

Membership of the Global Road Safety Partnership



Together we can
save millions
of lives.

The Global Road Safety Partnership is hosted by:



International Federation
of Red Cross and Red Crescent Societies



GLOBAL
ROAD SAFETY
PARTNERSHIP

Road safety: a global public health crisis

Road travel has been a huge boon to global development and improved lives around the world. At the same time, road crashes are a leading, yet under-recognised, global public health epidemic affecting all of us.

Motorised transport, invented just over 100 years ago, has **revolutionised** human mobility and, with it, global development, significantly improving access to goods and services, markets and new resources. As a result, the number of vehicles on the road around the world has exploded, nearly doubling between 2000 and 2013.

While new technology is improving vehicle safety, our human bodies have not changed significantly for thousands of years and we remain vulnerable to fatal or serious injuries as collision speeds rise above 30 km/hour. The World Health Organization estimates that annually, road crashes result in the deaths of approximately 1.3 million people and between 20 and 50 million more will suffer non-fatal injuries. Many will incur a lifelong disability making road crashes a leading man made health crisis. The term “road trauma” has been used to describe the death, injury and emotional harm caused as a result of preventable road crashes.

The brunt of these losses is borne by people in low- and middle-income countries, many of which have experienced rapid motorisation but where needed safety measures are not in place. This issue **affects all of us** – as individuals, as parents, and as employees and leaders of businesses that rely in myriad ways every day on road travel.

- On current trends, the World Bank and WHO estimate that by the year 2020 road traffic injuries in low- and middle-income countries will **outpace HIV/AIDs and malaria** as a public health burden.
- The number of deaths from road crashes exceeds **3,500 every day!**
- **90%** of all road deaths occur in low- and middle-income countries, where rapid urbanisation and motorisation have outpaced the introduction of an effective “safe system” approach to road safety. Road crashes are a real part of the sustainable development challenge facing these countries.
- According to the World Health Organization’s 2015 Global Status Report, **less than 30%** of the of the world’s population lives in countries with effective legislation on helmets, speed or child restraints.
- Road traffic injuries are the leading cause of death among people aged between 15 and 29 years. The numbers of **young people** being killed and injured has resulted in road trauma being called, “the disease of the young”.
- Economic losses from road fatalities and injuries are estimated to represent **3% of GDP** globally, and up to **5%** of GDP in low- and middle-income countries.
- The ambitious goal of halving road fatalities and injuries by 2020 has been included in the **UN Sustainable Development Goals (SDGs)**, as part of the goal to ensure healthy lives and promote wellbeing for all.

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IN ROAD TRAFFIC
— — — —
EVERY YEAR

90%
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low- and middle-
income countries

Global call to action

The good news is that this is a global epidemic that we have the power to dramatically reduce. Experience has shown that road trauma can be reduced through the introduction of a safe system approach to road safety. The Safe System aims to ensure a safe transport system for all road users. Such an approach takes into account people's vulnerability to serious injuries in road traffic crashes and recognises that the system should be designed to be forgiving of human error. The cornerstones of this approach are:

- ❑ Safe vehicles
- ❑ Safe road users
- ❑ Safe speeds
- ❑ Safe roads and roadsides

Each component must be addressed in order to eliminate fatal crashes and reduce serious injuries.

There are many successful interventions that need to be replicated internationally, through the combined efforts of governments, business, civil society and individuals. The global community recognises that road trauma is preventable and allowing it to continue places an enormous burden on individual victims, their families, communities and ultimately all of us.

- Road safety was recognised as a **humanitarian crisis** in the 1998 World Disaster Report by the International Federation of Red Cross and Red Crescent Societies (IFRC), the world's leading humanitarian organization.
- In response to a call from the UN General Assembly in 2004, the United Nations Road Safety Collaboration (UNRSC) was set up under the auspices of the World Health Organization to coordinate global action on road safety. The UNRSC declared a **Decade for Action for Road Safety (2011-2020)**, and set out a Global Plan calling for involvement by all sectors.
- Road safety was included in the UN Sustainable Development Goals (SDGs) in 2015. The following year, the UN General Assembly called for **stepped-up action and multi-sector collaboration and funding** to achieve the SDG road safety targets.



Road safety and business

Road safety affects all businesses using the roads. Road crashes increase the cost of doing business and reduce performance. Attention to road safety, both inside a company and in the wider environment, is an integral part of a company's business sustainability mandate.

An estimated 25% of all road crashes globally are work related, a figure that rises to 50% when commuting is included. Moreover, more than a third of all occupational deaths worldwide are caused by road crashes, imposing significant human, financial and reputational costs on affected employers.

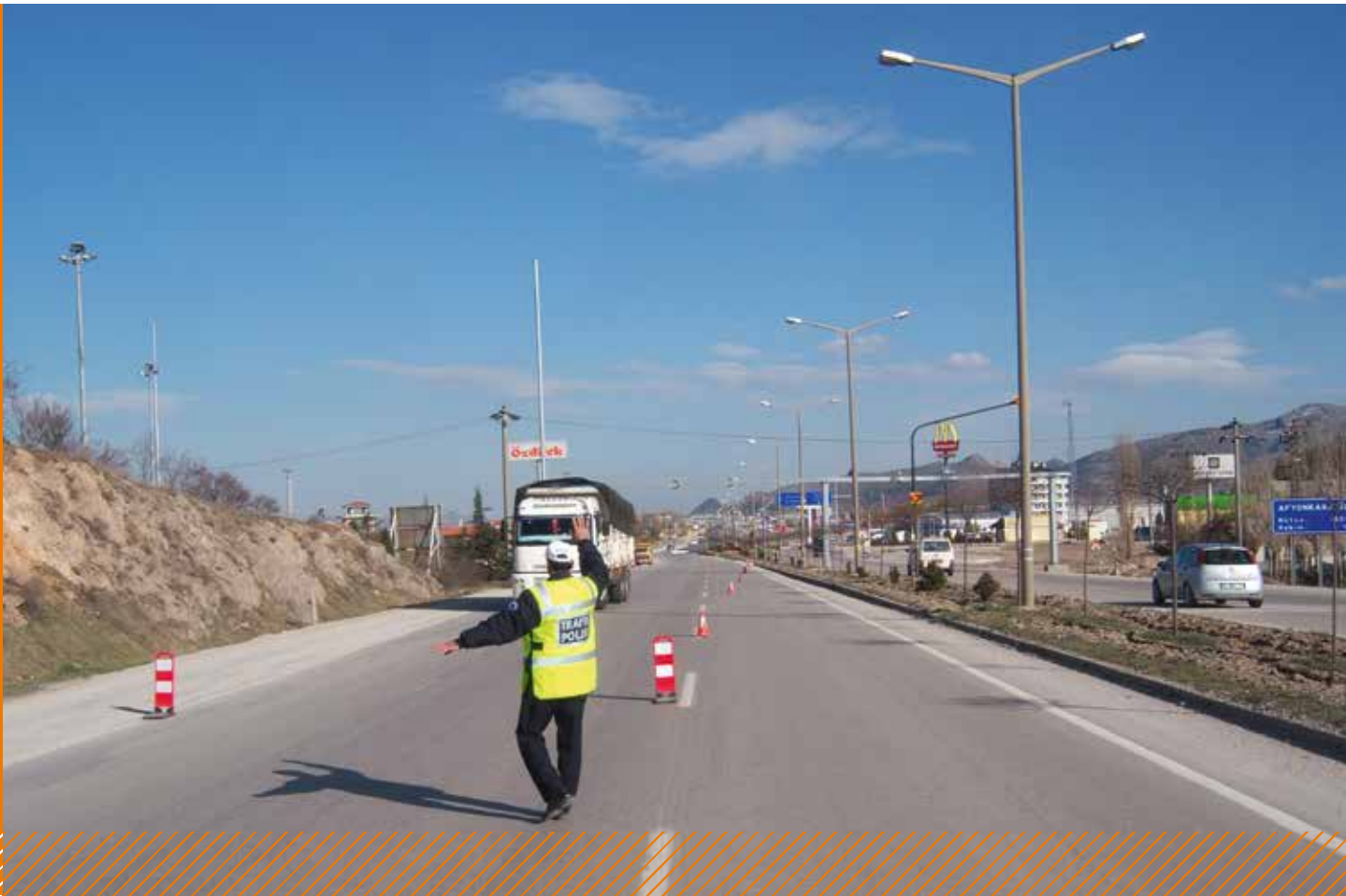
The risks are particularly acute for global companies investing in emerging market economies, which bear a disproportionate share of the world's road trauma. In these countries, it is all the more important that the private sector, in addition to ensuring its own safe practices, collaborates with public entities and civil sector organizations to introduce policies and practices that will improve the wider road safety environment.

Investing in road safety mitigates risk and improves performance

Road safety affects three key areas of a company's operations: company **fleet operations**, delivery of raw materials and goods for production and of goods to market through **third-party transport** vendors, and **employees who commute or travel** for work. In each of these areas, investment in road safety mitigates risk, while improving performance and competitiveness, engaging key business stakeholders and helping a company to be an employer, business partner and investor of choice.

- **Ensuring employee health and safety:** Using the road for work, or to get to work, is probably the most risky activity to which a company exposes its employees. Attention to road safety is a fundamental part of a company's imperative to ensure the safety of all employees. Moreover, improving road safety can increase productivity and wellbeing, reduce working days lost and work related ill health, and enhance employees' sense of responsibility and commitment to the business.
- **Optimising fleet operations:** Road crashes involving company vehicles pose significant business risks - human, financial and reputational. In addition to the potentially catastrophic consequences for people involved, costs to the company include:
 - repair and downtime on damaged equipment
 - interrupted customer service
 - administration required for incident investigation
 - legal proceedings and resolution
 - increased insurance premiums

Crashes also risk damaging hard-won reputation, trust and good will - one high-profile collision involving a company vehicle bearing its logo can have a long-lasting negative impact on a company's image.



A proactive approach to road safety, through measures such as journey planning and drive-safe training, can substantially mitigate these risks, potentially reducing insurance and other risk-related costs. It also contributes to business performance through: improved fleet efficiency, reduced fuel costs and environmental impact, enhanced customer service and market competitiveness, and positive reputation as a safe and responsible operator.

- **Aligning transport network:** Increasingly, business responsibility and liability extend beyond a company's own operations to the activities of suppliers and subcontractors, including in the area of transport services. So the risks outlined above apply beyond a company's fleet to its subcontracted delivery network. Collaborating with transport partners on road safety can mitigate these risks, while improving third-party delivery performance and building deeper business-to-business engagement in a critical part of a company's value chain.

Making a valued contribution to the life of a community

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Safe road travel is a vital part of community wellbeing and a basic condition for sustainable economic development. Actively supporting safer road practices and policies doesn't only improve operating conditions for the company, it makes **a real, tangible and lasting difference in people's lives**, a difference they can see every day when they go to work or when their children go to school. And it has a lasting impact on the wider economy, supporting individual livelihoods and enabling growth for businesses, communities and countries. Investing in road safety is an excellent opportunity to enhance a company's reputation as a valued contributor to sustainable development.

The Global Road Safety Partnership

OUR VISION

A world free of road crash death and injury

The GRSP is a leading force in addressing the global road safety challenge, and is your best partner in reaching your company's sustainability goals on road safety.

The Global Road Safety Partnership (GRSP) (hosted by the IFRC) is a non-profit, multi-sector organization dedicated to the sustainable reduction of road-crash deaths and injury globally, with a focus on low- and middle-income countries, where the problem is especially acute.

Based in Geneva, the GRSP was set up in 1999 as a joint initiative of the World Bank, the UK's Department for International Development (DFID), and the International Federation of Red Cross and Red Crescent Societies (IFRC). Since its establishment, the GRSP has become a leading force in addressing the global road safety challenge.

By acting as a repository of knowledge on road safety and an active catalyst of partnerships around the world, the GRSP is a **powerful agent for change** in the area of road safety.

- **Unparalleled expertise:** Informed both by scientific research and by extensive experience on the ground, the GRSP has unparalleled expertise in the area of road safety. We know what works and what doesn't. This knowledge helps governments, businesses and civil society organizations to design and deliver proven, effective solutions to meet their road safety challenges.
- **Global-local network:** No one sector or organization can tackle road safety challenges alone; government, business and civil society must work together to create workable, sustainable solutions. So partnerships are at the very heart of what we do. GRSP acts as a catalyst, building and supporting multi-sector partnerships at all levels – global, regional, national, and in local communities – that collaborate to introduce good practices and effective policies on road safety.

At the global level, GRSP is a leading partner in the UN Road Safety Collaboration (UNRSC), set up in 2004 by the World Health Organization (WHO) to facilitate international cooperation on road safety, and the UN Decade of Action for Road Safety (2011-2020). We also collaborate with a number of other multilateral agency partners actively pursuing good road safety policies, including as one of four Business Partners for Development of the World Bank.

“GRSP is ***the*** NGO in the road safety space. With unique expertise, global-local networks and a hands-on approach, they make a real difference on the ground.”

Bernd Marx, Group General Manager, Road Safety, Shell Global Solutions

At the local level, we specialise in bringing together all the relevant stakeholders at the national or community level – businesses, government authorities and civil society groups – and helping them to devise and implement effective road safety solutions adapted to their local circumstances, culture and language.

A vital element in our global-local network is our relationship with the International Federation of Red Cross and Red Crescent Societies (IFRC), the world's largest humanitarian organisation. Working with the IFRC, we can collaborate as a trusted partner directly with 190 Red Cross and Red Crescent National Societies around the world. These National Societies play an official auxiliary role to their governments and are deeply embedded in local communities, making them ideal partners for delivering road safety programmes on the ground.

Leveraging our knowledge and networks, the GRSP works around the world to spread good road safety practice by:

**Offering training
and capability
building**

FOR ROAD SAFETY
PRACTITIONERS
IN ALL SECTORS

**Designing
and supporting
delivery**

OF PROGRAMMES TO
ENCOURAGE GOOD ROAD
SAFETY PRACTICES

Advocating
FOR THE ADOPTION
OF EVIDENCE-BASED,
EFFECTIVE ROAD SAFETY
POLICIES AND SYSTEMS

The GRSP supports road safety policies and practices that reflect the core principles set out in the UN Decade of Action for Road Safety:

- A Safe Systems Approach to road safety, recognising the limitations and vulnerabilities of humans within the road transport system
- A public health approach, emphasising the need for interventions that are backed by scientific evidence of effectiveness
- Stakeholder ownership, in which all parties involved at national and local levels understand the issues and contribute to addressing them
- A holistic approach, recognising that road safety is linked to a range of other important challenges, including economic vulnerability, environmental impact, and access to equitable, safe, sustainable modes of transport



A few of the ways GRSP is making a difference

Creating global guidelines for good road safety practice

GRSP is a key partner in the UN's efforts - led by the UN Road Safety Collaboration (UNRSC) - to set common standards and facilitate global and regional cooperation to improve road safety.

- GRSP helped to develop the **Global Plan for the UN Decade of Action on Road Safety** (2011-2020), a guiding document that is helping to create a consistent approach to managing road safety in countries around the world.
- GRSP chairs the UNRSC working group on Pillar 4: Safer Road Users and has been a leading contributor to the development of **Global Good Practice Manuals** on road safety. Seven manuals have been produced to date on: Pedestrian safety, Helmets, Seat-belts and Child Restraints, Drinking and Driving, Speed Management and Data Systems and Powered 2- and 3-Wheeler Safety.
- GRSP managed the **Global Road Safety Initiative**, a unique collaboration among global companies with road safety expertise to help put the Global Good Practice Manuals into action on the ground through innovative, replicable road safety projects.
- The GRSP helped to create the **Global Road Safety Commitment**, a simple one-page document that helps organizations take a systematic approach to managing road safety risks and work towards the goal of zero road crash death and injury.

Building regional multi-stakeholder networks

- GRSP manages and hosts a long-term programme of high-profile regional **Road Safety Conferences** in Asia and Africa to share knowledge and build capability for practitioners and policy makers from countries across these regions. These have become flagship events on the road safety calendar. Since 2007, sixteen events in Asia and Africa have brought together more than 2400 stakeholders from more than 50 countries representing government ministries, development banks, road policing agencies, companies, and civil society organisations. Participants have the opportunity to share experiences, discuss successes and challenges, showcase good practice, and build regional networks where previously few had existed.
- GRSP is a leading partner in **Roads Between Us**, a forum for collaborating on work-related road risk management in emerging markets. Initiated in 2012 by Nestlé, Zurich Insurance and Interactive Driving Systems, multi-stakeholder forums have been held in Ghana, Cameroon and Kuala Lumpur. An on-going series of 'Roads Between Us' conference calls keep the parties connected to share good practice and build cross-industry, multi-sector networks. The forum is helping organisations with fleet risk exposure to design effective road safety strategies in challenging environments.
- GRSP is central to the new **Insurance for Safer Roads** initiative, a working group between AXA, Zurich and Nestle which has released the research report, "[Insuring Safer Roads - A global guide to strengthen the insurance industry's contribution to road safety](#)". The report tackles the issue of data and builds the business case for insurers to work towards safer roads. The report will remain a "living document" through continuous updates within GRSP's resource centre and will serve as a basis for future discussions about insurance and road safety at international public events.



Supporting advocacy for policy reform

- Legislation is one key way to improve road user behaviour and reduce crash injuries and deaths, yet road safety legislation in many parts of the world is inadequate. To help change this situation, in 2010 **Bloomberg Philanthropies** launched its **Initiative for Global Road Safety**. Now in its second five-year phase, the Initiative has committed \$250 million to helping national and city governments strengthen road safety legislation and interventions, with a focus on ten cities in five countries: China, India, Philippines, Thailand and Tanzania. As an implementing partner of the Initiative, GRSP launched the **Road Safety Advocacy and Grants Programme** to provide funding, technical assistance and training to government authorities and NGOs working to achieve road safety policy reform.
- A GRSP **Advocacy Resource Centre** provides tools and training to support the design and implementation of effective road safety advocacy campaigns.

Road Policing Capacity Building

- As part of the BIGRS programme, the GRSP works with Police in nine mega-cities to build capacity in effective road policing. Extensive training is provided on how to effectively enforce alcohol impaired driving, excessive speed, failure to use helmets and restraints. Effective enforcement of road safety laws is a critical success factor for a comprehensive road safety strategy.

Facilitating innovative local partnerships

- The GRSP has developed an innovative methodology - the **Safer City Roads / Proactive Partnership Strategy** - to help cities improve quality of life through a change in their road safety culture. The strategy brings together municipal transport, education and health departments, the police, local businesses and NGO partners in a structured process to: identify the local road safety problem based on reliable data, quickly implement appropriate measures, and assess their impact for continuous improvement. The process emphasises local citizen engagement, helping them to own the problem and the solutions, and to see tangible results. The strategy was first implemented in the city of Sao Jose dos Campos in Brazil, where it won the Prince Michael International Road Safety Award. It is now being used in towns across Brazil and has been exported to a number of other countries.
- In response to member requests, GRSP developed **Safe to School - Safe to Home** as one of the most comprehensive "child safety around schools" initiatives of its kind. The programme has built on collective global knowledge on child safety implementations. It has involved the input of road safety practitioners from a breadth of industries and has drawn on the many years of experience in the global GRSP Expert Team. Safe to School - Safe to Home incorporates assessment of road safety conditions, the installation of appropriate and low-cost local traffic engineering improvements, extensive road safety education for children, parents and the community, together with enhanced enforcement of helmet wearing, parking restrictions and speeding.
- The programme was launched in Vietnam and China in 2013 and is now seeing replication through GRSP and its members and partners in more than 15 countries.
- GRSP is the global manager and technical support provider for the **Botnar Child Road Safety Challenge**, a new global grants programme which seeks to build on growing global recognition of population shifts to urban areas and the impact of urbanization on public health. The Challenge is designed to fund projects which address locally relevant road safety problems with practical, innovative and evidence-based interventions.

Global Road Safety Leadership Programme

- In conjunction with John Hopkins University and funded by Bloomberg Philanthropies, the GRSP provides a two-week training programme for road safety practitioners in low- and middle-income countries. The programme runs twice yearly and is alternately hosted at the JHU Campus in Baltimore and a regional centre and provides a comprehensive road safety education programme for leaders globally. It imparts participants with foundational skills to enhance road safety in their own country and develop international networking opportunities.

GRSP membership

GRSP membership includes a growing number of organizations from the private sector, civil society, foundations, and governmental & multilateral organizations, all of whom share a drive to improve road safety around the world.

The benefits of membership

Members of GRSP are part of a globally recognised network of like-minded organizations committed to improving road safety around the world. Being a member brings a number of benefits that will help you to achieve your sustainability goals on road safety:

- Gain insights into the latest thinking and experience in the areas of road safety, including scientific research and leading examples of replicable good practice. Access to a members-only Corporate Resource Centre on the GRSP website. Invitations to participate in GRSP events and seminars.
- Collaborate with business peers across your value chain and from other industries to develop and scale up solutions to shared road safety challenges.
- Tap into an extensive multi-sector network of partners to develop and implement road safety projects in communities where you operate. In particular, GRSP's position within the International Federation of Red Cross and Red Crescent Societies (IFRC), gives members direct access to the 190 Red Cross and Red Crescent Societies around the world as potential local partners that are embedded in communities and partnered with national governments.
- Participate in policy development and advocacy efforts, to influence the wider road safety environment for your business.
- Demonstrate leadership on road safety, profile your successful programmes and strengthen your company's reputation.
- Right to use the GRSP and UN Decade of Action brands.
- Access to 'on-call' globally recognised road safety expertise.





In addition to these general benefits of membership, GRSP also offers a range of specific services to support your company's road safety objectives. These services include but are not limited to:

- Tailored **training courses** on road safety and corporate social responsibility
- Support for **local operations**, including training and mentoring
- Advice on work-related **road safety strategy, project design and implementation**, offering examples of proven, replicable good practice
- Expert review and evaluation of **road safety policies**, policy documents and projects
- Advice on **dissemination of good practice**
- Support for internal **communications** (e.g. workshops, webinars, e-learning)
- Advice on **benchmarking** within and across industries

Membership options to suit your needs

The GRSP offers three levels of membership - bronze, silver, gold - to suit the needs and interests of a wide range of organizations, depending desired level of involvement, services required and capacity. **Come talk with us** and we can together determine which level of membership is right for your organization.

FEE STRUCTURES*

level of membership	Private sector	Foundation	Civil society	Government. & multilateral
Gold	75'000	75'000	15'000	25'000
Silver	50'000	25'000	10'000	15'000
Bronze	25'000	15'000	5'000	5'000

*CHF (Swiss Francs)



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