“Road crashes are the biggest killer of boys and young men worldwide. Yet global road safety is seriously under-funded. The Road Safety Fund is an important step towards changing that”

Rt. Hon. Lord Robertson, Patron, Road Safety Fund

“The Road Safety Fund that WHO runs together with the FIA Foundation is important. We use it to support civil society to implement projects. We have seen some very good results.”

Margaret Chan, Director General, World Health Organization

“About us

The Road Safety Fund has been established by the World Health Organization and the FIA Foundation as the international fundraising arm of the UN Decade of Action for Road Safety.

The role of the Road Safety Fund is to raise donations from the corporate and philanthropic sectors, and the public, to support injury prevention programs and road safety advocacy.

All the management and running costs of the Road Safety Fund are provided as a charitable activity by the FIA Foundation, where the Fund is housed, so 100% of donations is spent in the field. The Fund’s approach is to identify skilled NGO partners with local roots and strong, evidence-based, road injury prevention programs. We also enable activities such as coalition building and technical workshops which can catalyse policy change and sustainable improvements in road safety performance.

Our particular emphasis is on supporting catalytic national advocacy and capacity-building initiatives, as well as innovative demonstration projects that, if brought to scale, can make a significant contribution to the goal of saving five million lives by 2020. We have an oversight committee of respected international road safety experts. As a restricted fund of the FIA Foundation, we are subject to UK Charity law; independent external audit; and governance by the FIA Foundation’s Board of Trustees.
2013-14

17,000 motorcycle crash helmets distributed to children in Vietnam

First aid training in Uganda

Safe school zones research in Mexico and South Africa

$2.8 million disbursed to Decade of Action projects

40 NGOs join ‘Long Short Walk’ for UN Global Road Safety Week

35 cars tested & star rated in Latin America, South East Asia & India

Youth road safety activists trained in Africa

Safe school zones research in Mexico and South Africa

35 cars tested & star rated in Latin America, South East Asia & India

Youth road safety activists trained in Africa
Directed Funding 2013-14

The majority of our donor funds in 2013 were directed to specific programmes identified by donors, in agreement with the Fund.

In addition to receiving funds directly we also play a role in facilitating partnerships between NGOs and donors. These are indicated *.

The FIA Foundation, which hosts and manages the Road Safety Fund as a charitable initiative, also directs some of its philanthropic giving via the Fund.

<table>
<thead>
<tr>
<th>Donor</th>
<th>Organisation</th>
<th>Project Title</th>
<th>Country</th>
<th>Grant Amount $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abbott</td>
<td>AIP Foundation</td>
<td>Helmets for Kids</td>
<td>Vietnam</td>
<td>$75,000*</td>
</tr>
<tr>
<td>DENSO</td>
<td>Global NCAP</td>
<td>Safer Vehicles Conference</td>
<td>India</td>
<td>$50,000</td>
</tr>
<tr>
<td>DENSO</td>
<td></td>
<td>To be deployed 2014</td>
<td></td>
<td>$100,000</td>
</tr>
<tr>
<td>FedEx</td>
<td>iRAP / Safe Kids Worldwide</td>
<td>Model School Zone</td>
<td>Mexico</td>
<td>$97,000</td>
</tr>
<tr>
<td>Johnson &amp; Johnson</td>
<td>AIP Foundation</td>
<td>Helmets for Kids</td>
<td>Vietnam</td>
<td>$150,000</td>
</tr>
<tr>
<td>Johnson &amp; Johnson</td>
<td>ChildSafe / Sesame Workshop</td>
<td>Safe Schools</td>
<td>South Africa</td>
<td>$150,000</td>
</tr>
<tr>
<td>FIA Foundation</td>
<td>International Road Assessment Programme</td>
<td>Core costs of iRAP</td>
<td>Global</td>
<td>$500,000</td>
</tr>
<tr>
<td>FIA Foundation</td>
<td>Global NCAP</td>
<td>Core costs of Global NCAP</td>
<td>Global</td>
<td>$500,000</td>
</tr>
<tr>
<td>FIA Foundation</td>
<td>AIP Foundation</td>
<td>Helmet Vaccine Initiative</td>
<td>Cambodia/Vietnam/Uganda</td>
<td>$180,000</td>
</tr>
<tr>
<td>FIA Foundation</td>
<td>Gonzalo Rodriguez Foundation</td>
<td>EDUCAR child safety initiative</td>
<td>Latin America</td>
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<tr>
<td>FIA Foundation</td>
<td>UNEP</td>
<td>Share the Road: NMT initiative</td>
<td>East Africa</td>
<td>$150,000</td>
</tr>
<tr>
<td>FIA Foundation</td>
<td>Save the Children</td>
<td>Child Safety Program</td>
<td>Thailand</td>
<td>$50,000</td>
</tr>
<tr>
<td>Underwriters Laboratories (UL)</td>
<td>Global NCAP</td>
<td>Safer Vehicles Conference</td>
<td>India</td>
<td>$70,000</td>
</tr>
<tr>
<td>UPS Foundation</td>
<td>AIP Foundation</td>
<td>Helmets for Kids</td>
<td>Cambodia, Vietnam</td>
<td>$150,000*</td>
</tr>
<tr>
<td>UPS Foundation</td>
<td>Fleet Forum</td>
<td>Fleet Management Standard</td>
<td>Global</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>TOTAL $2,447,000</td>
</tr>
</tbody>
</table>
Small Grants Programme
2013-14

Our small grant programme provided grants of maximum $30,000 to enable capacity development initiatives, advocacy and small-scale pilot interventions.

Our Global Supporters Allianz and Bosch provided the majority of the funding for this programme in 2013-14. Other donors to these projects are listed on the Donors page later in this report.

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Project Title</th>
<th>Country</th>
<th>Grant Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amend</td>
<td>School Area Safety Assessment – Safe Schools</td>
<td>Tanzania</td>
<td>$40,000</td>
</tr>
<tr>
<td>IRTAD</td>
<td>IRTAD twinning project for Sweden &amp; South Africa</td>
<td>South Africa</td>
<td>$30,000</td>
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<td>NGO Alliance</td>
<td>UN Global Road Safety Week advocacy activities</td>
<td>International</td>
<td>$100,000</td>
</tr>
<tr>
<td>Road Traffic Injury Research Network</td>
<td>Workshop on evaluation and monitoring</td>
<td>Regional</td>
<td>$25,000</td>
</tr>
<tr>
<td>Delft University</td>
<td>International Road Safety Course</td>
<td>Netherlands with LMIC participants</td>
<td>$30,000</td>
</tr>
<tr>
<td>Partnership for Road Safety, Georgia</td>
<td>Choose the Safe Way: pedestrian safety initiative</td>
<td>Georgia</td>
<td>$15,000</td>
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<tr>
<td>Dynamic Research</td>
<td>Helmet Impact Test System</td>
<td>Tanzania</td>
<td>$16,700</td>
</tr>
<tr>
<td>Sesame Workshop/Inter-American Development Bank</td>
<td>‘Do your part, Safe Roads for All’ – Safe Schools initiative</td>
<td>Costa Rica</td>
<td>$30,000</td>
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<tr>
<td>AIP Foundation</td>
<td>Helmets on Heads initiative</td>
<td>Vietnam</td>
<td>$15,000</td>
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<tr>
<td>YOURS - Youth for Road Safety</td>
<td>Training workshop for young road safety advocates</td>
<td>Africa</td>
<td>$20,000</td>
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<tr>
<td>ChildSafe</td>
<td>Safe Schools</td>
<td>South Africa</td>
<td>$15,000</td>
</tr>
<tr>
<td>Laser International</td>
<td>Global Road Safety Film Festival</td>
<td>International</td>
<td>$13,500</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td></td>
<td>$350,200</td>
</tr>
</tbody>
</table>
2nd UN Global Road Safety Week, 2013

Funding from Allianz and Bosch to the Road Safety Fund enabled support for 40 national NGOs across the world to organise ‘Long Short Walks’ and other advocacy initiatives to support the 2nd UN Global Road Safety Week, held on 6-12 May 2013. The support was provided via the Global Alliance of NGOs for Road Safety http://www.roadsafetyngos.org/

See the next page for more of the UN Week events...

Clockwise from top left: School children in South Africa call for safer roads during UN Global Road Safety Week; a boy signs a board in Vietnam; campaigners in Brazil; A march in India.
Investing in lives

Projects supported through the Small Grants Programme in 2013 include:

- A continuation of the ‘Safe Schools’ project in Tanzania managed by Amend which assesses and improves local road traffic calming on routes to school;

- The International Road Safety Training Course organised by Delft University, which brings road safety advocates and officials from LMICS for a 2 week intensive training course in the ‘Safe Systems’ approach;

- A regional workshop organised by the Road Traffic Injury Research Network to provide training on monitoring and evaluation of Decade of Action programmes;

- Train the trainer workshops organised by YOURS – Youth for Road Safety, to build road safety skills amongst young activists in East Africa;

- A ‘Safe Schools’ partnership between the Inter-American Development Bank and Sesame Workshop, designing educational tools and delivering safer infrastructure to students in Costa Rica.
Helmets on heads: Johnson & Johnson staff celebrate the second year of their collaboration with AIP Foundation. More than 10,000 schoolchildren in Vietnam received motorcycle crash helmets and road safety lessons through a donation from Johnson & Johnson to the Road Safety Fund. Many children travel to and from school with their parents on the family motorcycle. AIP Foundation is also conducting advocacy campaigns to promote police enforcement of child passenger helmet wearing.
Building on core support from the FIA Foundation, the Global New Car Assessment Programme (Global NCAP) has attracted new donors including UL and DENSO. While independent crash tests by Latin NCAP scored the first home-grown five star car results in Latin America, in January 2014 Global NCAP also launched the first independent testing of popular cars in India, including the Suzuki Maruti (above), all of which scored zero stars and highlighted the work that needs to be done to improve vehicle standards in the Decade of Action.
Fleet Management: With support from UPS Foundation, Fleet Forum has implemented a Fleet Management Standard for humanitarian fleets, to enable large NGO and UN fleets to evaluate and improve their fleet safety performance. The work complements fleet safety activities Fleet Forum is undertaking on behalf of USAID. Fleet Forum’s UPS-supported ‘NSEWA’ programme in Southern Africa, meanwhile, is set to train 10,000 drivers in 2014, and is being piloted by Oxfam GB in Zimbabwe.
Safer by design: A vision to eliminate high risk roads, and the tools to get the job done. This is the work of the International Road Assessment Programme, which is bringing new transparency and clarity to safe road design. Through a directed FIA Foundation grant, the Road Safety Fund is supporting core costs of the iRAP team, which enables it to undertake road assessments in more than 80 countries including the Philippines (above and left). During 2013 iRAP worked in partnership with governments, development banks and donors including Bloomberg Philanthropies.
Safe Schools: With support from FedEx an exciting new research pilot was undertaken in Mexico City by the International Road Assessment Programme (iRAP) and Safe Kids Mexico to introduce infrastructure star ratings to the streets around a busy city school where children are at high risk of injury. The pilot project, in partnership with the University of North Carolina, involved designing and deploying new iRAP methodology to provide information that could be used by the local community to urge traffic speed reductions and safety improvements.
Protecting children

The Road Safety Fund is enabling a number of pilot projects which will undertake small scale tests of big ideas for protecting children on the roads.

With funding from Johnson & Johnson, IVECO and, in 2014, from WorleyParsons, the Fund will be investing in a ‘Safe Schools’ project in South Africa which aims to combine safe infrastructure, hi-viz accessories and attractive learning materials to promote safe routes to schools for low-income children who have to travel by foot along busy roads. Partners include the NGO ChildSafe, Sesame Workshop and iRAP.

In Tanzania we are supporting the applied research of AMEND, an NGO partnering with schools and local community leaders to improve infrastructure around schools and reduce speed of traffic in areas where children are walking.

In Thailand we are working with Save the Children and AIP Foundation to research and design a campaign to promote motorcycle helmet use amongst children and adolescents, in a country where many travel on the family bike to school.

With each of these projects the aim is to test and, if successful, to seek to bring to scale with donor support.
The 2013 Decade of Action Policy & Donor Forum was held in St Petersburg, Russia.

The event, organised by the Road Safety Fund, Commission for Global Road Safety and Road Safety Russia, brought together government, international institutions, companies and NGOs to review progress in the Decade of Action and to discuss pedestrian safety, the core message of the UN Global Road Safety Week.

Keynote speakers included the Russian Deputy Interior Minister Victor Kiryanov; the Road Safety Fund’s patron, Lord Robertson; FIA President Jean Todt and Global Road Safety Ambassador Michelle Yeoh.

Decade Global Supporter Bosch’s representative David Fulker presented on the company’s active safety technologies and programmes as part of a roundtable discussion of good practice in preventing pedestrian injuries.

HRH Prince Michael of Kent also participated and presented his annual Decade of Action Award to the Russian Federation for its role in improving domestic road safety performance and promoting road safety on the international agenda.
The ongoing UN discussions on the ‘post-2015’ development agenda have continued to be an important focus for the Road Safety Fund’s outreach, culminating in September 2013 when road safety ambassador Zoleka Mandela hosted the ‘MY WORLD’ survey awards at UNICEF headquarters in New York.

Our emphasis has been on describing the scale of the road traffic injury epidemic, and demonstrating through the projects we support that there are relatively low cost, effective, solutions that can prevent many road injuries.

An example of the former is our continued collaboration with the Guardian’s Global Development website, supporting its independent journalism which produced several important articles on road safety through the year. We also worked closely with The Economist magazine assisting with its major story on road traffic deaths in January 2014.

A donor forum in Dar Es Salaam brought together several of our project partners with country donors including DFID, JICA, the EU and USAID to discuss road safety in the country. We were grateful to ODI Executive Director Kevin Watkins, and UK High Commissioner Dianna Melrose, for their support.
The Road Safety Fund is fortunate to have the support of a number of major international companies. We are grateful to our Global Supporters of the Decade of Action, who have all donated at least $150,000 in a calendar year. Our work is also made possible by smaller donations, of at least $15,000 in cash or kind, from a number of other corporate Supporters. The Road Safety Fund also channels funding on behalf of the FIA Foundation.

In addition to receiving donations directly, the Road Safety Fund is also playing an important role in facilitating alliances between NGOs and potential donors.

We also recognise the contribution of five companies to the Global Road Safety Initiative, a partner programme for the Decade of Action which is managed by the Global Road Safety Partnership.

We would like to thank all our Supporters who contributed to the UN Decade of Action for Road Safety in 2013.
The Road Safety Fund is a designated fund of the FIA Foundation (registered UK charity no: 1088670) in partnership with the World Health Organization

For more information:

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