



GLOBAL
ROAD SAFETY
PARTNERSHIP

A World Free of Road Crash Death and Injury

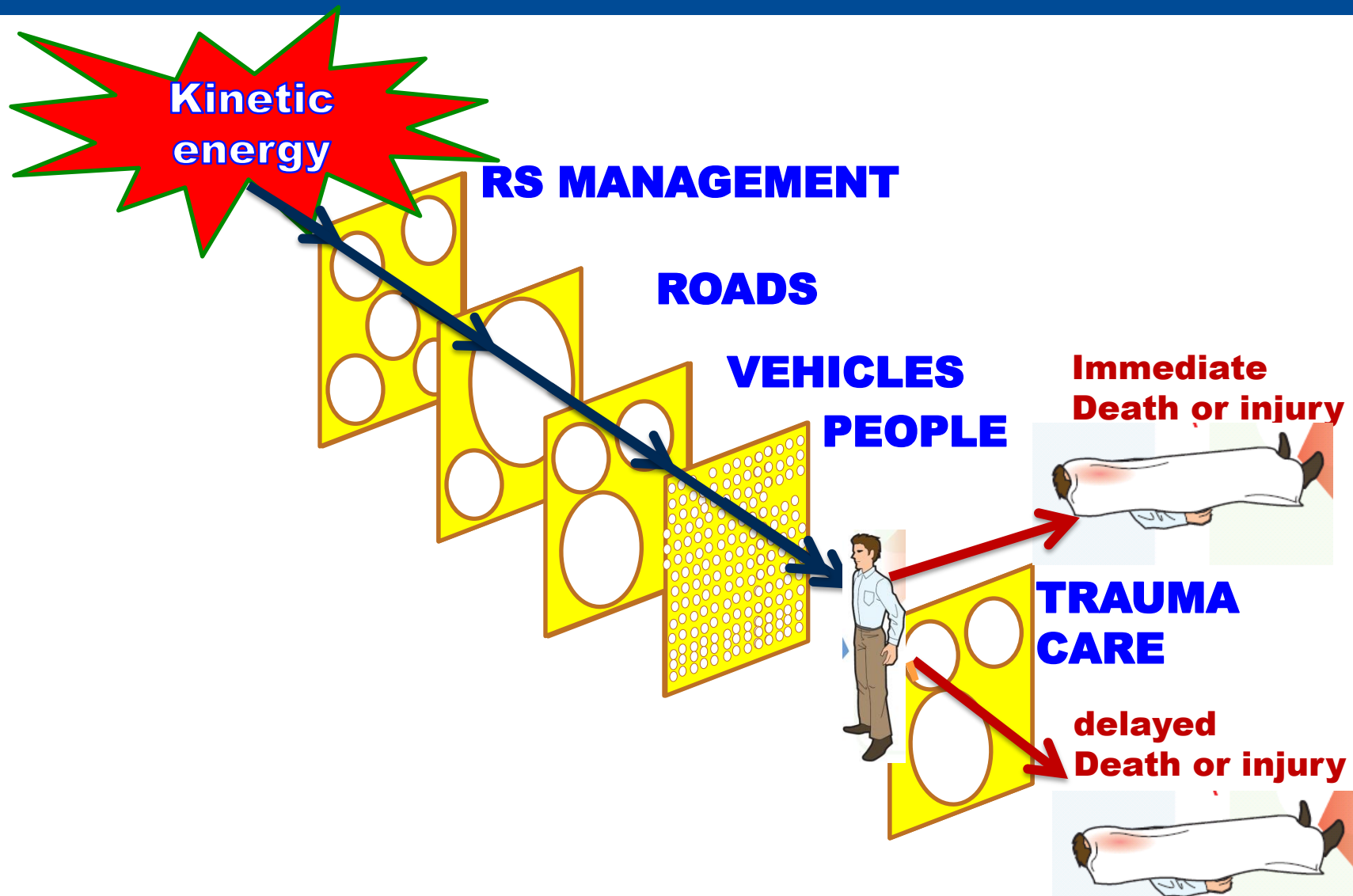
GRSP Overview for PRAISE
Brussels, September 2010

Andrew Pearce, GRSP CEO

Road Safety Questions

- What is the problem?
- What can be done about it?
- What can GRSP do about it?
- What are the results of our activities?
- What examples of our activities are there?

Five Pillars for Action



Road Safety – Global Context

- 2 May - Cyclone Nargis, Myanmar, over 100,000 dead and 2 million homeless
- 12 May - Sichuan earthquake, 55,000 dead, 25,000 missing, 5 million displaced



- ***Every two months the roads take the same toll on humanity – but the response is not the same...***

GRSP Vision and Mission

Vision

- **A world free of road crash death and injury**

Mission

- **the sustainable reduction of road death and injury in low and middle income countries.**

By

- **Being one among many partners making good practice interventions**

The Global Road Safety Partnership

- A partnership of global businesses, governments and civil society organisations
- A network of “GRSP” organisations in over 20 low and middle income countries
- Dedicated to the sustainable reduction of road crash death and injury in low and middle-income countries
- Expert staff and advisors located around the world
- Active in building partnerships and supporting the delivery of global good practice and capacity building



**vision
ZERO**



Crisis to Opportunity

- 3000 deaths a day
- 50 million injuries every year
- \$500 billion lost every year
- Poverty
- Getting worse

危机

机会

Reaction

Empowerment

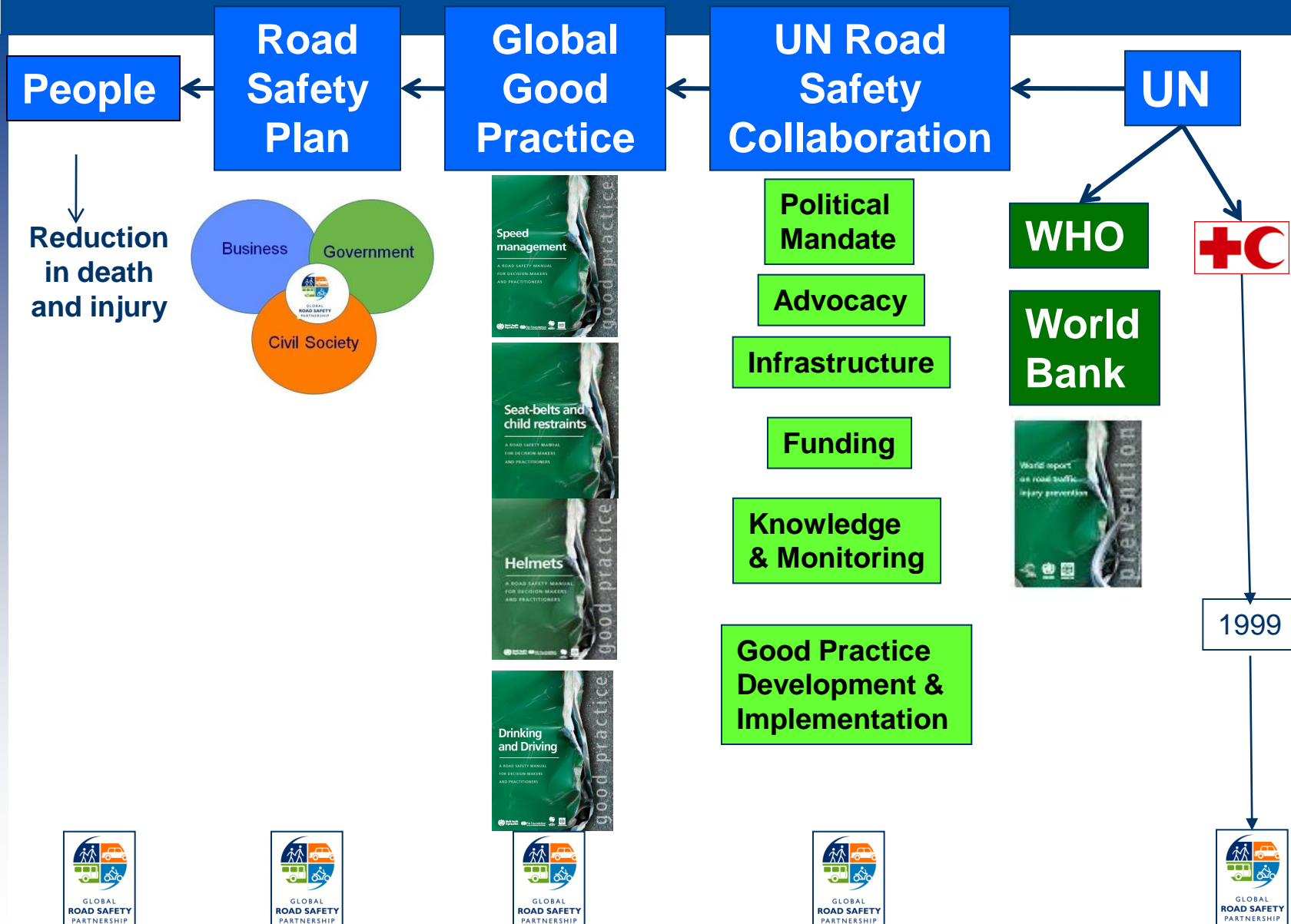
- Save 1.3 million lives
- Save money – US\$500bn
- Improve the environment
- Increase prosperity

A Decade of Action

- Resolution March 2nd 2010 co-sponsored by **94 countries**
- UN “**Decade of Action for Road Safety**” declared
- **multi-sector partnership** stressed
 - MENA partnership recognised
- **work related road safety** and ISO-39001 recognised
- **Focus on** key risk factors, capacity building, an aligned plan
- **Increased funding** requested
- **Red Cross and Red Crescent National Societies** committed

2010

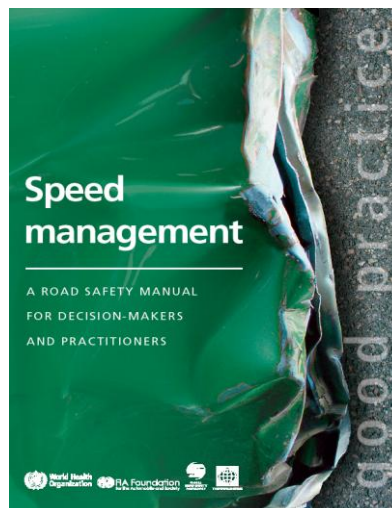
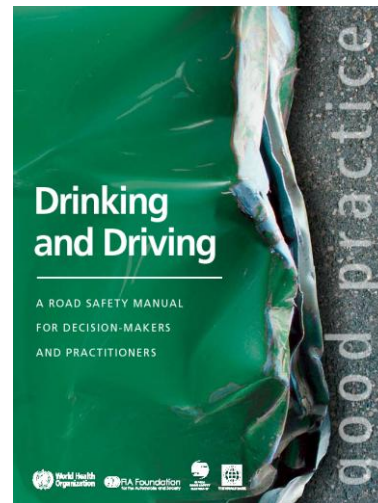
GRSP – Contributing to a global coalition



Leadership - from every sector

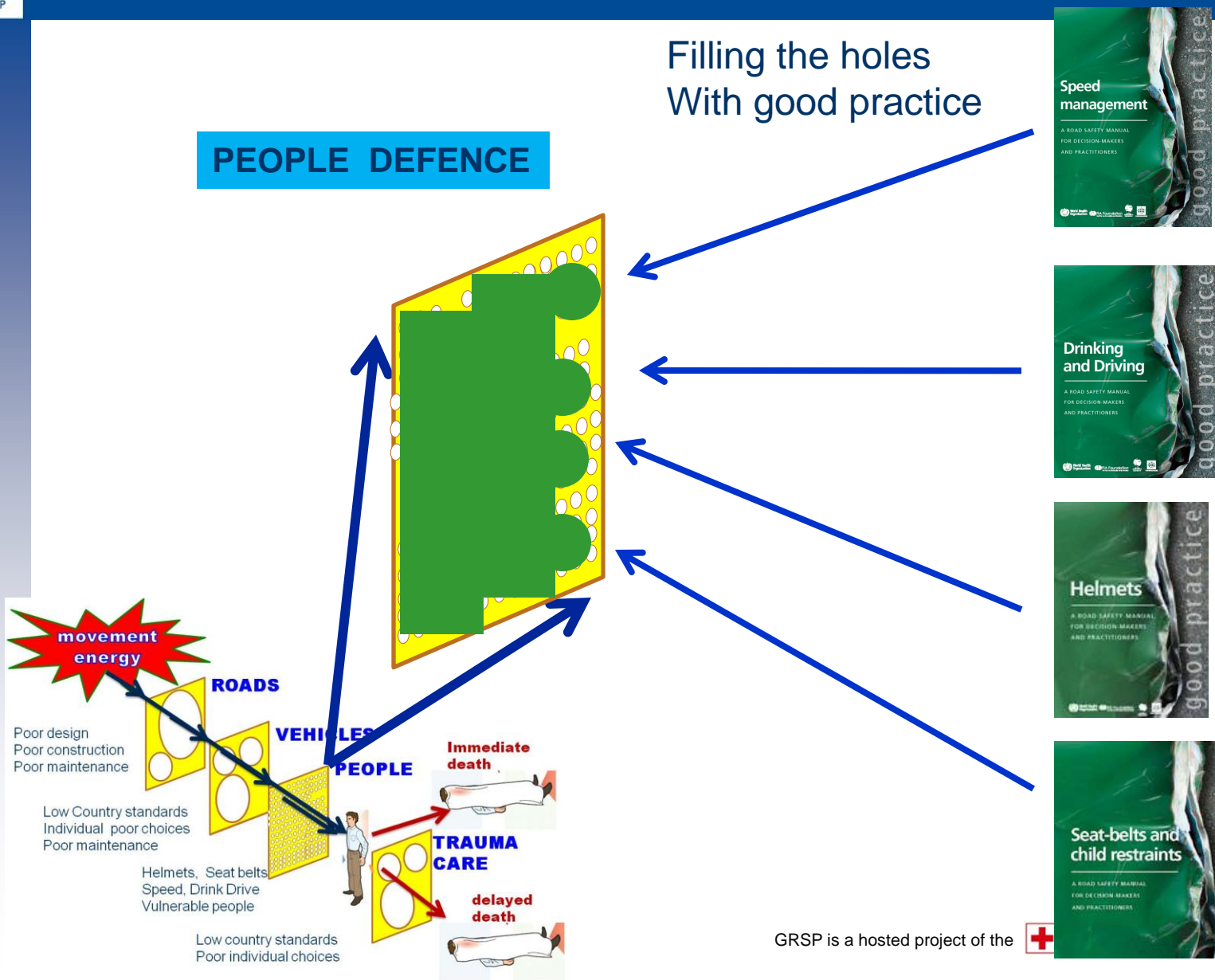


Global Good Practice



2010

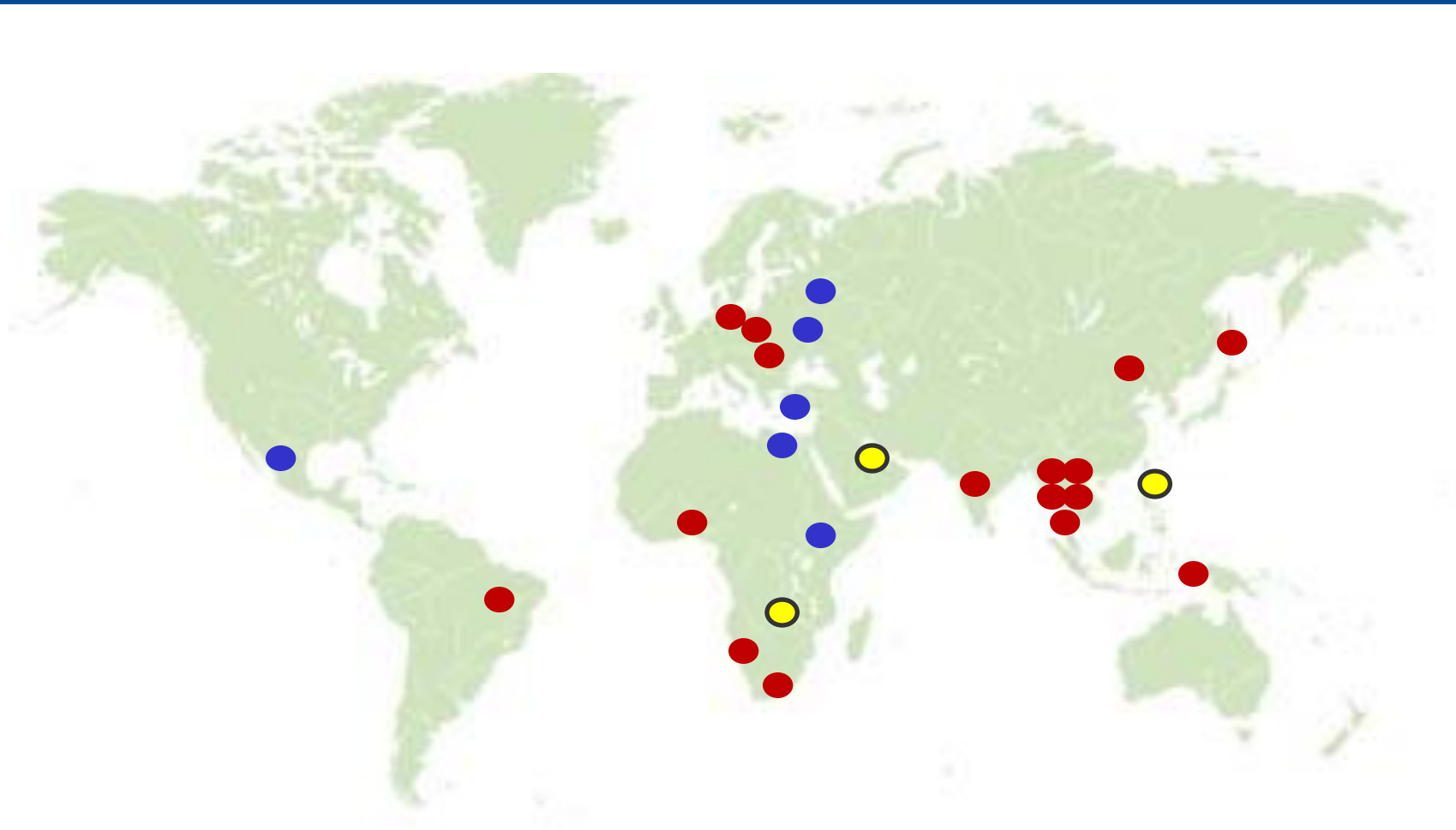
GRSP Focus on user behaviour



GRSP Activity vs. Five Pillars

ROAD SAFETY MGT	2.1 PPS 2.2 GRSP Country P'ship 4 ISO and Work Related 5 Capacity Building	3.4 GRSI-2 Partner of Choice	Intl Co-ord 3.4 GRSI-2 6.1 Communications 6.2 Knowledge Share 7.1 Regional Action 7.2 UNRSC 7.3 MENA 7.4 Decade of Action 8 IFRC Global Recognition GRSP Co-ord 1 HSE 8 IFRC collabn 9 Funding 10 Staff & Team
ROADS			
VEHICLES			
PEOPLE	3.1 Thailand Helmets 3.2 Road Safety in 10 Countries 3.3 Save Our Lives 3.4 GRSI-2	Deliverer of Choice	
TRAUMA CARE	8 IFRC		

GRSP active countries



- New 2010
- New 2009
- 2008

2010

Good Practice – Results

In partnership work, the credit for success belongs to society. Each partner is just one of many players

Drink drive crashes
reduction of 22% after
demonstration project in
Olzstyn, Poland

Seat belt wearing up from
3% to 80%: helps a 20%
reduction in death and injury
on Sakhalin, Russia

Drink drive case reduction of over 65%
after demonstration projects in two
Chinese cities

Killed and Serious Injury
reduced by 62% in São José
dos Campos, Brazil

Over 1550 lives saved in 2009
after helmet intervention in
Vietnam

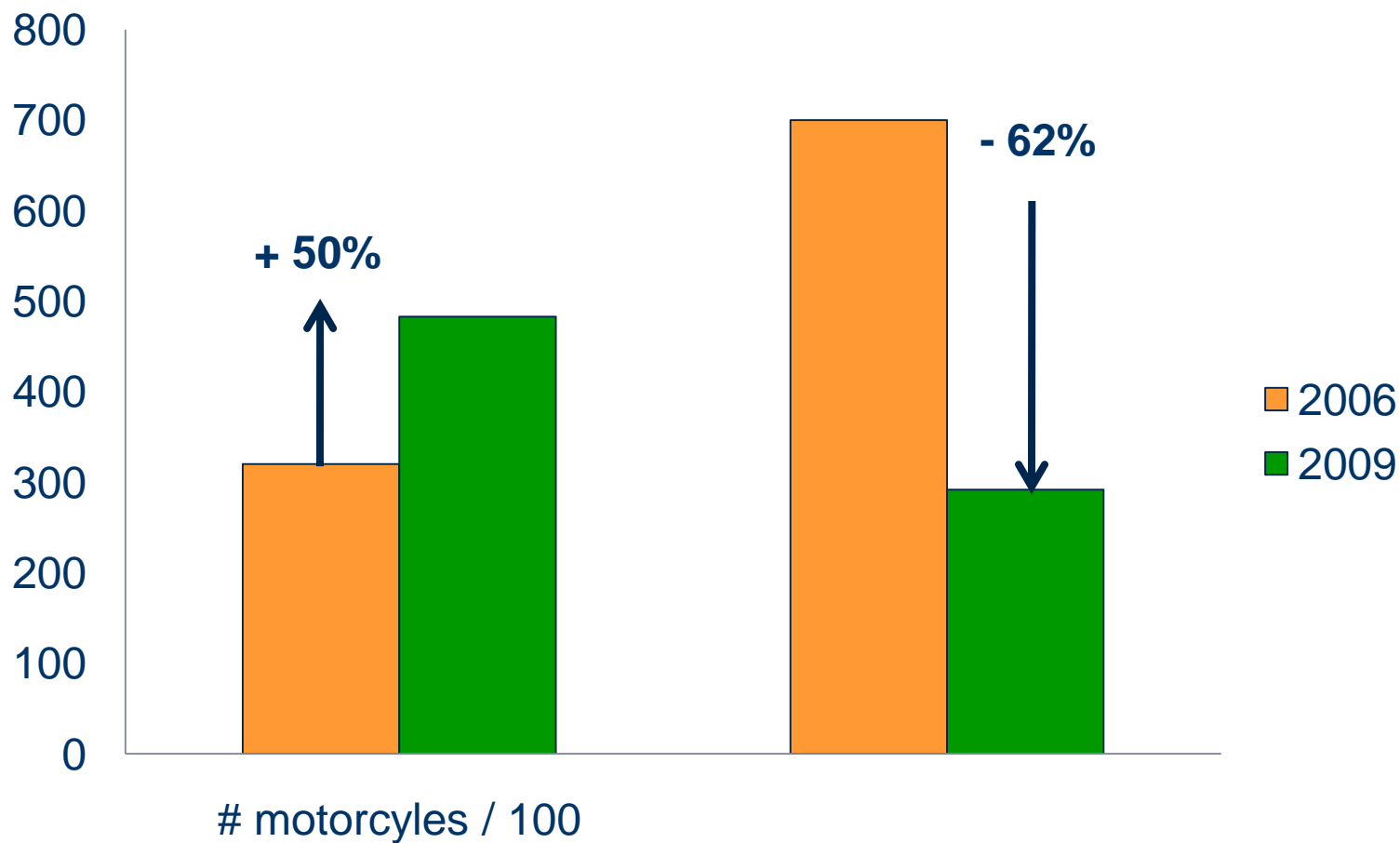
2010



São José dos Campos Performance

2006 - 2009

motorcycles vs. Killed & Serious Injuries



Success is an empty hospital bed



Success is a happy taxi driver



Prince Michael International Road Safety Award



At the Award ceremony in Moscow on 18 November 2009, from left: Eduardo Cury, mayor of São José dos Campos, His Royal Highness Prince Michael of Kent, José Cardita, developer of the Proactive Partnership Strategy and Andrew Pearce, CEO of the Global Road Safety Partnership.

Seat Belts, Sakhalin



- Seat Belts identified as key risk in 2004
- International *Good Practice* workshop held 2005
- Many partners from all sections of society joined campaigns
- Three campaigns made in 2005, 2006, 2007 using *Good Practice* toolkit
- Key change in law in 2007, seat belt fine raised by federal government
- Seat belt wearing now up to 80%, death and injury down 20% in 2008

Place measured	2005 Before Campaign	2005 After Campaign	2006 Before Campaign	2006 After Campaign	2007 Before Campaign	2007 After Campaign	2008 Before Campaign
City Roads	4%	14%	14%	22%	31%	44%	79%.
Rural Roads	26%	51%.	56%	77%	72%		

Safe Routes to School, Sakhalin



- GIBDD saw upward trend in child injuries in 2005
- Sakhalin Road Safety Partnership held *Good Practice* workshop with international expertise
- Several partners joined project (Education, GIBDD, Businesses, Parents, Teachers)
- 2 pilot schools selected
- Materials produced (maps, posters, videos, school curriculum material)
- Low cost infrastructure improvements made around the schools with support from international expertise, city council and businesses.
- Evaluation of project ongoing – very well received by parents and community
- Expansion of project under way

2009

Police Professional Development



Some speed initiatives

- Urban speed control in city programmes
- 120 Speed guns from Australia to police in various parts of the world
- Six major junctions in Beijing adapted with low cost measures to reduce vehicle /VRU conflicts
- Starting a speed control project on a Chinese highway

Road Safety in Ten Countries

- Funded by Bloomberg Philanthropies
- Five year, US\$ 125 million collaborative investment to focus on implementing good practice
- Six partner organisations: GRSP, WHO, John Hopkins University, EMBARQ, ASIRT, World Bank
- GRSP role in consortium is to deliver capacity building in support of good practice interventions
- Brazil, Mexico, Russia, Turkey, Egypt, Kenya, India, Cambodia, Vietnam, China

The Global Road Safety Initiative



HONDA



TOYOTA

- Five year, US\$ 10 million collaborative investment to focus on implementing good practice
- Largest co-ordinated private sector investment so far
- ***Now going into second phase for 2011 – 2014***
- ***There is still the possibility to join up and make it larger!***

EU “Save our Lives” project

- Funded by European Union and 12 partners in the Central European Space
- 3 year, EUR 3.5 million project to improve road safety across cities in 7 European countries
- GRSP is the technical advisor to the project
- GRSP partner organisations in Hungary and Poland have major role in implementation
- Poland, Hungary, Czech Republic, Austria, Slovakia, Italy, Germany

ISO-39001 – Road Safety Quality Management

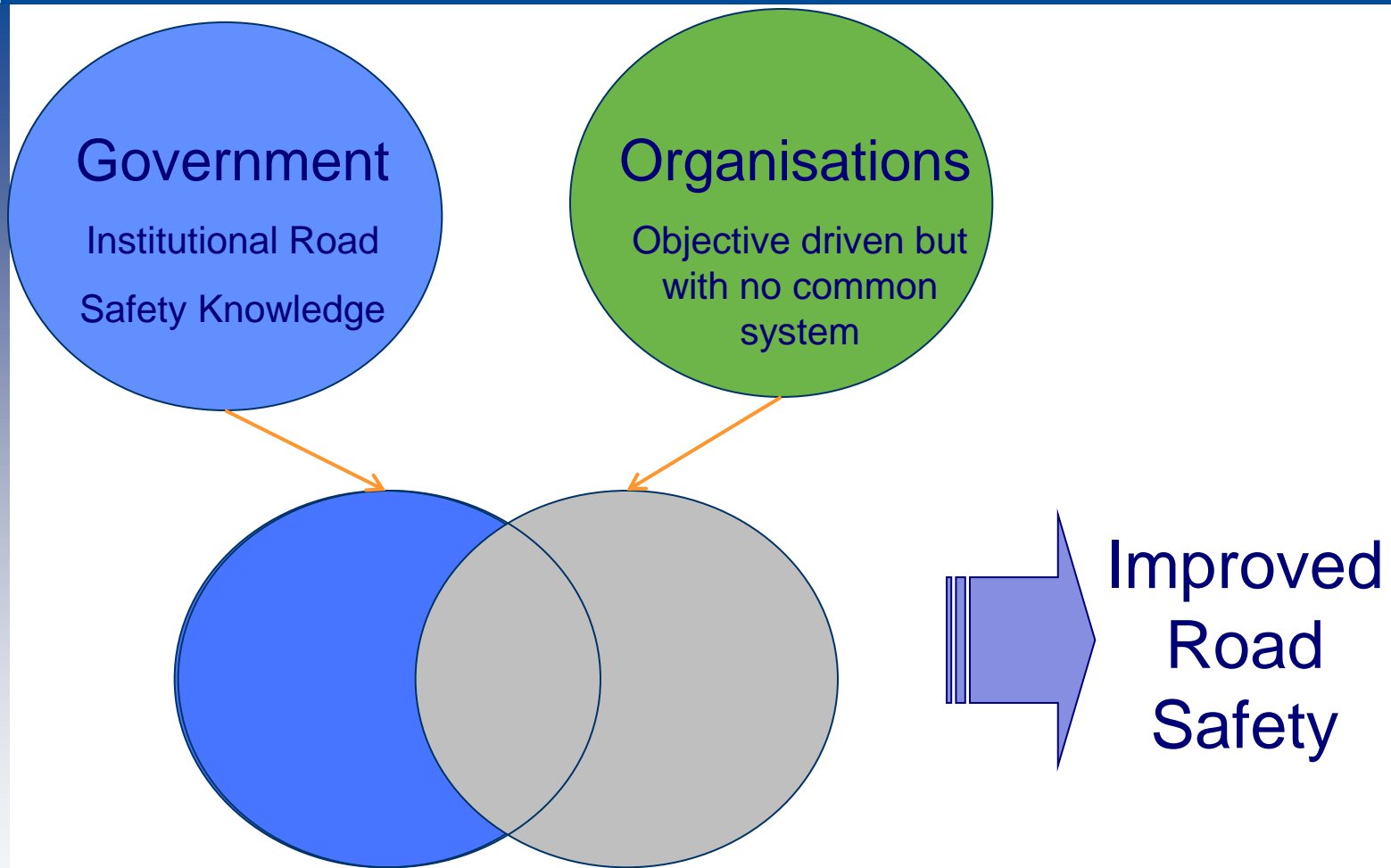
- A single global framework for organisations to improve the quality of road safety in their products and services
- The requirements needed to reach a zero death and injury target
 - Management commitment to zero goal
 - The risks that must be addressed
- A structured ISO management system to assist continuous improvement

The vision behind ISO 39001



- A global standard for addressing organisational road transport risks in a systematic way
- Elimination of death and serious injury in the road transport system
- A voluntary and complementary tool to legislation, addressing all organizations
- Knowledge transfer between traffic safety experts and the user community of the standard.

ISO-39001- Creating Common Language



Driving ISO-39001 Implementation

- Companies that are good citizens
- Commercial sense – cost and risk reduction
- Commercial pressure – large companies will require contractors to comply
- Governmental pressure for public fleet compliance
- NB: use of ISO14001 Environmental Standard went to 130,000 organisations in ten years



International Federation of Red Cross and Red Crescent Societies

10

road safety
commitments

I COMMIT TO:

- Use a seatbelt
- Wear a helmet on a motorcycle
- Drive at a safe speed and distance suitable for the conditions
- Not drive under the influence of alcohol or drugs
- Not use a mobile phone when driving
- Be visible as a pedestrian or cyclist
- Know and respect the highway code
- Maintain my vehicle in a good condition
- Be licensed and trained for the vehicle I drive
- Know how to react in case of a crash



International Federation
of Red Cross and Red Crescent Societies

Looking ahead – 2011 and beyond

- Getting the UN resolution into action, providing, supporting and recognising leadership
- More partners and partnerships in more countries
- Energising the business and civil society sectors – and providing recognition for them
- Building a highly diverse, highly effective global team
- Saving more lives!

Summary

- There is a global man-made crisis bigger than tuberculosis.
- Targeted interventions based on the safe system exist and reduce risks.
- GRSP assist low and middle income countries to implement tried and tested good practice behavioural and management solutions.
- There are clear examples that this approach is an effective contribution to improving road safety
- We need to scale up – fast
- Everyone can help!

On the way home today....



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Thank You!

Energy - 50 kph

Backup material

2009