

# Insurance for safer roads

October 27th 2016, Nanterre

#RoadSafety



Global Road Safety Partnership is hosted by  
 International Federation  
of Red Cross and Red Crescent Societies  
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# Innovation in Road Safety Education



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# Agenda

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Time	Topic
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11:00	<b>Innovation in Road Safety Education: Objectives &amp; Dynamics</b> Michael Chippendale , GRSP
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11:05	<b>Unlocking the Power of Innovation</b> Shaun Hazeldine - IFRC
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11:20	<b>Innovation in Road Safety Education</b> <ul style="list-style-type: none"><li>• <b>Road safety education in schools</b>, Anne-Valérie TROY, Total</li><li>• <b>Road safety through data and telematics</b>, Guillaume Lehallier, AXA</li></ul>
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11:50	<b>Panel Discussion: Adapting High Income Country Solutions to Overcome Low- and Middle-Income Country Challenges</b> Michael Chippendale (GRSP), Anne-Valérie TROY (Total), Guillaume Lehallier (AXA), Shaun Hazeldine (IFRC)
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12:25	<b>Wrap Up</b> Michael Chippendale – GRSP
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# Unlocking the Power of Innovation

**Shaun Hazeldine**

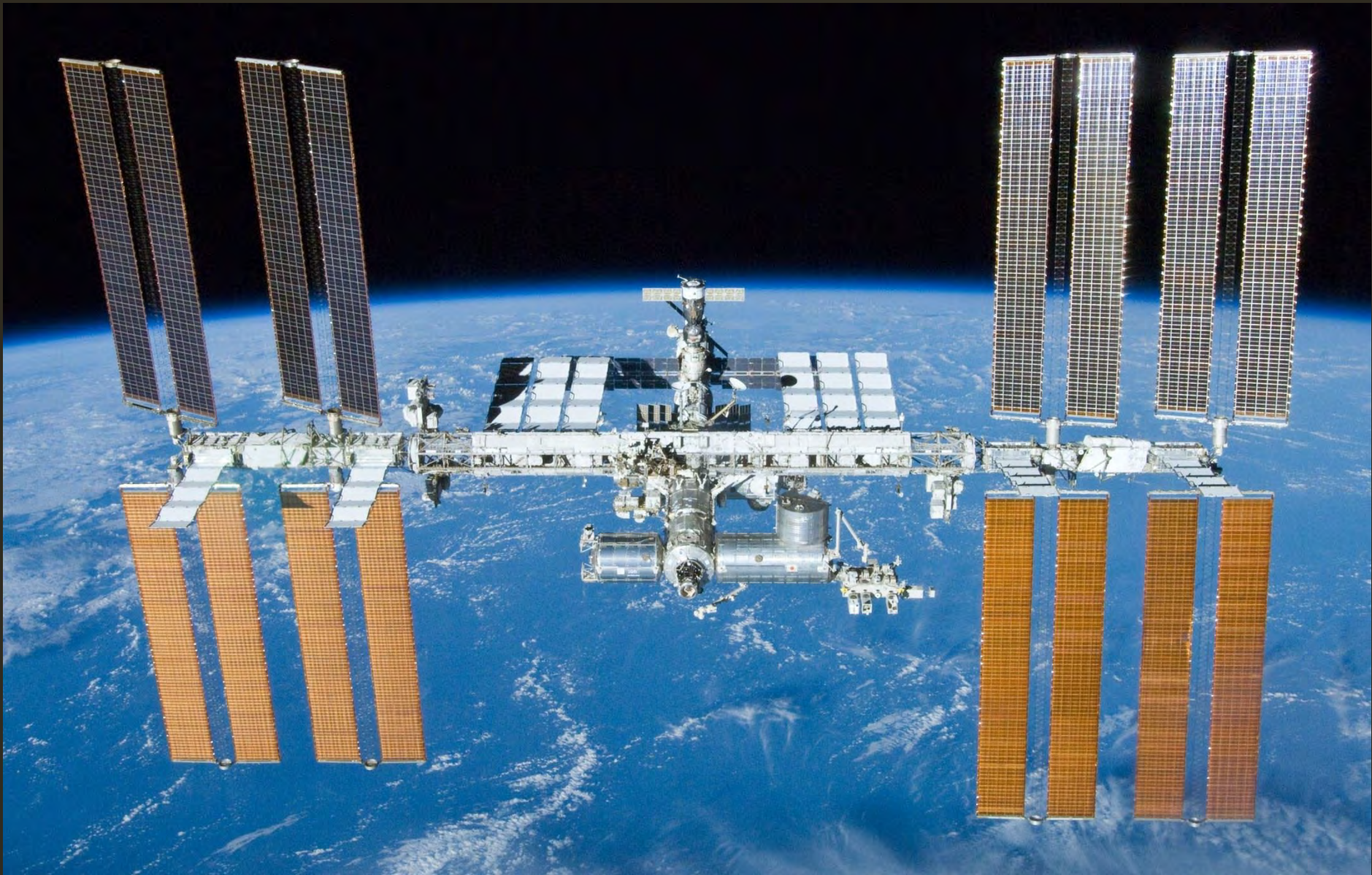
International Federation of Red Cross  
& Red Crescent societies

Building strong  
National Societies

# Innovation

**Shaun Hazeldine**  
**Innovation Lead**  
**International Federation of Red Cross and Red Crescent**





















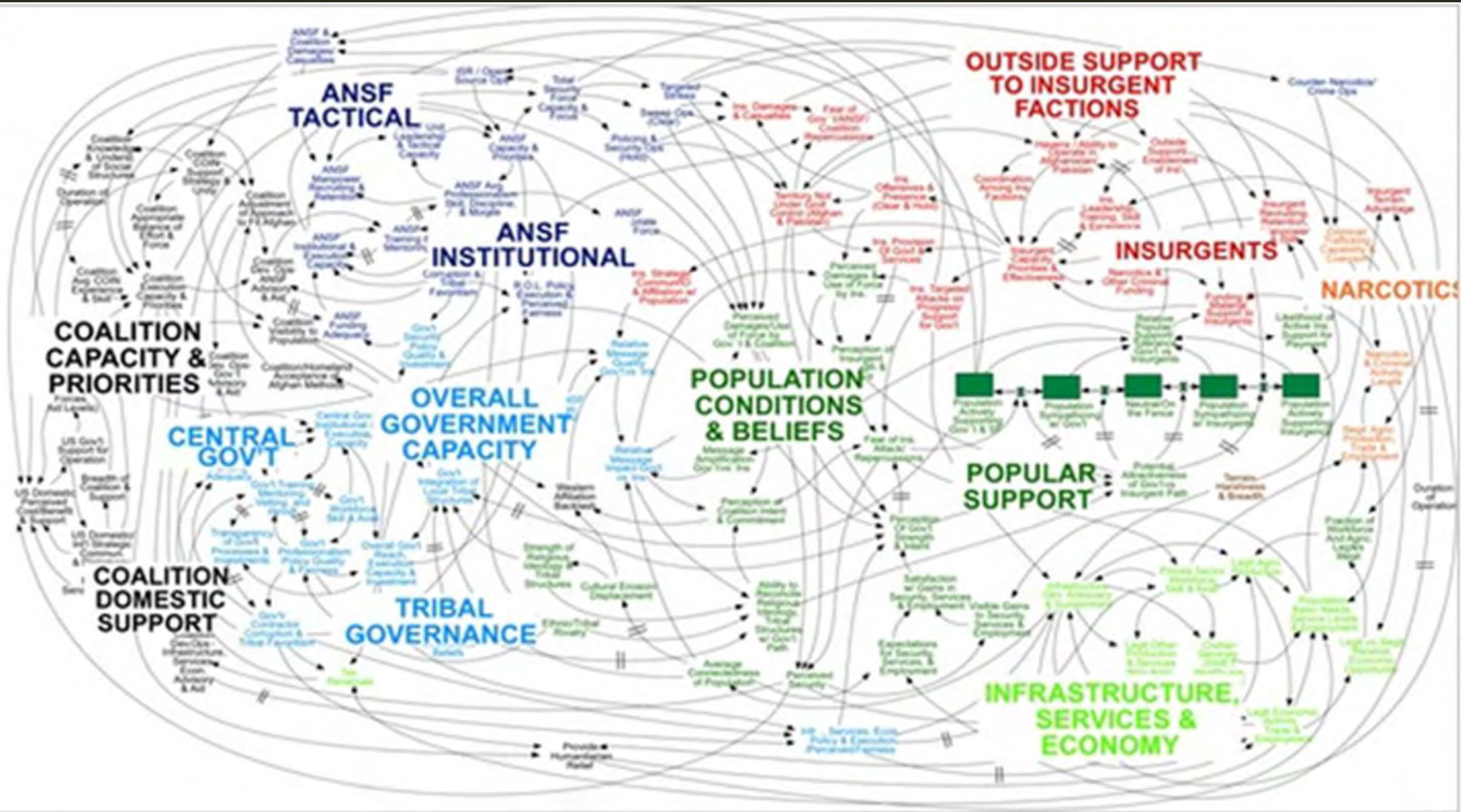


Building strong  
National Societies

*“By experts in  
poverty, I do not  
mean sociologists,  
but poor men”*















SAVE MONEY



SAVE THE  
PLANET



BE A GOOD  
CITIZEN



YOUR NEIGHBORS  
ARE DOING BETTER



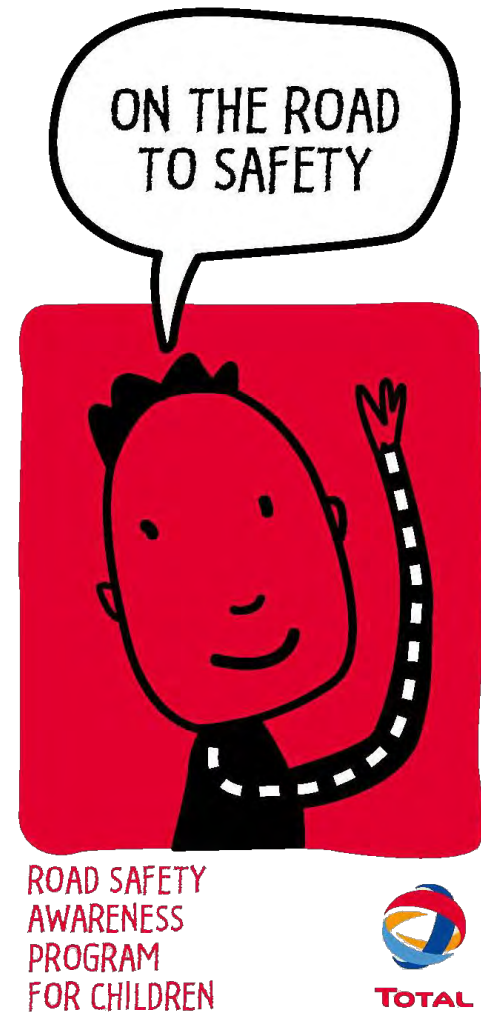
# Road Safety Education in Schools

Anne-Valérie TROY  
Total



# ROAD SAFETY IN SCHOOLS

*Anne-Valérie Troy*  
*Corporate Senior Advisor - Road Safety*



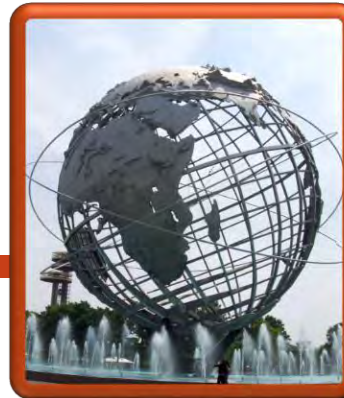
# SAFETY : A CORE VALUE FOR TOTAL



**96 000+**  
employees



**4 million**  
clients per day.



**130**  
countries.



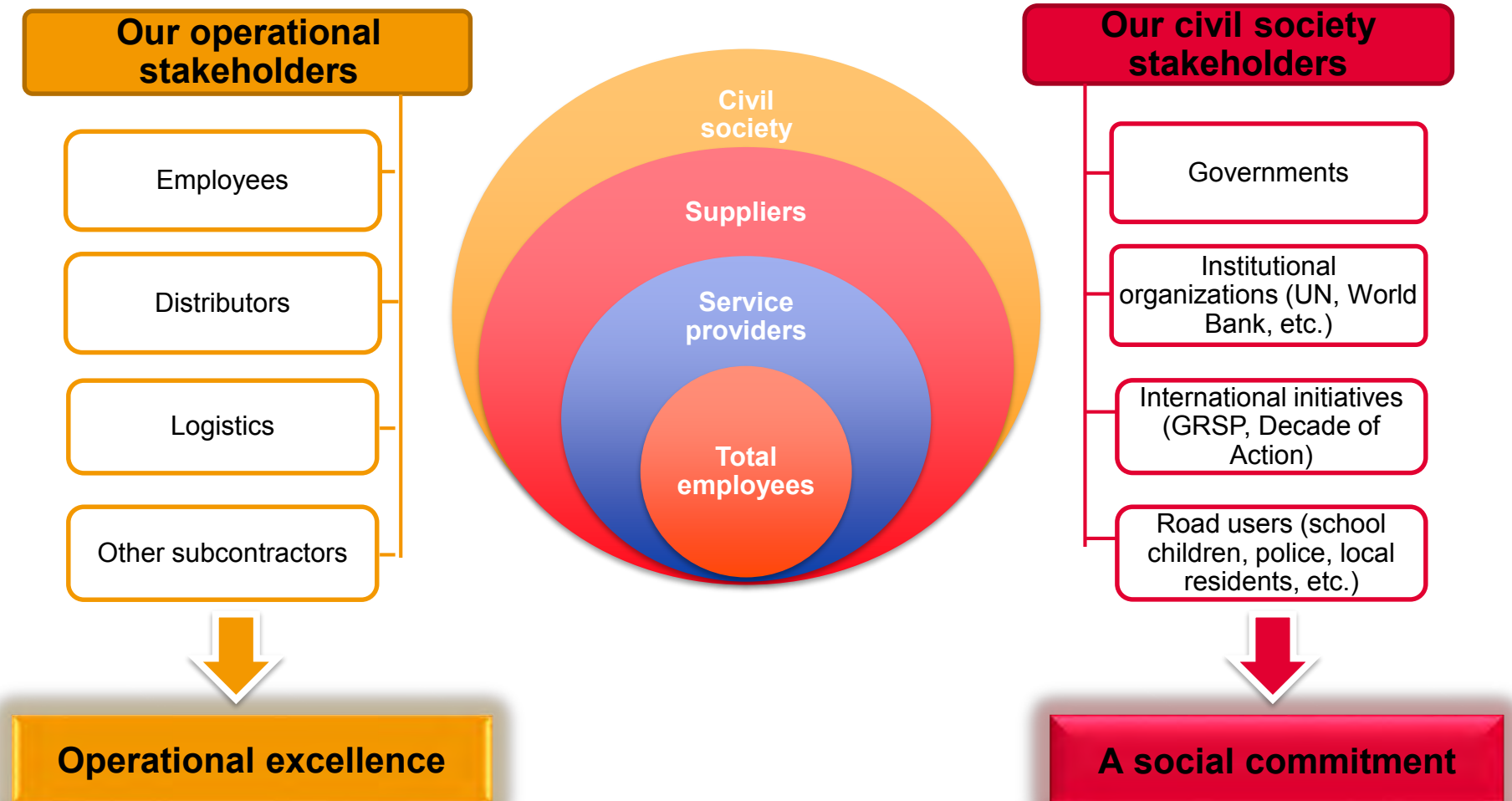
**700+ million**  
kilometers per year.

**16 000**  
service stations.



*N.R. : Total Figures 2015 – operated perimeter*

# TOTAL'S INTEGRATED APPROACH





# ONE PROGRAM FOR ALL: « ON THE ROAD TO SAFETY »

**180 000 children**  
die every year in road accidents

**Being 500 children**  
**Each day**



- Children are particularly **vulnerable** to the road traffic's dangers. Road safety education for the young exposed to the dangers became one of the **priority** for TOTAL.
- In 2012, TOTAL developed a program « **On the road to safety** » and created an **edutainment tool** with a strong visual identity to spread road safety messages around the community
  - In partnership with road safety and education experts
  - Reviewed and validated by the GRSP
  - In line with the U.N. Decade of Action for Road Safety 2011-2020



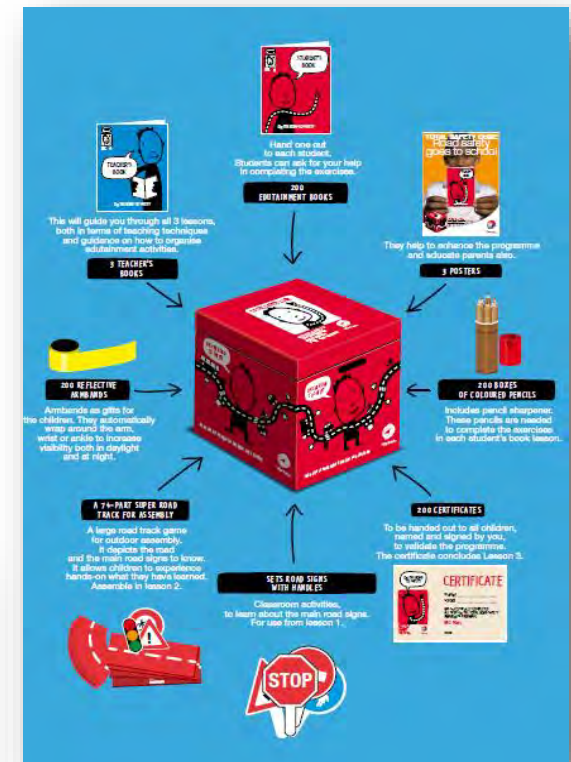
## DECADE OF ACTION FOR ROAD SAFETY 2011-2020

# DESIGNED TO MAKE IT ATTRACTIVE FOR THE KIDS

- During 3 classroom lessons, the program aims to help children understand fundamentals of road safety through entertaining activities :
  - Recognize road signs
  - How to get around safely
  - Being visible and protect themselves

## « The Cube » : an edutainment and attractive tool filled with material sets :

- 200 students books
- Teacher's book
- 200 Certificates
- 200 Reflectives harmbands
- 200 Couloured pencils
- Road track
- Sets road signs



# OUT DOOR CIRCUIT : ROLE-PLAYING

- Recreate the school's surroundings to identify the dangers and exchange on behaviors to adopt.



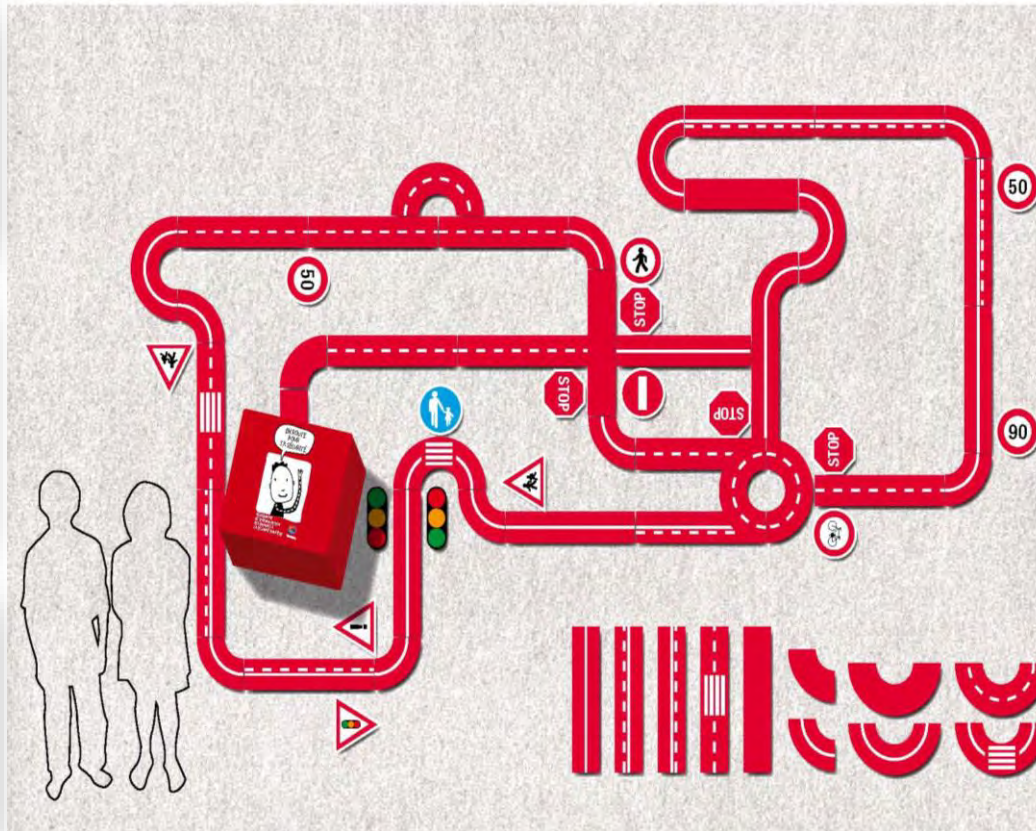
**Congo**



**Ghana**



**Algeria**



**Gabon**



**Eritrea**



**Lebanon**



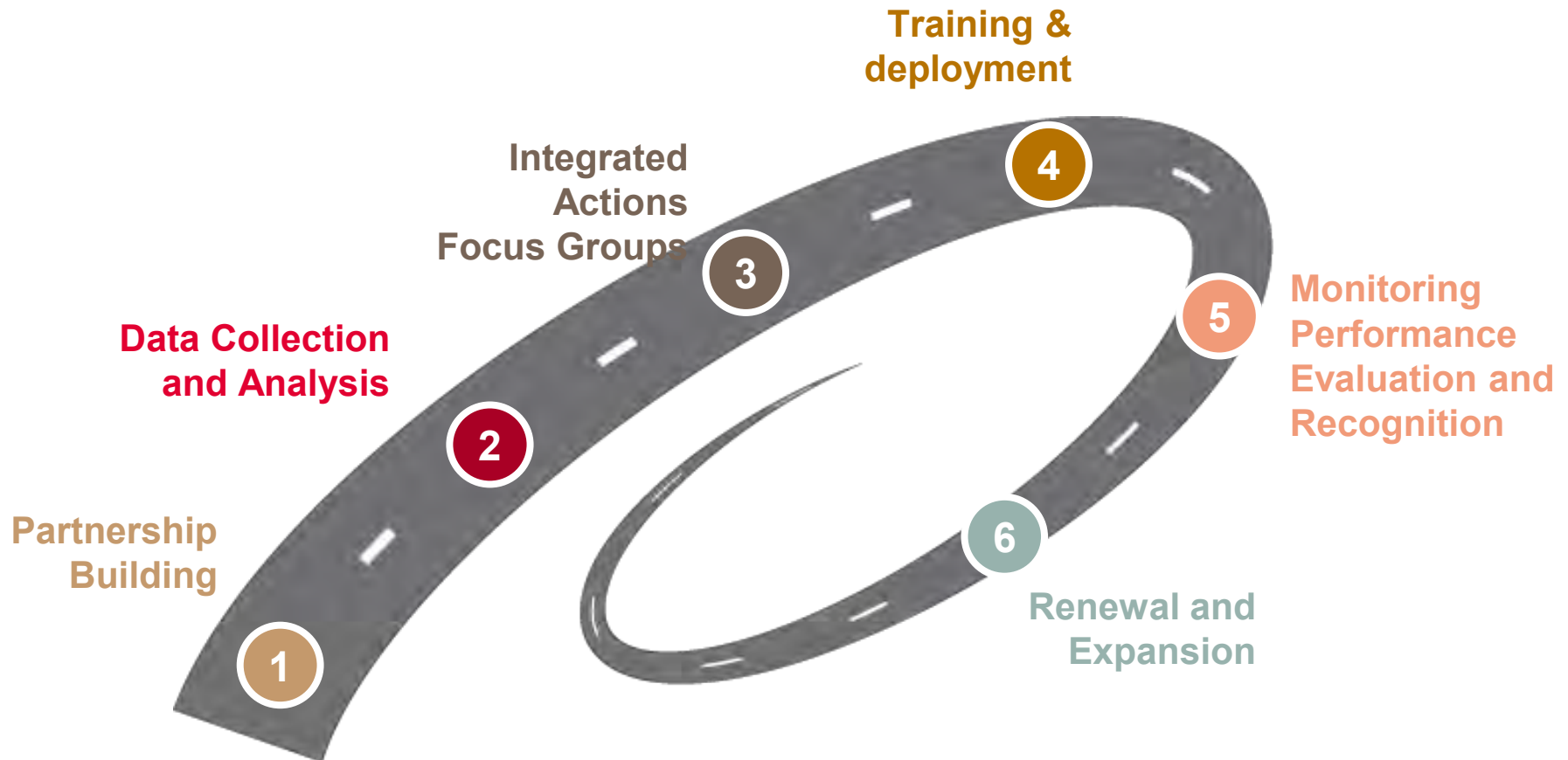
## A SUCCESS STORY...

- Launched by **35 affiliates**
- **+ 700,000** children trained
- Extended to Asia
- Good practices identified



# KEY STEPS IN THE PROGRAM IMPLEMENTATION

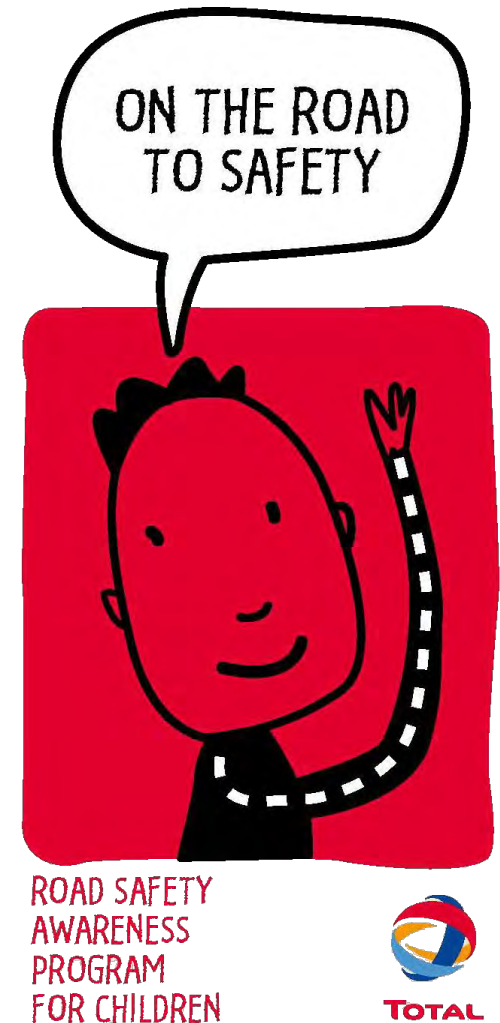
- The Proactive Partnership Strategy (PPS), developed by the GRSP, has been used to improve the project impact :



# THE NEW APPROACH OF THE PROGRAM

Through a «**network of excellence**», schools become the focal point to :

- **Involve all local stakeholders**
  - Focus groups
  - Mapping of the risks
  - Identify action plans and measures to protect the kids
  - Develop more partnerships around the schools
- **Develop a safety culture**
  - Long term commitment with the schools
  - Involve the community
  - Have road safety ambassadors
- **More focus on evaluation and satisfaction**
- **Consolidate best practices**





# CONCLUSION

- Innovation is about learning from our experience and adapting permanently the tools to fit with the needs
- The next step could be for all of us to participate to the same program
- One tool for all school, becoming part of the curriculum

- A dream?
- An answer?



# THANK YOU FOR YOUR ATTENTION



## Contact

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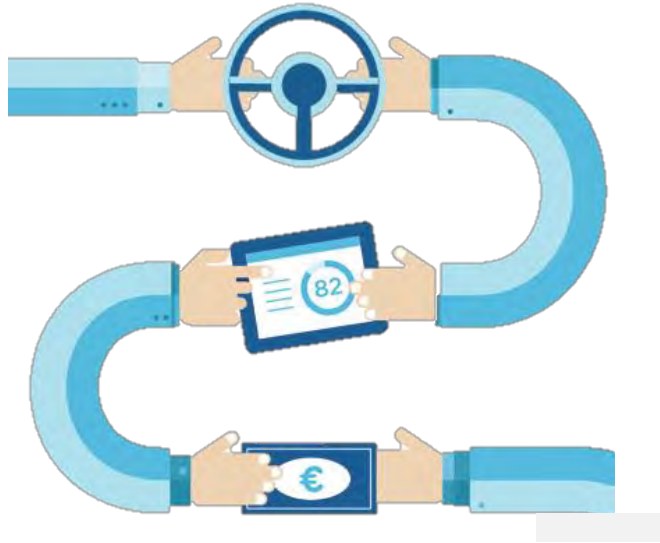
# Road safety through data and telematics

**Guillaume Lehallier**

Product design & ecosystem at AXA



Our connected car offers encourages our customer to drive safely



# AXA DRIVE - TRIP ASSESSMENT

Key Score Events

Trip Score

Sub Score Criteria

Trip Specifics

Personalized Tip

Policy Benefits



16:41

Congratulations!

80/100

Trips done 5/5

AXA Drive

★★★

Certification

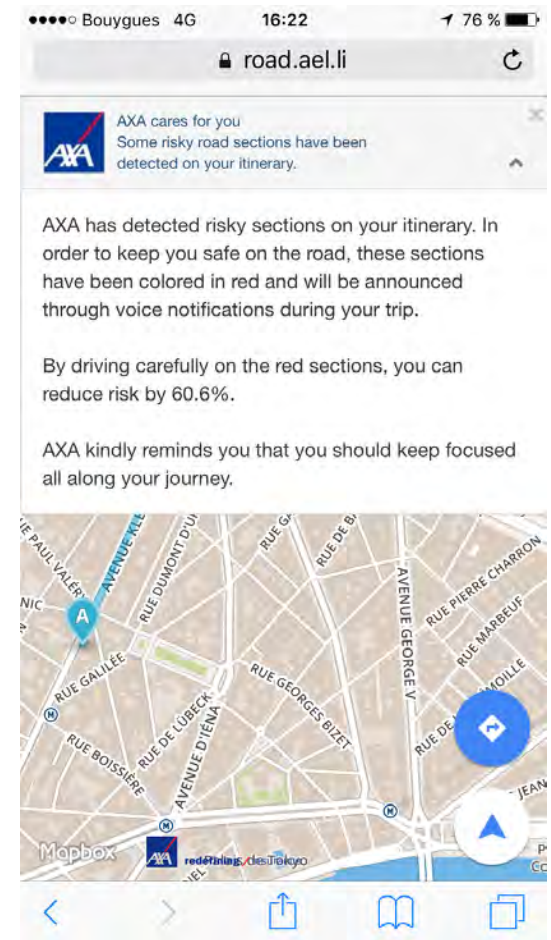
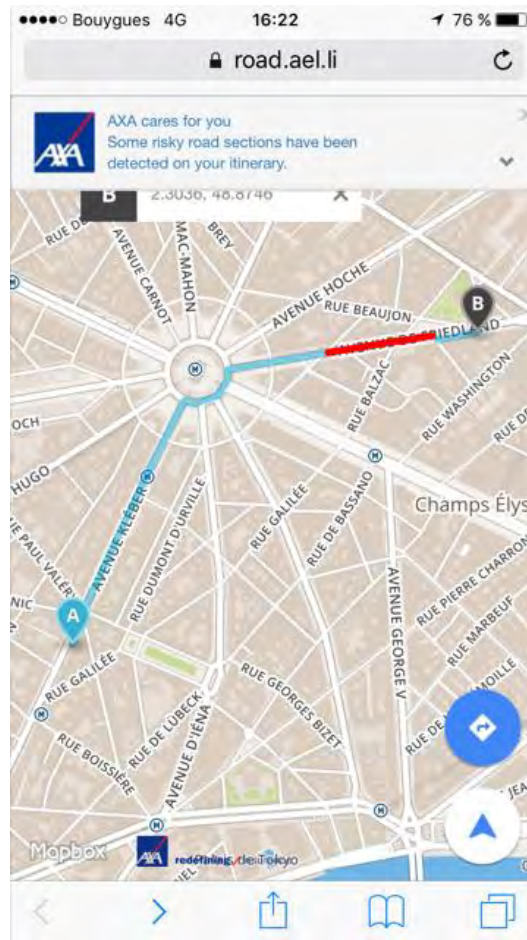
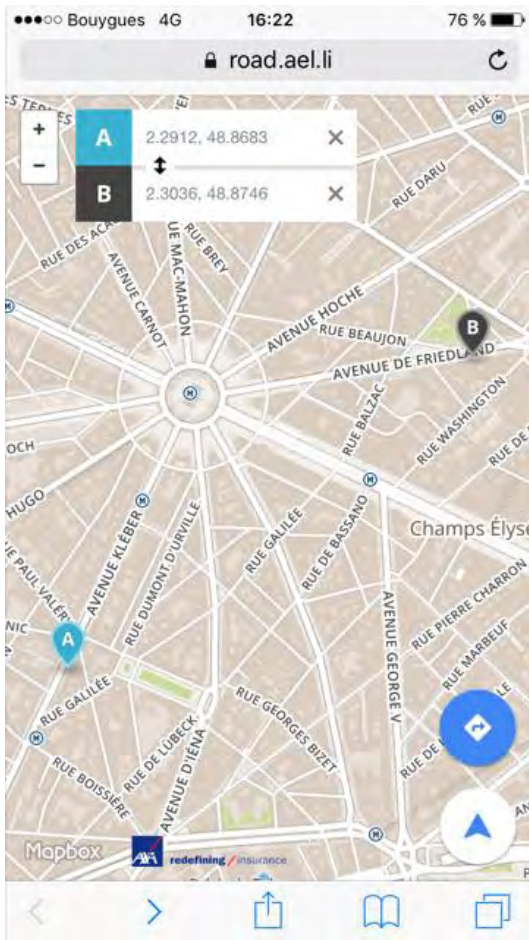
Obtained 8/25/16

Expires 12/15/16



# Exploratory - Road Safety Alert scoring

Our risk knowledge is valuable





# Panel discussion

## Adapting high-income Country Solutions to overcome low-and-middle-income country challenges



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# Thank you

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