

# Meeting the SDG Commitments

## The Role of Leadership in the Implementation of Asia's Road Safety Initiatives

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Sustainable Transport Section  
Transport Division



# Agenda

1. About ESCAP
2. Context
3. Global and Regional Initiatives
4. The role of leadership



# UN ESCAP

1. One of five regional commissions (53 member States and 9 associated members, with more than 60% of global population)
2. Only UN intergovernmental body in the region





About

Commission

2030 Agenda

Our Work

Subregional Offices

Partners

Research & Data

Media Centre

Events



*SUBREGIONAL SDG REVIEWS: A series of meetings across five subregions to facilitate dialogue between government officials, civil society, experts and other stakeholders on the theme of "Empowering people and ensuring inclusiveness and equality"*

ICT and Disaster  
Risk Reduction

Environment and  
Development

Social Development

Statistics

Macroeconomic  
Policy and Financing  
for Development

Trade, Investment &  
Innovation

Transport

Energy

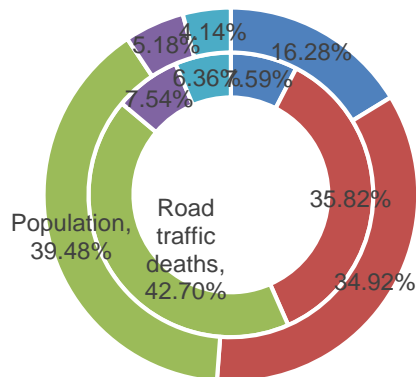


# Road Safety Crisis

1. In 2016, over 1.35 million road crash fatalities (60% in ESCAP region)
2. Estimated 50 million injuries
3. 8<sup>th</sup> Leading cause of death for all ages and leading cause of death for children and youth
4. One person killed by road crashes in every 38 seconds in ESCAP Region (In 2013, 43 seconds).
5. Economic cost – estimated to be as high as 6% of national GDPs

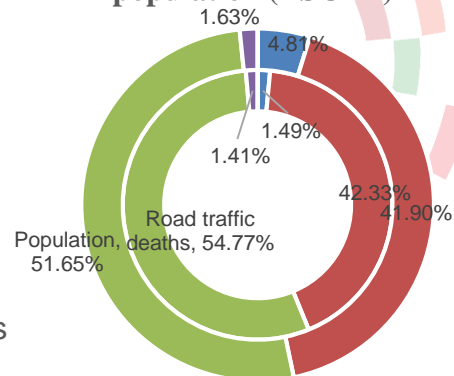
# Fatalities by the Income Levels

Comparison of road traffic deaths and population (Global)



- High-income
- Upper-middle income
- Lower-middle income
- Low-income
- No income groups

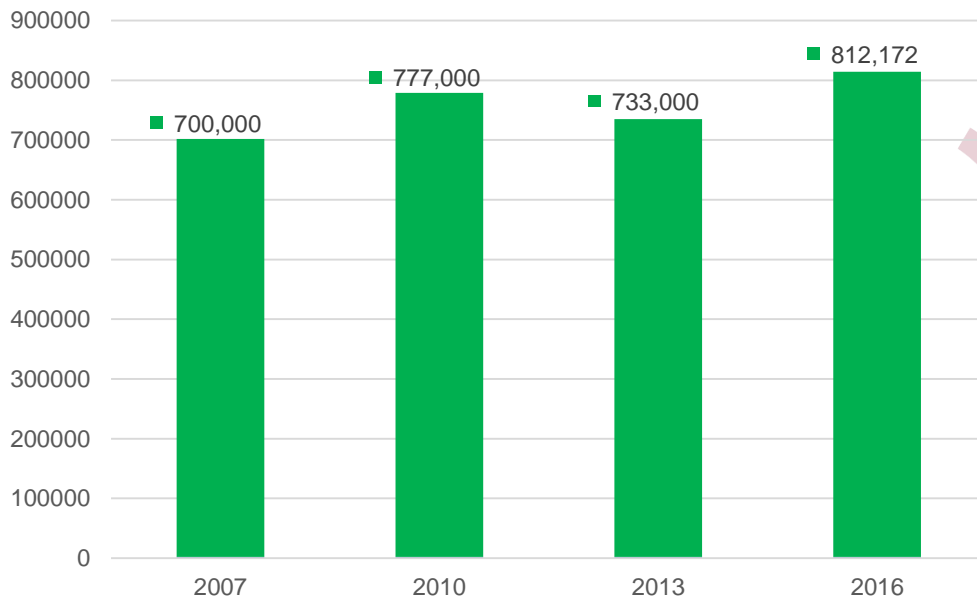
Comparison of road traffic deaths and population (ESCAP)



World Bank Country Classifications 2016

# ESCAP Region

## ESCAP Road Crash Fatalities



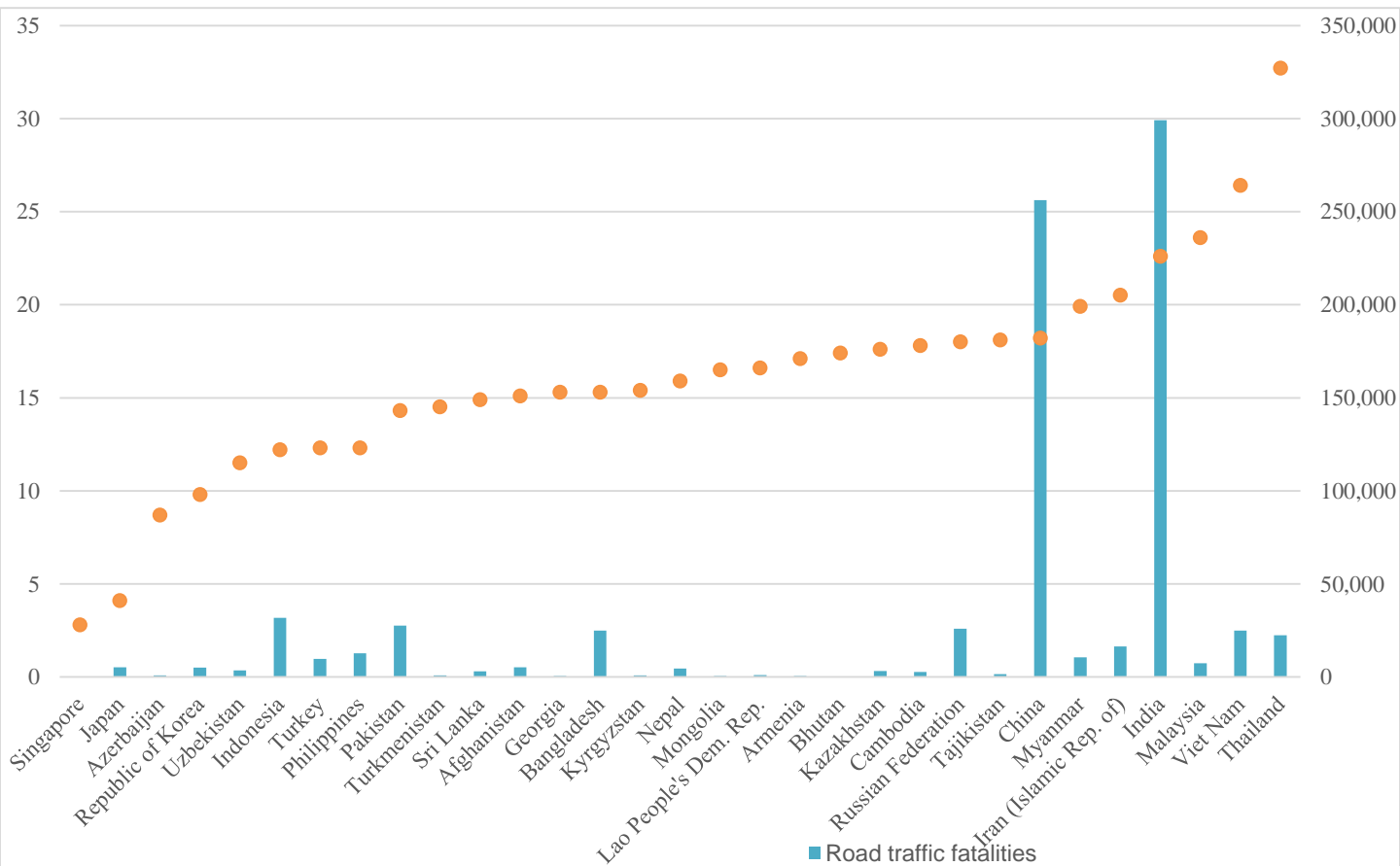
■ Number of Fatalities



UNITED NATIONS  
**ESCAP**

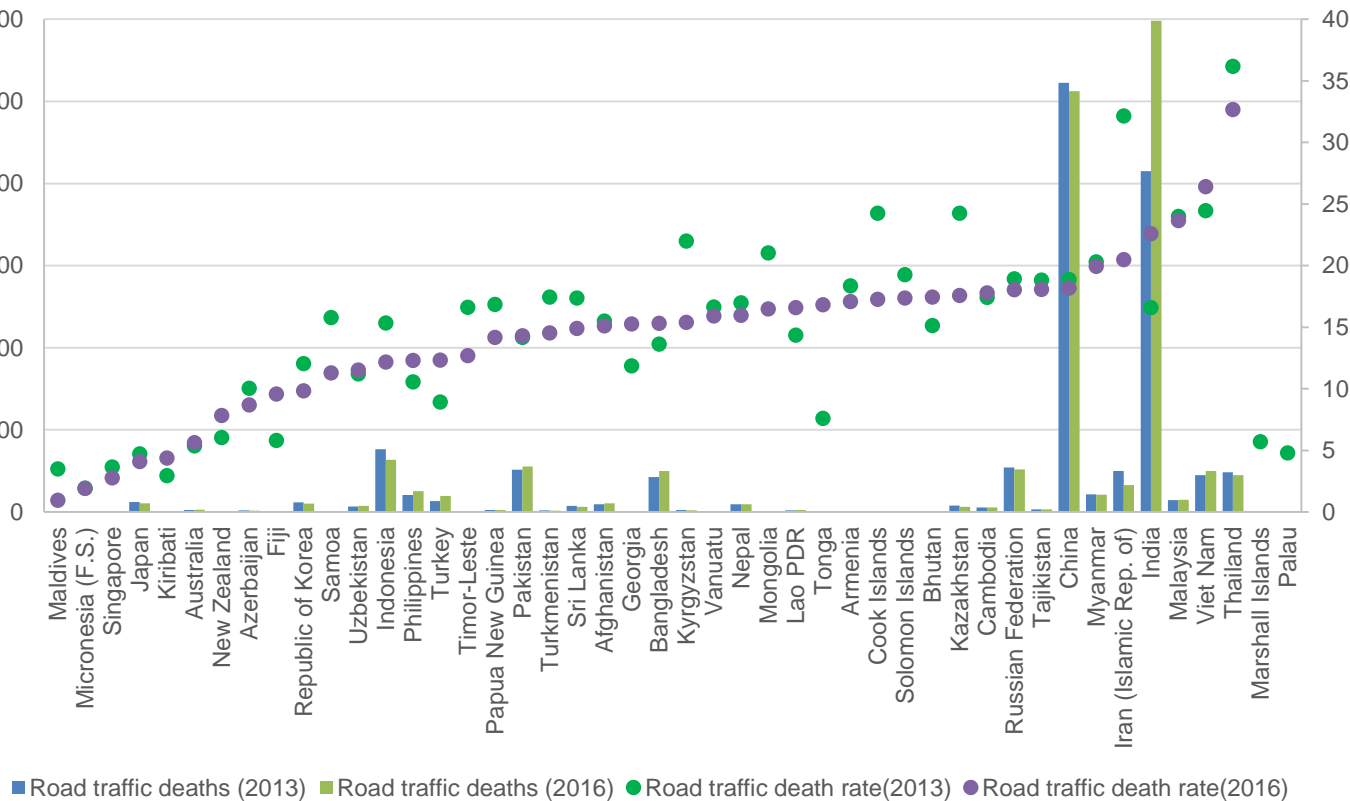
Economic and Social Commission for Asia and the Pacific

# ESCAP Road Crash Fatalities and Fatality Rates (2016)



# ESCAP Road Crash Fatalities and Fatality Rates (2016)

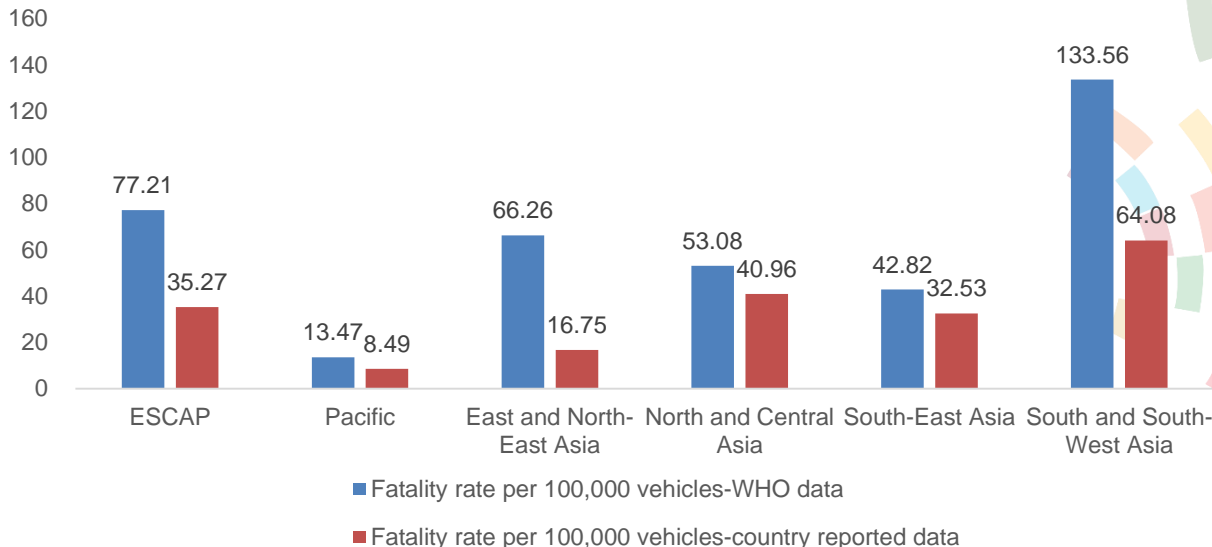
ESCAP Road traffic deaths and road traffic death rate (2013-2016)





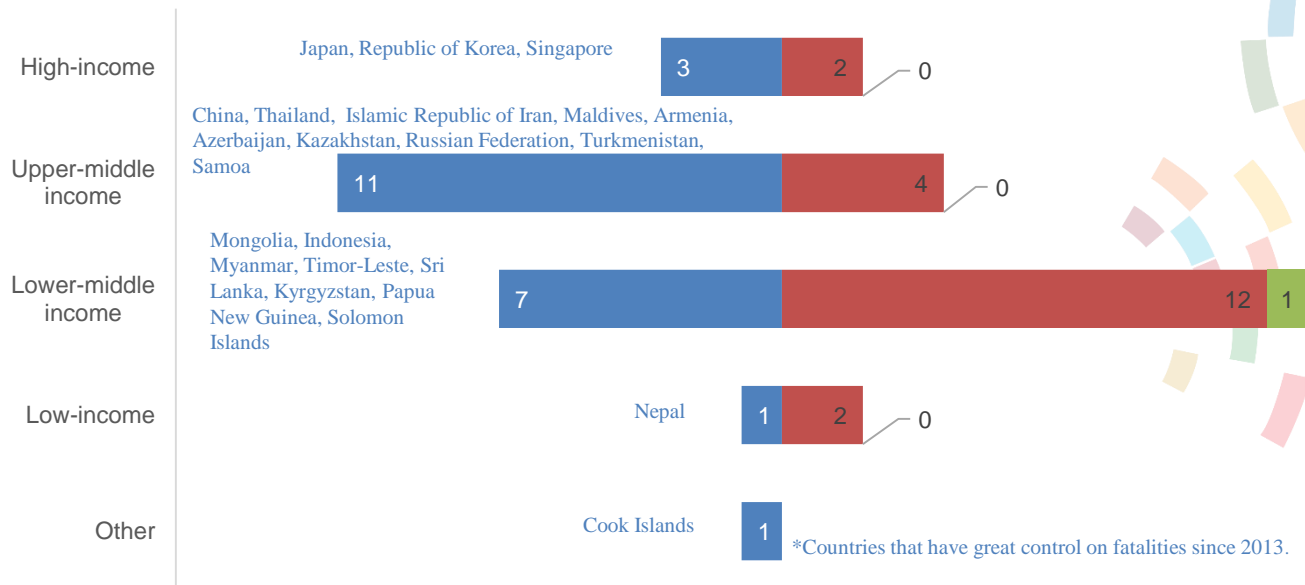
# Fatality Rates by ESCAP Subregion

Fatality rate per 100,000 vehicles



# Changes in Fatalities

## ESCAP Country Road Crash Fatalities Changes (2013-2016)

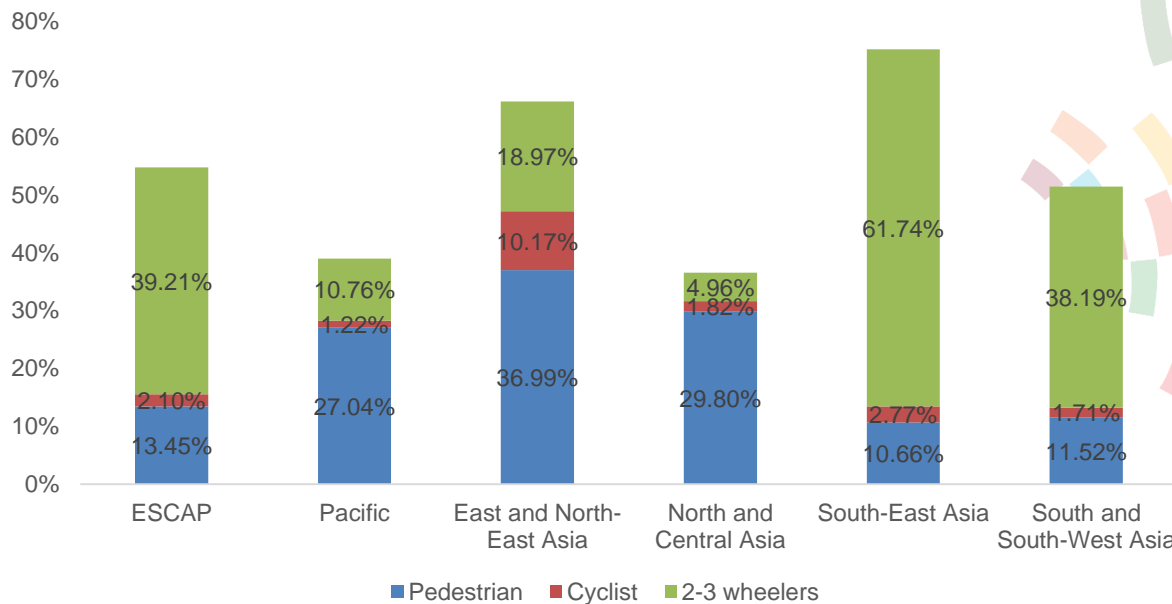


## Road Crash Fatalities decreased in 23 ESCAP Countries

■ Decreased ■ Increased ■ No change

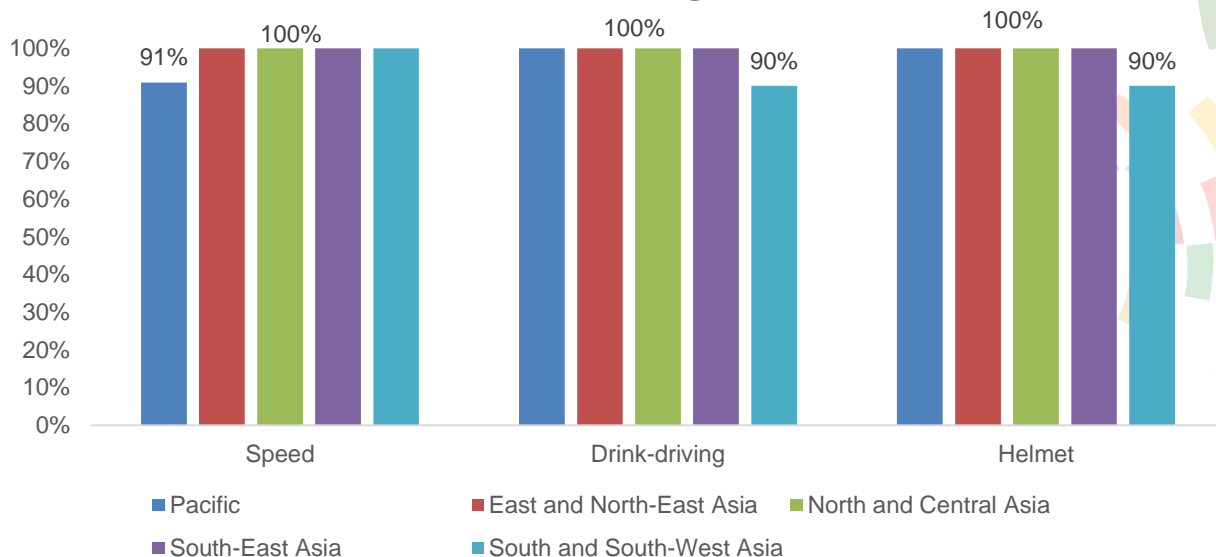
# Vulnerable Road Users

Percentage of VRU fatalities



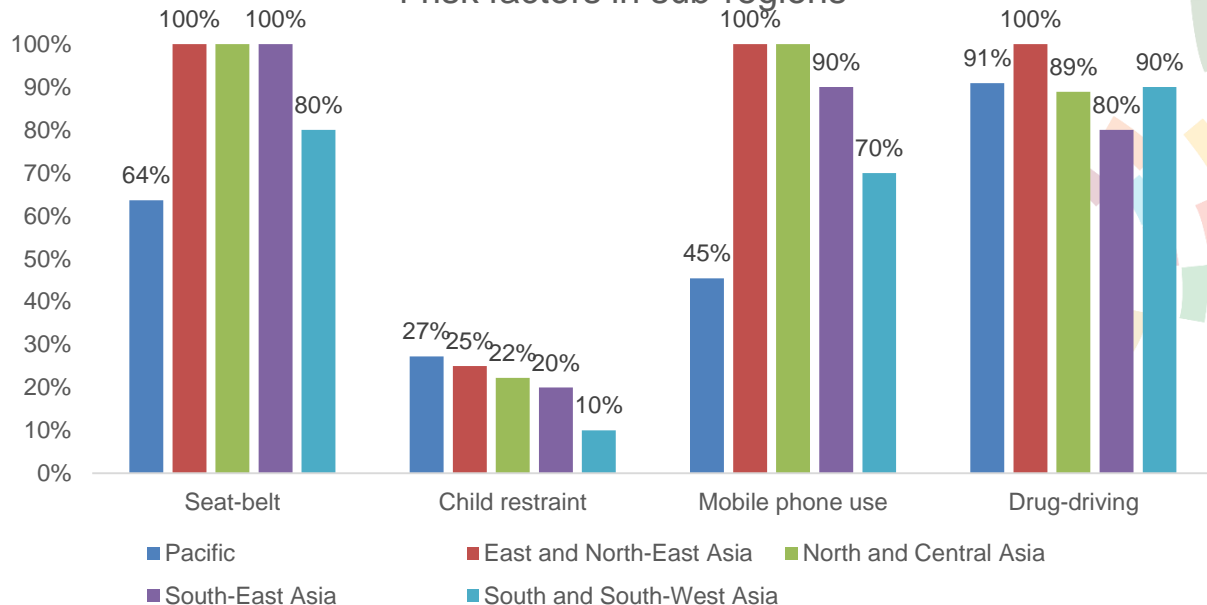
# ESCAP Subregions

Percentage of countries with good legislations on 3 risk factors  
in sub-regions



# ESCAP Subregions

Percentage of countries with insufficient legislation on other  
4 risk factors in sub-regions



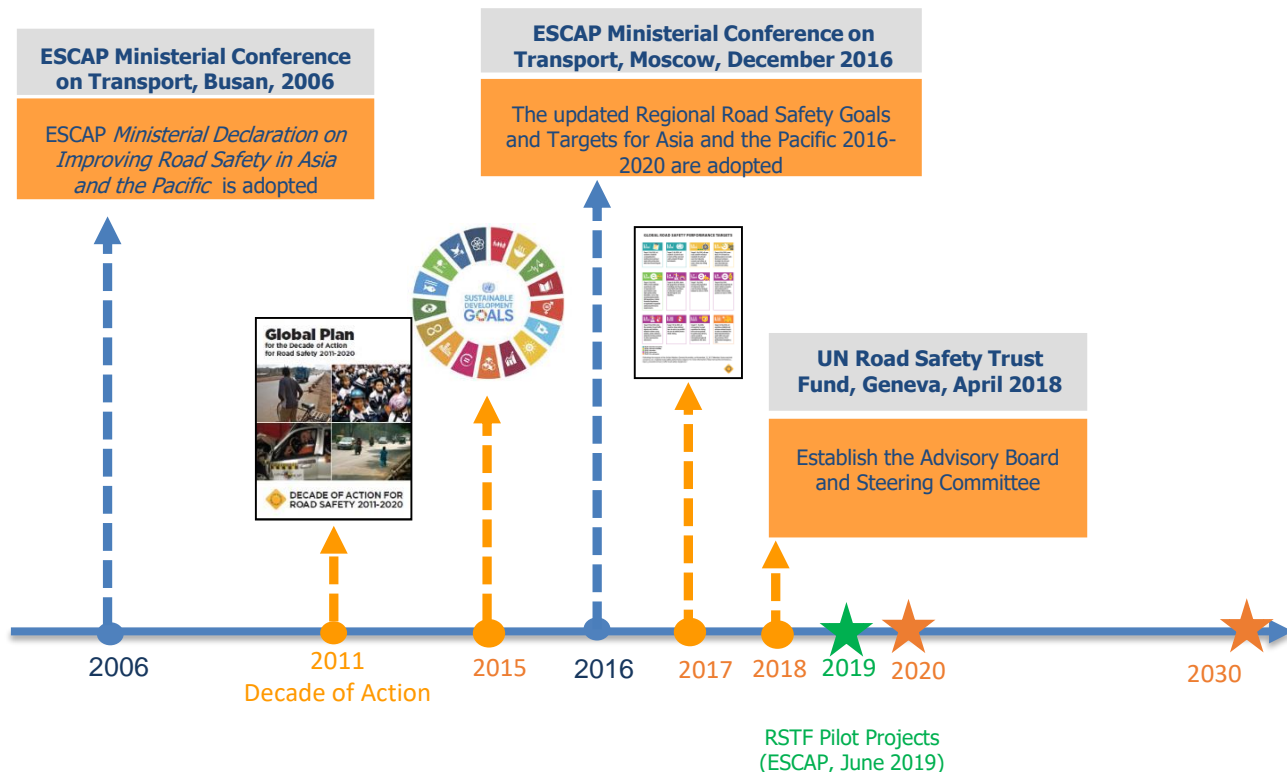


# Data

1. In the ESCAP region in 2016, the reported total road fatality number was 373,000 (46%) of the WHO estimated number, 813,000 (fatality rate- 8.65 vs 18.88 fatalities per 100,000 population)



# Global and Regional



# SDGs – Road Safety

1. Target 3.6: “By 2020, halve the number of global deaths and injuries from road traffic accidents”
2. Target 11.2: “By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, by improving road safety - -”



# Global Framework Plan of Action- 2018

Area Pillar	L egislation	E nforcement	E ducation	T echnology	I nternational R egulatory S upport
Road safety management					
Safe user	Traffic rules drivers cyclists pedestrians	Lawful behavior ensured by police and inspectors	Awareness raising, training and examination	Supportive technology and equipment, rules reminders	UN RS legal instruments and resolu- tions, WP.1, SC.1, WP.15
Safe vehicle	Rules and standards for admission of vehicles to traffic	Certification and inspections by qualified inspectors	Awareness raising for users, training for inspectors	Supportive technology and equipment, compliance reminders	UN RS legal instruments and resolu- tions, WP.1, WP.29
Safe road	Standards for design, construction, maintenance and signage	Audit, assessment and inspection by qualified teams	Awareness raising for road managers, users, and for inspectors	Forgiving and self-explaining road design, intelligent road systems	UN RS legal in- struments and resolutions, int. standards WP.1, SC.1
Effective post-crash response	Standards for data collection post-crash response and investigation	Oversight of rescue services, investigators investigating crashes	First aid and rescue service training, investigators training	Supportive technology and equipment	Consolidated resolution, int. standards, WP.1, SC.1

## GLOBAL ROAD SAFETY PERFORMANCE TARGETS



**Target 1:** By 2020, all countries establish a comprehensive multisectoral national road safety action plan with time-bound targets.



**Target 2:** By 2030, all countries accede to one or more of the core road safety-related UN legal instruments.



**Target 3:** By 2030, all new roads achieve technical standards for all road users that take into account road safety, or meet a three star rating or better.



**Target 4:** By 2030, more than 75% of travel on existing roads is on roads that meet technical standards for all road users that take into account road safety.



**Target 5:** By 2030, 100% of new (defined as produced, sold or imported) and used vehicles meet high quality safety standards, such as the recommended priority UN Regulations, Global Technical Regulations, or equivalent recognized national performance requirements.



**Target 6:** By 2030, halve the proportion of vehicles travelling over the posted speed limit and achieve a reduction in speed-related injuries and fatalities.



**Target 7:** By 2030, increase the proportion of motorcycle riders correctly using standard helmets to close to 100%.



**Target 8:** By 2030, increase the proportion of motor vehicle occupants using safety belts or standard child restraint systems to close to 100%.



**Target 9:** By 2030, halve the number of road traffic injuries and fatalities related to drivers using alcohol, and/or achieve a reduction in those related to other psychoactive substances.



**Target 10:** By 2030, all countries have national laws to restrict or prohibit the use of mobile phones while driving.



**Target 11:** By 2030, all countries to enact regulation for driving time and rest periods for professional drivers, and/or accede to international/regional regulation in this area.



**Target 12:** By 2030, all countries establish and achieve national targets in order to minimize the time interval between road traffic crash and the provision of first professional emergency care.

- PILLAR 1: Road safety management
- PILLAR 2: Safer roads and mobility
- PILLAR 3: Safe vehicles
- PILLAR 4: Safe road users
- PILLAR 5: Post-crash response

Following the request of the United Nations General Assembly, on November 22, 2017 Member States reached consensus on 12 global road safety performance targets. For more information: [http://www.who.int/violence\\_injury\\_prevention/road\\_traffic/road-safety-targets/en/](http://www.who.int/violence_injury_prevention/road_traffic/road-safety-targets/en/)





# UN ESCAP

1. Regional Action Programme (2017-2021)
2. Updated Regional Road Safety Goals and Targets



## Overall objective

50 per cent reduction in fatalities and serious injuries on the roads of Asia and the Pacific over the period 2011 to 2020.

# UN ESCAP

1. 2016, 3<sup>rd</sup> Ministerial Conference on Transport, adopted the Regional Action Programme (2017-2021)
2. Updated Regional Road Safety Goals and Targets

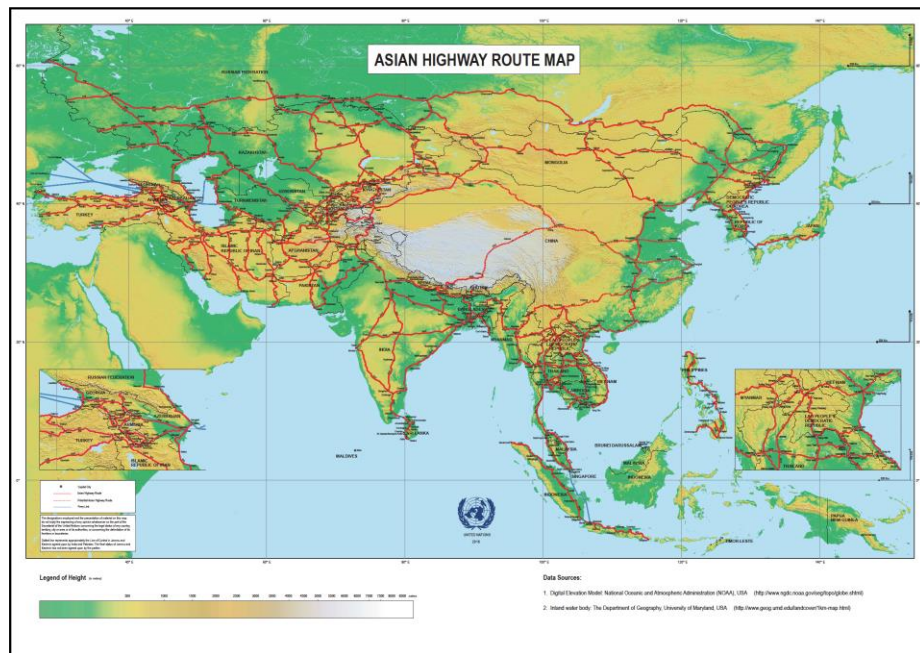


# Updated Regional Road Safety Goals and Targets for Asia and the Pacific

Overall objective: 50% reduction in fatalities and serious injuries on the roads of Asia and the Pacific over the period 2011 to 2020.

1. Making road safety a **policy priority**.
2. Making roads safer for **vulnerable road users**, including children, elderly people, pedestrians, non-motorized vehicle users, motorcyclists and person with disabilities.
3. Making roads safer and reducing the **severity of road crashes**.
4. Making **vehicles safer** and encouraging responsible vehicle advertising.
5. Improving **national and regional** road safety systems, management and enforcement.
6. Improving **cooperation** and fostering **partnerships**.
7. Developing the **Asian Highway Network** as a model of road safety
8. Providing effective **education** on road safety awareness to the public, young people and drivers.

# Asian Highway Network



# Technical Standards

## Model Instrument of Acceptance of Amendment

*(to be signed by the Head of State, Head of Government or Minister for Foreign Affairs)*

WHEREAS the Intergovernmental Agreement on the Asian Highway Network was adopted at Bangkok on 18 November 2003, and *ratified, accepted, approved, definitively signed or acceded to by (State) on (date of deposit of its instrument of ratification, acceptance, etc.,*

WHEREAS the Working Group on Asian Highways at its seventh meeting, held in Bangkok on 13-15 December 2017, adopted the following Amendments in accordance with Article 8 of the Agreement:

Article 10, Title *after* Annexes II *add* IIbis

Article 10, paragraph 1. *after* Annexes II *add* IIbis

Article 17. *after* Annexes II *add* IIbis

WHEREAS these amendments, resulting in the introduction of a new Annex II bis "Asian Highway Design Standards for Road Safety", were communicated by the Secretary-General to all Parties by Depositary Notification CN.53.2018.TREATIES-XIB.34.a on 26 January 2018,

NOW THEREFORE I, *(name and title of Head of State, Head of Government or Minister for Foreign Affairs)*, declare that the Government of *(State)*, having considered the above-mentioned Amendments accepts the same and undertakes faithfully to perform and carry out the stipulations therein contained.

IN WITNESS WHEREOF I have signed this instrument of acceptance at *(place)* on *(date)*.

*(Signature)*

1. Strong correlation between infrastructure design and road safety outcomes
2. Harmonized driving conditions
3. New Annex "Asian Highway Design Standards for Road Safety"



# Current Projects

1. Tackling main causes of road traffic crashes, fatalities and injuries in Asia-Pacific countries to achieve road safety targets of the Sustainable Development Goals funded by the Russian Federation (2018-2019).
2. Strengthening Speed Management in the Philippines; funded by the UN Road Safety Trust Fund (2019-2020).

# The role of leadership in the implementation of Asia's road safety initiatives

1. Leadership at the global level  
(UNRSC- WHO, GRSF, GRSP, ITF and others)
2. Leadership at the regional level  
(UN ESCAP, ADB and others)



# The role of leadership in the implementation of Asia's road safety initiatives

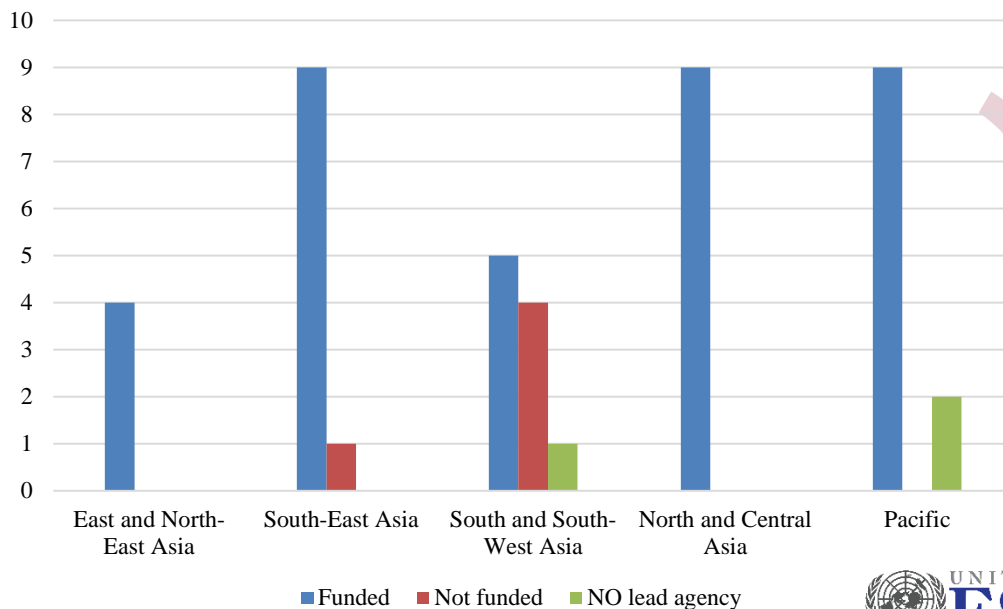
## 1. Leadership at the national level

- At the highest level of the Govt.
- Lead road safety agency  
(State Police in Azerbaijan, National Road Safety Committee in Cambodia), Dept. of Disaster prevention and mitigation, MoI in Thailand, Ministry of Health in Turkmenistan, Inter-ministerial Convention on Road Traffic Safety in China)

## 2. Leadership at the local and Community level- champions

# The role of leadership in the implementation of Asia's road safety initiatives (continued)

Lead agency of road safety funded in national budget  
in ESCAP, 2016



# Ways forward

- Leadership- champions
- Quality road crash data
- Evidence-based policies and interventions
- Focus on VRUs
- Leaderships at all levels among all relevant sectors
- International and regional co-operations

# THANK YOU

[WWW.UNESCAP.ORG](http://WWW.UNESCAP.ORG)



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

# Towards the Establishment of the Asia-Pacific Road Safety Observatory

Alina F. Burlacu,  
Transport Specialist  
The World Bank

Michael Anyala,  
Senior Road Asset Management  
Specialist  
Asian Development Bank



# General Overview of Road Safety Globally

- More than **1.35 million** lives each year.
- Road traffic crashes: **8th leading cause** of death.
- Leading cause of death for those **aged 5-29 years**.
- Up to **50 million injuries**.
- 3 times higher death rates in low-income countries than in high-income countries
- Massive economic, social and health costs



**“What is not measured is unknown...  
and what is unknown cannot be managed”**

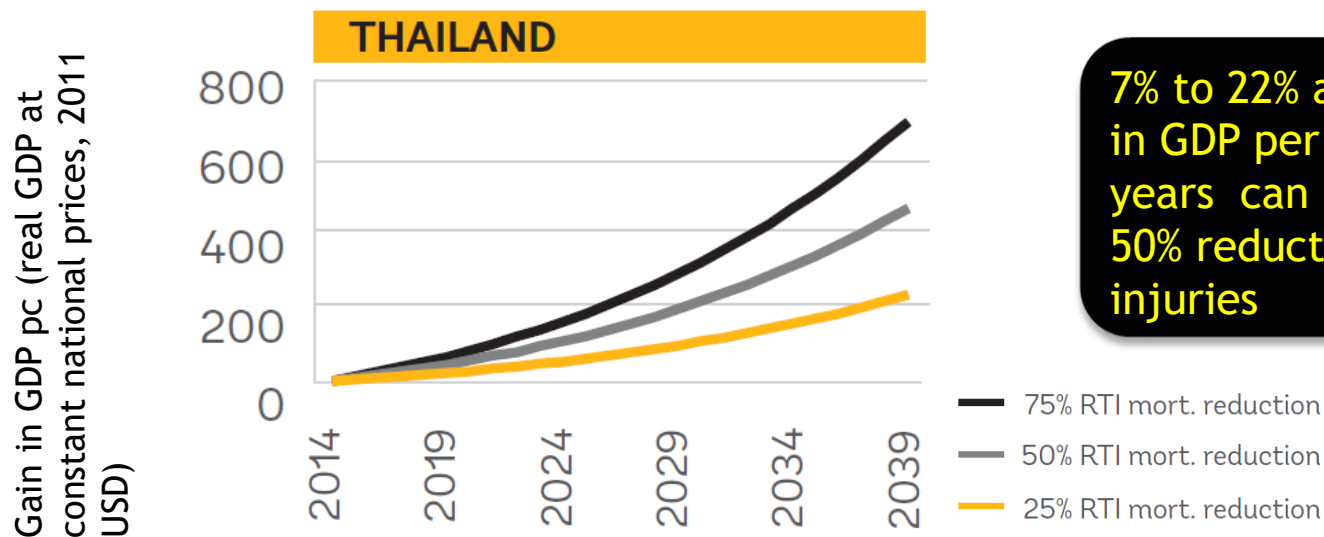


# Why do we need data?

- Data on the magnitude of the problem and the risk factors are essential to develop a **systematic approach to road safety**.
- **Reliable safety and traffic data** is essential to:
  - Prioritize road safety vis a vis other public health issues
  - Assess the full nature of the road safety problem (who is at risk ? When ? Why ? );
  - Assess the real economic costs associated with road crashes:
    - If the problem is underreported, less likely to receive the right level of investment;
  - Design the most (cost) effective road safety interventions;
  - Monitor progress and adjust work plan.

# Improving road safety can have a positive impact on the GDP

The cost of inaction is the difference between projected gains and status quo scenario



**7% to 22% additional increase in GDP per capita over 24 years can be achieved through 50% reduction in road traffic injuries**

# Sustainable Development Goals for Road safety (September 2015)



By 2020, to halve the number of global deaths and injuries from road traffic crashes.



By 2030, to provide access to safe, affordable accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities, and older persons.

Source: UN Sustainable Development Goals

# Global (Voluntary) Performance Indicators for Road Safety Risk Factors

## GLOBAL ROAD SAFETY PERFORMANCE TARGETS

**TARGET 1**  
2020



Target 1: By 2020, all countries establish a comprehensive multisectoral national road safety action plan with time-bound targets.

**TARGET 2**  
2030



Target 2: By 2030, all countries accede to one or more of the core road safety-related UN legal instruments.

**TARGET 3**  
2030



Target 3: By 2030, all new roads achieve technical standards for all road users that take into account road safety, or meet a three star rating or better.

**TARGET 4**  
2030




Target 4: By 2030, more than 75% of travel on existing roads is on roads that meet technical standards for all road users that take into account road safety.

**TARGET 5**  
2030




Target 5: By 2030, 100% of new (defined as produced, sold or imported) and used vehicles meet high quality safety standards, such as the recommended priority UN Regulations, Global Technical Regulations, or equivalent recognized national performance requirements.

**TARGET 6**  
2030



Target 6: By 2030, halve the proportion of vehicles travelling over the posted speed limit and achieve a reduction in speed-related injuries and fatalities.

**TARGET 7**  
2030



Target 7: By 2030, increase the proportion of motorcycle riders correctly using standard helmets to close to 100%.

**TARGET 8**  
2030



Target 8: By 2030, increase the proportion of motor vehicle occupants using safety belts or standard child restraint systems to close to 100%.

**TARGET 9**  
2030



Target 9: By 2030, halve the number of road traffic injuries and fatalities related to drivers using alcohol, and/or achieve a reduction in those related to other psychoactive substances.

**TARGET 10**  
2030



Target 10: By 2030, all countries have national laws to restrict or prohibit the use of mobile phones while driving.

**TARGET 11**  
2030



Target 11: By 2030, all countries to enact regulation for driving time and rest periods for professional drivers, and/or accede to international/regional regulation in this area.

**TARGET 12**  
2030



Target 12: By 2030, all countries establish and achieve national targets in order to minimize the time interval between road traffic crash and the provision of first professional emergency care.



But how can  
we know for  
sure?..



# Quality of road safety data

## GLOBAL TOTALS:

Number of countries

**175**

Total population  
(000s)

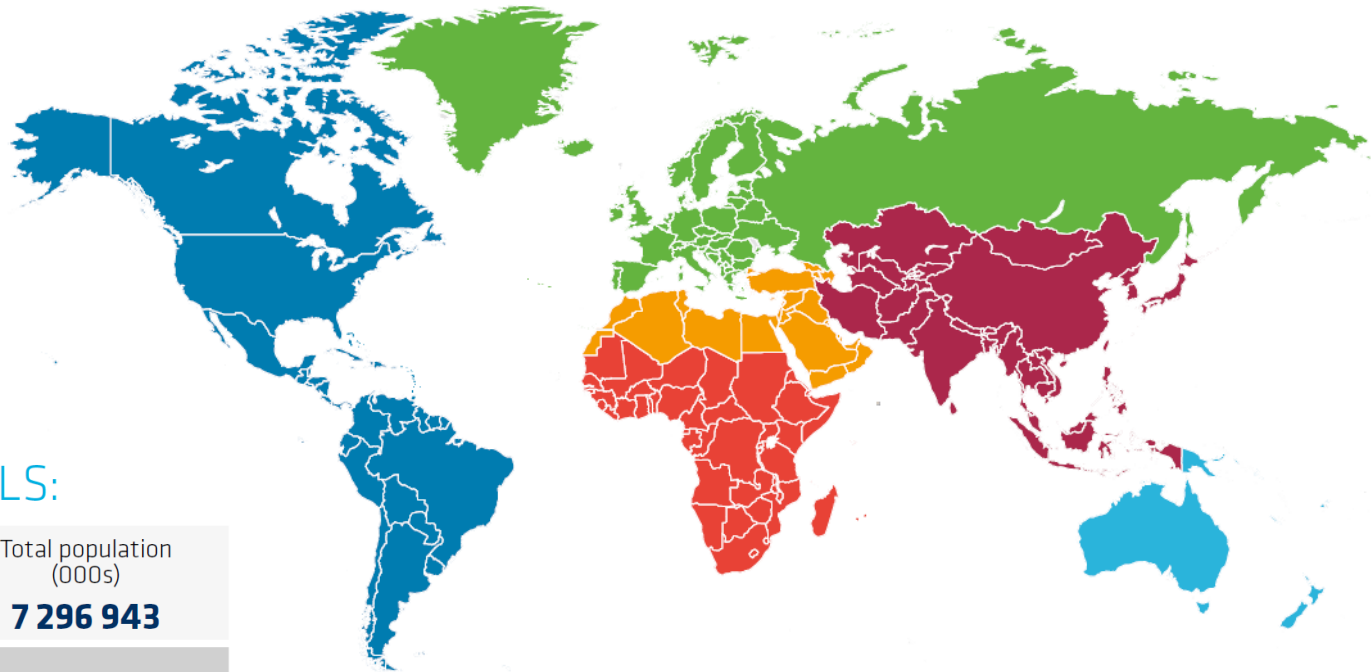
**7 296 943**

Total reported deaths

**629 365**

Total WHO estimation

**1 323 666**



# Police vs WHO counts of road deaths...

## Over the years

Year	Police	WHO
1990	N/A	N/A
2000	N/A	N/A (1.2 M in 2007)
2010	0,62	1.24 M
2015	0.66 M	1.2 M
2016	0.63 M	1.35 M

## By region

	# countries	Population	Police	WHO
Total	175	7.3 B	0.63 M	1.35 M
Africa	46	1.0 B	58 001	271 554
Americas	30	0.9 B	132 180	151 957
<b>Asia</b>	<b>28</b>	<b>4.2 B</b>	<b>341 272</b>	<b>772 158</b>
Europe	40	0.7 B	53 481	63 400
North Africa & Western Asia	20	0.4 B	42 524	61 454
Oceania	11	0.04 B	1 908	3 143



# Road Crash Data

## Main Data Challenges

- Underestimation of the importance of crash data;
- Lack of robust data in road traffic fatalities and injuries;
- Lack of vital registration systems to provide information on cause of death;
- No consistent definition of a road traffic death;
- Underreported police data in many countries (it is estimated that half of the road crash data is not reported);
- Lack of cross agency coordination and collaboration;
- No national unified crash database;
- Poor understanding of crash investigation methods.

# Who else collects any other data?

- ✓ iRAP: some roads evaluated in Bangladesh, Indonesia, Nepal, Philippines, Thailand and Vietnam.
- ✓ Vehicle registries electronically available at least in: Malaysia, Singapore and Vietnam.
- ✓ Insurance companies: RVP in Thailand.
- ✓ Vital registry data.





What to do?..

# The importance of a regional approach for road safety

- The laws of physics are the same everywhere:
  - Safe System is the right approach
- Solutions tailored to each region are needed
  - Different traffic patterns, different culture, demographic
- Need to set and monitor regional road safety targets
- Need of better and harmonized regional data (not only on total number of road deaths)

# Road Safety Observatories

## What is RSO

- A network :
  - Policy level
  - Data experts
- A forum to exchange and discuss
  - Policy issues
  - Technical and methodological issues
  - Experiences
  - Learn from each other
- A common database
- Common surveys, annual reports, joint research

## Objectives of Regional RSO

- To accelerate country-level improvements in data collection, analyses and decision making;
- Stimulating harmonisation between countries in the definition of variables and data collection procedures for better monitoring;
- Fostering a positive competition between countries to improve their crash data systems, raise road safety on the policy agenda and share data and information;
- Offering a common space for data and information sharing, bringing all key stakeholders around the table.

# RSOs in Latin America and Africa

## RSO in Latin America

- Created in 2011
- 20 countries actively participating
- Led to STRONG regional co-operation
- Road safety higher on the political agenda
- Institutional reforms in the region

## RSO in Africa

- Initial discussions started in 2018
- 3 workshops in 2018
- Creation was announced in November 2018
- First general assembly meeting in June 2019 under the auspices of the African Union

The screenshot displays the OISEVI website. At the top, the OISEVI logo and website address (www.oisevi.org) are visible, along with logos for the World Bank Group and the Global Road Safety Forum (GRSF). A navigation menu includes links for HOME, SOBRE OISEVI, ESTRUCTURA, DOCUMENTOS, ENCUENTROS, ESTADÍSTICAS, NOTICIAS, and NORMATIVAS. A timeline from 2008 to 2014 is shown, with 2014 highlighted. A search bar is present with the text 'Buscar... escriba aquí su búsqueda'. Below the timeline, a list of member countries is provided, each with a flag icon: Argentina, Bolivia, Brasil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, España, Guatemala, Honduras, México, Nicaragua, Panamá, Paraguay, Perú, R. Dominicana, Uruguay, and Venezuela. A globe graphic shows the Americas highlighted in orange. On the right side, there is a section for 'PRÓXIMAMENTE' (Coming Soon) featuring a graduation cap icon and the text 'Formación en Movilidad Urbana Sostenible'. Below this, there is a section for 'ÚLTIMAS NOTICIAS' (Latest News) with a link to 'OISEVI participó del Día de Prensa de Latin NCAP en Alemania'. At the bottom right, there is a section for 'VIDEO INSTITUCIONAL', 'VIDEO CAMINOS ESCOLARES', and 'VIDEO CAMPAÑA USO DE CASCO'.

\*MOU signed in 2017 between WB, FIA and ITF to advance replication of OISEVI in new regions.



And what  
about Asia?..

# Road Safety in Asia



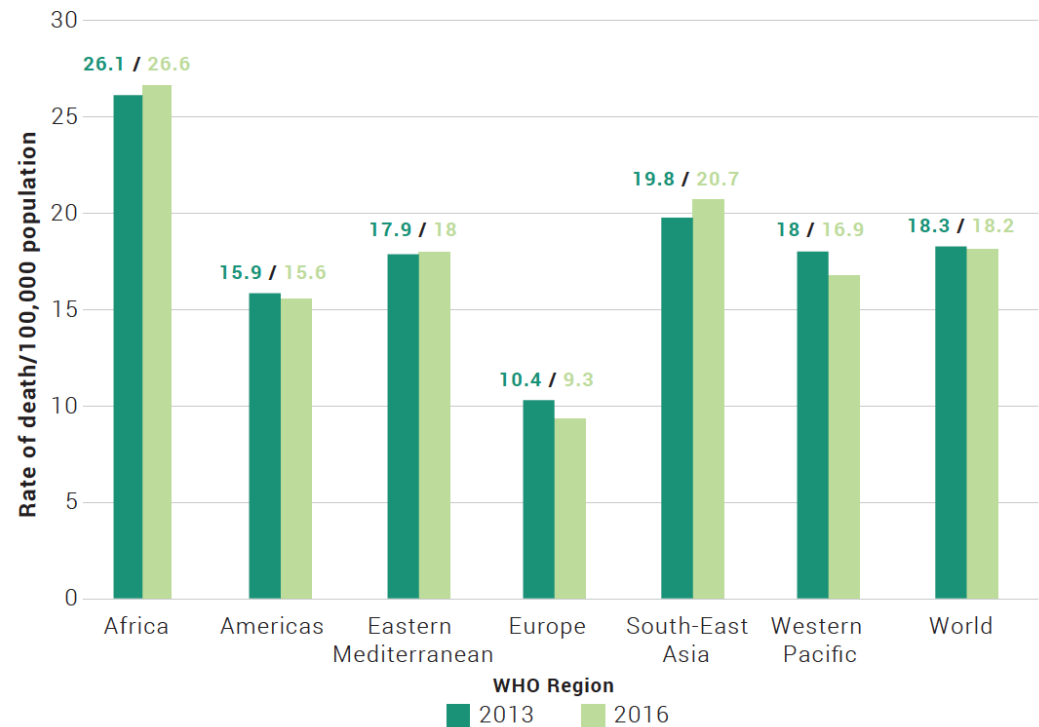
Number of countries  
**28**

Total population  
(000s)  
**4 150 386**

Total reported deaths  
**341 272**

Total WHO estimation  
**772 158**

Rates of road traffic death per 100,000 population:  
2013, 2016

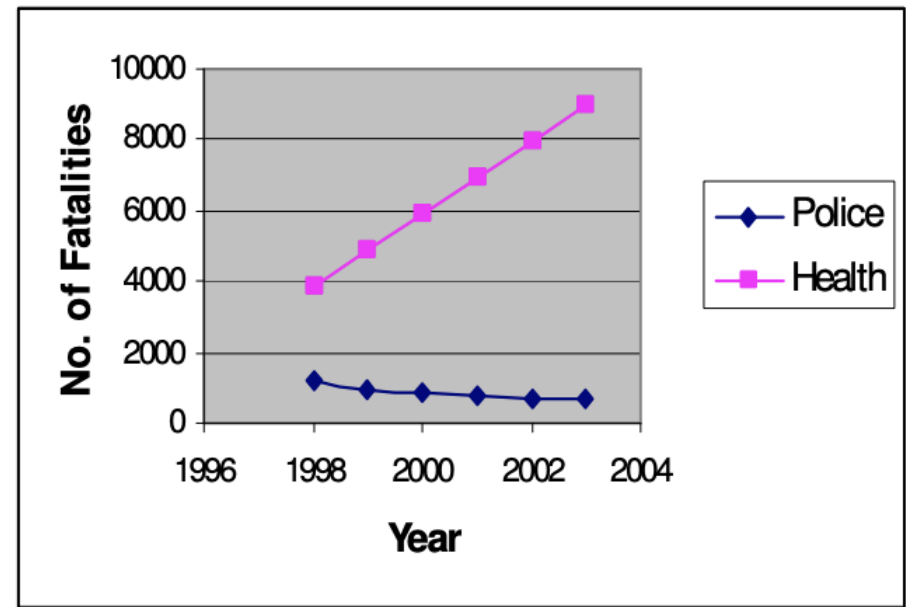




# Road Crash Data Challenges in Asian Countries

- No robust data in road traffic fatalities and injuries
- Not all countries have vital registration systems to provide info on cause of death
- Police data is often the best source; however, countries still have no consistent definition of a road traffic death for use in police databases
- Also, police data are underreported in many countries. It is estimated that half of the road accident data is not reported

*No. of fatalities on the road as reported by the Police Vs. Health Sector in ASEAN cities*



Source: WHO, 2018

# Asia and Pacific Road Safety Observatory (APRSO)

- APRSO is the regional forum on road safety data, policies and practices to ensure the protection of human life on the roads across Asia and the Pacific.
- APRSO's mission is to generate robust road crash data and analysis to positively impact on policies for road safety, in order to substantially reduce road traffic fatalities and serious injuries.
- The geographical scope would be Asia and the Pacific, and it was agreed to reach out to relevant agencies in the sub regions areas (e.g. ASEAN, CAREC, SASEC, GMS, etc.) and sub regional groups in Pacific as appropriate.

A forum to exchange and discuss:

- Policy issues
- Technical and methodological issues
- Experiences
- Learn from each other
- Common database
- Common surveys
- Annual reports
- Joint research

# RSO in Asia and Pacific

- Kick-off workshop:  
March 20-21, 2019, in  
Singapore.
- Over 70 participants:
  - Bangladesh,  
Cambodia, Indonesia,  
Japan, Korea, Lao,  
Malaysia, Myanmar,  
Nepal, Pakistan,  
Philippines,  
Singapore, Sri Lanka,  
Thailand, Vietnam.



# RSO in Asia and Pacific

- All country delegates present at the meeting supported the development of a regional road safety observatory for Asia, and to work together towards its establishment.





# RSO in Asia and Pacific

- The geographical scope would be Asia and the Pacific, and it was agreed to reach out to relevant agencies in the sub regions areas (e.g. ASEAN, CAREC, SASEC, GMS, etc.) and sub regional groups in Pacific as appropriate.
- Two task-forces were created:
  - Task force on a minimum set of road safety indicators
    - Members: Malaysia, Bangladesh, Sri Lanka, Philippines, Pakistan (to be confirmed) and ITF, WB, FIA, ADB, iRAP, GRSP.
  - Task Force on Governance
    - Members: Cambodia, Vietnam, ITF, WB, FIA, ADB, iRAP, GRSP, UNESCAP.



# Possible Outputs

- A network
  - At policy level
  - At technical (data) level
- Common road safety database with common variables
- Road deaths, Serious injuries, Safety performance indicators
- Annual reports on road safety performance
- Joint regular surveys with common methodologies: Helmet use, speeding, drink driving...
- A web based knowledge center
- Regular training on data (WHO vital registration workshop, training of police officers)

# APRSO's Timelines with Deliverables

Actions	Timelines
1 APRSO's Kick-off Workshop	20-21 March
2 Creation of two task forces	20-21 March
3 Initial draft of proposed governance structure	20 May
4 Initial draft of minimum set of road safety indicators	24 May
5 Shared both revised documents (governance and min. set of road safety indicators) with relevant task forces	16 August
6 Send initial letters to government on invitation for participation for APRSO	19 August
7 Agree and finalize proposal for APRSO funding	21 August
8 Confirm date and venue for Annual Meeting	30 August
9 Prepare and send out invitations for Annual Meeting	Mid Sep
10 Final revised documents to be circulated to all member countries	End of Sep
11 Recruit consultant to support Task Force on 'Road Safety Indicators'	1 <sup>st</sup> week of December
12 Annual meeting	2-4 December

## International Donors:



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

## International Partners:





# Thank you!

Alina F. Burlacu,  
Transport Specialist  
The World Bank

Michael Anyala,  
Transport Specialist  
The Asian Development Bank

# Improving leadership knowledge through the Global Road Safety Leadership Course



GLOBAL  
ROAD SAFETY  
PARTNERSHIP

CELEBRATING 20 YEARS

The Global Road Safety Partnership is hosted by:



100  
1919-2019



Biannual course coordinated and delivered by the Global Road Safety Partnership in partnership with Johns Hopkins University International Injury Research Unit (JH-IIRU) as part of the Bloomberg Philanthropies Initiative for Global Road Safety



Two-week residential training programme aiming to build leadership capacity to design, advocate for, and implement effective road safety programmes and policies

## OBJECTIVES

- To enhance leadership to support the strengthening of road safety policy and program implementation
- To apply principles and best practices in road safety to address country-specific issues and challenges
- To strengthen skills in road safety interventions and policy development
- To build skills in policy advocacy, strategic communication, and media advocacy
- To enhance capacity to access and understand critical evidence for effective road traffic injury prevention and control
- To build capacity to monitor, evaluate and report road safety performance processes

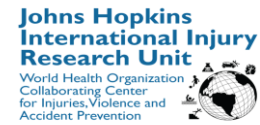


With a focus on key leadership principles, the GRSLC explores topics centered on the five pillars of focus for the Decade of Action for Road Safety, including:

- An overview of the global burden
- Road safety risk factors
- The role of enforcement
- Post crash response
- Urban design for road safety
- Safer vehicles and road safety
- Strategic communications & behaviour change campaigns



Participants benefit  
from international  
expertise from key road  
safety organisations



Participants benefit from site visits to see direct implementation of road safety interventions and initiatives

- New York City infrastructure improvements
- Best practice approaches from NYPD and New York DoT
- Insurance Institute for Highway Safety, Virginia
- MIROS crash facility
- School road safety and emergency hospital in Kenya
- Buenos Aires Road Safety Department data collection systems
- iRap School Star Rating Application in Buenos Aires







The Global Road Safety Partnership is hosted by:



GLOBAL  
ROAD SAFETY  
PARTNERSHIP

CELEBRATING 20 YEARS



**Baltimore, USA**  
October 2016



**Baltimore, USA**  
July 2017



**Baltimore, USA**  
July 2018



**Baltimore, USA**  
September 2019

**Kuala Lumpur, Malaysia**  
March 2017



**Nairobi, Kenya**  
March 2018



**Buenos Aires, Argentina**  
March 2019



The Global Road Safety Partnership is hosted by:



**100**  
1919-2019



**438**  
**Participants**  
**65 Countries**

The Global Road Safety Partnership is hosted by:



Trained **218** road safety practitioners from **20** countries in Asia Pacific since 2016

Drawn from:

- Government
- Enforcement agencies
- Academic institutions
- Media
- Health sector
- Civil society organisations
- National Societies



# LEADERSHIP KNOWLEDGE into PRACTICE

Identify the differences between managers  
and leaders

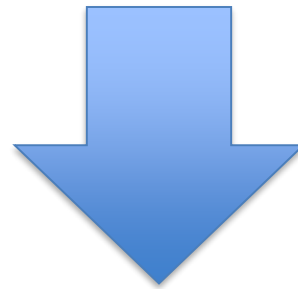
Explain the role and values of a leader

Analyze different leadership styles and their  
effectiveness in organizations and situations

Outline the principles of systems thinking

Root cause analysis  
Fishbone analysis  
Force field analysis

Road Safety Knowledge



- Policy development and implementation
- Allocation of resources (human & financial)
- Cross-discipline and multi-agency/ministry coordination
- Communities of practice – sharing knowledge
- Strategic use of data to inform implementation

# GLOBAL ROAD SAFETY PARTNERSHIP SECRETARIAT



## ADDRESS

International Federation of  
Red Cross and Red  
Crescent Societies

P.O. Box 303  
Chemin des Crêts, 17  
Petit-Saconex, Geneva  
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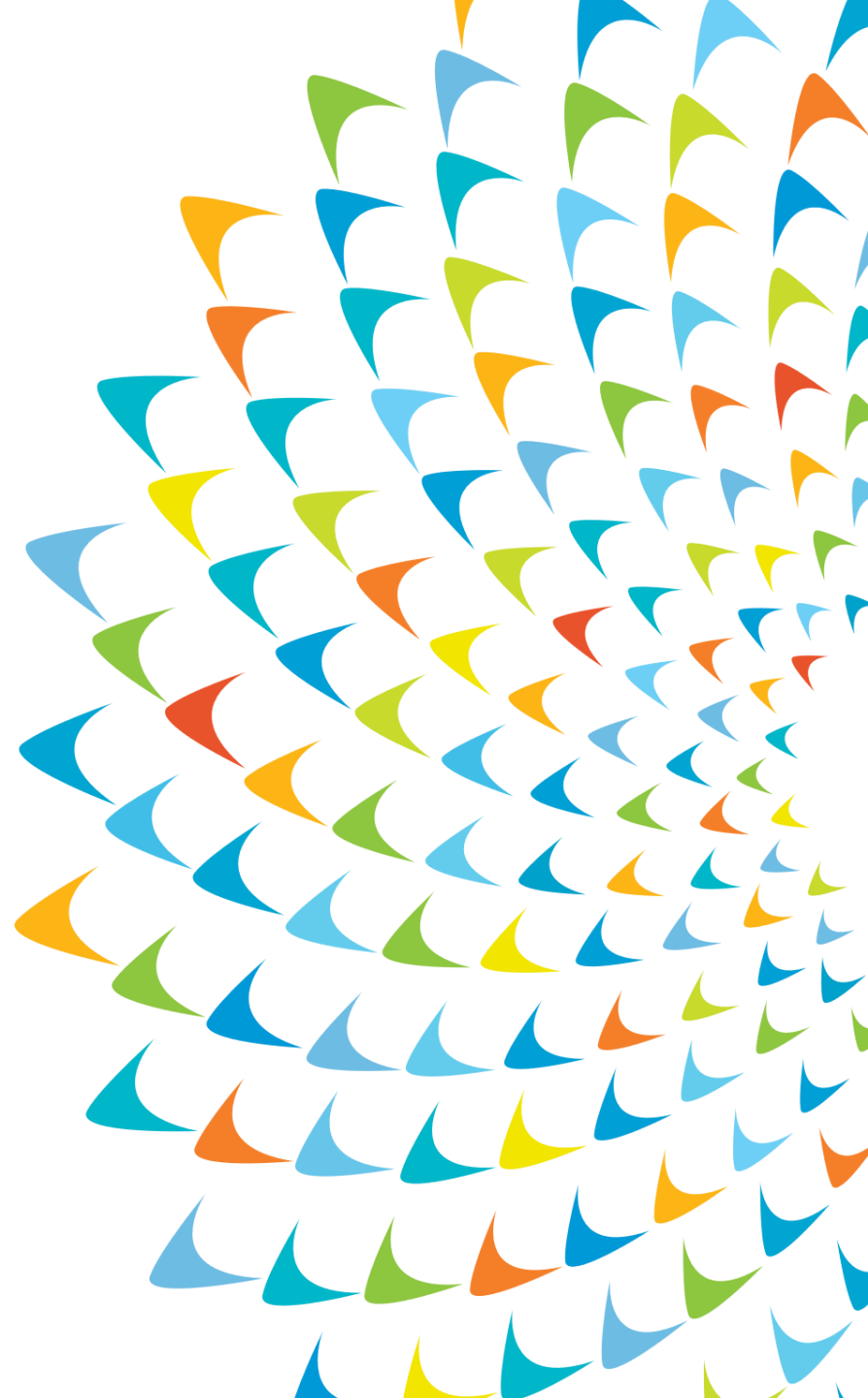


## WEBSITE

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



# Road Safety Leadership Course

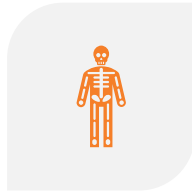




# Experience at GRSLC 2019



EXPERT LED  
SESSIONS AND  
DISCUSSIONS



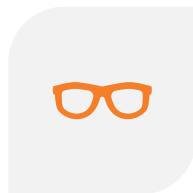
PRACTICAL,  
COMPREHENSIVE  
AND HANDS-ON



GOOD  
NETWORKING  
ENVIRONMENT



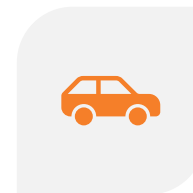
IN-DEPTH  
SESSIONS ON  
COMPONENTS  
OF SAFE SYSTEM  
APPROACH



NEED FOR A  
SHARED VISION



FUNDED LEAD  
AGENCIES

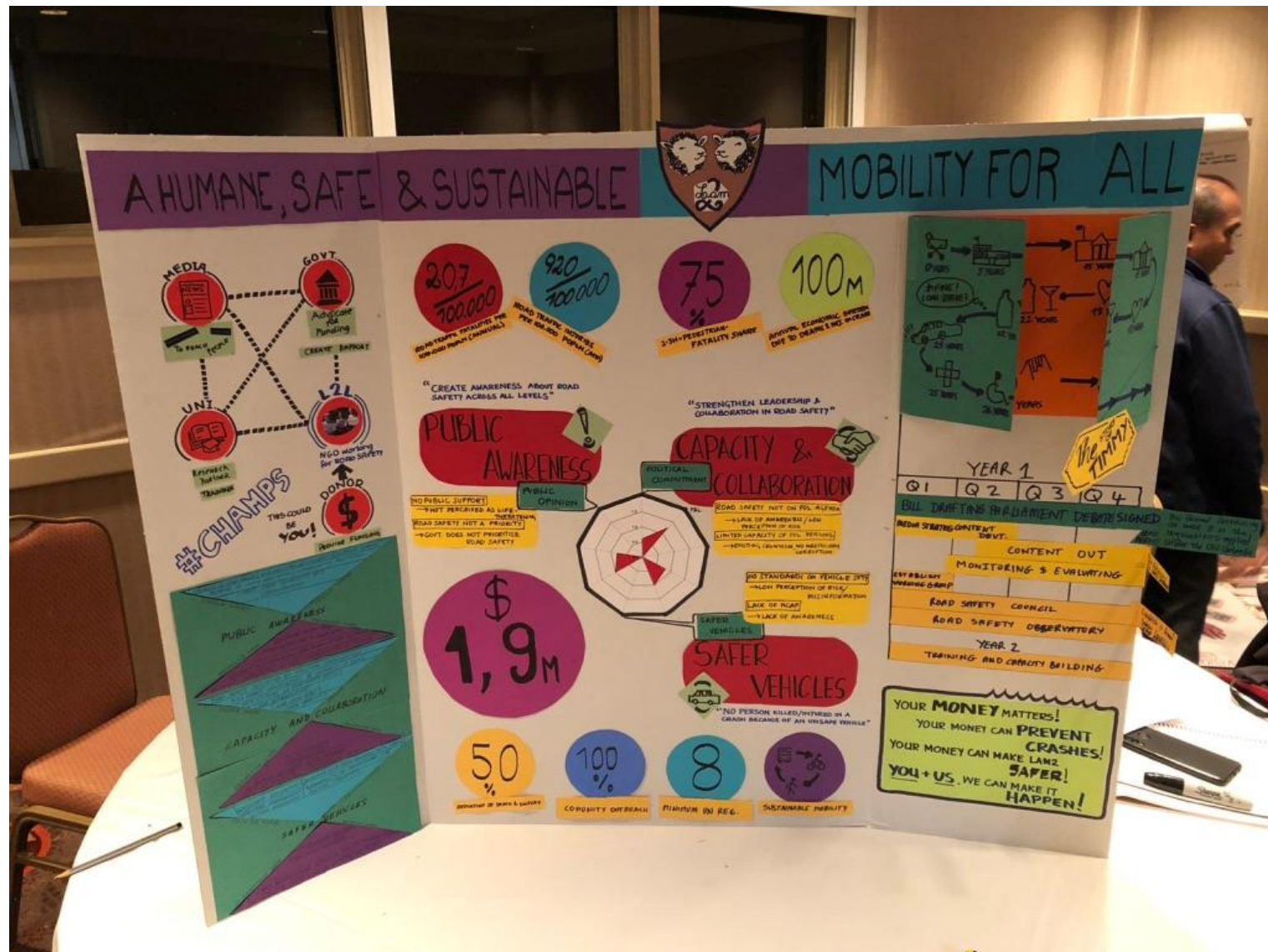


TOOLKITS FOR  
IMPROVING  
ROAD SAFETY









# Why is necessary to build leadership in road safety?



- Traffic Deaths are concentrated amongst vulnerable road users
- Road crashes impede economic development
- Measures that can significantly reduce road traffic fatalities and injuries are known
- Effective leadership is needed to mobilize action for the implementation of road safety policies and strategies
- Leaders must ensure collaboration amongst many stakeholders

Speed  
Management

Leadership

Infrastructure  
Design &  
Management

Vehicle Safety  
Standards

Enforcement  
of Traffic Laws

Post Crash  
Response and  
Care



Key elements that could be improved in Asia and Pacific in regards to road safety leadership?

---



# 1. Lead Agency for Road Safety



Authority and resources to coordinate the implementation of a national road safety strategy;



Develop legislation and policies and ensure implementation



Build basis for action



Opportunities to action at local, national and international levels

## 2. Effective Road Safety Strategy

Should be  
multi-sectorial

Clear and time-  
bound targets

Should be  
funded

### 3. Evaluating Impact of Road Safety Strategies

---

Evaluate implementation of road safety programs

---

Carry out New Car Assessments

---

Safety Ratings for Roads

---

Review Design Standards

---

Assessment of emergency care systems

---

etc.

# 4. Improve Quality of Road Safety Data



Adopting a  
Standard  
definition of  
Road Crash  
Death



Improving data  
quality by  
linking sources  
such as vital  
registration,  
police and  
health data



Training police



Reducing  
underreporting



Using data to  
plan  
interventions



Improving data  
collection and  
analysis

## 5. Raising Awareness and Public Support

Inform Policy-makers and Relevant Professionals on Importance of Addressing Road Traffic Fatalities and Injuries

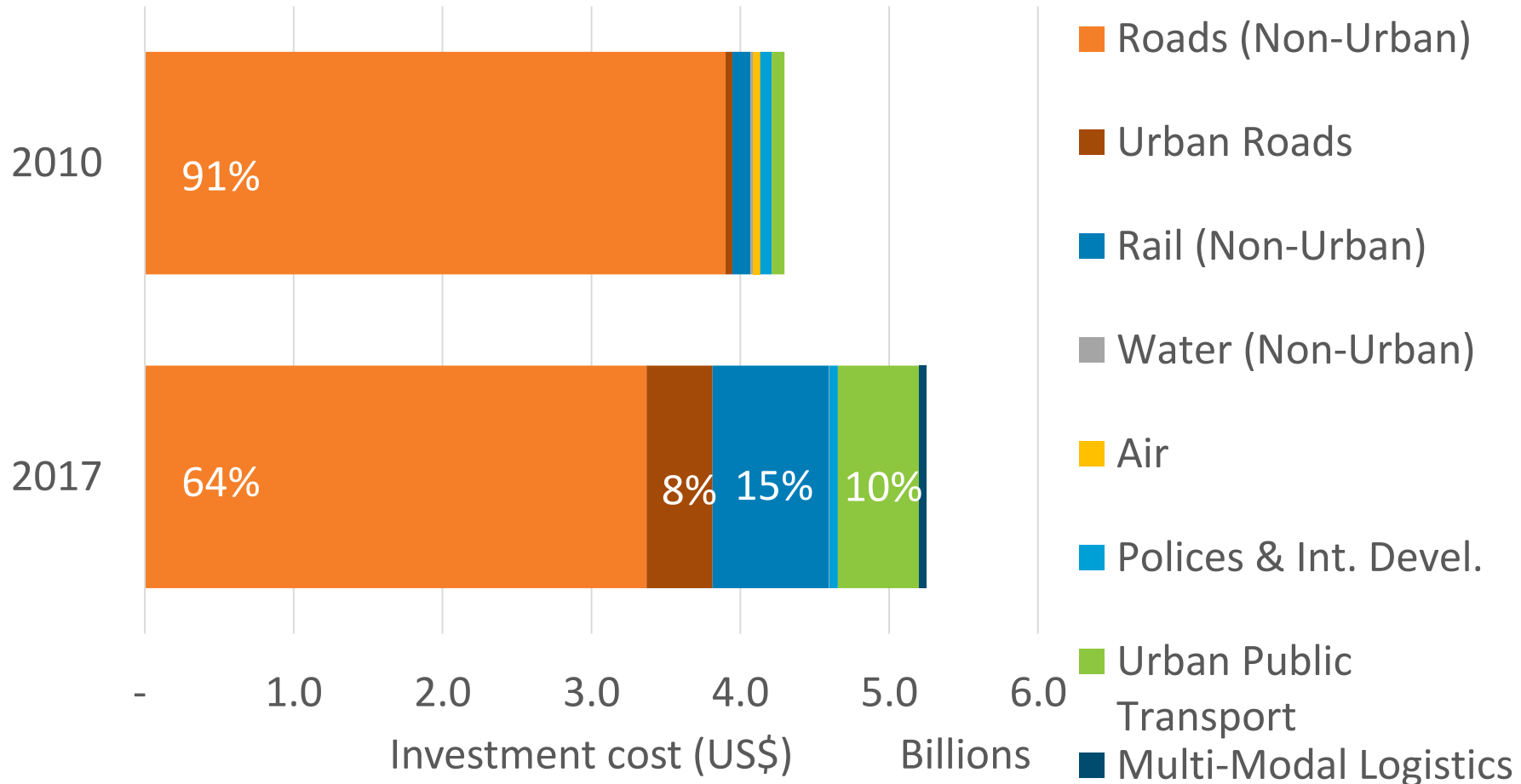
Increase Awareness of Road Safety Risk Factor Measures



# 6. Safe Sustainable Mobility for All



## ADB Transport Investment



Spending 10% of the current costs of road crashes on road safety may prevent 70% of those costs in the future

# 7. More Standalone Road Safety Projects

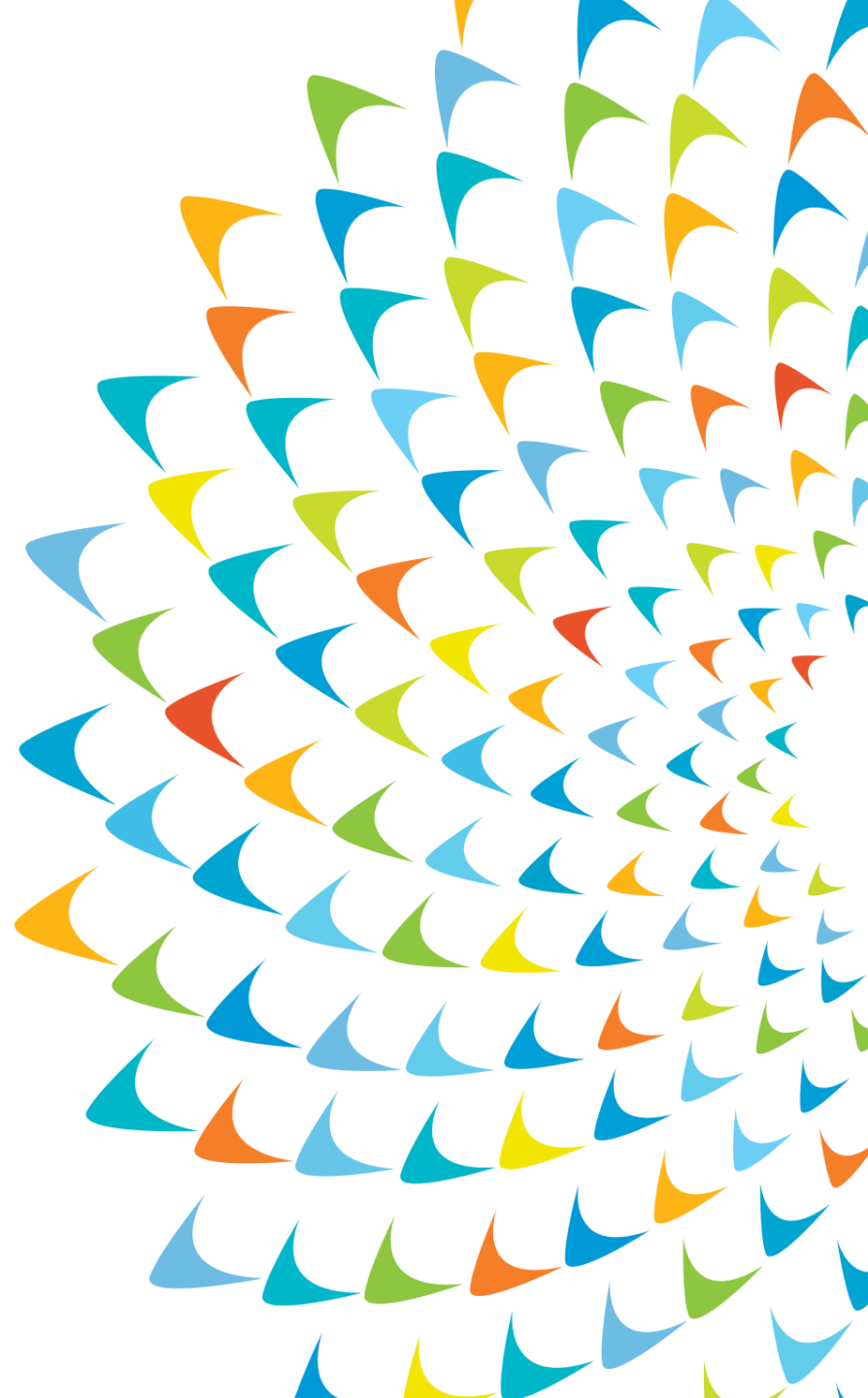


## Case Study: India's State Road Incentive Program

Road Safety Context in India	SRSIP Scope and Objectives
150,000 deaths per year	Provide grant funds to states for progressive improvement in road safety
2 – 3 wheelers most vulnerable	2 billion US\$ from 2020 to 2025 of which 0.5 billion US\$ is from ADB
72% of deaths are adults aged 18 – 45 years	Results Based Lending
Government Initiatives	Outcomes and Outputs
National Road Safety Policy initiated in 2017	Road crash fatality reduced by 12%
Little progress in achieving NRSP objectives	Institutional monitoring system established
Motor vehicle amendment act 2019	Accident risk identification system established
	Vehicle fitness checks and accident risk spots
	Road crash response system strengthened



Thank you.





ASEAN  
NCAP

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

*Safer Cars for ASEAN Region*

# Key Concept of Safer Car in ASEAN: Affordable Safety



Ir. Dr. **KHAIRIL ANWAR BIN ABU KASSIM**, Prof  
(Adjunct)

- **Director**, Vehicle Safety & Biomechanics Research Centre (VSB), Malaysian Institute of Road Safety Research (MIROS)
- **Secretary General**, New Car Assessment Program for Southeast Asian Countries (ASEAN NCAP)
- **Professor Adjunct**, Universiti Teknologi Malaysia (UTM)
- **Advisor**, Society of Automotive Engineers Malaysia

# The Vision of ASEAN NCAP

- Background of ASEAN NCAP
- Current Activity of ASEAN NCAP
- The way forward – Solving motorcyclist problem from other vehicles.
- Affordable Safety is the concept



# ASEAN (Association of Southeast Asian Nations)

## 10 Member States

- Brunei Darussalam  
(7 January 1984)
- Cambodia  
(30 April 1999)
- Indonesia  
(8 August 1967)
- Lao PDR  
(23 July 1997)
- Malaysia  
(8 August 1967)
- Myanmar  
(23 July 1997)
- Philippines  
(8 August 1967)
- Singapore  
(8 August 1967)
- Thailand  
(8 August 1967)
- Viet Nam  
(28 July 1995)



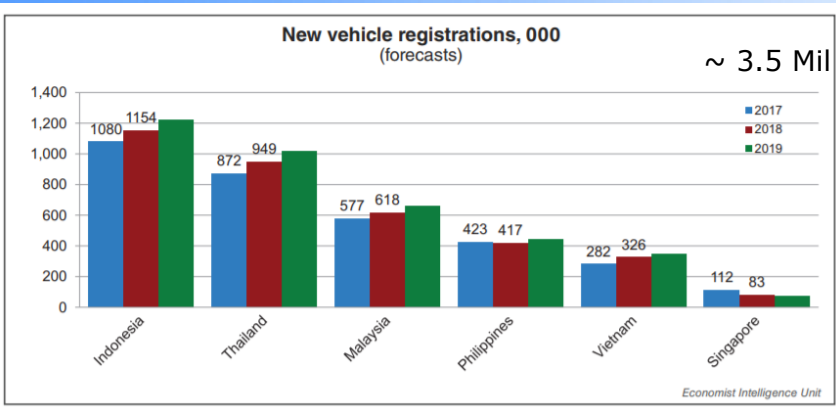
In 2018, the total **population** of all **ASEAN** states amounted to an estimated 647.45 million inhabitants. The **ASEAN** (Association of Southeast Asian Nations) member countries are Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam.



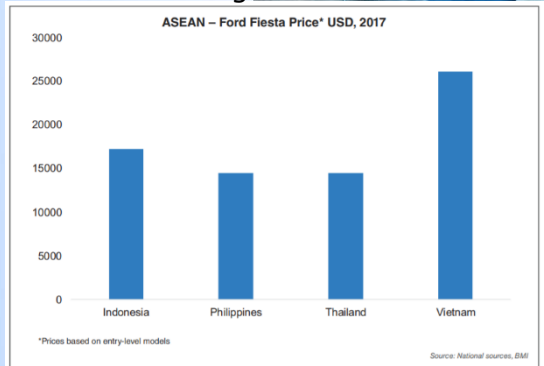
• Total population of the ASEAN countries 2008-2018 | Statista  
<https://www.statista.com/statistics/796222/total-population-of-the-asean-countries/>



# ASEAN Automotive Status



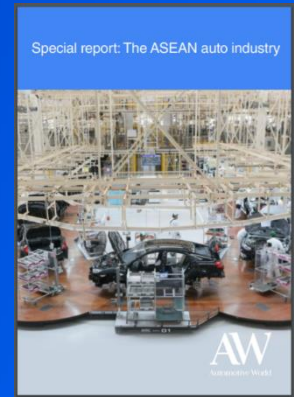
## Different Pricing





# Special Report : ASEAN Auto Industries

- The **ASEAN** bloc slowly but surely continues to strengthen ties between its economies. The elimination of tariffs on imported completely built-up (CBU) vehicles enables OEMs to treat the region as a single market.
- This makes **Vietnam**, a previous favourite, an even greater opportunity. Vehicle ownership is low, at 16 per 1,000 people, and the abolition of tariffs could make affordable cars available to its emerging middle class.
- However, OEMs remain concerned about non-tariff barriers in the region, and Vietnam presents a case in point; Decree 116, which went into effect at the start of 2018, places stringent testing requirements on all vehicle shipments.
- **Thailand**, the region's biggest manufacturer, wants to raise annual production to 3.5 million units by 2025. It hopes a comprehensive set of incentives will attract further investment. **Thailand** faces competition from **Indonesia**, which has its own goal of becoming the leading production hub.
- **Singapore** has emerged as a hotbed for autonomous testing. Companies like Aptiv-owned nuTonomy continue their trials, as the country moves towards a 'car-lite' society. The government plans to cap new vehicle growth at 0%.



# Special Report : ASEAN Auto Industries

- Countries in the bloc are laying favourable conditions for electrification. **Thailand** is planning tax exemptions for companies who want to manufacture EVs and EV components, and the Philippines will introduce excise duty exemptions for EVs and hybrids.
- **Japanese OEMs** continue to dominate the market. Others, such as **Ford**, can still find success in the region by playing to their strengths. Pick-ups are an important and popular offering, particularly in markets such as Thailand.
- Despite international condemnation, **Philippines** President Rodrigo Duterte's divisive politics have failed to spook OEMs, and the country remains an important location for the auto sector. Sales in 2017 were up 17%, and the country has ambitions of becoming a manufacturing hub capable of producing 1 million units a year by 2027.
- Chinese OEMs lack the ASEAN production base which Japanese OEMs have established through the decades. Their presence is muted, but there are signs of emergence: Geely acquired 49.9% of Proton in 2017, and Wuling has invested US\$700m in a factory in Indonesia to manufacture MPVs.
- Huge infrastructure projects across multiple countries in the region are good for truck OEMs. **Indonesia**, for example, is expected to pour US\$500bn into infrastructure projects over the next five years.



# NCAP Around the World



*From Optional Item to Must Have Item in the car development*

#	Est. year	Countries	#	Est. year	Countries
1	1959	USA	6	1999	South Korea
2	1978	USA	7	2006	China
3	1991	Japan	8	2010	South America
4	1992	Australia & New Zealand	9	2011	Southeast Asian countries
5	1997	FRA, GER, ITA, ESP, SWE, NED, UK (EU)			



# Summary of ASEAN NCAP Achievements

How many cars have been tested?

➤ To date

- **86** models & variants
- **108** ratings

➤ How many brands?

➤ **24**

- All Japanese brands have been tested.
- **17** brands from Top 20 ASEAN brands (except BMW, Mercedes & Hino)

**BY END OF 2019**

What is the market coverage?

➤ By End of 2018

- **Completed Top 30 models**
- **46** models from Top 60

➤ **96** models & variants

➤ **118** ratings

➤ **27**

- All Japanese brands have been tested.
- **18** brands from Top 20 ASEAN brands (except Mercedes & Hino)

➤ By End of 2019

- **Completed Top 30 models**
- **48** models from Top 60





# Latest ASEAN NCAP Result



Variant <b>OUTLANDER PHEV</b>	Year Built <b>2019</b>
Model Year <b>2020</b>	Vehicle Category <b>SUV</b>
Engine Capacity <b>2.4 L</b>	Kerb Mass <b>1880 kg</b>
No. of Airbags <b>7</b>	Test Lab <b>JARI</b>

## BLIND SPOT TECHNOLOGY ASSESSMENT



ASEAN NCAP has introduced Blind Spot Technology (BST) in its new 2017-2020 protocol. In the protocol, ASEAN NCAP assessed the functionality of each BST that are fitted inside the car. The new Mitsubishi Outlander PHEV is equipped with BST as a standard fitment in the Indonesia market. In this assessment, ASEAN NCAP confirms that the technology has functioned according to ASEAN NCAP requirements on both the left and right side area of the vehicle.

## OVERALL RATING

The Mitsubishi Outlander Plug-in Hybrid Electric Vehicle (PHEV) is the first of such a vehicle that ASEAN NCAP tested and the seventh of Mitsubishi brand. The new Outlander PHEV performed remarkably well in all of the three assessed domains. Mitsubishi has made significant improvements to the SUV model with the availability of several safety assist technologies. The inclusion of these technologies particularly blind spot shows manufacturers are aligning their products with ASEAN NCAP aspiration to reduce collision with motorcycles on the road. In addition, as a PHEV, the Outlander PHEV will be cost effective to the user as it consumes less fossil and subsequently reduces emission. By obtaining an overall score of 87.61 points, the new Mitsubishi Outlander PHEV is awarded with 5-Star ASEAN NCAP rating.

MITSUBISHI OUTLANDER PHEV 5 STARS ASEAN NCAP	AOP			COP			SAFETY ASSIST			2017 - 2020 ASEAN NCAP RATING
	Item	Point	Max	Item	Point	Max	Item	Point	Max	
	CBS	12.72	16.00	FRONTAL	15.46	16.00	EBA	8.00	8.00	<b>5</b>
	SCD	16.00	16.00	SIDE	8.00	8.00	SBR	3.00	6.00	
	HPT Evaluation	4.00	4.00	Installation	11.35	12.00	BST	2.00	2.00	
				Vehicle Based	7.00	13.00	Advanced SAs	2.00	2.00	
Score		32.72	36.00		41.81	49.00		15.00	18.00	OVERALL SCORE 87.61
Normalized Score		0.91			0.85			0.83		
Weighting		50%			25%			25%		
Weighted Score		45.45			21.33			20.83		
Maximum Star Rating		5			5			5		

# ASEAN NCAP Label 2020

## Mandatory : 1<sup>st</sup> March 2020

**TOYOTA**

Model : C-HR  
Variant : 1.8 MID  
Capacity : 1.8 L  
Ref : XXX/XXX/XXX

**SAFETY RATINGS**  
ASEAN NCAP

**TOYOTA C-HR**  
TESTED APRIL 2018

**5 Stars**

**SAFETY FEATURES**

- ☒ No. of Airbags: 7
- ☒ Anti - lock Braking System (ABS)
- ☒ Electronic Stability Control (ESC)
- ☒ Blind Spot Detection
- ☒ Lane Keep Assist
- ☒ Lane Departure Warning
- ☒ Forward Collision Warning
- Seatbelt Reminder**
  - ☒ Driver
  - ☒ Front Passenger
  - ☐ Rear Passengers
- Autonomous Emergency Braking (AEB)**
  - ☐ AEB City
  - ☐ AEB Pedestrian
  - ☐ AEB Inter - urban

**Others**

- ☒ Scan QR code for more info

**Other NCAPs**

NCAP	RATINGS	DATE TESTED

Scan me

Sample with ASEAN NCAP rating

**VW**

Model : VW Polo 2017  
Variant : TSI Comfortline, LHD  
Capacity : 1.0 L  
Ref : XXX/XXX/XXX

**SAFETY RATINGS**  
ASEAN NCAP

**SAFETY FEATURES**

- ☒ No. of Airbags: 7
- ☒ Anti - lock Braking System (ABS)
- ☒ Electronic Stability Control (ESC)
- ☒ Blind Spot Detection
- ☒ Lane Keep Assist
- ☒ Lane Departure Warning
- ☒ Forward Collision Warning
- Seatbelt Reminder**
  - ☒ Driver
  - ☒ Front Passenger
  - ☒ Rear Passengers
- Autonomous Emergency Braking (AEB)**
  - ☒ AEB City
  - ☒ AEB Pedestrian
  - ☒ AEB Inter - urban

**Others**

- ☒ Scan QR code for more info

**Other NCAPs**

NCAP	RATINGS	DATE TESTED

Scan me

Sample without ASEAN NCAP rating

- Application could be made by car manufacturer to ASEAN NCAP
- Detail application process at [www.aseancap.org](http://www.aseancap.org)
- Label must be printed in **A4 size paper (Landscape)**

# Labelling detail

Car model,  
variant

Star rating  
based on the  
model

**ASEAN NCAP**

**TOYOTA** Model : C-HR  
Variant : 1.8 MID  
Capacity : 1.8 L  
Ref : XXX/XXX/XXX

**SAFETY RATINGS**  
**ASEAN NCAP**

**TOYOTA C-HR**  
TESTED APRIL 2018

**5 STARS**

**Other NCAPs**

NCAP	RATINGS	DATE TESTED

**SAFETY FEATURES**

- ☒ No. of Airbags: 7
- ☒ Anti-lock Braking System (ABS)
- ☒ Electronic Stability Control (ESC)
- ☒ Blind Spot Detection
- ☐ Lane Keep Assist
- ☐ Lane Departure Warning
- ☒ Forward Collision Warning

**Seatbelt Reminder**

- ☒ Driver
- ☒ Front Passenger
- ☐ Rear Passengers

**Autonomous Emergency Braking (AEB)**

- ☐ AEB City
- ☐ AEB Pedestrian
- ☐ AEB Inter-urban

**Others**

- ☒ Scan QR code for more info

**QR code**

Scan me

Detail  
specification  
of the vehicle

QR code

Scan the QR code using smartphone –  
directly to the official ASEAN NCAP results  
page for that particular model.



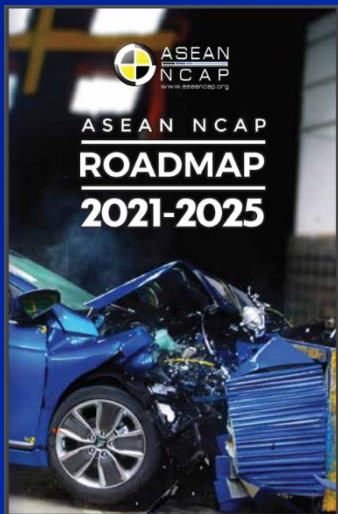
# Display car

- \* ASEAN NCAP Label must be put on:
- Windscreen
- Side window



\* Note - Any display car at any show room or promoting premises, shopping mall etc.

# The New Roadmap 2021 - 2025



*Released November 2018,  
Karawang Indonesia*

ASEAN NCAP 2021-2025	AOP		COP		Safety Assist		Motorcyclist Safety	
	Item	Max	Item	Max	Item	Max	Item	Max
	Frontal	16	Frontal	16	EBA	6	BSD / BSV	8
	Side	8	Side	8	SBR(Fr.)	3	Rear View Technology	4
	HPT Evaluation	8	CRS Installation	12	SBR(Rr.)	1.5	AHB	2
			Vehicle Based Assessment	13	SBR(Rr.) Advanced	1.5	Pedestrian Protection	2
			Child Presence Detection	2	AEB City	2.5	[Advanced MST]*	2*
					AEB Inter Urban	3.5	*BONUS POINT	
					Advanced SAI	3		
	Score	32		51		21		16
	Weighting	40%		20%		20%		20%
Slanting = Fitment Rating System								
	AOP (%)		COP (%)		Safety Assist (%)		Motorcyclist Safety (%)	
5 ★	80		75		70		50	
4 ★	70		60		50		40	
3 ★	60		30		40		30	
2 ★	50		25		30		20	
1 ★	40		15		20		10	

*New Protocol Release by 20<sup>th</sup> November 2019 @ Bali, Indonesia*

# Way Forward

## □ 2011-2016

- Uplifting the Passive Safety level of Passenger Car in ASEAN.
- Almost every passenger car in ASEAN equipped with Airbag/s.
- ESC becomes common.
- Minimum frontal Seatbelt reminder.
- SAFETY is a selling factor. However, PRICE still important and dominant. **Affordable Safety** is the key concept.
- Some cars sold without Radio, but with 2 airbags.
- Phenomenal changes of the automotive ecosystem. Safety no longer threat as Optional.



# Way Forward

## □ 2017-2020

- Minimum changes on Passive Safety requirement.
- Revised the COP requirement to more ASEAN Value & utilizing Q dummies.
- 7 airbags cars becoming to easy to search, 4 to 6 airbags cars is everywhere.
- ESC almost standard for each cars.
- Introduction of AEB in the market, including AEB Interurban specification.
- ASEAN NCAP introduce Blind Spot Technology in the assessment.
- Blind Spot Technology i.e. Detection or Visualization is becoming a popular added value technology in passenger car.
- ASEAN NCAP redirecting towards “Better Value” Safety Car for the region.
- The decision to market “Safety Features” is in the hand of Car Manufacturers with the “Fitment Rating System”.
- ASEAN NCAP Collaborative Holistic Research Collaboration (ANCHOR) project was started in January 2018, to support the development of new roadmap.

# Way Forward

## □ 2021 - 2025

- ASEAN NCAP created new pillar called Motorcyclist Safety Pillar.
- Currently, combining Safety Assist equipment that would able to save motorcyclist lives i.e. Blind Spot Technology, Auto High Beam, Intelligent Rear View Mirror etc.
- We are SERIOUS about solving motorcyclist lives.
- We enhanced COP requirement, adding Child Presence Detection (CPD), and new list of ASEAN's CRS.
- Currently developing new protocols under ANCHOR II Project.



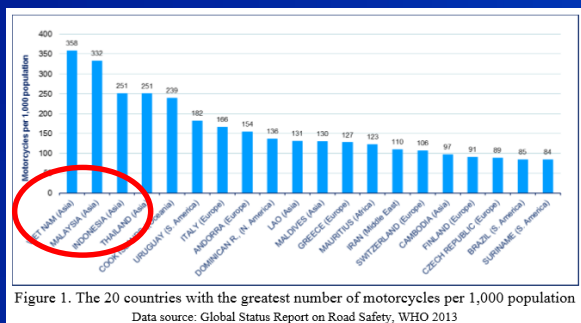
# 2025 onwards

- Motorcyclist Safety Pillar will be trending equipment, it is predicted, there will be only a few cars that will not be equipped with BST as per current cars without Airbag.
- More high level Lighting system which will recognize Motorcycle more effectively.
- Some changes in Passive Safety, maybe not to the level of THOR, but utilizing WORLD SID must be considered wisely (ASEAN have more Pick Up Trucks & SUVs selling in the market). And safety of small trucks will be emphasized.
- ASEAN NCAP must “attract” other vehicle type to solve/tackle motorcyclist problem **together**.



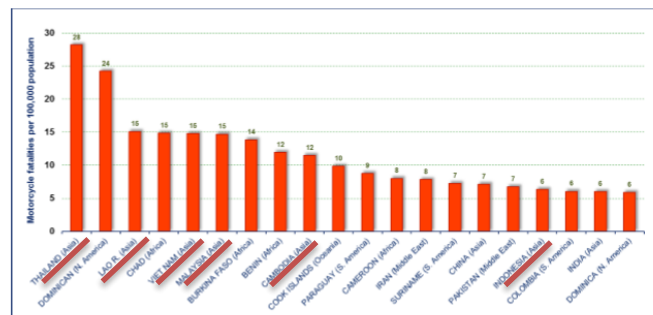


# Numbers of Motorcycle in the World



No.	Continent/Region	Registered Motorcycles (2010)	Percentage of total motorcycles (%)	Motorcycles per 1000 population	Percentage of MCs of all vehicles (%)
1	Asia	359,567,713	78.94	100.80	59.35
2	Middle East	13,240,654	2.91	28.35	25.21
3	Europe	38,767,389	8.51	43.90	9.56
4	Africa	7,938,939	1.74	10.35	22.88
5	South America	22,801,731	5.01	58.12	22.54
6	North America	12,395,764	2.72	23.82	3.86
7	Oceania	778,936	0.17	21.80	4.01
Total		455,490,566	100 (%)	World's rate = 68.68	30% of all vehicles

Data source: Global Status Report on Road Safety, WHO 2013



## Fatalities per 100,000 population



# In Malaysia



KATEGORI	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019 Jan-Mac	JUMLAH
MOTOKAR	1,405	1,421	1,389	1,435	1,399	1,258	1,358	1,489	1,269	1,167	286	13,876
MOTOSIKAL	4,067	4,036	4,169	4,178	4,294	4,179	4,203	4,485	4,348	4,128	944	43,031
PEJALAN KAKI	60 %	59 %	61 %	61 %	62 %	63 %	63 %	63 %	65 %	66 %	115	5,201
BASIKAL	224	192	172	156	159	124	107	123	162	122	46	1,587
BAS	31	77	29	32	60	29	20	29	23	39	15	384
LORI	213	202	247	194	210	221	223	186	199	192	29	2,116
VAN	91	97	93	86	80	73	71	65	62	47	29	794
4x4	78	154	151	159	158	129	130	142	113	88	15	1,317
LAIN-LAIN	47	67	97	147	100	146	112	122	123	94	4	1,059
JUMLAH	6,745	6,872	6,877	6,917	6,915	6,674	6,706	7,152	6,740	6,284	1,483	69,365

Do you know...about motorcycle accidents in Malaysia?



- <https://www.thestar.com.my/news/nation/2019/01/15/do-you-know-about-motorcycle-accidents-in-malaysia/>

# Motorcyclist Safety

- New Pillar for ASEAN NCAP
- Main Technology will be Blind Spot Technology which is
  - Blind Spot Detection (for 5-star level)
  - Blind Spot Visualization (for 5-star level)
- Blind Spot Visualization i.e. Lane Watch Technology
- Supported by Rear View Enhancement Technology i.e. Intelligent Rear View Mirror.
- Pedestrian Protection based on UN Regulation 127 or GTR 9 is added into this pillar as part of VRU.



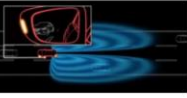







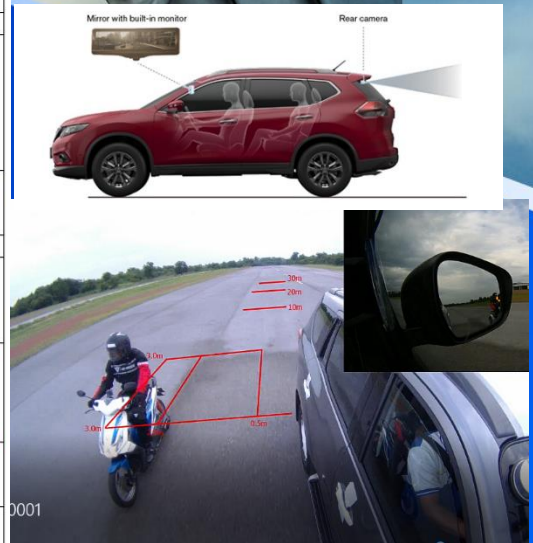
- Advance Motorcyclist Safety would be awarded based on proposal to ASEAN NCAP

# Motorcycle Crash Test by MIROS PC3



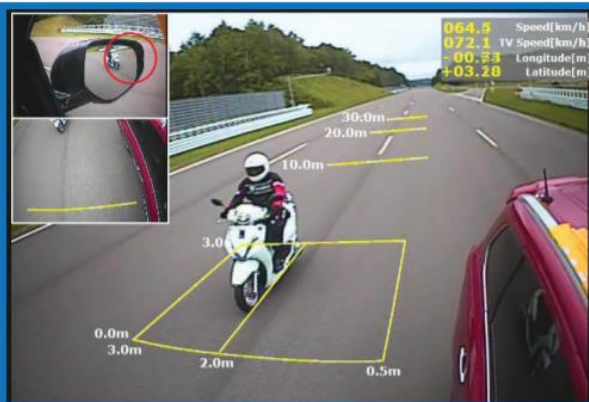
# Example of BST

Vehicle	A	B	C	D
Model	Mercedes S400	Honda Odyssey EXV	Mazda CX-5 2017	Mazda 3
Body style	4-door sedan	5-door MPV	4-door SUV	4-door sedan
BSM Illustration				
Trade Name	Blind Spot Assist (BSA)	Blind Spot Illustration (BSI) System	Blind Spot Monitor (BSM)	Blind Spot Monitor (BSM)
Technology	radar	vision	radar	radar
Sensor Location (s)	Two sensor mounted one in each corner of the rear bumper	Two sensor mounted one in each corner of the rear bumper	Two sensor mounted one in each corner of the rear bumper	Two sensor mounted one in each corner of the rear bumper
BSM Icon				
Icon description	LED is a triangular area on end left of the side mirror	LED warning lamp icon integrated to the side mirror face	warning lamp icon integrated to the side mirror face	lighted lamp icon integrated to the side mirror face
Audible warning	none	none	has	has



# Blind Spot Detection Assessment

## BLIND SPOT TECHNOLOGY ASSESSMENT



ASEAN NCAP has introduced Blind Spot Technology (BST) in its new 2017-2020 protocol. In the protocol, ASEAN NCAP assessed the functionality of each BST that are fitted inside the car. The new Mitsubishi Outlander PHEV is equipped with BST as a standard fitment in the Indonesia market. In this assessment, ASEAN NCAP confirms that the technology has functioned according to ASEAN NCAP requirements on both the left and right side area of the vehicle.



# ASEAN NCAP Collaborative Holistic Research

- **ANCHOR**
  - 1<sup>st</sup> January 2018 – 31<sup>st</sup> March 2019
  - Developing New Roadmap 2021-2025
- **ANCHOR II**
  - 1<sup>st</sup> April 2019 – 31<sup>st</sup> March 2020
  - Developing New Protocol 2021 – 2025.
  - ASEAN Researcher
  - 10 partners
- **ANCHOR III**
  - 1<sup>st</sup> April 2020 ~
  - Motorcyclist Safety Technology Focus & Database.
  - ASEAN + ASIAN Researcher
  - >15 partners
- **ANCHOR IV**
  - Future requirements 2025 onwards





# Conclusion

- ASEAN NCAP 5-Star is the best way to prove that your car is SAFE.
- Because SAFETY factor is dominating in ASEAN, however PRICE factor is inevitable, hence AFFORDABLE SAFETY will be the key concept in ASEAN.
- AEB and Blind Spot becoming trends in ASEAN.
- ASEAN NCAP must sure that SAFER CAR developed in the region will help to solve motorcyclist safety issues among others.
- Japanese OEM will face strong “attack” of safety equipment especially from

China & Vietnam manufacturers. However, Chinese and Vietnamese Manufacturers already starts to ‘implement’ safety. See VINFAST cars result.

- You (passenger car manufacturers) will be no longer alone in solving motorcyclist problem, ASEAN NCAP will attract other vehicle manufacturers together solving this problem.



# Does Premium means Safer?

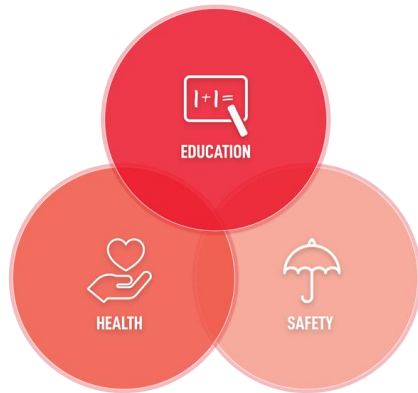


Video of ASEAN NCAP Crash Test Result 23<sup>rd</sup> October 2019



# About Prudence Foundation

**SECURING THE FUTURE OF ASIAN COMMUNITIES  
BY ENHANCING EDUCATION, HEALTH AND SAFETY**



- The community investment arm of Prudential Corporation Asia
- Registered non-profit organisation in Hong Kong
- Runs regional programmes in partnership with NGOs, governments and the private sector
- Leverages Prudential's long term commitment and geographical scale to make communities safer, more secure, and more resilient, by addressing key issues in education, health and safety

# Why SAFE STEPS Kids?

- SAFE STEPS programme has been rolled out in schools since its launch
- A need to create higher awareness and instill safety mindset and behavior in children
- A programme that speaks to children in a manner that they can related



PHOTO RELEASE  
FOR IMMEDIATE RELEASE



*Note to Editors:*  
\* Prudential PLC is not affiliated in any manner with Prudential Financial, Inc., a company whose principal place of business is in the United States of America.\*

## PRUDENCE FOUNDATION EXTENDS SAFE STEPS PROGRAMME TO FURTHER RAISE AWARENESS OF ROAD SAFETY AMONG SCHOOL CHILDREN

KUALA LUMPUR, 30 January 2018 – Today, international actress and SAFE STEPS Road Safety Ambassador, Tan Sri Michelle Yeoh visited SIR (C) Choong Wen K.L. in Kuala Lumpur as an extension of Prudence Foundation's SAFE STEPS Road Safety programme. SAFE STEPS is a ground-breaking pan-Asian public service programme aimed at raising awareness at some of the world's leading causes of death, helping save lives by disseminating clear and simple educational messages through three programmes covering road safety, natural disasters and first aid.

In Malaysia, the number of road crashes is startling. Every year an average of 6,000 - 7,000 people die in road crashes, many of which are children.

Prudence Foundation is the community investment arm of Prudential Corporation Asia. In 2016, the Foundation launched the SAFE STEPS Road Safety programme in partnership with National Geographic and the Federation Internationale de l'Automobile (FIA), with ambassador, Tan Sri Michelle Yeoh, who has been committed to achieving recognition for road safety as a global public health and development priority since 2008. All road safety education information was approved by the International Federation of Red Cross and Red Crescent Societies (IFRC).

"In addition to providing educational messages, the SAFE STEPS Road Safety programme also serves as an enabler to drive behavioural change," said Mari Fanny, Executive Director of Prudence Foundation. "Many people are not aware of just how many people die in road crashes across the world. The statistics are shocking: 500 children are killed on roads across the world every day with road crashes the number one cause of death for 15-19 year olds globally."

# Using Cartoon as the voice for SAFE STEPS Kids

- Cartoons are a powerful medium when it comes to transmitting empathy and understanding.
- While they entertain, they also play a crucial role in shaping opinions, habits and influences for kids and young adults
- Kids' level of interest in a message and their perceived relevance to them on a personal level are factors influencing their motivation to engage and learn, and ultimately adopt them as habits.



# Strategic Partners



- Cartoon Network Asia has been a key strategic partner of Prudence Foundation since 2011, co-developed Cha-Ching Money Smart Kids, and leading financial literacy programme for kids
- No. 1 kids channel in Asia, Cha-Ching reaches **34mil** households daily in 8 markets: HK, PH, MY, SG, TH, Indo, VN and TW
- Leverage its existing and influential cartoon characters to convey the important SAFE STEPS messages



- Key messages are developed in partnership with IFRC
- Opportunities to partner with local national societies to reach out to school students





# Ambassadors

## DISASTERS



Safe Steps Kids 'Disasters' has teamed up with Cartoon Network's 'The Powerpuff Girls' to provide easy-to-understand educational messages on disaster preparation, so kids and adults can take appropriate life-saving action during a fire, flood, earthquake and typhoon.

In each episode, a disaster strikes the city of Townsville and The Powerpuff Girls follow the Safe Steps to save the day!

## FIRST AID



Safe Steps Kids 'Road Safety' has teamed up with Cartoon Network's 'The Amazing World of Gumball' to provide fun and useful educational messages on how to prevent road accidents and keep safe.

The premise of Gumball going to school and traveling by road lends itself perfectly to creating a series of videos in which Gumball is an advocate of road safety.

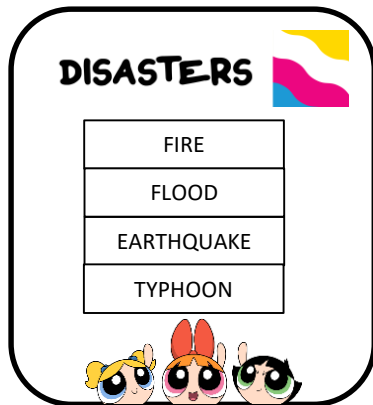
## ROAD SAFETY



Safe Steps Kids 'First Aid' has teamed up with 'We Bare Bears' to provide fun ways of giving basic first aid knowledge, enabling kids and adults to be less vulnerable in an emergency situation, potentially even saving a life.

Living in the real world, the bears find themselves in fun scenarios that sometimes involve an accident, and come to the rescue of each other giving the right first aid tips.

# SAFE STEPS Kids Topics



Launched in May 2019



Launched in August 2019



Launched in November 2019

# SAFE STEPS Kids Assets

- PSA Videos reaching **34 million** households everyday
- All assets will be available in 7 languages: English, Bahasa Indonesia, Bahasa Malaysia, Mandarin, Thai, Vietnamese, and Tagalog



Instructional Videos



Safety Cards



Posters



Website



Brochures

