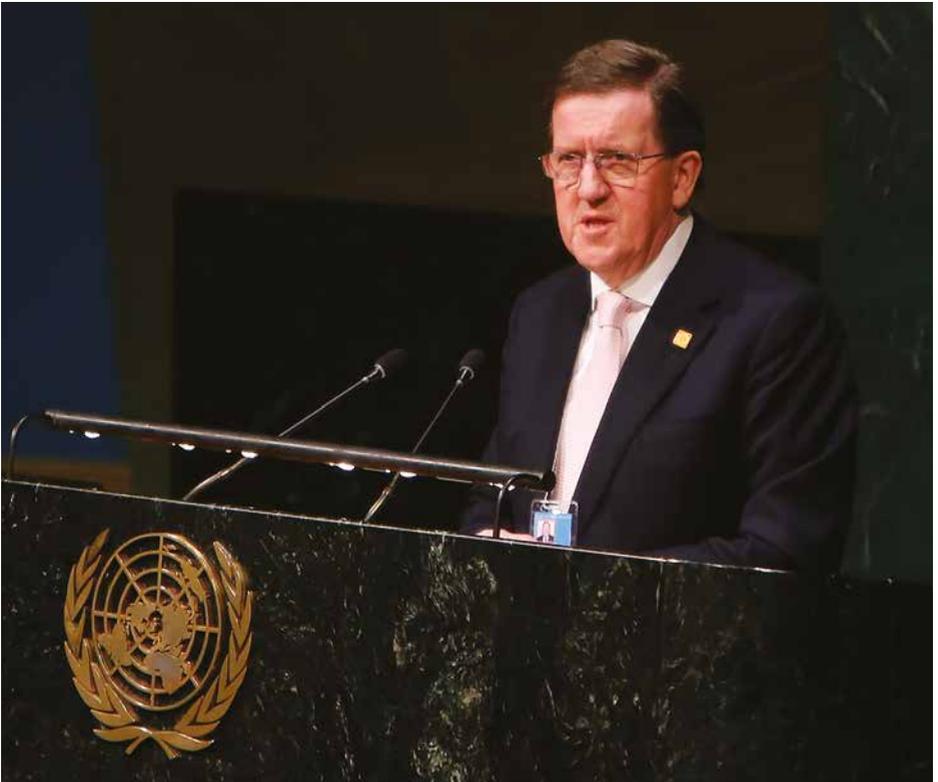


ROAD SAFETY

# MAKE ROADS SAFE: ACTION ON GLOBAL ROAD TRAFFIC INJURIES





There has been much progress in raising awareness of global road traffic injuries. Yet action lags behind. At least 1.35 million people are still dying on the world's roads each year. Tens of millions are injured. So this 3<sup>rd</sup> Global Ministerial Conference on Road Safety must be a platform for renewed effort during the SDG decade of action to 2030, with the Stockholm Declaration pointing the way to focused interventions. Now is the time for all of us to step up and recommit, not least governments which have the prime responsibility for preventing this appalling carnage.

**Lord Robertson of Port Ellen**  
Chairman, FIA Foundation

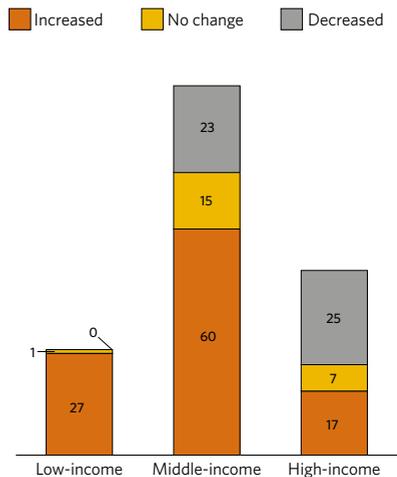


# SOME PROGRESS, MUCH TO DO

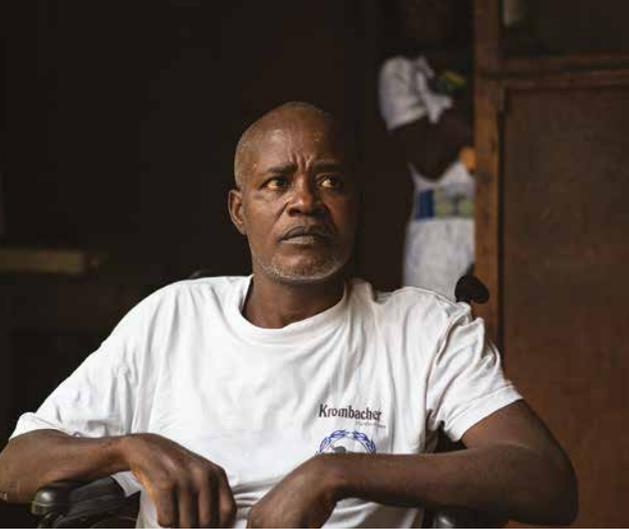
The campaign for global road safety has made much progress: greater international awareness and coordination, and the inclusion of road safety targets in the UN's Sustainable Development Goals. The rate of increase in global road deaths forecast for 2020 has not yet occurred, with millions of deaths prevented.

Yet **road traffic deaths and injuries are still increasing** in many middle- and low-income countries, and some high-income nations have also seen their traffic deaths beginning to rise again. For Sub-Saharan Africa, rapidly motorising and already suffering the highest rate of road traffic death, the need for government action and donor support is particularly urgent.

**COUNTRIES SHOWING CHANGES IN THE NUMBER OF ROAD TRAFFIC DEATHS SINCE 2013, BY COUNTRY INCOME STATUS**



Source: WHO



# THE ROAD TRAFFIC INJURY EPIDEMIC:

- More than 3,700 people die every day, thousands more seriously injured.
- The leading cause of death, worldwide, for children over five, adolescents and young adults.
- More than 500 children are killed every day.
- 90% of casualties occur in middle- and low-income countries.
- The annual global economic cost of road traffic injuries is estimated at US\$ 1,850 billion.
- Road crashes devastate families, impose huge costs on health systems, exacerbate poverty and reduce the life chances of children.

7  
AFFORDABLE AND  
CLEAN ENERGY



6  
CLEAN WATER  
AND SANITATION



5  
GENDER  
EQUALITY



4  
QUALITY  
EDUCATION



3  
GOOD HEALTH  
AND WELL-BEING



2  
ZERO  
HUNGER



# ROAD SAFETY IN THE SUSTAINABLE DEVELOPMENT GOALS

At the UN General Assembly in 2019, world leaders launched the SDG Decade of Action, and committed to continuing to work to meet SDG Health target 3.6, to halve road traffic deaths, by 2030.

To meet this objective, we will need to see much greater and more urgent political commitment and investment, as well as wider adoption of the 'Safe System' approach to road safety. And the road safety community must do more to make common cause with other related SDG issues, including climate action, sustainable cities, clean air and child health.

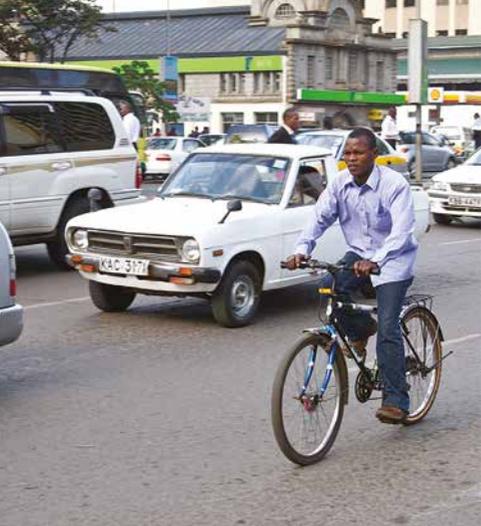




# TOWARDS ZERO, TOWARDS SAFETY FOR EVERY COMMUNITY

First adopted in Sweden, the Vision Zero or Safe System approach is now gaining widespread support. Rather than blaming victims, the Safe System recognises that humans will always make mistakes and the human body has a limit to the crash forces it can absorb without suffering injury. System designers – politicians, road engineers, vehicle makers; as well as road users, have a shared responsibility to ensure a system which prevents serious injury.

Communities across the world are recognising that the first step to a Safe System is safe speeds. Where road users can't be safely separated, for example by dividing oncoming traffic with a barrier or keeping cars away from pedestrian areas, speeds must be reduced to within a limit that prevents serious injury. Cities that adopt this approach are seeing dramatic casualty reductions. The Stockholm Ministerial, in the home of Vision Zero, must be a launchpad for delivering this 'speed vaccine'.



# OUR ROAD SAFETY ACTION AGENDA:

- Urgent infrastructure safety improvements for highest risk roads.
- All cars in production achieve five-star NCAP safety.
- Prioritise pedestrians, cyclists and children in urban planning.
- Legislate & enforce seat belt and motorcycle helmet use.
- Properly resource the UN Road Safety Fund.
- A global adolescent summit to address funding neglect.
- Speed vaccine: 30km/h speed limits on school routes and residential streets.
- By 2030, a safe and healthy journey to school for every child.



**IMPROVING VEHICLE SAFETY**  
[www.globalncap.org](http://www.globalncap.org)



**STAR RATING HIGHWAYS & ROADS**  
[www.irap.net](http://www.irap.net)



**DESIGNING SAFER CITY STREETS**  
[www.wri.org](http://www.wri.org)



**ADVOCATING FOR LEGISLATIVE CHANGE**  
[www.fia.com](http://www.fia.com)



**PROMOTING MOTORCYCLE HELMETS**  
[www.aip-foundation.org](http://www.aip-foundation.org)



**INSTALLING CHILD RESTRAINTS**  
[www.gonzalorodriguez.org](http://www.gonzalorodriguez.org)



**SUPPORTING POST-CRASH CARE**  
[www.easst.co.uk](http://www.easst.co.uk)



**FOOTPATHS FOR AFRICAN CHILDREN**  
[www.amend.org](http://www.amend.org)

# PHILANTHROPY FOR THE **SAFE SYSTEM**

The Safe System approach guides the FIA Foundation's road safety investments. Throughout the UN Decade of Action for Road Safety we have been the core donor for the International Road Assessment Programme, which star rates the safety of road infrastructure, and the Global New Car Assessment Programme, which undertakes independent consumer crash tests of cars in Latin America, India, ASEAN and South Africa. With our support hundreds of thousands of children in SE Asia have been protected with motorcycle helmets and improved legislation.

We have also supported national and city-level partners and programmes using street design, speed management and focused advocacy to prevent death and serious injury.

# FIA FOUNDATION'S DECADE OF ACTION 2011-2020

Our funding support for the UN Decade of Action for Road Safety has contributed to results including:



**\$60bn**  
SAFER ROAD  
INVESTMENT

iRAP influences  
\$US 60bn + of  
safer road  
investment.



**35**  
COUNTRIES

35 countries  
upgrade  
infrastructure  
safety with iRAP.



130+ NCAP  
crash tests in  
Latin America,  
India, SE Asia,  
South Africa.



**80,000+**

80,000+  
schoolchildren  
protected with new  
street infrastructure  
in Africa.



New UN Road Safety Fund launched.



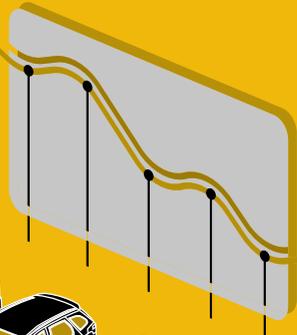
UNICEF global road safety programme launched, \$5m external funding secured.



Increased walking & cycling investment by African and Latin American cities.



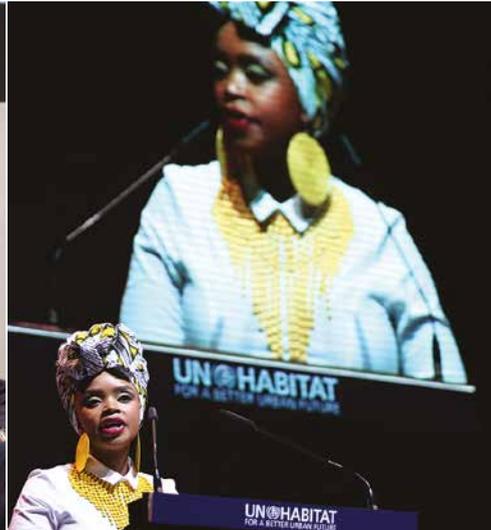
Regional data observatories launched in Africa and Asia.



New and improved motorcycle helmet law/enforcement in Cambodia and Vietnam.

New vehicle safety rules in India and Malaysia.





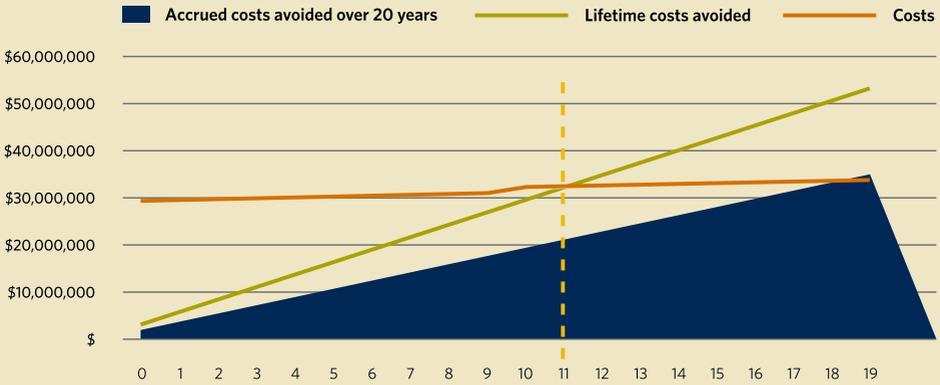
# ADVOCATING FOR POLITICAL LEADERSHIP AND FINANCIAL RESOURCES

Despite the adoption of SDG targets for road safety, too many political leaders and governments still only pay lip service to the need for action or offer excuses for inaction. Much greater levels of international funding and support are needed to catalyse and kick-start national road safety programmes in middle- and low-income countries.

The FIA Foundation supports the FIA's High Level Panel for Road Safety, bringing together institutional and business leaders to advocate for dramatic increases in both funding and political commitment. We fund the office of the UN Special Envoy, Jean Todt, at UNECE. And we are currently the lead donor to the new UN Road Safety Fund, with a US\$ 10 million pledge, and we urge other donors to support and partner with this new venture.



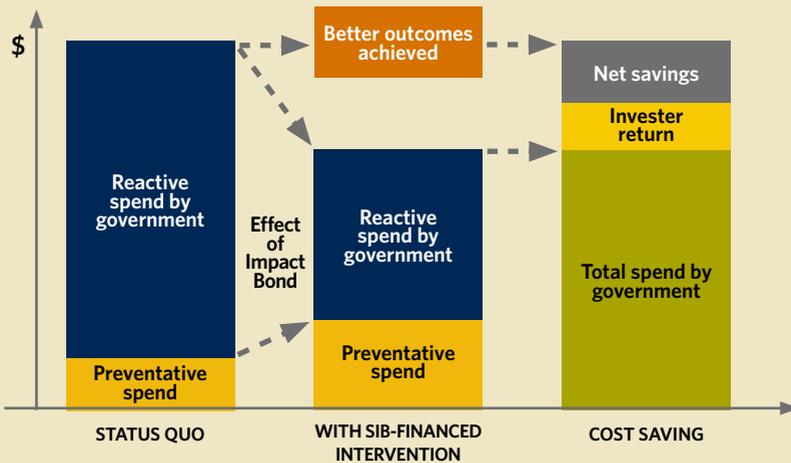
## POTENTIAL FINANCIAL RETURN FROM ROAD DESIGN INVESTMENT, VICTORIA



Source: Analysis of TAC sample data set and iRAP analysis, 2016

The infrastructure safety assessments of our partner iRAP are being used to improve highway design from Australia to the UK, from Mexico to China. Analysis by social investment experts shows that frontloading safety countermeasures will provide short-term value for money and huge long-term dividends in reduced costs from prevented trauma.

## POTENTIAL FINANCIAL RETURN FROM MOTORCYCLE HELMET INTERVENTION, CAMBODIA



Source: Social Finance & AIP Foundation, 2016

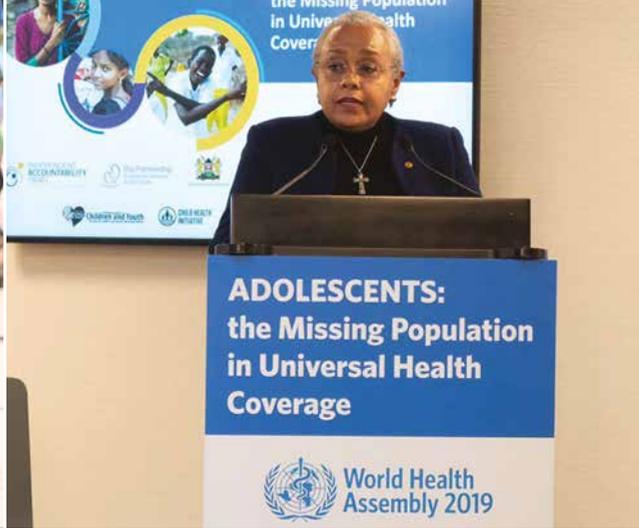
Even in lower income countries with less developed health and insurance systems, the benefits of frontloading road safety investment is clear. Social investment experts analysed a major motorcycle helmet initiative in Cambodia, led by our partner AIP Foundation, which demonstrated that up-front road safety interventions will save governments from much higher health expenditure later.

# INVESTING TO SAVE LIVES AND MONEY

Investing up front and early in road traffic injury prevention measures will save lives and money. Our research demonstrates a compelling case for high return investment in highway infrastructure safety - measures like providing barriers and improving junctions, signage and road surfaces - that will save lives, cut serious injuries and lift the burden from the health, social welfare and insurance sectors; and from millions of individual families in low income countries without welfare, who can ill-afford to pay. The same is true for investment in motorcycle helmet, urban speed management, seat belt or drink driving enforcement programmes.



Working with our programmatic partners to build the evidence of cost-effectiveness, we show governments why they must invest in the safety of their citizens. We are also urging donor governments, philanthropies and even profit-seeking businesses to see road safety as a win-win social impact investment.



# A VOICE FOR CHILDREN AND YOUTH

Since the first Global Ministerial Conference on Road Safety in 2009, at least 2 million children have been killed on the world's roads and another 100 million injured. This is shocking and unacceptable.



**CHILD HEALTH  
INITIATIVE**

To advocate for safe journeys for children and adolescents the FIA Foundation coordinates the **Child Health Initiative**, with partners including **UNICEF, UN Environment**, the **World Resources Institute** and **Save the Children**.

Our work is demonstrating the strong links between child and adolescent road traffic injury and important SDG objectives including education, child poverty and a clean environment. Now, working with allies including the Partnership for Maternal, Newborn and Child Health, we are leading calls for a first ever Global Adolescent Summit to address the funding neglect of issues affecting Generation Z, including road traffic injury – the leading worldwide cause of death for our youth.

# OUR ADVOCACY FOR SAFER ROADS

The FIA Foundation is a UK based independent charity, established by the FIA, investing in global road safety programmes and advocacy. We devised and led successful campaigns for a UN Decade of Action for Road Safety and for the inclusion of road safety targets in the Sustainable Development Goals.

2007

2008



Million-name petition presented to UN Secretary General Ban Ki-moon; ministerial conference approved.



Movie actress Michelle Yeoh leads our call for a Decade of Action for Road Safety.

2013



We launch 'Long Short Walk' campaign to include road safety in Sustainable Development Goals (SDGs).

2015



Road safety targets are included in the Health and Cities Goals of the SDGs.

2016



We launch Child Health Initiative and successfully campaign for 'a safe and healthy journey to school' in Habitat III New Urban Agenda.

2017



Global health leaders support call for urgent 'speed vaccine'.



Make Roads Safe petition calls for a first ever ministerial conference on global road safety.



Our call for a Decade of Action for Road Safety adopted at first global ministerial conference in Moscow.



UN Decade of Action for Road Safety launched with a Global Plan to cut road deaths.



Jean Todt appointed as first UN Special Envoy for road safety and launches FIA High Level Panel to advocate for increased political and financial commitment.



Brazil hosts 2nd High Level Conference on Road Safety, opened by FIA Foundation ambassador Zoleka Mandela.



Launch of UN Road Safety Fund, with \$10m FIA Foundation pledge.



Our 'This Is My Street' campaign calls for Global Adolescent Summit.

# OUR ROAD SAFETY ACTION AGENDA:

- Urgent infrastructure safety improvements for highest risk roads.
- All cars in production achieve five-star NCAP safety.
- Prioritise pedestrians, cyclists and children in urban planning.
- Legislate & enforce seat belt and motorcycle helmet use.
- Properly resource the UN Road Safety Fund.  
A global adolescent summit to address funding neglect.
- Speed vaccine: 30km/h speed limits on school routes and residential streets.
- By 2030, a safe and healthy journey to school for every child.

“We must demand that our leaders step up and take action. There can be no excuses. We can prevent millions of deaths and injuries, but we need real political commitment and we need it now. We can ensure families do not suffer tragedies like mine. But we need real funding and support worldwide, and we need it now. We can halt this leading killer of our young, but we need real action, and we need it right now.”



**Zoleka Mandela**, Activist & FIA Foundation Ambassador

Visit us online:

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



**SAFE CLEAN  
FAIR & GREEN**  
Mobility for All