessment of the benefits of stronger road safety measures and budgeting for road safety implementation and enforcement.
MISSION TO SAVE LIVES

IMPACT OF INVESTMENT ON ROAD SAFETY STAR RATINGS

<table>
<thead>
<tr>
<th>Star Ratings</th>
<th>Length (kms)</th>
<th>Percent Length (kms)</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vehicle Occupant</td>
<td>Motorcyclist</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Stars</td>
<td>90.20</td>
<td>11%</td>
<td>0.00</td>
</tr>
<tr>
<td>4 Stars</td>
<td>525.50</td>
<td>67%</td>
<td>9.40</td>
</tr>
<tr>
<td>3 Stars</td>
<td>176.00</td>
<td>21%</td>
<td>708.10</td>
</tr>
<tr>
<td>2 Stars</td>
<td>3.70</td>
<td>0%</td>
<td>103.90</td>
</tr>
<tr>
<td>1 Star</td>
<td>0.40</td>
<td>0%</td>
<td>1.40</td>
</tr>
<tr>
<td>Not applicable</td>
<td>0.00</td>
<td>0%</td>
<td>0.00</td>
</tr>
<tr>
<td>Total</td>
<td>822.80</td>
<td>100%</td>
<td>822.80</td>
</tr>
</tbody>
</table>

Source: iRAP analysis, 2016

A case study using data supplied by the Transport Accident Commission, Victoria, enabled analysts to model the impact of upgrading roads using iRAP recommended counter measures.

"Investing to Save Lives: An impact investment case for preventing road trauma", make a compelling case for strategic investment in preventative road safety measures. The case studies, developed by Social Finance UK and Impact Strategist, are drawn from road safety programmes – iRAP in Australia and a motorcycle helmet initiative in Cambodia - supported by the FIA Foundation. They detail astronomical health costs resulting from road trauma in high income countries, and the hidden costs borne by families in low income countries with limited access to health services, insurance protection or welfare.

The analysis employs an impact investment approach designed to deliver better outcomes and financial return and measure both. This type of innovative approach has a financial pay-off, including for Governments and tax payers, in addition to the significant upside for people and communities if more injury and death can be prevented.

"Impact investing in road safety can unlock the win-win benefits of improving the star-rating performance of road infrastructure", says Rob McNerney, CEO of iRAP. The cost of road trauma is high and the evidence base for proven countermeasures is strong. The case studies in this ground-breaking report highlight the viability of self-financing and high return investment in safer roads that will save lives and lift the burden from health, social welfare, insurance and business sectors. A win-win for all that can be replicated around the world.

It is also an innovative approach to unlocking capital and redirecting it to road safety measures that has global potential. Many high-income countries face the challenge of maintaining a downward trend in road traffic deaths. The Australian case studies demonstrate the powerful financial case for frontloading investment in safer road infrastructure.

In low and middle income countries, their incidence of road trauma is higher and growing and there are a range of hidden costs – to health care systems, to insurers, to victims and their families and to wider society – of road trauma and its impacts that create and amplify cycles of poverty. In both cases investors, whether motivated by profit or development philanthropy, could potentially be persuaded to inject much needed funding.

"The catastrophic costs to households of road traffic injuries in countries like Cambodia is too often overlooked, but if we are to achieve the SDGs we must tackle road safety in low and middle income countries head on", says Mirjam Sidik, CEO of Asia Injury Prevention Foundation, which has worked with the support of USAID, UPS Foundation and the FIA Foundation to deliver motorcycle helmet wearing improvements in SE Asia. “We see great potential for social investment to bring greater focus on this important issue from a broader stakeholder group, and open up new funding opportunities for governments.”

For Jean Todt the report is welcome ammunition for his fight to persuade high level policy makers to invest. “The scale of the global road traffic epidemic demands new thinking and innovative financing solutions”, he says. “Harnessing the growing potential of the social impact investing market can deliver as yet untapped sources of funding for road safety and help to instil a new rigour in the development of road safety strategies and programmes. This report explores these opportunities and signposts directions for further research and action. I encourage institutional and philanthropic investors to join with us in taking this important work forward.”

The analysis shows that frontloading infrastructure safety improvements significantly reduces financial cost through avoided trauma and more than pays for itself over a 20 year investment period. Lifetime costs avoided are compelling.

"Impact investing in road safety can unlock the win-win benefits of improving the star-rating performance of road infrastructure", says Rob McNerney, CEO of iRAP. The cost of road trauma is high and the evidence base for proven countermeasures is strong. The case studies in this ground-breaking report highlight the viability of self-financing and high return investment in safer roads that will save lives and lift the burden from health, social welfare, insurance and business sectors. A win-win for all that can be replicated around the world.

"The catastrophic costs to households of road traffic injuries in countries like Cambodia is too often overlooked, but if we are to achieve the SDGs we must tackle road safety in low and middle income countries head on", says Mirjam Sidik, CEO of Asia Injury Prevention Foundation, which has worked with the support of USAID, UPS Foundation and the FIA Foundation to deliver motorcycle helmet wearing improvements in SE Asia. “We see great potential for social investment to bring greater focus on this important issue from a broader stakeholder group, and open up new funding opportunities for governments.”

For Jean Todt the report is welcome ammunition for his fight to persuade high level policy makers to invest. “The scale of the global road traffic epidemic demands new thinking and innovative financing solutions”, he says. “Harnessing the growing potential of the social impact investing market can deliver as yet untapped sources of funding for road safety and help to instil a new rigour in the development of road safety strategies and programmes. This report explores these opportunities and signposts directions for further research and action. I encourage institutional and philanthropic investors to join with us in taking this important work forward.”

"Impact investing in road safety can unlock the win-win benefits of improving the star-rating performance of road infrastructure", says Rob McNerney, CEO of iRAP. The cost of road trauma is high and the evidence base for proven countermeasures is strong. The case studies in this ground-breaking report highlight the viability of self-financing and high return investment in safer roads that will save lives and lift the burden from health, social welfare, insurance and business sectors. A win-win for all that can be replicated around the world.

"The catastrophic costs to households of road traffic injuries in countries like Cambodia is too often overlooked, but if we are to achieve the SDGs we must tackle road safety in low and middle income countries head on", says Mirjam Sidik, CEO of Asia Injury Prevention Foundation, which has worked with the support of USAID, UPS Foundation and the FIA Foundation to deliver motorcycle helmet wearing improvements in SE Asia. “We see great potential for social investment to bring greater focus on this important issue from a broader stakeholder group, and open up new funding opportunities for governments.”

For Jean Todt the report is welcome ammunition for his fight to persuade high level policy makers to invest. “The scale of the global road traffic epidemic demands new thinking and innovative financing solutions”, he says. “Harnessing the growing potential of the social impact investing market can deliver as yet untapped sources of funding for road safety and help to instil a new rigour in the development of road safety strategies and programmes. This report explores these opportunities and signposts directions for further research and action. I encourage institutional and philanthropic investors to join with us in taking this important work forward.”

"Impact investing in road safety can unlock the win-win benefits of improving the star-rating performance of road infrastructure", says Rob McNerney, CEO of iRAP. The cost of road trauma is high and the evidence base for proven countermeasures is strong. The case studies in this ground-breaking report highlight the viability of self-financing and high return investment in safer roads that will save lives and lift the burden from health, social welfare, insurance and business sectors. A win-win for all that can be replicated around the world.

"The catastrophic costs to households of road traffic injuries in countries like Cambodia is too often overlooked, but if we are to achieve the SDGs we must tackle road safety in low and middle income countries head on", says Mirjam Sidik, CEO of Asia Injury Prevention Foundation, which has worked with the support of USAID, UPS Foundation and the FIA Foundation to deliver motorcycle helmet wearing improvements in SE Asia. “We see great potential for social investment to bring greater focus on this important issue from a broader stakeholder group, and open up new funding opportunities for governments.”

For Jean Todt the report is welcome ammunition for his fight to persuade high level policy makers to invest. “The scale of the global road traffic epidemic demands new thinking and innovative financing solutions”, he says. “Harnessing the growing potential of the social impact investing market can deliver as yet untapped sources of funding for road safety and help to instil a new rigour in the development of road safety strategies and programmes. This report explores these opportunities and signposts directions for further research and action. I encourage institutional and philanthropic investors to join with us in taking this important work forward.”

"Impact investing in road safety can unlock the win-win benefits of improving the star-rating performance of road infrastructure", says Rob McNerney, CEO of iRAP. The cost of road trauma is high and the evidence base for proven countermeasures is strong. The case studies in this ground-breaking report highlight the viability of self-financing and high return investment in safer roads that will save lives and lift the burden from health, social welfare, insurance and business sectors. A win-win for all that can be replicated around the world.

"The catastrophic costs to households of road traffic injuries in countries like Cambodia is too often overlooked, but if we are to achieve the SDGs we must tackle road safety in low and middle income countries head on", says Mirjam Sidik, CEO of Asia Injury Prevention Foundation, which has worked with the support of USAID, UPS Foundation and the FIA Foundation to deliver motorcycle helmet wearing improvements in SE Asia. “We see great potential for social investment to bring greater focus on this important issue from a broader stakeholder group, and open up new funding opportunities for governments.”

For Jean Todt the report is welcome ammunition for his fight to persuade high level policy makers to invest. “The scale of the global road traffic epidemic demands new thinking and innovative financing solutions”, he says. “Harnessing the growing potential of the social impact investing market can deliver as yet untapped sources of funding for road safety and help to instil a new rigour in the development of road safety strategies and programmes. This report explores these opportunities and signposts directions for further research and action. I encourage institutional and philanthropic investors to join with us in taking this important work forward.”

"Impact investing in road safety can unlock the win-win benefits of improving the star-rating performance of road infrastructure", says Rob McNerney, CEO of iRAP. The cost of road trauma is high and the evidence base for proven countermeasures is strong. The case studies in this ground-breaking report highlight the viability of self-financing and high return investment in safer roads that will save lives and lift the burden from health, social welfare, insurance and business sectors. A win-win for all that can be replicated around the world.

"The catastrophic costs to households of road traffic injuries in countries like Cambodia is too often overlooked, but if we are to achieve the SDGs we must tackle road safety in low and middle income countries head on", says Mirjam Sidik, CEO of Asia Injury Prevention Foundation, which has worked with the support of USAID, UPS Foundation and the FIA Foundation to deliver motorcycle helmet wearing improvements in SE Asia. “We see great potential for social investment to bring greater focus on this important issue from a broader stakeholder group, and open up new funding opportunities for governments.”

For Jean Todt the report is welcome ammunition for his fight to persuade high level policy makers to invest. “The scale of the global road traffic epidemic demands new thinking and innovative financing solutions”, he says. “Harnessing the growing potential of the social impact investing market can deliver as yet untapped sources of funding for road safety and help to instil a new rigour in the development of road safety strategies and programmes. This report explores these opportunities and signposts directions for further research and action. I encourage institutional and philanthropic investors to join with us in taking this important work forward.”
SELLING ROAD SAFETY: A MOVIE PITCH

Michelle Yeoh, UNDP Goodwill Ambassador: what road safety advocates can learn from the movies.

Movie actress Michelle Yeoh is the Spokesperson for the FIA High Level Panel on Road Safety, was appointed as a Goodwill Ambassador for the United Nations Development Programme in 2016, and for several years has worked closely with the FIA Foundation on campaigns, BBC documentaries and fact-finding visits to countries experiencing the worst impact of the global road traffic injury epidemic. Here, in an article first written for the Australasian College of Road Safety Journal, and reproduced with kind permission, Michelle Yeoh gives her unique perspective on the global road safety task ahead.
"I am in the movie business, and the business of road safety advocacy. What lessons can one offer to the other?

First, a movie doesn’t get made unless it catches the imagination. It needs to excite, to inspire, to motivate. It may be a motivation as base as the promise of a blockbuster profit; or it may be a deep emotional reaction to important art, to a story that simply has to be told. But whichever way it is going to try to reel you in, this movie idea has to be sold in a few short clear sentences, a pitch to hard-nosed financiers that describes both the experience of the popcorn munching punter in the darkened cinema watching the silver screen and the grey-suited accountant in her office watching the bottom line.

Selling road safety operates on exactly the same principles. We can appeal to the human instinct to protect others, we can try to trigger an emotional response based on altruism, pity, self-preservation, or empathy and the realisation that this sudden violent cataclysm can reach out and take away any of our loved ones at any time. We can aim at the cost-counting calculus of long-term returns, the dawning realisation by finance ministers and their officials that, actually, investing in something that reduces both human misery and trauma ward costs is going to save Treasury a lot of money, for marginal outlay. Or, ideally, we can do both.

Imagine, for a moment, that we’re in a movie pitch meeting. We (the global road safety activists) walk into a boardroom with a panoramic view of the Hollywood hills. Sitting on the other side of the highly polished walnut table, in deep leather chairs and Tom Ford suits, are the studio bosses. They will decide whether we leave with nothing, or with a shot at the Oscars.

Let’s pitch:

“Our movie is ‘Terminator’ meets ‘Contagion’. For years, killer machines have rebelled against their masters and caused a public health catastrophe. They strike indiscriminately, violently. The bodies are piling up, on the scale of a war. Children are not spared, in fact 500 die every day. Our hero has the code that can end the carnage, and must convince world leaders to act. The clock is ticking. Millions of lives are at stake.”

(We don’t need to imagine the teaser trailer for this movie, because it has already been produced by visionary director Luc Besson. His short, utterly compelling, public service film ‘Save Kids Lives’ contrasts the journey to school of groups of children in South Africa and France. The visceral scenes on the African highway – and the tragic real-life CCTV footage on which it is based – always elicit shock. I’ve now viewed Luc’s film with many audiences, including UN Secretary General Ban Ki-moon and His Holiness the Pope. The reaction is always stunned silence, then a deep breath, then an urgently voiced concern that something must be done.)

Back at our pitch meeting, the movie execs have some questions. To them, the story doesn’t sound realistic. Why, they ask, has this disaster been allowed to continue for years? If we have the solution to prevent the machines from killing why hasn’t it just been deployed? And they aren’t so keen on the idea of all these children dying. Including one or two young victims could have dramatic effect, raise the stakes and get the audience onside and rooting for the hero. But 500? Every day? Isn’t that just a bit…attritional? By now wouldn’t someone have, you know, actually noticed that these kids are disappearing and raised the alarm? Sorry, it stretches credulity too far – something would have been done by now. They’re shaking their heads.

So we explain: the machines are clever. They pick people off in ones and twos, spread out across the whole world. Most of the time they’re useful and even enjoyable servants, ferrying us around, delivering our goods, getting us from A to B. So we’re prepared to look the other way when they do strike, to accept the occasional sacrifice as part of the cost of our mobility. Only occasionally does anyone stop to consider the bigger picture, to look at the way this death over here is connected to that one over there, to aggregate the individual tragedies and to realise the true cost: a hundred thousand dead every month, more than 1.2 million every year. Hospital wards filled with the injured. A hidden, deadly, costly war...
It’s a story I’ve been telling for almost a decade. Travelling the world, for the FIA Foundation, the global Make Roads Safe campaign and, now, for the FIA High Level Panel on Road Safety and the UN Development Programme, I’ve met road safety campaigners and victims and their families; argued with road engineers; walked the trauma wards with exhausted surgeons; and relayed their messages to government leaders and ministers. Collectively, the road safety community has made great strides since the early 2000s. We’ve had global ministerial conferences addressed by Presidents; the approval by more than 100 countries of the UN Decade of Action for Road Safety 2011-2020; and we’ve secured the inclusion of road safety targets in the new UN Sustainable Development Goals (SDGs). The international community is now aware, in a way it wasn’t, of the scale of the problem and the need to act.

But recognising something needs to happen and actually making it happen are very different things. We have to keep up the pressure. When we make a movie we don’t leave it to chance that the audience will come flooding through the cinema doors. Sure, there are indie sleeper hits, word of mouth successes. But the release of most big movies is managed like a military operation. There’ll be news-bites and tit-bits from production during principal photography; the public will be softened up with film trailers and photos on the internet; and a bombardment of features, interviews and talk show appearances with the stars will precede the premiere, supported by an eye-wateringly massive marketing budget that sometimes equals or exceeds actual production cost. And investment in traditional ads is now reinforced with huge attention to social media: recent research shows channels like Facebook, Twitter and Instagram becoming increasingly influential in guiding people to the movies.

The need for constant reinforcement of the road safety message is not lost on those countries with the best performance. Putting in place policies for safer vehicles and roads, and laws governing seat belt and motorcycle helmet use, speed limits and drink driving, is only half the battle. The road user needs to be educated and motivated, and to understand why he is being asked, or told, to behave safely. So effective road safety marketing, supported by consistent enforcement by the police, is vital. But the signals given by our leaders are vital too. In France, in 2002, road traffic casualties fell dramatically, unlike our fictional studio bosses, they don’t see the urgency of tackling road crashes that – take the USA for example – are killing people in the tens of thousands each year. Yet, as a powerful ad by the Transport Accident Commission in Australia points out, even one death is too many, and how do we choose who is expendable? The TAC went out on the streets of Melbourne and asked the public, “How many road deaths is an acceptable level?” When put on the spot, it is difficult to justify any answer except: zero. We need to be doing a better job of asking our political leaders the same question, and making them follow the logic of the only possible response.

And in the countries where road traffic deaths are rising fastest the need for political commitment is even greater, even more urgent. As the latest ‘global status report’ from the World Health Organization shows, it is in middle and low income countries where traffic deaths are rising fastest. In the first few years of the UN Decade of Action for Road Safety, which is intended to be a global effort to stabilise and then reduce the carnage, more than fifty countries saw the number of their citizens being killed on the roads increase. In some African and Asian countries you are at least ten times more likely to die than in Western Europe. The proportion of African children being killed is almost three times that of children in OECD countries, even though motorisation is far lower.

Yet these countries with the highest health burden are the least equipped to deal with the problem. They need help, and the international community needs to provide it. In 2015 the UN Secretary General, Ban Ki-moon, appointed my partner Jean Todt as his Special Envoy for Road Safety, with a remit to challenge the UN system to do more. Too many agencies still pay lip service to the need for road safety, without deploying budget to deliver action. While influential financial institutions like the World Bank recognise the need to act – the need to ensure, for example, that their road infrastructure loans to countries include consistent safety provisions to avoid adding fuel to the fire – the pace of change is too slow, the most senior decision makers in the hierarchy unengaged. Institutions often blame a lack of demand from their client governments, without making any serious effort to stoke up that demand. A self-perpetuating Catch 22.

I have been involved in advocacy and fundraising for HIV/AIDS, not least through the movie industry’s support for the Foundation for AIDS Research, amfAR. The call to action on HIV/AIDS is constantly amplified by interventions from institutional leaders,

In 2016 Michelle Yeoh, seen here with UNDP Administrator Helen Clark, was appointed a UNDP Goodwill Ambassador.

Meeting a child road traffic victim during her first road safety fact finding trip with the FIA Foundation to Vietnam in 2008.

Discussing safer road infrastructure with an engineer outside Delhi. The Indian government aims to build 310km of new road a day.

Speaking on behalf of the Malaysian government at the UN General Assembly in 2014.

A WHO panel on achieving the SDG road safety target, Beijing, 2016.

Michelle Yeoh was recognised for her work supporting road safety in Cambodia at a medal ceremony with the Deputy Prime Minister, 2014.

In 2016 Michelle Yeoh, seen here with UNDP Administrator Helen Clark, was appointed a UNDP Goodwill Ambassador.

DESIGN AND DELIVERY FOR THE GLOBAL GOALS
How many road deaths are acceptable? It is difficult to justify any answer except: zero.

Michelle Yeo is the Spokesperson for the FIA High Level Panel on Road Safety, here at the UN in 2015.
A collaboration between the FIA Foundation and UNICEF shows powerful links between poverty and road traffic injury.

Research by the FIA Foundation and UNICEF has highlighted how road traffic injury exacerbates child poverty, imposing a severe burden upon the young and the poor across low- and middle-income countries.

The joint report, ‘Rights of Way: child poverty and road traffic injury in the SDGs’, published in July 2016, reveals the extent of the impact of road traffic injury on families living in poverty across low- and middle-income countries. Children from poor families are vulnerable to road traffic injury; when tragedy strikes, they suffer severe and protracted effects and, too often, victims and their families are locked into a cycle of poverty. Globally, road traffic injury serves as a brake on poverty eradication and development.
Presenting a wide range of case study material covering cities across sub-Saharan Africa, Latin America and Asia, the report highlights the immense burden that road traffic injury places on families and children living in poverty, and indicates how this is serving to undermine global sustainable development objectives on poverty eradication.

In Nairobi, families living in poor neighbourhoods on the outskirts of the city faced medical costs twenty times their monthly wage following a road traffic injury, while families hit by road traffic injury in Brazil, Colombia, Mexico, India, Indonesia and Thailand experienced losses of income typically of over 50%, struggled to retain employment, and faced a severe drain on living standards as well as loss of educational opportunity.

Research undertaken by Social Finance, Impact Strategist and AIP Foundation in Cambodia, for the FIA Foundation’s 2016 report ‘Investing to Save Lives: an impact investment case for preventing road trauma’, demonstrates the consequences of road injuries for families without a welfare net or proper health insurance cover.

Household income is on average 21% lower after an accident, and after a serious accident households are often left without valuable productive assets such as land, vehicles, and livestock. It is common for children to leave school as a result of an injury to a family member, whether to provide care for the injured person or as a result of reduced household income, and the average absence is very long at 81 weeks.

“Poverty eradication is at the heart of the Global Goals, but if we are to make progress in combating poverty we must seriously address road traffic injuries, the leading global killer of children in their second decade of life”, says report author Avi Silverman, who coordinates the UNICEF Child Road Traffic Injury Programme. “As a global policy priority we must promote safe and sustainable mobility as a matter of social equity, because getting it wrong will have knock-on effects for social and economic progress and human rights in so many other areas.”

When families suffer road traffic injury, the effects can be devastating and long term. A pattern emerges where families suffer road traffic injury just at the point at which they are becoming increasingly economically active, or in the case of children, becoming more independent and mobile engaging in activities such as travelling to school. As we have seen above, the consequences can be severe, setting families back into a cycle of poverty. With debt, the burden of care, and reduced chances to earn an income, the death or injury has an impact not only on the immediate family but ripples out into the wider community.

The following stories, recorded by our partners Amend, AIP Foundation and the World Resources Institute, are just a few testimonies, but they are representative of the pressures on countless families in lower income communities, and point to a much more widespread pattern of trauma and burden imposed by road traffic injury which must be urgently addressed.
CASE STUDY 2: Mexico
Sliding to poverty

The pressures and strain imposed by road traffic injury on poor families are apparent from cases in Mexico City. In June 2013, 18 year old Olaf Chavez Salgado and his wife were travelling together on a motorcycle when they were hit from behind by a car. Olaf fractured his tibia and fibula, while his wife suffered minor injuries. Olaf was hospitalised for 20 days, and has subsequently had to return to hospital 7 times as his body did not accept the reconstructive metal plate that was used to support his leg. As a result, he had to quit his job as a mechanic, and since then the whole family have been supported by his mother’s income.

At one point Olaf’s mother had to leave her job in order to take care of him, but has subsequently been able to find other employment again. She remains the only source of income for the family, which includes Olaf’s wife, and their young son. Olaf continues to have operations to adjust his metal insertions in his foot and leg. Although he was not charged for the operations, they did charge for the metal inserts, which have cost over US$2000. Although the family’s income now just covers their outgoings with his mother’s help, this injury has dramatically affected their financial situation, and they have had to rely on support from their extended family to pay for the medical costs.

CASE STUDY 1: Brazil
Sudden impact brings a lifetime of trauma

Sao Paulo’s favela’s and the surrounding road network offer little protection for the most vulnerable.

Tatiana de Silva lives in a run-down neighbourhood on the favela-lined outskirts of North West Sao Paulo. Tatiana lost her daughter, Liva Mollo when she was visiting her husband in prison, along with her two daughters. The bus left them on Rodovia Dutra, one the busiest motorways in South-East Brazil, at a place with no pavement and no pedestrian crossing. Tatiana and her two daughters were hit by a driver who was arrested and found to have been drunk driving.

Tatiana and her 10 year-old daughter were injured suffering head injuries and broken bones. They survived but her youngest, five-year-old Liva, was killed. Tatiana had been working hard to make ends meet in a job as a driving instructor, but has been unable to return to work after the trauma and injuries she also suffered. She had been supporting the whole family but is now thrust further into poverty. She struggles every day emotionally and finds it hard to look after her children.
CASE STUDY 3: Indonesia
Loss of a breadwinner

Ngadirah lives in Kebumen on the Indonesian island of Java, a town close to the Indian Ocean. Her family’s life was turned upside-down five years ago when her husband was killed in a road traffic collision. At the time he was the only person who provided financially for their family, earning around $200 a month, while Ngadirah looked after their two children at home. One afternoon, her husband was riding his bicycle home after a day at work, when he was hit by a car. Sadly, despite the efforts of people to help him, he died by the time he reached hospital. Since her husband’s death, Ngadirah has worked and as a result is less able to look after the children, leaving so early in the morning that she doesn’t even have time to cook them breakfast. Her two children eventually dropped out of school, as she could no longer afford to send them. They would like to go back to school in order to get a good job, but it isn’t clear when or if they will be able to. Ngadirah estimates that before the crash, the family’s income was around the average level in the community, but now they are among the poorest, earning around $100 a month. They have significantly cut back on expenditure. While she received some money from insurance which cushioned the initial impact, the crash has shifted the family onto a poverty trajectory, missing out on education and barely making ends meet.

CASE STUDY 4: Cambodia
Selling all they own

Eighteen-year-old Phal Prek collided with another motorcycle. His most serious injury was a badly broken leg and he spent 30 days in hospital. His mother cared for him, and he returned to work as a construction labourer six months after the accident. Phal’s medical costs required the family to sell their farming land and house (to the value of $1,645), farming implements and animals, motorbike, bicycle, television and a number of other possessions. The family received $15 compensation, but reported selling assets totalling $2,304. Phal’s younger brother stopped going to school for two years and his father left the district to work as a labourer.

The landless family lives in a thatch house with an earthen floor and its real income has fallen by 38 percent from pre-accident levels.
CASE STUDY 6: Thailand
The cost of injury

Phattharaporn Thathong and her husband, Wanchai Kumpha, live in Bangkok, Thailand. Her life was changed by a crash in January 2012, when she was run over by a truck. She was returning from a pregnancy check-up, travelling as a passenger of the motorbike which her husband was driving. The motorbike became sandwiched between two large 18-wheel trucks. The truck on the right side clipped the motorbike, causing them to fall. Although her husband Wanchai only had minor injuries, Phattharaporn’s left arm and leg were crushed by the other truck. Fortunately, doctors were able to save her life, and that of her baby, but she had to have one arm and leg amputated.

Phattharaporn had just graduated from college, and was looking for a job, but has not been able to find one since her injury. Her 28-year old husband is a teacher, and had to take two weeks off work following the accident as well as additional time without pay to attend follow up appointments. Their budget remains very tight, and they spend everything they earn. Their small daughter, Pattarawan, stays at home with her mum, but often remains in her bedroom all day until Wanchai comes home from work.

CASE STUDY 5: Thailand
Danger on the streets

Chutikarn Meepai, aged 9, and her family are some of the poorest people in their community, and make a living selling lottery tickets in the local market in Nontaburi province, just north of Bangkok, Thailand. Both of her parents have disabilities – her father Kammoon only has one arm, and her mother, Kamonwan, has post-polio syndrome. The family could expect to sell around $400 worth of tickets a month, giving a profit of just over $200 once the cost of buying the tickets is included. Recently, on the way back from the market in their three-wheeled motorbike, they were hit by a local bus on the main road, around 1km from home. The bus wheel crashed into Chutikarn’s leg, and left the little girl seriously injured. As a result she has had to have her leg amputated, and is still in hospital over a month later. Her parents are unable to earn money, as they have to look after their daughter, and so are relying on handouts from charities and government. Although the family receive free medical care through Thailand’s Universal Medical Coverage, they still have to pay additional medical expenditures. Over the past month, these medical fees have cost over $1000, and the family have also had to pay additional costs of renting somewhere to stay near the hospital, as well as travel costs. Chutikarn is likely to be hospitalised for a number more months, and the family faces tremendous challenges in looking after her and earning enough money to survive.
CASE STUDY 7: Zambia
The high cost of caring

Ten year old Lucy lives with her widowed aunt and three other children in a small rented flat in a low-income area of Lusaka.

Every day, she walks with her friends to school, approximately one kilometre from her home. The journey takes them alongside and then across a busy road during morning rush hour.

One morning in July 2016, while Lucy was walking along this road she was hit by a driver who came off the main carriageway onto the dirt shoulder. The driver didn’t stop, leaving Lucy lying in the dirt. Another driver stopped, put her in the car and rushed her to hospital. She had head and face injuries, and a broken leg.

Because their household’s only income is from Lucy’s aunt selling vegetables at the local market, Lucy’s grandmother had to travel from her village over 600 kilometres to Lusaka to sit at her bedside in the hospital. The hospital treatment, and Lucy’s food there is free – provided by the government. But Lucy’s grandmother does not receive food, so every day after finishing at the market, her aunt comes to the hospital to bring food. As well as the cost of the food, the transport costs are around $2 per day, so the majority of the aunt’s income – which is approximately $100 per month - is spent in some way related to caring for Lucy.

CASE STUDY 8: Ghana
Breaking of an active man

Stephen and his wife are the parents of three children - a twelve year old and two children under the age of five. They live with Stephen’s mother, brothers and sisters.

One evening in February 2016, Stephen stepped out to buy dinner for the family. The local neighbourhood is split in two by the major Odorkor-Mallam Highway, and where Stephen wanted to buy food was the other side of this road. With very high-speed traffic and no safe crossing places at Busia junction (where Stephen lives), this location is very dangerous for pedestrians.

Stephen was hit by a fast-moving car. He was left in a coma and had many broken bones. When he came round from the coma after two months, he initially could not speak and could not eat. He remained in hospital for five months, but has now been discharged and is back home, wheelchair-bound.

The third of Stephen’s children was born three months after he suffered his injury, and so does not know his father as the active man he used to be. The family has lost the income of the main bread-winner, and Stephen may need full-time care for the rest of his life.
This rollover demonstration car may be upside down, but when it comes to road safety FIA automobile clubs are moving in the right direction.

A new online child seat safety toolkit for advocacy and technical information for countries at every stage of development was presented by Alberto Escobar, Public Policy Director of the Automobile Club of Chile.

The launch took place at the FISEVI International Forum on Child Road Safety, held in Santiago, Chile, before an audience of more than 200 Latin American policymakers, police and road safety organisations. The new toolkit was designed by the FIA, FISEVI co-host Fundacion Gonzalo Rodriguez, and the Royal Automobile Club of Catalunya (RACC), with financial support from the FIA Foundation, as one of the FIA Road Safety Programme’s large L’ projects. Its rollout for use by automobile clubs will be funded through the M’ project strand, building a body of expertise and evidence and providing clubs with an important connection to their members and the wider public.
FOR SAFER ROADS, FIA CLUBS TAKE THE LEAD

An important participant in the FISEVI meeting is Safe Kids Worldwide, a US based child injury prevention NGO with affiliated members in thirty member countries. Licensed by the US National Highway Traffic Safety Administration (NHTSA) to provide its child restraint training, Safe Kids is also working with countries in Latin America to support child safety. New members of the network include the Automobile Clubs of Ecuador, Paraguay and Peru, while long-time FIA Foundation partner Fundación Gonzalo Rodríguez, another Safe Kids affiliate, works closely with other auto clubs in the region. Beyond child safety issues, auto clubs in Latin America are also active partners in Latin NCAP, with the Chilean club’s president, Alejandro Quintana Hurtado, hosting the country’s transport minister, Andrés Gómez-Lobo, at a ‘Stop the Crash’ event featuring senior policymakers including UNECE Executive Secretary Christian Friis Bach and Miguel Ángel Mancera, Mayor of Mexico City. The network, which becomes operational in late 2016, already includes 17 cities from North and South America, European and Australasia. It has the potential to be a lasting and substantive legacy of the FIA’s Road Safety Programme, and to offer opportunities for FIA (and FIA Foundation) member clubs to engage with city authorities on vital issues of urban mobility and safety.

Another FIA ‘L’ track project, launched at the UN’s Habitat III conference in Quito, Ecuador, is the Safer City Streets Network, a co-initiative of the FIA and the International Transport Forum. The initiative, funded in its start-up phase by the FIA Foundation, will use the expertise of the International Road Traffic & Accident Database (IRTAD) to develop data indicators with cities to enable better targeting of road safety policies and knowledge sharing between cities. FIA President Jean Todt announced the partnership during a side event featuring senior policymakers including UNECE Executive Secretary Christian Friis Bach and Miguel Ángel Mancera, Mayor of Mexico City. The network, which becomes operational in late 2016, already includes 17 cities from North and South America, European and Australasia. It has the potential to be a lasting and substantive legacy of the FIA’s Road Safety Programme, and to offer opportunities for FIA (and FIA Foundation) member clubs to engage with city authorities on vital issues of urban mobility and safety.

For FIA clubs in Europe, the success of 2015’s award-winning ‘Think Bikes’ campaign has been followed in 2016 with the new ‘Stay Bright’ campaign. Each year, more than 800 children under the age of 15 are killed on European roads and 100,000 are injured. As pedestrians and cyclists, children are some of the most vulnerable road users of all. At an event hosted by the Czech Automobile Club UAMK, the FIA, MEP Olga Sehnalova, and racing driver and BMX World Champion Alex Wurz joined to urge children to Stay Bright during winter with the correct use of reflective gear.

“We know that the winter months are dark and cold, and road visibility is poor”, Olga Sehnalova told the launch, held as part of a ‘Safe Road to School’ conference led by FIA Region I and UAMK, with co-funding from the European Commission. “Unfortunately, many children don’t get the right advice or equipment to be safe when they are going to and from school. Stay Bright intends to change that, by showing kids how to best use reflective gear and empowering them to act for their own protection.”

“When I was 12 years old I became BMX World Champion and bicycles have always played an important role in my life”, says Alex Wurz. “I know how vulnerable cyclists are in traffic and with a campaign like Stay Bright we can show kids that by using reflective gear properly, they are much better protected on the road. It might just save their life.”

The Stay Bright campaign is co-funded by the FIA Foundation and supported by many current F1 stars, including Fernando Alonso, Jenson Button, Romain Grosjean, Felipe Massa, Nico Rosberg and Sebastian Vettel. Countries (and their clubs) which will run the campaign include France (ACA), UK (IAM), Italy (ACI), Portugal (ACP), Slovakia (ASA), Denmark (FDM), Latvia (LAMB), Belgium (CTCB), Czech Republic (UAMK), Norway (KNA), Azerbaijan (AMAK), Nigeria (ATZN), Hungary (MAK), Slovenia (AMZS), Bulgaria (UAB).
FOR SAFER ROADS, FIA CLUBS TAKE THE LEAD

Campaigners for the ‘Safe and Sober Villages’ initiative led by Automobile Club of Moldova (ACM).

Automobile Association of Singapore (AAS) uses this pledge as part of its ‘Stay Focused’ campaign.

Association of Lithuanian Automobilists (LAS) stickers distributed as part of its distracted driving campaign.

Lord Robertson: “The automobile clubs are the backbone of many global road safety campaigns.”

The Automobile Club of Poland (PZM) is educating teenagers on hazard perception while riding two-wheelers.

AA Kenya is running the ‘Msamaria Mwema’ first aid campaign, targeting a high risk highway.

New EuroRAP chairman, Ferry Smith, of ANWB.

In addition to major initiatives, diverse club activities, reflecting local priorities, have been supported through the FIA Road Safety Programme during 2016. In Moldova, for example, the auto club (ACM) is leading a drink drive pilot initiative as part of a wider EU-funded ‘Safe and Sober Villages’ project. The Automobile Association of Singapore (AAS) is tackling driver, rider and pedestrian distraction through a ‘Stay Focused’ campaign, initially reaching more than 60,000 members, while the Association of Lithuanian Automobilists (LAS), has organised more than 20 events as part of its ‘Don’t Drive with your eyes shut’ distracted driving initiative. Meanwhile in Poland, where young people can ride motor scooters from the age of 14, the Automobile Club of Poland (PZM), has launched the ‘From scooter to Harley’ initiative, in conjunction with the traffic police, to train teenagers in risk perception and road safety rules.

In 2014 the FIA established a successful partnership with the International Federation of the Red Cross and Red Crescent, which has seen auto clubs partnering with national Red Cross/Red Crescent societies to provide first aid training. In Kenya, the AA Kenya has taken this post-crash care initiative on with a new partner, launching a training programme in partnership with St John’s Ambulance. The ‘Msamaria Mwema’ initiative, funded by the FIA Foundation through the FIA Road Safety Programme, offers free training courses to public service vehicle drivers who use the Mombasa-Malaba highway, considered to be one of the most dangerous roads in the country. The AAK target is to train 500 drivers from June to December 2016.

With automobile clubs providing both the leadership and technical delivery for one of the FIA Foundation’s flagship partners, the International Road Assessment Programme, in many regions, the charity is deploying its resources in a way that often benefits both its members and the public good. As new EuroRAP chairman, Ferry Smith, Director of Public Affairs for the Royal Dutch Automobile Club (ANWB), explains, auto clubs – and their millions of members – can be powerful road safety advocates: “There’s a multiplier factor that comes into play”, he says. “When you have your members standing behind you, politicians are much more likely to listen to you. We have to make people think that they can’t afford not to work with EuroRAP by clearly showing them the benefits of our work – the 3-star or better campaign has an important role to play in this.”

“The automobile clubs have been the backbone of advocacy efforts like the Make Roads Safe campaign and the My World survey for the SDGs, and your reach and voice has made a huge difference”, FIA Foundation Chairman Lord Robertson told the 2016 FIA Mobility Conference, meeting in Helsinki, during a panel on implementing the SDG road safety targets. “But”, he emphasised, “you are needed now as never before.”
Safe and sustainable mobility is vital for empowering women, yet many women using public transport face harassment and threats to their personal security.

All over the world, women are frequent and regular users of public transport. In developing countries women often rely on some form of public transport as their only choice of motorised transport. It is therefore important that they perceive public transport as being safe and secure. However, there are a growing number of distressing incidents reported when women’s personal security has been compromised while using public transport. Extreme cases from both the developed and developing countries have caught the eye of the media. However, there are many more cases of women being subjected to aggressive behaviour, verbal abuse and sexual assault on public transport which are not publicised.
To explore the extent of the issue, the FIA Foundation commissioned sustainable mobility consultant Heather Allen and the University of Cape Town to review the available literature as the first step in a wider research project. A report, ‘Safe & Sound: International Research on Women’s Personal Safety on Public Transport’ was published in March 2016. The initial findings of this work show that women face harassment while using public transport on a daily basis all over the world. It is reported as an issue of concern from Baku, Azerbaijan to Bogotá, Colombia – and everywhere in between. It is also not confined in any way to the developing world, and appears to be just as prevalent in rich, highly industrialised cities such as London, New York or Paris.

All forms of harassment can affect women’s access to opportunities, and their quality of life. Harassment can take various forms such as verbal harassment (cat calling or unwanted teasing); visual harassment such as leering or staring and physical forms such as men exposing themselves, groping or other forms of touching. It often takes place in public places as women travel to and from places of education/schools or to and from work. It also occurs in or around bus and train stations, bus or other public transport hubs and stops and on and on the vehicles themselves, especially if they are crowded.

It is clear that it happens more often than is thought. The FIA Foundation report shows that women face harassment while using public transport on a daily basis all over the world. High rates of non-reporting of incidents were found internationally: in New York it is estimated that 96 per cent of sexual harassment and 86 per cent of sexual assault on the subway goes unreported; in Baku, Azerbaijan, none of the 162 out of 200 women who reported having been sexually harassed on the metro reported it to the appropriate authority. In Egypt, of 1000 women surveyed, only 2.4 per cent of the 83 per cent of Egyptian women and 7.5 per cent of the 98 per cent of foreign women living or travelling in Egypt who had experienced sexual harassment in a public place, reported it.

There is not a lot of available information on women who have either reduced their mobility horizons or changed their travel patterns due to concerns over personal security, so it is not easy to understand the effect of this undesirable behaviour. But it is likely to have a larger impact on women contributing to society and the labour force than is currently understood. We already know that all forms of harassment, sexual or other, affect women deeply and reduce their confidence, impacting their ability to move freely in public places. If this is directly associated with their transport options, it will affect their decisions to take up educational opportunities, join the labour market and influences the kinds of jobs they pursue.

We also know that women play a strong role in influencing the value sets of their children. If they pass a negative value judgement on to them about using public transport, based on their experience and perceptions, it can reduce the possibility to increase the use of public/mass transport in the future. As this is a core pillar of sustainable mobility especially as the world becomes increasingly urbanised, by not addressing this issue we are creating the framework to fail. Those boys and girls will grow up thinking that it is unsafe, and as soon as they can, they will prefer to buy or share a car, motorbike or scooter – creating a vicious downward spiral of increased congestion, even if every vehicle is cleaner than today.

There is little doubt that getting more women into the workplace will have a positive impact putting the global economy back on track. The McKinsey Global Institute estimates that if women in every country were to play an identical role to men in markets, as much as US$28 trillion would be added to the global economy by 2025. If we also accept that there are many young girls who would like to work when they grow up and link this to the recent findings of the ILO on youth unemployment – we can see that by addressing this issue we can unlock significant opportunity for growth.

Women can and should be able to play a role in society and it is important that women are able to fully contribute to a country’s development.
Early morning on the streets of Nairobi, and the traffic is already at a standstill. Kenyan drivers and their passengers are used to spending hours this way. Commuters sit frustrated on crowded buses, pedestrians bustle in and out of the traffic and a brown haze of dust and pollution fills the air.

Sub-Saharan Africa has some of the fastest growing cities in the world. A huge increase in vehicle numbers, often imported and second-hand, together with poor fuel quality, is causing major health and environmental challenges. The FIA Foundation, in partnership with the UN Environment Programme and other local experts, is working to address this and bring about a step change in vehicle emissions through the Global Fuel Economy Initiative (GFEI), the Partnership for Clean Fuels and Vehicles (PCFV) and the Share the Road initiative.

Sub-Saharan Africa is motorising rapidly and three FIA Foundation-supported programmes are working to limit the environmental impact.
These are global issues. The number of vehicles worldwide is expected to triple by 2050, with as many cars in China alone as currently on the whole planet. The implications of this are unsustainable environmentally, but also in terms of fuel and energy use, congestion, pollution and safety. The GFEI is working hard to address one element of this through improving the fuel economy of the fleet. It does this by raising awareness of the issues, in-depth analysis, and expert support to countries wanting to implement fuel economy policies. The PCFV is working to clean up fuels, with a particular focus on eliminating lead from petrol and reducing sulphur levels to help lower particulate emissions. The Share the Road initiative is seeking to improve safe and continuous routes for non-motorised users - all part of the FIA Foundation’s work to promote safe, clean, fair and green mobility globally.

In Kenya, the vehicle population is set to double every five to six years. The resultant traffic congestion is estimated to cost the country close to USD 900 million per year. In addition, the air quality in most urban centres is deteriorating, especially in Nairobi where traffic emissions are responsible for about 40 per cent of small particulates. Joseph Nganga, Director General of the Energy Regulatory Commission (ERC), puts the cost of this at Kshs 115 billion (USD 1.12bn). He says: “Improved fuel economy is essential if we are to address the negative implications of the growth in motor vehicles such as pollution, congestion, energy and resource depletion, and environmental damage.”

An important place to start is in tackling the quantity and quality of vehicles imported onto the African continent. A GFEI study in Kenya showed that 99 per cent of cars imported in 2010-12 were used vehicles. In Uganda, another study found that the average imported used car was over 16 years old. With the average age of the vehicle fleet in the region of well over 10 years old - and many therefore pre-dating some key standards in the markets of origin, even before the deterioration which comes with age - this is a major policy challenge.

It is perhaps not surprising therefore that the country’s average fuel economy for passenger vehicles barely improved between 2010-12 (from an average of 7.4 l/100km in 2010 to 7.7 l/100km in 2012). This imposes real costs on the country by requiring more oil imports and money spent on fuel.

PCFV has been working with Kenyan officials to adopt cleaner fuels that can support less polluting, more efficient vehicle technologies. In 2005, Kenya eliminated leaded petrol and 10 years later introduced lower sulphur fuels.

In 2012, the GFEI partners entered into an agreement with the Energy Regulatory Commission to promote fuel-efficient vehicle policies. A baseline study was undertaken involving government agencies, civil society and the private sector represented by General Motors. The GFEI study findings were released in April 2015.

As a result of this work Kenya has committed to supporting the importation of more fuel economy vehicles through changes to vehicle import taxation. Further work is now underway with GFEI to consider a fee and vehicle labelling system, which would complement the taxation by further promoting the importation of fuel-efficient vehicles. The GFEI also provides a global platform where countries can learn from each other’s successes. For example, the fee and tax scheme proposal in Kenya is based on the experience of a successful scheme in Mauritius.

This work is growing in significance globally. GFEI was showcased as a model initiative of real action and impact at the COP21 global climate talks in Paris, where it was described by Achim Steiner, then head of the United Nations Environment Programme, as “a model alliance that should inspire other sectors”. From an initial four pilot countries, GFEI is now providing support to 65 nations to help them move towards a cleaner, more fuel-efficient vehicle fleet, and to make the savings in resources, fuel imports, CO2 and air quality which that can generate.

There is an urgent and compelling health imperative for this work. A major study published by UNICEF in 2015 found that 300 million children live in areas which breach WHO minimum air quality guidelines. Of these, 300 million children are breathing toxic air every day, with devastating health consequences.

Someone who understands this all too well is Dr Lucy Muhia, a public health specialist with more than 20 years’ experience. She is currently Deputy Chief Medical Officer at the University of Nairobi health services.

“In heavy traffic, there are more emissions from vehicle fumes and more health effects on those people held up in it due to prolonged exposure”, she says. “My research for the GFEI showed that over 90 per cent of respiratory diseases in Nairobi are likely to be due to air pollutants. There is an urgent need to develop policies and plans that enforce laws and regulations to protect health and ensure the safety of vulnerable groups, mitigating the adverse effects of vehicle emissions.”

See overleaf examples of how GFEI is working with African governments and countries:
1. **KENYA**

As a result of GFEI’s support, Kenya is now adapting its vehicle tax policies to incentivize imports of newer, more efficient vehicles. GFEI hosted a stakeholder workshop in Nairobi on the 12th May 2016 to discuss new proposals for a vehicle taxation scheme to promote the importation of cleaner, more fuel efficient vehicles in Kenya. The event shared the findings of a report developed by the Kenyan Energy Regulatory Commission in collaboration with the University of Nairobi, and supported by GFEI through UNEP with DFID funding.

The report reviewed vehicle fuel economy trends and identified policy proposals to improve vehicle fuel economy in Kenya. The report proposed two policy instruments: a ‘feedate’ tax system and a vehicle labelling scheme. A feedate tax structure proposes a fee or levy on inefficient vehicles and a rebate or refund on efficient vehicles while a vehicle labelling scheme provides information on vehicle fuel efficiency to consumers. The report also illustrates what a Kenyan vehicle label could look like.

2. **SOUTH AFRICA**

Fuel economy baseline and policy development

GFEI has been supporting South Africa to develop a fuel economy baseline, including data analysis and stakeholder workshops. The baseline analysis is the first step towards new vehicle FE/CO₂ emissions standards development as it sets the initial input to model the potential benefits of adopting new vehicle FE/CO₂ standards.

As part of the baseline analysis project a workshop was held in Pretoria (Aug 25th) on fuel economy standards. The workshop was attended by a local and state government officials from the departments of Transport, Energy, and Environmental Affairs, City of Tshwane, Johannesburg Metrobus, as well as technical experts from the South African National Energy Development Institute, and NGOs, all involved in transport and climate issues.

The purpose of the workshop was to present preliminary results of the baseline study, to have a chance to describe how FE and CO₂ standards work, and to listen to stakeholders questions and comments on the idea of potentially adopting standards. The baseline analysis report will be finalized by the end of November 2016.

3. **BOTSWANA**

Botswana is developing a new fuel economy baseline to inform policy

On 22–23rd March 2016, the Department of Energy hosted a national workshop to discuss opportunities for improving fuel economy. Around 35 participants attended the workshop, including a range of stakeholders from the energy, environment and transport sectors. Both the Botswana’s Deputy Permanent Secretaries for Energy and Environment participated in the workshop. It was proposed that a Botswana vehicle inventory be undertaken and Botswana has subsequently signed an agreement with GFEI to work on fuel economy baseline analysis and policy development.

4. **COTE D’IVOIRE**

Focus on improving fuel efficiency of vehicle imports

GFEI has been working with Cote D’Ivoire since 2012. In 2015, ICTY supported the development of a vehicle fleet baseline and analysis. This showed a relatively high average fuel economy. As a result, Côte d’Ivoire allocated GEF STAR funds to support work, including vehicle import analysis to calculate the average fuel economy for subsequent years, 2013–2015 is currently ongoing, and a data entry tool that will help capture fuel economy data at the point of vehicle import registration is being developed. The next steps will be to develop fuel economy policies that will support imports of cleaner, more efficient vehicles.

5. **BENIN**

Finalising vehicle baseline

GFEI has been supporting work in Benin since 2013, and an inter-agency task force was established to coordinate the project and review vehicle importation in Benin with the objective of promoting cleaner, more fuel efficient vehicles. The government is looking at collaborating with various partners and regional players to support finalisation of the fuel economy inventory.

6. **UGANDA**

Developing new policies as part of Nationally Determined Contribution (NDC)

GFEI has been working with Uganda since 2013, and finalised a baseline analysis of the vehicle fleet in 2015 which shows that the average age of vehicles is very high and they are not very efficient. GFEI is supporting the government to take forward a range of improvements, which are included in the INDC. These include a fuel economy policy and new vehicle standards, age limits, inspection and maintenance systems and a vehicle labelling scheme.

7. **ALGERIA**

GFEI has been working with the Algerian government since 2014, and held a workshop in June 2015, which proposed introducing vehicle labelling and a review of vehicle taxation system.

8. **NORTH AFRICA**

- **MOROCCO**
- **TUNISIA**
- **EGYPT**

GFEI has supported the development of fuel economy baselines in Morocco, Tunisia and Egypt, which were published in 2015, alongside proposals for fuel economy improvements.

9. **MAURITIUS**

Successful ‘feedate’ scheme

GFEI has been working with Mauritius since 2010. Since then, Mauritius have introduced a series of measures to improve fuel economy, including a fee–bate scheme which incentivised vehicles with lower emissions. These incentives resulted in an immediate shift to cleaner and more efficient cars. Fuel economy improved from an average of 7.3 km/L in 2005 to 6.6 km/L in 2013 and 5.8 km/L in 2014. GFEI is currently working with Mauritius to monitor the ongoing impact, propose additional policy measures for light and heavy duty vehicles and replicate the scheme in the region. This year the government replaced the feedate tax system with a new tax structure to further encourage importation of electric and more efficient vehicles. Lessons learned from Mauritius are used in almost all other GFEI country projects.

10. **ETHIOPIA**

GFEI developed fuel economy policy proposals with the Ethiopian Transport Authority and the Addis Ababa Institute of Technology in 2010. The vehicle fleet has doubled since then, and the country is considering policy options.

11. **ECOWAS**

GFEI, through UNEP, is working with the Economic Community of West African States (ECOWAS) to support the development of a West African regional clean and efficient vehicles roadmap that will contribute to reduced vehicle CO₂ emissions worldwide in line with the GFEI target of doubling vehicle fuel efficiency by 2050. The ECOWAS Commission brings together 15 West African countries – Benin, Burkina Faso, Cape Verde, Cote d’Ivoire, The Gambia, Ghana, Guinea, Guinea Bissau, Liberia, Mali, Niger, Nigeria, Sierra Leone, Senegal and Togo. Already several West African countries are developing GFEI baseline data, and policy proposals.

ECOWAS Commission has been active in promoting cleaner, lower sulphur fuels in the region, as well as promoting a regional outlook to vehicle importation. The ECOWAS Commission recommended implementation of vehicle fuel economy work as the next step for the sub-region at regional workshops held in May 2015 in Abidjan and in June 2016 in Abuja. The support to the ECOWAS to develop a regional fuel economy roadmap will build on past and on-going support to some of the ECOWAS countries on the GFEI. Some of the countries that the GFEI has been initiated or is planned are Cote d’Ivoire, Benin, Liberia, Togo, Mal, Mali, Ghana and Nigeria.
Championing Clean Air and Fuel Efficiency

Box 2: Exporting Pollution: Dumping Dirty Fuels and Vehicles in Africa

UNEP’s Head of Transport Unit, Rob de Jong, describes how environmental dumping is setting back efforts to ensure clean air for Africa’s people:

“In September 2016 a Swiss non-governmental organization, Public Eye, launched a report showing that clean fuels are being mixed with dirty fuel streams and other toxic substances in European ports for export to Africa. They call it “blending” – mixing dirty products with cleaner ones to achieve fuel with “African Specifications”.

It is not only dirty fuels that are being dumped in Africa. Used vehicles of all sorts of ages and quality are being exported. Limited awareness and outdated or absent standards allow unscrupulous traders to make millions of dollars by exporting dirty products to the continent.

Dirty fuels and vehicles are resulting in major health impacts in African cities. African cities are urbanizing and motorizing more rapidly than any other continent. Outdoor air quality is quickly deteriorating, with vehicle emissions being a major source – often the major source.

The World Health Organization (WHO) estimates that 7 million people die prematurely every year due to air pollution, about half of this due to outdoor air pollution, and that 98 per cent of cities over 100,000 inhabitants in low and middle income countries exceed WHO standards for key air pollutants.

One of the biggest dangers comes from small particulates, which enter the bloodstream through the lungs and cause damage across the whole body. Recent studies have shown that some of these pollutants accumulate in the brain. Vehicles are a key source of small particulates – in Africa, dirty fuels and old vehicles emit up to 100 times more of these particulates than in places like Europe.

Public Eye found that highly polluting substances, such as the cancer-causing benzene, are mixed into fuels before being exported to Africa. Another key issue is the level of sulphur in fuels. In most developed countries, the level of sulphur in diesel is around 10-15 parts per million, but in the ports of Amsterdam, Antwerp and Rotterdam, traders are mixing diesel fuels that, when ready for export to Africa, can have sulphur content as high as 10,000 parts per million.

For example, diesel fuels shipped to Nigeria and neighbouring countries are at 3,000 parts per million sulphur. While this is not illegal, as standards in receiving countries are lacking or outdated and awareness is limited, it is unethical and unacceptable.

In Uganda, the average age of vehicles being imported into the country is 16.5 years. These vehicles may then be driven for another 20 years. Less than one percent of vehicles imported in Kenya are new, the other 99 per cent are used.

With a few exceptions, African countries import more used cars than new cars. Many come from Japan and Europe. Cars that risk to fail Japan’s stringent environment test are exported to Africa. There is an urgent need to regulate this trade. A four-year-old imported vehicle that is well maintained with reasonable mileage is quite clean, has modern technology installed, and would help leapfrog to cleaner technology in Africa. But a 16-year-old smoke-belching car is exporting pollution.

UN Environment hosts the Secretariat of the Partnership for Clean Fuels and Vehicles (PCFV), which is a leading global public-private initiative to promote cleaner fuels and vehicles. The PCFV has 73 partners: governments, the oils and vehicles industry, civil society and international organizations.

We are supporting over 60 countries in developing policies and standards. And while much progress is being made – to date 23 developing countries have adopted low sulphur diesel standards – the majority of countries still lack the standards to avoid the dumping of dirty fuels and vehicles.

Many will argue that it is the responsibility of the 100+ countries that do not yet have up to date fuels and vehicles standards to protect the health of their citizens. I beg to differ. It is the responsibility of both the importer and the exporter. As we continue to introduce and sharpen standards in African countries, we also need to see action from the mainly western exporters of dirty fuels and vehicles. We need the West and Africa to agree that cleaner fuels and vehicles are most welcome, and will save lives, but that the era of environmental dumping is over.”

Reproduced by kind permission of UNEP.
Fernando Alonso’s crash at the season-opening 2016 Australian Grand Prix was a significant moment in the history of motor sport. And not just because the Spanish driver walked away from a huge 300km/h crash. The fact he did so is remarkable in itself but the analysis of the incident is also a first in the sport. It was the first time that all of the new safety measurement systems have been brought together to provide a forensic picture of what happens to the driver and the car during a major crash, in a research project led by the Global Institute for Motor Sport Safety, with funding from the FIA Foundation.

Motor sport safety research funded by the FIA Foundation is striving for a Safe System.
A high-speed camera that is always pointing at the driver was installed in every car from the first race of this Formula One season. This now works in conjunction with a tiny accelerometer in a driver’s earpiece that measures the forces on his head. They in turn work with an Accident Data Recorder – essentially the ‘black box’ of F1 cars – which measures all of the external forces.

Combined with the multiple camera angles from the cameras around the track, safety researchers have more information than ever before to determine what exactly happens at every millisecond of a crash. This is essential for deciding on future areas of safety development and research.

In the case of Alonso’s crash the data gathered is remarkable in both its detail and conclusions.

The McLaren driver crashed into the back of Esteban Gutiérrez’s Haas Formula One car at the end of the circuit towards the gravel trap. The car rebounded and proceeded to slide along the circuit towards the gravel trap. With front-left, front-right and rear-left suspensions destroyed, the car was heavily leaning laterally on its left side as it travelled over the grass. This left side dug into the gravel, which rolled the car and propelled it into the air, recording a lateral deceleration of 46G.

The car travelled in the air, rotating approximately 540 degrees (1.5 times) and was airborne for 0.9 seconds. On landing it made its initial contact with the ground on its rear impact absorbing structure, experiencing a peak longitudinal acceleration of 20G.

The high-speed camera took video frames of Fernando Alonso every 100th of a second during the crash.

After the initial impact, Alonso’s front-right suspension was destroyed, and the car veered left towards the outside wall. The wall collision was made with the front left corner of the car, resulting in a peak lateral deceleration of 45G, with high acceleration levels also recorded by the ear accelerometers, demonstrating the forces on the driver’s head.

The High-Speed Camera, which took video frames of the driver every one hundredth of a second, showed that Alonso’s helmet made contact with the left inside face of the headrest twice during the impact, corresponding with two peaks seen on the ear accelerometer data.

The car rebounded and proceeded to slide along the circuit towards the gravel trap. With front-left, front-right and rear-left suspensions destroyed, the car was heavily leaning laterally on its left side as it travelled over the grass. This left side dug into the gravel, which rolled the car and propelled it into the air, recording a lateral deceleration of 46G.

The car travelled in the air, rotating approximately 540 degrees (1.5 times) and was airborne for 0.9 seconds. On landing it made its initial contact with the ground on its rear impact absorbing structure, experiencing a peak longitudinal acceleration of 20G.

After the initial impact, Alonso’s front-right suspension was destroyed, and the car veered left towards the outside wall. The wall collision was made with the front left corner of the car, resulting in a peak lateral deceleration of 45G, with high acceleration levels also recorded by the ear accelerometers, demonstrating the forces on the driver’s head.

The High-Speed Camera, which took video frames of the driver every one hundredth of a second, showed that Alonso’s helmet made contact with the left inside face of the headrest twice during the impact, corresponding with two peaks seen on the ear accelerometer data.

The car rebounded and proceeded to slide along the circuit towards the gravel trap. With front-left, front-right and rear-left suspensions destroyed, the car was heavily leaning laterally on its left side as it travelled over the grass. This left side dug into the gravel, which rolled the car and propelled it into the air, recording a lateral deceleration of 46G.

The car travelled in the air, rotating approximately 540 degrees (1.5 times) and was airborne for 0.9 seconds. On landing it made its initial contact with the ground on its rear impact absorbing structure, experiencing a peak longitudinal acceleration of 20G.

A FORMULA FOR ZERO

The high-speed camera took video frames of Fernando Alonso every 100th of a second during the crash.

The car then rotated about its rear before falling and eventually coming to a stop on the left side of its engine cover, just before the tyre barrier. Alonso walked away.

The fact that he was relatively unharmed – suffering only minor injuries which forced him to miss the next race – is testament to the safety elements in the car that have been developed over the last 20 years. A report into the incident by the Global Institute for Motor Sport Safety concluded:

“From an initial 305kph impact, the car of Alonso was able to manage three high-G decelerations and an airborne phase without major injury to the driver, primarily due to a range of safety systems on the car performing well for their designed purpose.”

The data gathered from the accident will help to ensure that other drivers walk away from equally major collisions.

As would be expected from such a high-tech championship, much of this data was delivered to medics and researchers at the track in real time.

“We receive the data in real time as the car is running, so if it crashes the ADR is able to send us a signal to give us a rough idea of the magnitude of the accident,” says Laurent Mekies, the Global Institute’s General Manager for Research.

“We have that in the same timeline as any other parameters so we can put that on the same graph with the car speed, where the driver braked, with anything that is recorded by the car and this allows us quite a reasonable understanding of the dynamic of the car from the loss of control to the actual crash and impact.”

The accelerometer is housed in the driver’s earpiece with a wire running straight into the Electronic Control Unit (ECU) of the car, alongside the cable from the ADR.

“That’s the beauty of the system,” says Mekies. “You gain all that info in a non-invasive way for the driver because we don’t add extra connections, we just use what is already available there and add our own stuff into it. That was very much the driving concept in the way we are trying to implement this data system.”

Similarly, the high-speed camera is hidden in the cockpit surround behind the steering wheel. However, footage from this camera cannot be delivered in real time because there is a huge amount of data from recording at 400 frames per second. To prevent any loss, this data is recorded twice on the car – on the camera itself and also transmitted to the ECU.

The footage has already proved invaluable for safety researchers. Mekies says: “What we want to understand is the exact dynamic of the head, neck and shoulders in a high-G crash and how they interact with the other parts of the cockpit environment – the padding, the HANS [head and neck restraint system], belts and anything else that can be in the space of the driver. This camera allows us to better understand the exact forces on the head to a given displacement, the elongation of the neck, how it engages with the headrests, how the headrests perform and what we need to do to produce the next generation cockpit environment.”
For any major incident, all of the information collected from a crash is studied by the FIA and sent to Global Institute researchers for further analysis.

“One of the primary functions of the Global Institute is to be a crash investigation body,” says Mekies. “This means that on one side we do the crash investigations and on the other side we actually do the research into mitigating the consequences of crashes that we have analysed. So this gives us a full 360-degree approach.

“It’s also very important that everybody fully embraces what we are trying to achieve and why we need all these sensors on the cars,” [F1 Race Director] Charlie Whiting is giving us invaluable support by keeping the communication flowing with the teams and the drivers, and is always pushing us to go and target the next step.”

But this work is not just limited to F1. The FIA recently launched a World Accident Database for every championship to insert data from major accidents. The Global Institute analyses that data and feeds back recommendations to the corresponding series.

Safety researchers have more data than ever before and are always pushing us to go and target the next step.”

But this work is not just limited to F1. The FIA recently launched a World Accident Database for every championship to insert data from major accidents. The Global Institute analyses that data and feeds back recommendations to the corresponding series.

As Mekies says in relation to the high-speed camera, “I don’t like to call it a complete picture because I think we have added one step and there will be other steps after that. It’s an exercise that never stops, but it is certainly a very significant step.”

The next step is biometrics – gathering data from drivers such as heart rate, body heat and even sweat levels.

“I hope that we will be able to put something on a driver before the end of the season, at least in a test. Biometric data will help us to assess the driver’s conditions before, at the time of the crash and after the crash, as far as the rescue operations are concerned.”

There are also plans to have more cameras pointing at the drivers in future. F1 is bringing in a cockpit protection system and this will offer further opportunities for camera placement above the driver. There is no end to the usefulness that this data would bring to drivers.

As Mekies puts it: “You could imagine a million things tomorrow – you could imagine us trying to estimate the loads on the actual upper body of the drivers through the safety belts, for instance. It is something that will never stop as much as safety research will never stop, and we will continue to push the boundaries to gain a deeper understanding.”
Legendary safety campaigner Ralph Nader has joined forces with Global NCAP to urge progress in vehicle design.

Fifty years ago, faced with a yearly toll of more than 40,000 road deaths, US President Lyndon Johnson signed into law the 1966 National Traffic & Motor Safety Act, establishing the US Department of Transportation and eventually leading to the setting up, in 1970, of the National Highway Traffic Safety Administration (NHTSA). One important contributor to this historic achievement was the publication in 1965 of Ralph Nader’s bestseller ‘Unsafe at Any Speed: The Designed-in Dangers of the American Automobile’, which sparked political and media interest in system failures in US car design and led to Senate hearings.

Nader and his ‘raiders’, a team of legal activists, went on to revolutionise consumer rights laws and protections in many other areas.
Fast-forward fifty years and the legendary road safety campaigner and consumer rights activist, now in his eighties, is again adding his voice to calls for safer vehicle design. In April 2016, at a press conference in Washington D.C., he joined the campaign for ‘No Zero Star Cars’ led by Global NCAP. Nader spoke up after the latest Latin NCAP results showed yet another zero-star car produced by General Motors in Latin America, the Chevrolet Sail, which is sold in Mexico. Mr Nader told the assembled media that the Chevrolet Sail should be renamed as the ‘GM fail’.

Speaking at the National Press Club, at a press conference organised by Global NCAP and Latin NCAP, Ralph Nader accused car makers of “double standards and…knowing and wilful reduction of life-saving technologies in cars for a population that is more vulnerable because it doesn’t have the protection of law in Mexico that we have in the United States. We’re looking at millions of people who are going to die in motor vehicle crashes all over the world in the next decade...we are now seeing a rapid innovation in vehicle design. In April 2016, at a press conference...”

Latin NCAP is concerned by the low safety levels offered by Chevrolet models that have been tested by Latin NCAP over the 5 years of the programme”, says Alejandro Furas, Latin NCAP Secretary General. “Especially as Chevrolet offer good safety levels at affordable prices in other markets. Latin NCAP strongly encourages Chevrolet to follow Honda’s, Toyota’s or VW’s example, who all offer safety levels above the minimum governmental requirements in Latin America, as a market leader GM should be doing the same.”

It is not only in Latin America that the campaign for safer cars is building momentum. The UN General Assembly has this year passed a resolution endorsing calls for all cars in production to meet a set of minimum UN safety regulations by 2020. And a month after the Washington D.C. presser, new results for Global NCAP’s ‘Safer Cars for India’ project were launched at an Automotive Safety conference hosted by the Indian Institute for Road Traffic Education (IRTE). These results included three iterations of Renault’s brand new Kwid, a small car designed for the Indian market, and India’s ‘Car of the Year’. All three successive tests scored zero stars. (Results for a fourth version, with an optional driver airbag, were published in September 2016: the car scored just one star).

The conference was addressed by India’s Union Minister for Road Transport & Highways, Nitin Gadkari, who described the rapid growth in highway development across the country and promised renewed effort to improve road safety. Spurred by appalling NCAP crash test results which have received massive media attention, the Indian government has committed to establish a ‘Bharat New Car Assessment Programme’ in 2017 and is currently consulting on test protocols.

“The results highlight the importance of the Indian Government’s decision to mandate front and side impact crash tests from October 2017”, says Global NCAP’s Secretary General, David Ward. “Legislative action is needed to ensure that the minimum levels of occupant protection recommended by the United Nations are guaranteed for Indian consumers. But manufacturers don’t have to wait for legislation and we urge them to act to eliminate all zero star cars from production as soon as possible.”

“It is appalling that car manufacturers are still building sub-standard and fundamentally unsafe cars for Indian consumers, says FIA Foundation Executive Director Saul Billingsley. “A combination of public awareness, arising from widespread media attention for these independent tests, and government action will eventually bring Indian vehicle safety standards into line with those expected (and delivered by these same manufacturers) in other markets. For the FIA Foundation, our investment in establishing and supporting Global NCAP is paying dividends in improved vehicle safety in Latin America and South East Asia, and we are confident that the same will be true for India”.

In October 2016 Ralph Nader was awarded Global NCAP’s Lifetime Achievement Award. The ceremony, at the organisation’s annual meeting in Virginia, coincided with a car to car crash test of a Nissan Tsuru, sold in Mexico, with a Nissan Versa, sold in the US (both built in Mexican factories). While the Versa has a ‘Good’ rating from the US Insurance Institute for Highway Safety, the Tsuru scored zero stars in a Latin NCAP test. Ahead of the test, braced for the inevitable, Nissan announced that the Tsuru was being withdrawn from production. The test went ahead, and proved as fatal for the ‘Mexican’ dummy. Ralph Nader: “This is the double standard that Global NCAP and Latin NCAP are trying to drive home, that human life should not be the subject of monetised calculations.”
The FIA Foundation is primarily a grant making organisation, although it does manage its own advocacy and research programmes.

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

Expending
During the year ended 31 December 2015 the total expenditure of the Foundation was €18,218,000. Expenditure is split between Unrestricted and Restricted funds as follows:

<table>
<thead>
<tr>
<th>FUND</th>
<th>EXPENDITURE</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>€17,594,000</td>
<td>96.6%</td>
</tr>
<tr>
<td>Restricted</td>
<td>€624,000</td>
<td>3.4%</td>
</tr>
<tr>
<td>Total</td>
<td>€18,218,000</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Grants Awarded

52 organisations benefitted from grants awarded during the year, with a value of €12,849,000.

Grants were awarded from both unrestricted and restricted funds.

During 2015, the Foundation made an exceptional withdrawal of €10 million. This drawdown will allow the Foundation to make funding allocations for the next two to three years. These are exceptional grants, and there is no guarantee that this level of support for initiatives can be sustained in the future beyond the periods covered by this proposal. As always, our partners are encouraged to seek additional and diverse sources of funding to ensure sustainability for the long term.

The Foundation manages 4 restricted funds: Child Road Injury Prevention - The UNICEF Partnership; 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>PARTNERS</th>
<th>GRANTS (BY FUND €000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIA Institute for Motor Sport Safety</td>
<td>€2,020</td>
</tr>
<tr>
<td>Fédération Internationale de l’Automobile</td>
<td>€2,555</td>
</tr>
<tr>
<td>International Road Assessment Programme</td>
<td>€1,750</td>
</tr>
<tr>
<td>Global NCAP</td>
<td>€44</td>
</tr>
<tr>
<td>Unrestricted Funds</td>
<td>€1,300</td>
</tr>
<tr>
<td>Unrestricted Funds - exceptional withdrawal</td>
<td>€300</td>
</tr>
<tr>
<td>Road Safety Fund</td>
<td>€400</td>
</tr>
<tr>
<td>Motor Sport Safety Development Fund</td>
<td>€2,555</td>
</tr>
</tbody>
</table>

Grants Awarded to Multi-Year Partners

22 smaller grants one –off grants were also awarded during the year, with a total value of €1,750,000. Details of the recipients can be found in the full financial statements.

<table>
<thead>
<tr>
<th>PARTNERS</th>
<th>GRANTS (BY FUND €000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia Injury Prevention Foundation</td>
<td>€217</td>
</tr>
<tr>
<td>AMENDurg</td>
<td>€622</td>
</tr>
<tr>
<td>Eastern Alliance for Safety &amp; Sustainable Transport</td>
<td>€275</td>
</tr>
<tr>
<td>Gonzalo Rodriguez Memorial Foundation</td>
<td>€200</td>
</tr>
<tr>
<td>Institute for Brain and Spinal Cord Disorders (ADREC)</td>
<td>€18</td>
</tr>
<tr>
<td>Towards Zero Foundation</td>
<td>€125</td>
</tr>
<tr>
<td>World Bank</td>
<td>€500</td>
</tr>
</tbody>
</table>

Expenditure is split by activity in order to meet the objects of the Foundation.

<table>
<thead>
<tr>
<th>COST CATEGORY</th>
<th>EXPENDITURE</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants Awarded</td>
<td>€12,849,000</td>
<td>70.5%</td>
</tr>
<tr>
<td>Direct Expenditure</td>
<td>€2,220,000</td>
<td>12.2%</td>
</tr>
<tr>
<td>Support and Indirect Costs</td>
<td>€1,521,000</td>
<td>8.4%</td>
</tr>
<tr>
<td>Costs of Managing Investments</td>
<td>€1,628,000</td>
<td>9.0%</td>
</tr>
<tr>
<td>Total</td>
<td>€18,218,000</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
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.

**Trustees**

<table>
<thead>
<tr>
<th>Name</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rt. Hon. Lord Robertson</td>
<td>UK</td>
</tr>
<tr>
<td>Jose Abed</td>
<td>Mexico</td>
</tr>
<tr>
<td>Marilena Amoni</td>
<td>USA</td>
</tr>
<tr>
<td>Martin Angle</td>
<td>UK</td>
</tr>
<tr>
<td>Nick Craw</td>
<td>USA (FIA Nominee)</td>
</tr>
<tr>
<td>John Dawson</td>
<td>UK</td>
</tr>
<tr>
<td>Christian Gérondeau</td>
<td>France</td>
</tr>
<tr>
<td>Brian Gibbons</td>
<td>New Zealand (FIA Nominee)</td>
</tr>
<tr>
<td>Alan Gow</td>
<td>UK</td>
</tr>
<tr>
<td>Earl Jarrett</td>
<td>Jamaica</td>
</tr>
<tr>
<td>Augusto Lagman</td>
<td>Philippines</td>
</tr>
<tr>
<td>Miquel Nadal</td>
<td>Spain</td>
</tr>
<tr>
<td>Graham Stoker</td>
<td>UK (FIA Nominee)</td>
</tr>
<tr>
<td>Jean Todt</td>
<td>France (Ex Officio, FIA President)</td>
</tr>
<tr>
<td>Takayoshi Yashiro</td>
<td>Japan</td>
</tr>
</tbody>
</table>

**Staff**

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saul Billingsley</td>
<td>Executive Director</td>
</tr>
<tr>
<td>Sheila Watson</td>
<td>Deputy Director &amp; Director of Environment and Research</td>
</tr>
<tr>
<td>Avi Silverman</td>
<td>Deputy Director &amp; Director of Advocacy</td>
</tr>
<tr>
<td>Rita Cuypers</td>
<td>Director of Partnerships</td>
</tr>
<tr>
<td>Natalie Draisin</td>
<td>Manager, United States Office</td>
</tr>
<tr>
<td>Jane Pearce</td>
<td>Director of Governance and Personnel</td>
</tr>
<tr>
<td>Alicia Talbot</td>
<td>Finance Director</td>
</tr>
<tr>
<td>John Pap</td>
<td>Head of Design and New Media</td>
</tr>
<tr>
<td>Caroline Flynn</td>
<td>PA / Office Manager</td>
</tr>
<tr>
<td>Chris Bentley</td>
<td>Head of Information Technology</td>
</tr>
<tr>
<td>Béatrice Dumaswala</td>
<td>Communications Coordinator</td>
</tr>
<tr>
<td>Diana Fauner</td>
<td>Design and New Media Officer</td>
</tr>
<tr>
<td>Monalisa Adhikari</td>
<td>Programmes Coordinator</td>
</tr>
<tr>
<td>Richard Clarke</td>
<td>Researcher</td>
</tr>
</tbody>
</table>

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.