



The Roads Between Us

Call: 16.06.2016

‘Opportunities for Collective Impact’



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



Roads Between Us: Agenda

TIME: Thursday 16 June, 1530-1630 CEST (Paris Time)
THEME: Opportunities for Collective Impact

CALL AGENDA

- 1530-1535** Welcome to Roads Between Us: Michael Chippendale, GRSP
- 1535-1605** Presentation 1: The One Billion Coalition, ROB KAUFMAN, IFRC
- 1605-1625** Presentation 2: The Insurance Industry and Road Safety, SERVANE MARION, AXA Group
- 1625-1630** Speakers for next call, The Role of Technology in Road Safety, Sept 15th, 1530-1630 CEST





MARCH 2016

ONE BILLION COALITION FOR RESILIENCE

AN URGENT CHALLENGE

**DISASTERS AND
COMPLEX EMERGENCIES**
are becoming more frequent
and more severe

ASKING FOR MORE MONEY
to respond to more crises
is not the answer

WE NEED A PARADIGM SHIFT
at a global scale

THE PARADIGM SHIFT

UNITES our efforts

LEVERAGES the power of partnerships

USES our collective networks

CONNECTS people

SUPPORTS innovation

OUR VISION

To inspire one billion people and thousands of organizations to overcome



Conflict



Risks



Vulnerabilities



Hunger



Crisis



Disease

so they can have safer, healthier and more resilient communities that are more



Prepared



Healthy



Knowledgeable



Organized



Connected

with better access to



Infrastructure



Services



Economic opportunities



Natural assets

MEASURING PROGRESS TOWARD RESILIENCE

Topline metrics

of people **registered** and **reporting action** to build resilience

and % of registered coalition members **reporting increase** in awareness of **local risks** and **local solutions**

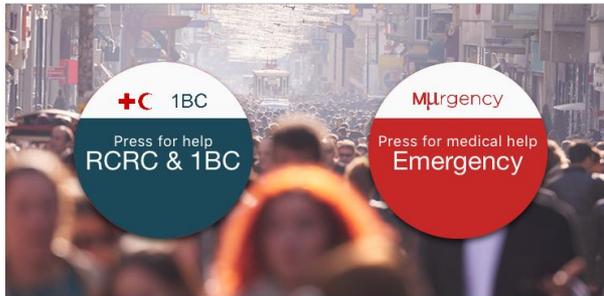
Change in capacity to mitigate and respond to threats

Carrier

2:18 AM



Murgency



Alert Family



Medical Connect



Ask a Doctor



ShoutOut



Nearby



BodyGuard



My Requests



Notifications



My Family



Chat

Carrier 

2:11 AM



Cancel

Sign In



Welcome

Please sign in to get access

Email



Password



Sign in

[Forgot Password](#)

[Create New Account](#)

Continued use of GPS running in the background
can dramatically decrease battery life.

Carrier 

2:18 AM



Medical ID

Save

Date of Birth:

15 June 2016

Blood Group

A-

Height (cm)

Height

Weight (kg)

Weight

Medication (List medicines you are taking with dosage)

Allergies & Reaction (Including drug sensitivity)

Medical Conditions

Medical Notes

Carrier 

5:33 PM



ONE BILLION COALITION (1BC)



1BC

Would you like to join
**ONE BILLION COALITION FOR
RESILIENCE (1BC)?**

No

Yes

Carrier

5:34 PM



< Areas of Risks



The International Federation
of Red Cross and Red Crescent Societies

Welcome to 1BC

Your welcome letter and membership
certificate has been emailed to your
email address.

OK

Back Areas of Risks

AREAS OF RISKS YOU ARE MOST INTERESTED TO ADDRESS?

Droughts

Dry mass movements

Earthquakes

Extreme temperatures

Floods

Insect infestations

Landslides

Storms

Volcanic activities

Wildfires

Industrial accidents

Miscellaneous accidents

Transport accidents

Back Areas of Risks

Dry mass movements

Earthquakes ✓

Extreme temperatures

Floods

Insect infestations ✓

Landslides

Storms ✓

Volcanic activities ✓

Wildfires

Industrial accidents

Miscellaneous accidents ✓

Transport accidents

Next

Carrier 

5:34 PM



< Areas of Risks



The International Federation
of Red Cross and Red Crescent Societies

Are you a RCRC Member / Volunteer?

No

Yes

Carrier 

5:34 PM



 Back

LOCATION

Country
United States of America 

State
California 

Branch or Chapter
San Francisco 

CERTIFICATION FOR RESPONSE

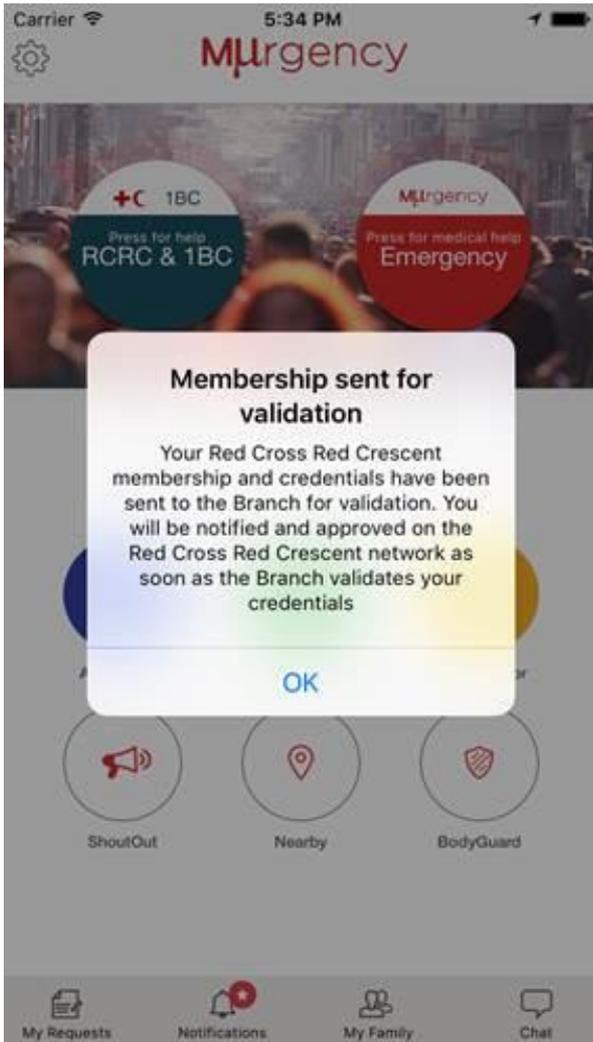
First Aid

CPR 

BLS 

ALS

Done



Carrier

5:36 PM



Red Cross & Red Crescent

The map shows the Taksim Square area in Istanbul, Turkey. A red circle with the word "Request" is overlaid on the map, centered near the intersection of Taksim Square and the area around the Beyoğlu İlçe Emniyet Müdürlüğü. The map includes various landmarks such as Taksim Gezi Park, Wall Street English, Riddim Club, and several hotels and restaurants.

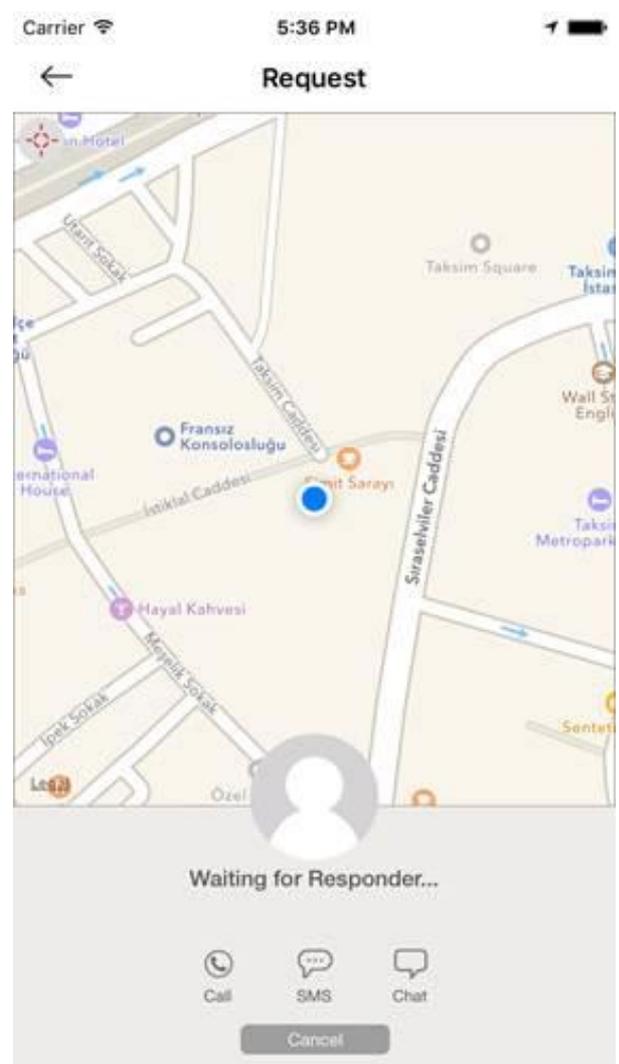
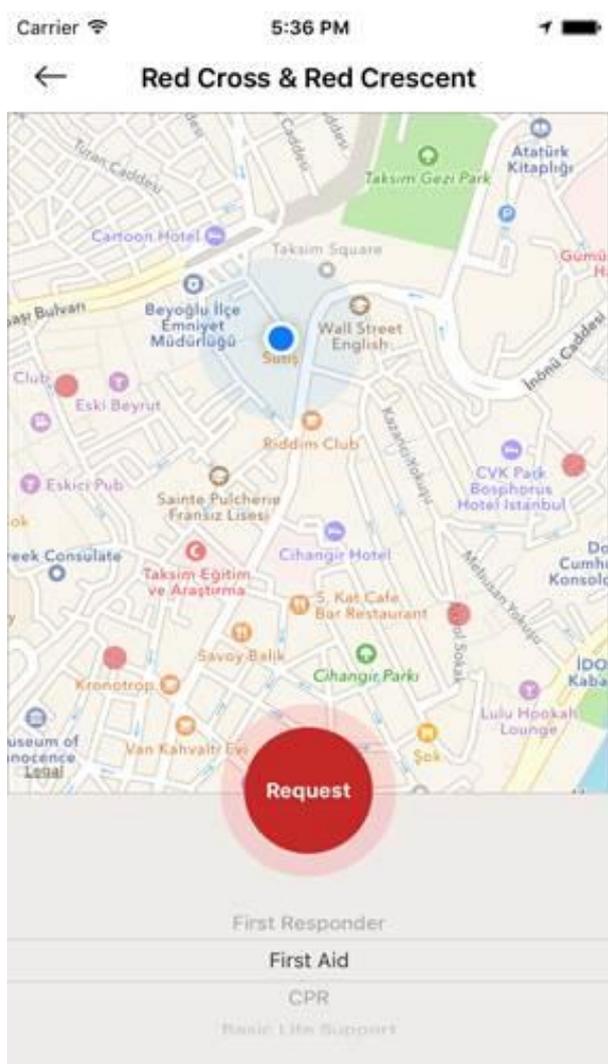
Request

First Responder

First Aid

CPR

Basic Life Support



VALUE PROPOSITION

- **Impact:** Through collaboration and integration of efforts, the collective impact of the 1BC participants will be greater than the sum of the parts.
- **Scale and mutual support:** the 1BC will utilize the 17 million registered volunteers, 165,000 branches and access to government of the Red Cross Red Crescent network to support the work of coalition members.
- **Access to the last mile:** The 1BC is able to engage communities, households and individuals to serve the last mile and reach the most difficult places.
- **Locally relevant support:** Communities identify their own needs and take action based on their priorities. The nature of the 1BC activities is viral and easy to adopt, so participation will quickly multiply.

HOW IS IT DIFFERENT?

Access to resources: The 1BC provides communities direct access to a selection of local and global resilience service providers to address their needs. Similarly, service providers who wish to target a certain issue will have a clear understanding where they are needed.

Recognition, inspiration and inclusivity: Members of the coalition will be counted, incentivized and their contribution recognized, and the ambitions of the 1BC will inspire and provide a larger sense of community for those involved. The 1BC is open to all organizations and individuals who wish participate. There are no minimum requirements of funding, time or resources.

A network and referral system: The 1BC connects resilience service providers, communities and individuals to the networks of its members, including the RCRC Movement. The 1BC supports top down, bottom up, and lateral information flows and will promote efficiency.

WHO'S ONBOARD?

- Red Cross Red Crescent International Conference in December 2016, **190 National Societies** gave the IFRC a mandate to convene the 1BC
- **47 National Societies** and **3 governments** signed the 1BC pledge: *Building community resilience and contributing to sustainable development*
- **60 National Societies** signed on to the 1BC, convening coalitions, promoting and implementing 1BC activities
- The **IFRC Secretary General** has made the 1BC his signature program
- The heads of **UNICEF, WFP, USAID, President John Kufuor, UN Connecting Business** have agreed to serve on a Global Steering Committee
- As a member of the 1BC team, Zurich Insurance has pioneered a flood resilience assessment tool and is helping IFRC to adapt it for other threats

WHO'S ONBOARD?

- The **Harvard Humanitarian Initiative** will join the 1BC team in support of developing a composite resilience index
- **Linklaters**, a global leader on governance, risk mitigation and management consulting is developing with 1BC options to ensure good governance, a legal framework and risk management strategy
- The **American Red Cross** has provided essential resources to key team members and the development of several platforms.
- **Airbus** will conduct a first aid campaign, promote the **First Aid App** and disseminate resources to its employees in support of 1BC
- Nearly a dozen organizations, including **Microsoft** and **Facebook** have responded to a **Request for Expressions of Interest** to help develop a digital ecosystem for 1BC



Roads Between Us: Agenda

TIME: Thursday 16 June, 1530-1630 CEST (Paris Time)
THEME: Opportunities for Collective Impact

CALL AGENDA

- 1530-1535** Welcome to Roads Between Us: Michael Chippendale, GRSP
- 1535-1605** **Presentation 1: The One Billion Coalition, ROB KAUFMAN, IFRC**
- 1605-1625** **Presentation 2: The Insurance Industry and Road Safety, SERVANE MARION, AXA Group**
- 1625-1630** **Speakers for next call, The Role of Technology in Road Safety, Sept 15th, 1530-1630 CEST**





Roads Between Us: Agenda

TIME: Thursday 16 June, 1530-1630 CEST (Paris Time)
THEME: Opportunities for Collective Impact

CALL AGENDA

- 1530-1535** Welcome to Roads Between Us: Michael Chippendale, GRSP
- 1535-1605** Presentation 1: The One Billion Coalition, ROB KAUFMAN, IFRC
- 1605-1625** Presentation 2: The Insurance Industry and Road Safety, SERVANE MARION, AXA Group
- 1625-1630** Speakers for next call, The Role of Technology in Road Safety, Sept 15th, 1530-1630 CEST





GLOBAL
ROAD SAFETY
PARTNERSHIP



INSURANCE & ROAD SAFETY

PROJECT REVIEW



GLOBAL
ROAD SAFETY
PARTNERSHIP



FUNDACIÓN
MAPFRE



INSURANCE KEY ROLE IN ROAD SAFETY

Road traffic injuries are a global public health and development problem

- Killing over **1.2 million people** per year, injuring **20-50 million** more
- Economic impact: countries lose **1 to 5% of their GDP** every year
- Without appropriate action, numbers will rise dramatically in low and middle income countries
- UN declared road safety a key priority of Sustainable Development Goals (SDGs) & included ambitious road fatality reduction targets in the UN Decade of Action for Road Safety 2011-2020

Insurance industry owns knowledge & experience on road traffic crashes

- Knowledge from **analyzing data** on road traffic crashes
- A key challenge is to understand how to best use **big data analysis** to improve road safety

Insurance industry has taken 1st steps to take up road safety issues

- Insurers joined **public-private partnerships** to help build road safety institutions, launch initiatives to reduce costs of road deaths and improve post-crash care. They developed road safety **education programs** and embedded **road safety in insurance products and services**
- Key pillars of the insurance industry participated in the **Insurance & Road Safety side event** held at the **2nd Global High-Level Conference on Road Safety in Brasilia** in November 2015
- AXA, Munich Re, Sulamerica & Mapfre signed a **joint statement** to reinforce the insurance industry's engagement for road safety globally, with a focus on low and middle-income countries and vulnerable road users



GLOBAL
ROAD SAFETY
PARTNERSHIP



FUNDACIÓN
MAPFRE



INSURANCE SECTOR & ROAD SAFETY PROJECT

INSURANCE STAKEHOLDERS



EXPERTISE



GLOBAL
ROAD SAFETY
PARTNERSHIP



AXA, Mapfre & Zurich partner with GRSP to foster dialog on road safety across the industry and beyond
The partnership opens the way for a long-term collaboration between insurance peers on road safety

2 projects conducted to take discussions on insurance and road safety issues further

The “Insurance and Road Safety Workshop”

A major public event gathering 100 key players from the insurance and road safety sectors, to be held in Paris on October 27th 2016

The “Insurance Guide on Road Safety”

A 40-50 pages research report on the role of insurance to promote road safety, issued by November 2016

INSURANCE AND ROAD SAFETY WORKSHOP

- The workshop will bring together **100 key players** from the **insurance sector & road safety public and private organizations**
- It is a unique moment for the insurance industry to **engage** in this crucial topic, **consult** key stakeholders and to **transform** the Brasilia joint statement into an action plan for the **insurance industry**

Based on the conclusions of the Insurance & Road Safety panel at the Brasilia conference, we must build an agenda allowing for in depth discussions and consultations with key industry & governmental stakeholders

I - Road Safety Education

*Risk awareness & prevention enabled
(incl. through technology)*

- Educational activities from insurers
- Education of children for child safety
- Basic risk factors in low and middle-income countries
- High risk groups: pedestrians & motorcyclists
- Public sector: driving tests, bad sight
- Driver education and standards.

II - Embedding Road Safety in products & services

*Insurance industry's offers impacting RS
Insurance & Public sector collaboration*

- Telematics
- Prevention services
- Focus on vehicle insurance, MTPL
- & other products (health & personal accident insurance, life & savings insurance)
- Relationships between insurers & clients: building prevention behaviors with clients

III - Private partnerships

*Regulation & trust through data sharing
& policy making*

- Insurance role in advocacy
- At different Public Authority levels: how to include road safety into policies



GLOBAL
ROAD SAFETY
PARTNERSHIP



FUNDACIÓN
MAPFRE



INSURANCE AND ROAD SAFETY DELIVERABLE

OBJECTIVES

- Understand how to best use road traffic crashes data analysis gathered by insurers to improve road safety
- Continuous focus on low and middle income countries, that bear the largest part of road crashes

I – Achieving road safety worldwide: A challenge by 2020

Purpose: Introduce & position the road safety topic as crucial, relevant & urgent today.

Content: General information situating road safety as a key global issue of public health & safety from internationally recognized institutions and credible reports

II – Road safety drives our business: Why is road safety a smart objective for insurance business?

Purpose: Demonstrate the business case for the insurance industry.

Content: Key numbers on road safety costs for the economy globally & locally from internationally recognized institutions and credible reports. Potentially, all insurance partners collaborating on the Industry Guide will provide non confidential data on road safety costs for insurers and calculate the potential savings made with 0 road injuries and fatalities for insurers.

III – How can insurers protect their clients on the road?

Purpose: Illustrate successful cases (scope, methodology and impact range) of the insurance industry when engaging in road safety issues, in order to guide other insurance industry actors in impacting on road safety.

Content: Best practices from all insurance partners collaborating on the Industry Guide detailing scope, methodology and impact range.

IV – Will we be able to protect our customers on the road tomorrow?

Purpose: Conclude the guide on an opening to technologies' impact on road safety issues for insurers

Content: All insurance partners collaborating on the Industry Guide will provide/discuss key challenges that come with new technologies and innovations that will enable new solutions for our customers on the road tomorrow.

**In depth report*



GLOBAL
ROAD SAFETY
PARTNERSHIP



FUNDACIÓN
MAPFRE



Annex

WORKSHOP AGENDA

Thursday, October 27th 2016 – Paris, France

9:00	Welcome coffee
9:00-9:10	Welcome speech
9:10-9:30	Keynote speaker “Impact of insurers on road safety: Role in achieving the Sustainable Development Goals”
9:30-10:30	Discussion Panel “Where are we now: Insurance & Road Safety after the 2 nd Global High-Level Conference of Road Safety in Brasilia”
10:30-10:45	Coffee Break
10:45-12:30	Workshops <ol style="list-style-type: none"> 1. Road Safety education: Risk awareness & prevention enabled 2. Embedding Road Safety in insurance products & services 3. Insurance and public sector collaboration: MTPL & public private partnerships (regulation & trust: data sharing & policy making)
12:30-13:00	Workshop conclusions presented by workshop facilitators
13:00-14:30	Lunch
14:30	Closing



Roads Between Us: Agenda

TIME: Thursday 16 June, 1530-1630 CEST (Paris Time)
THEME: Opportunities for Collective Impact

CALL AGENDA

- 1530-1535** Welcome to Roads Between Us: Michael Chippendale, GRSP
- 1535-1605** **Presentation 1: The One Billion Coalition, ROB KAUFMAN, IFRC**
- 1605-1625** **Presentation 2: The Insurance Industry and Road Safety, SERVANE MARION, AXA Group**
- 1625-1630** **Speakers for next call, The Role of Technology in Road Safety, Sept 15th, 1530-1630 CEST**





Next Call: 15 September, 2016

TECHNOLOGY IN ROAD SAFETY

- Advanced safety features in vehicles
- Best practices for vehicle selection by fleet owners
- Autonomous and Semi-autonomous vehicles - the implications for LMICs
- Vehicle-to-infrastructure communication

Speaker suggestions to michael.chippendale@ifrc.org



Thank you for your participation in the Roads
Between Us calls.

Next call September 15, 2016.

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