



GLOBAL
ROAD SAFETY
PARTNERSHIP

GRSP is a hosted programme of:



ANNUAL REPORT

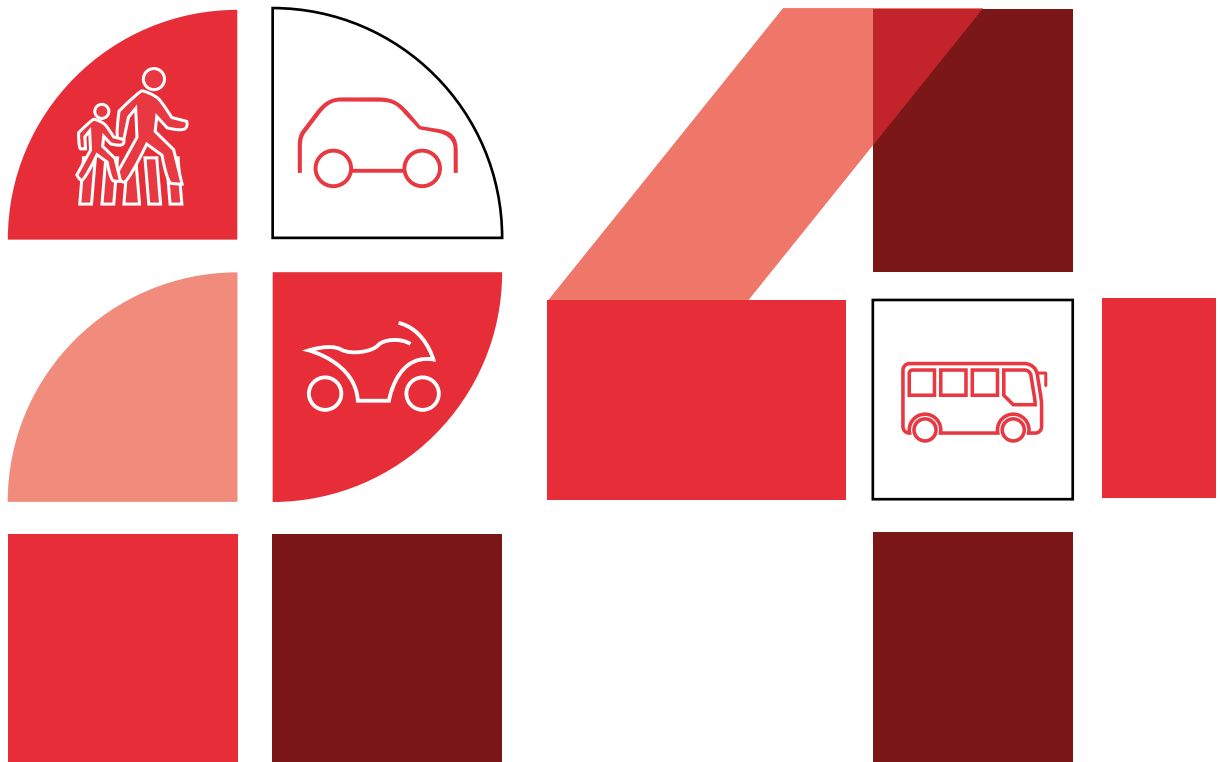


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MESSAGE from the Secretary General



Jagan Chapagain
Secretary General, CEO
IFRC

By the late 1990s, the enormous cost of road crash death and injury was being increasingly recognized as a human-made, slow-onset disaster; in the words of one 1998 article in *The Lancet*, “a neglected epidemic”. The phrase encapsulated growing recognition of a crisis.

In 1999 the IFRC joined forces with the World Bank and the British Government’s Department for International Development (DFID) to tackle it.

Together we created the Global Road Safety Partnership (GRSP). Its mission: to bring government, civil society and the private sector together to address an ever-growing challenge. 2024 marked the GRSP’s 25th anniversary.

Twenty-five years on, the IFRC continues to proudly host this sector-leading organization that works globally and locally to build resilience and reduce the risk of road trauma. It does so in accordance with the Fundamental Principles of the Red Cross and Red Crescent Movement, the IFRC Strategy 2030 and the Sustainable Development Goals.

Working towards a sustainable reduction of road crash death and injury is a health and equity issue. And it’s a key enabler for stronger and more resilient communities.

The continuous and growing commitment of the GRSP to work with, and for National Societies demonstrates its dedication to build capacity in effective and evidence-based road safety measures that reduce road trauma. This approach does not just strengthen communities, it builds both capacity and financial stability for our National Societies.

Road trauma takes 1.19 million lives each year. It is the leading cause of death for those aged five to 29. So, road safety is - and will be - a critical element in fulfilling our humanitarian mandate.

MESSAGE from the Chair



Bernd Marx

GRSP Chair
General Manager
Special Projects Shell
Development Oman

Improving road safety is about people and is often connected to our own life and a personal story. Every life lost on the road is a story cut short, a family shattered, a future unrealized. Looking back at 2024, the path ahead toward the Decade of Action for Road Safety is both a challenge and an opportunity. We are called to reimagine what is possible and commit to halving road traffic deaths and injuries by 2030, together.

This is more than improving infrastructure, new regulations, standards or enforcing rules - it's about changing mindsets. Beyond the classical themes of safer roads, vehicles, and enforcement, we need to embrace:

- **Equity:** Ensuring the most vulnerable - children, pedestrians, cyclists - are prioritized, especially in underserved communities.
- **Innovation:** Leveraging technology and data to predict and prevent serious crashes before they happen.
- **Sustainability:** Integrating road safety into urban planning and the global shift toward sustainable mobility.
- **Education and culture:** Cultivating a shared sense of responsibility and empathy among road users.

International NGOs like the Global Road Safety Partnership (GRSP) are instrumental in this transformation. They bring communities together, champion evidence-based interventions, and empower local solutions that ripple outward.

Road safety is a universal cause. It transcends borders, industries, and politics.

Together, as a global community, we have the power to build roads that lead not just to destinations but to a future where every journey is safe, and every life is valued. Let's make the world better and safer - for everyone, everywhere.



Dave Cliff ONZM MStJ

Chief Executive Officer
Global Road Safety Partnership

MESSAGE from the CEO

In 2024, the Global Road Safety Partnership (GRSP) marked its 25th year of dedicated action to reduce road crash deaths and injuries globally - an enduring commitment to transforming what was once called a "neglected epidemic" into a recognized and urgent humanitarian challenge. Hosted by the International Federation of Red Cross and Red Crescent Societies (IFRC), GRSP's mission to sustainably reduce road trauma - especially in low- and middle-income countries - remains firmly aligned with the UN Sustainable Development Goals and the Decade of Action for Road Safety 2021-2030.

The GRSP's work in 2024 reached across continents, empowering national and local governments, road policing agencies, civil society organizations, and corporate actors through advocacy, training, grants, and technical expertise. Through the Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS), GRSP supported 21 cities, 15 countries, and 2 states, expanding road policing capacity and training over 3,400 police officers - a 25.9% increase from 2023. GRSP's global road policing team conducted 84 workshops and expanded operations in Latin America and Asia, reinforcing the Safe System approach to Road Policing.

A highlight of 2024 was the Global and Regional Road Safety Leadership Course (GRSLC), engaging over 130 professionals worldwide. Participants gained hands-on experience through site visits and case studies. The alumni fellowship saw transformative outcomes, such as the creation of a post-crash response centre in Kenya and helmet policy development in Tanzania.

GRSP's Advocacy and Grants Programme reached a milestone of 242 grants awarded to 147 organizations across 21 countries over 13 years, with policy successes in Vietnam, Bangladesh, Malaysia, and Ethiopia, among others. The programme's technical contributions included policy development, legislative reform, and implementation guidance, such as speed management guidelines and child restraint regulations.

Child safety remained a key priority. Through the Botnar Child Road Safety Challenge (BCRSC), GRSP and partners implemented impactful projects in six countries, improving infrastructure, educating communities, and engaging with police and government agencies to reduce child road fatalities.

In South Africa, GRSP contributed to the multi-faceted Limpopo Road Safety Project, leading education components and preparing for enhanced road policing training in 2025. Collaborations with National Societies - from Samoa to Mexico - demonstrated the value of GRSP's integration within the IFRC network.

Importantly, GRSP continued to thrive through its strong membership model - uniting the voices of civil society, government, and business to drive evidence-based change. In 2024, new members such as Stalker Radar, QatarEnergy, Muller Automotive and the European Traffic Safety Council (ETSC) joined the effort, and partnerships with organizations like Bridgestone and Shell advanced structured global road safety programming.

The impact of GRSP's work is profound and ongoing. Behind every policy win, training session, and campaign stands a team of committed professionals whose life - saving contributions ripple through communities around the globe. We express our heartfelt gratitude to all GRSP members, partners, and funders - your unwavering support makes this mission possible. And to our staff around the world: your expertise, passion, and dedication are not only inspiring but life-saving. Thank you for your tireless efforts to make every journey safer - for everyone, everywhere.

1. ABOUT GRSP

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1. ABOUT GRSP

The Global Road Safety Partnership (GRSP)

The Global Road Safety Partnership (GRSP) is a non-profit organization that was formed in 1999 in response to global recognition of road crash deaths and injuries as a human-made health crisis. Hosted by the International Federation of the Red Cross and Red Crescent Societies (IFRC), we are governed through a constitution approved by a Steering Committee of our members and work in line with the Strategic Plan 2022 to 2030.

Our members are leading multi- and bi-lateral development agencies, governments, businesses, and civil society organizations.

Our role is to create and support multi-sector road safety partnerships that are engaged with evidence-based road safety interventions in countries and communities throughout the world. We play a powerful role in capacity building and training of road safety practitioners and police, engage actively in advocacy at all levels, provide road safety programme coordination at the global level, and are a recognised expert source of road safety knowledge and good practice.

Our efforts and mission directly align with several targets of the UN Sustainable Development Goals and the Decade of Action for Road Safety 2021 to 2030.



Our vision

A world free of road crash death and injury.

Our mission

The sustainable reduction of road-crash death and injury in low- and middle-income countries.



Direct Alignment



3.6: By 2030, halve the number of global deaths and injuries from road traffic crashes.

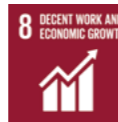


11.2: By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons.

Indirect Alignment



1.4: By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance.



8.8: Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment.



9.1: Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all.



10.2: By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

What We Do

1. Advocate for evidence-based legislation focused on key risk factors and improved vehicle safety.
2. Provide training, leadership development and capacity building for road policing agencies.
3. Deliver road safety and leadership education, training and capacity building.
4. Design, tailor and deliver international road safety grants programmes.
5. Design, develop and implement evidence-based road safety projects.
6. Provide expert review and technical advice on road safety strategy, policy and projects.
7. Build partnerships between government, civil society and corporate communities.

How We Do It

We form partnerships between the private sector, civil society and governments to apply evidence-based road safety policy and practice and leverage our extensive network of partners to reach every corner of the globe.

Additionally, all the work of GRSP is undertaken within the framework of the Fundamental Principles of the IFRC.

Our Team

With offices in Geneva (Switzerland), Budapest (Hungary), Nairobi (Kenya), Panama City (Panama), Buenos Aires (Argentina), and Kuala Lumpur (Malaysia), our team comprises road safety professionals specializing in:

 Road policing	 Project design & management	 Applied research	 Grants management
 Education & training	 Advocacy	 Communications	 Global reach



The International Federation of the Red Cross and Red Crescent Societies (IFRC)

The IFRC, our host organization, is an independent body based in Geneva, Switzerland, that carries out humanitarian activities and large-scale international relief operations. The IFRC is one of the three elements of the International Red Cross and Red Crescent Movement; the existing 191 National Red Cross and Red Crescent Societies and the International Committee of the Red Cross (ICRC) represent the other two components.

In its 1998 World Disasters Report, the IFRC was one of the first organizations to ring the alarm bell about the catastrophic number of traffic deaths and injuries at the global level, and their dramatic consequences on people and livelihoods. Following this report, the IFRC, the World Bank and the British Government's Department for International Development (DFID), decided to create the Global Road Safety Partnership to bring together governments and governmental agencies, the private sector and civil society to urgently address road safety issues on a global scale.

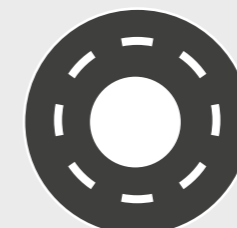


In 2024, the GRSP celebrated 25 years of working towards a world free of road crash death and injury. To explore the milestones that have contributed to GRSP becoming a global road safety partner of choice, please visit our 25-year timeline. This digital living document collates all the major achievements accomplished by GRSP in the last two and a half decades.

2024

- ✓ On reaching the **25th anniversary of GRSP**, **David Cliff**, GRSP CEO stated:
"We are immensely proud to reach this important milestone. A quarter of a century of meaningful activity is no small deed. However, the job is far from done. With an ongoing increase in motorisation, particularly the volume of powered two-wheelers and micro mobility, we must continue to build understanding of 'evidence-based' measures to reduce road trauma. Sadly, too many initiatives are still based on 'common sense' rather than solid evidence as to what we know works to reduce serious crashes."
- ✓ The **Italian Red Cross** and **GRSP** started the **second phase of the Asia-Pacific Road Safety Programme**, which includes projects in **Pakistan, Malaysia, and Samoa**.
- ✓ The GRSP held its **Africa Road Safety Regional Event** in **Nairobi, Kenya**.
- ✓ The **Bridgestone Global Road Safety Programme**, developed in partnership with the **GRSP**, was recognized with the prestigious **Prince Michael of Kent International Road Safety Award 2024**.
- ✓ GRSP's **Road Policing Capacity Building Programme** which is part of the **Bloomberg Initiative for Global Road Safety (BIGRS)** expanded to include **Mexico, Brazil and additional cities in India**.

GRSP delivered a Road Policing Executive Leadership Course in Vanuatu for the 21 Nations of the Pacific with support from the



2023

- ✓ The **Impact Catalyst-funded Limpopo Road Safety Project (LRSP)** was launched in collaboration with the **South African Red Cross** and the **South Africa Road Safety Partnership**.
- ✓ The **GRSP** started a collaboration with the **IFRC South Caucus Cluster Delegation, Azerbaijan Red Crescent**, and **Turkish Red Crescent** to implement an evidence-based, structured road safety education project aimed at improving road safety and school access in remote areas of **Azerbaijan**.
- ✓ The GRSP held its **Asia-Pacific Road Safety Regional Event** in **Manila, Philippines**.
- ✓ The **GRSP**, in collaboration with **Folksam Insurance Company** (Sweden), hosted an expert roundtable focusing on providing an opportunity to explore incentivizing private sector road safety performance monitoring and accreditation, and how this will translate into increased investment value.
- ✓ 2023 marked the conclusion of the **Botnar Child Road Safety Challenge** project activities, all of which resulted in positive change in the **13 project cities in seven countries** and built lasting partnerships between highly skilled and motivated actors. A holistic perspective on the major outputs, outcomes, reach and case studies from the Challenge has been captured and presented through an interactive **Data Visualisation Platform**.



SEE MORE

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2. PROGRAMME UPDATES

Bloomberg Philanthropies Initiative for Global Road Safety (2020-2025)



GRSP's mandate in the third phase (2020-2025) of the Bloomberg Initiative for Global Road Safety (BIGRS) is to strengthen national road safety laws in 15 priority countries, to support 21 priority cities and two states through evidence-based road policing activities and to deliver, in collaboration with our partner Johns Hopkins University – International Injury Research Unit (JHU-IIRU), a suite of Global and Regional Road Safety Leadership Courses in Baltimore, United States, and Kuala Lumpur, Malaysia.

GRSP's Road Policing Capacity Building Programme saw the successful expansion of its Asia Pacific and Latin America teams following the commencement of road policing programme activities in new jurisdictions in Brazil, Mexico and India. In several BIGRS cities in Ghana, Uganda and Kenya, local staff have joined GRSP trainers in the delivery of capacity strengthening, thus contributing to the sustainability of programme impacts.

Following the significant increase in the number of grants in 2023, GRSP's Advocacy and Grants (A&G) team focused on the completion of pending grant negotiations and consolidation of its grant management processes in 2024. The A&G team has policy officers operating from Geneva, Kuala Lumpur, Kenya, Argentina and Ecuador who can work with grantees locally. Important policy wins supported by GRSP grantees, such as the notification of speed limits by the Bangladesh government or the inclusion of Child Restraint Systems (CRS) in national law in Vietnam, showcase the role of the grants programme in the advancement of road safety legislation in BIGRS priority countries.

The second iteration of the Road Safety and Road Policing Executive Leadership Courses (RSEL/RPELC) co-delivered with JHU-IIRU, saw great participant engagement and received very positive feedback. Each of the one-week courses is built on Safe System principles and targets senior decision makers in road safety and road policing. Participants highly appreciated the use of local and regional case studies and commented very positively on the networking opportunities.



Dr. Britta Lang
Senior Manager,
Global Road Safety Programmes

Working with my GRSP colleagues on the delivery of evidence-based road safety activities under the Bloomberg Initiative for Global Road Safety in 2024 has been incredibly rewarding as the teams continued to successfully build relationships and strengthen road safety capacity with our partners at national, state and city level. A personal highlight of the year was the fantastic partner meeting hosted by our donors at Bloomberg Philanthropies HQ in New York in June. More than 150 participants, including grantees, mayors, government officials and partner organization staff discussed road safety data, priorities and strategies to reach the UN's Second Decade of Action goal of reducing global traffic-related death and injuries by 50% by 2030. There was an incredible commitment from so many people from all over the world coming together to tackle this challenge and find evidence-based solutions to safe and sustainable mobility for everyone.



Global Road Safety Leadership Course

The Global Road Safety Leadership Course (GRSLC) suite of programmes continued to attract significant attention during 2024 with an incredibly high level of demand for places in all offerings. In total, more than 130 participants were engaged across the deliveries in 2024.

- The GRSLC in Baltimore continued a sustained focus on the Safe System approach. The course included site visits to better understand safer road infrastructure, demonstrated the importance of government collaboration in New York, and explored vehicle safety at the Insurance Institute for Highway Safety. Additionally in 2024, it included the integration of new topics on gender and private sector influence.
- The Road Safety Executive Leadership Course was delivered for the first time in the Asia region for senior government officials from city, state and national road safety agencies of Malaysia, Bangladesh, China, Vietnam and India. A site visit to engage with the Minister of Transport of Malaysia at a vehicle testing event was a powerful demonstration of leadership in action.
- The Road Policing Executive Leadership Course (RPELC) was delivered for the second time in the Asia region for participants from Bangladesh, Malaysia, Vietnam, India and the Pacific Islands. The programme secured strong engagement from all participants through knowledge-sharing seminars, case study group activities, and a site visit to the Kuala Lumpur Traffic Control Centre.

In addition, the GRSLC Alumni Fellowship continued to grow in impact and saw incredible projects finalized by cohort three, which included the establishment of a post-crash response coordination centre in Kenya, the formation of the first Road Safety Auditing training programme in the Dominican Republic, an assessment of NGO impact in Latin America, the formation of a public-private sector committee for road safety in the Philippines, and the establishment of the first Government motorcycle helmet steering committee in Tanzania.



Blaise Murphet
Senior Consultant

**ENGAGED MORE
THAN 130
PARTICIPANTS**

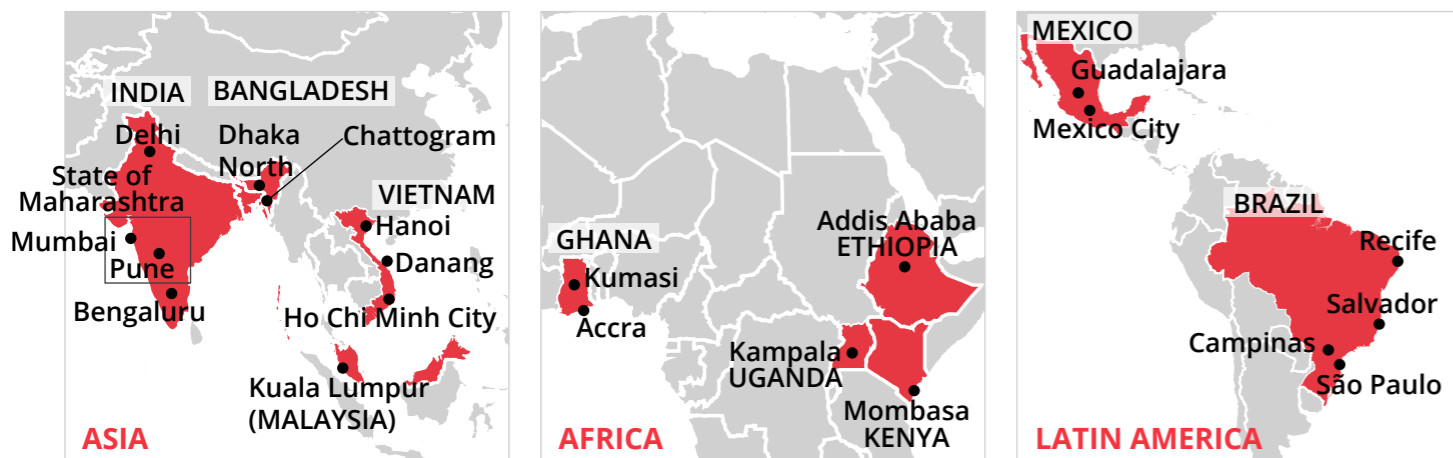
The sustained impact of the GRSLC was further demonstrated during 2024 with an incredible level of engagement from more than 130 professionals across the year. We were also delighted to see further evidence of the impact of the course with a range of our alumni moving into senior Government and international organization roles where they have the ability to further impact global and national road safety efforts. This included appointments as Head of National Lead Agency in Argentina, as Transport Secretary for Bogotá, and as Director of Data Surveillance for Vital Strategies, among others.



Road Policing Capacity Building Programme

In 2024, GRSP's Road Policing Capacity Building Programme continued to expand with additional cities added to our work under the Bloomberg Initiative for Global Road Safety (BIGRS). These additions included the priority cities of Guadalajara and Mexico City (Mexico), and Campinas, Recife, Salvador and São Paulo (Brazil) which required the hiring of additional technical staff to support programme delivery across these locations.

During 2024, our capacity building team conducted 84 technical courses and workshops - a 10% increase on 2023 - for police and enforcement agencies in the 22 BIGRS priority locations:



These workshops delivered a range of technical information, with a particular focus on unsafe speeds, as well as other road safety risk factors and contemporary good practice enforcement. This approach is designed to enhance individual and enforcement agency knowledge and improve operational practice. As a result, GRSP trained over 3,400 police and enforcement agents, and non-police stakeholders - a 25.9% increase from 2023.

Additionally, we opened procurement processes for a range of enforcement equipment including speed detection devices and health and safety equipment for enforcement agencies in Kenya and Mexico. This supported local police to safely undertake field-based activities focused on road safety risk factors and deterring dangerous and unsafe road user behaviour.

Along with equipment procurement, the capacity building team also implemented additional train-the-trainer workshops focused on speed enforcement across various BIGRS priority locations. This is a crucial sustainability component, designed to equip individuals with the skills and knowledge to effectively lead and teach others, thus ensuring consistent, quality training across those enforcement agencies. This will continue to be a leading focus in 2025.

In November, the Road Policing Capacity Building Team delivered its fourth edition of the Road Policing Executive Leadership Course (RPELC) in Kuala Lumpur, Malaysia with the support of our partner, JHU-IIRU. A total of 38 participants completed the course, and for the first time nine police leaders from various Pacific Island countries joined Asian police and enforcement agency colleagues establishing a great platform to connect, network and discuss common challenges and barriers.

The course was extremely well-received with outstanding evaluation results and strong endorsement from senior leaders, with positive emphasis placed on evidence-based decision making and regional specific challenges and opportunities.

The GRSP Road Policing Capacity Building Team also carried out various other projects dedicated to road policing agencies. In partnership with the Pacific Islands Chief of Police Secretariat, it delivered a Pacific Region Leadership Workshop in Vanuatu in early 2024; it also partnered with the World Police Summit in Dubai to lead, moderate and engage in panel discussions focusing on the future of mobility and road safety, and the importance of strengthening road safety enforcement globally.



Brett Harman
Asia Pacific Manager,
Road Policing Programmes
and Road Safety Projects



Marcin Flieger
Manager,
Road Policing Programme

Advocacy and Grants Programme



The priority for the Advocacy and Grants Programme in 2024 was to ensure continuity of support to existing grant recipients in the 15 focus countries, rather than advertising and running new grant rounds to recruit additional grantees. It was important to consolidate the support provided so far as the current phase of the Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS) is planned to end in December 2025. During the year, the programme awarded 21 new grants, mainly selected through two grant rounds in 2023. With these additional grants, the Road Safety Grants Programme supported 147 organizations with 242 grants disbursing approximately 23.8 million USD in 21 countries over the last 13 years through December 2024.

The programme team supported notable progress in the countries covered by the BIGRS, leading to the grantee coalitions in most of the 15 countries achieving significant advances in their advocacy campaigns for evidence-based road safety policies.

In addition to the grant funding, the programme was able to provide key technical inputs to the policy and legislative development processes in several countries. Further, throughout this process, GRSP developed and published important technical guidance documents including a Fact Sheet titled '[Safety of Passengers on Powered Two Wheelers](#)' and a manual named '[A Technical Guide to Assist the Development and Implementation of a Motorcycle Helmet Standard in Low- and Middle-Income Countries](#)'.

The programme also continued its focus on building capacity of grantee organizations in the areas of road safety, advocacy and project management. Over the 13 years of the programme, along with supporting reputed and established road safety organizations, it has nurtured the growth of several grantee organizations from modest beginnings to becoming recognized champions in road safety advocacy.



Taifur Rahman
Manager,
Advocacy and Grants Programme

It was inspiring to see significant progress during the year in most of our 15 countries in terms of adoption of evidence-based road safety policies. We had notable policy wins in Bangladesh, China, Ethiopia, India, Malaysia, Mexico and Vietnam, while the other countries made major strides towards adopting evidence-based road safety policies for which the GRSP-supported campaigns are advocating.

The policy wins keep us motivated as we measure our successes with these life-saving achievements. We are blessed to have a dedicated and hard-working team supporting, at any given time, nearly 70 grantees in 15 countries in their advocacy efforts. Praises to the Advocacy & Grants Team and all our grantees for the achievements of 2024. We believe in the strengths of road safety policies based on the Safe System approach and effective implementation of those policies in ensuring sustainable reduction in road crash deaths and injuries. We will continue working for more policy wins in 2025.



Advocacy and Grants Programme Global Footprint

Mexico

An increasing number of states have completed the process of harmonizing state laws with the General Law on Mobility and Road Safety. By the end of 2024, 21 states had successfully aligned their legislation.

Colombia

Significant progress on the implementation of the Julián Esteban Law* was achieved as the Ministry of Transport issued two resolutions establishing speed limits and Safe Mobility Plans at the municipal level.

Ecuador

The National Transit Agency and the Ministry of Transport held eight working tables to develop the Implementing Rules and Regulations for the 2021 Transit Law, with effective participation and advocacy from GRSP grantees.

Argentina

The bill to legislate urban speed reduction made significant progress as it was debated in both chambers of the deputies by the end of the year.

Brazil

The bill to legislate reduction of urban speed limits made significant progress as grantees were able to mobilize substantial support for key policy actors including the Transport Agency (SENATRAN) and important members of the Congress (both houses).

Ukraine

MP Oleksandr Horeniuk registered a draft law (so-called "Third Sanctions" law) introducing stricter sanctions for drivers who systematically violate traffic rules. In this [article](#), he provides further context about the draft law which focuses on high-risk traffic violations.

Ethiopia

With credit to the work of GRSP grantee Road Safety and Insurance Fund Service, in June, the Council of Ministers and the Prime Minister unanimously passed the Regulation "Road Transport Traffic Control Council of Ministers". The regulation was notified in the gazette in September.

Ghana

The National Road Authority Bill 2023 was passed by government giving powers to the management of the metropolitan, municipal and district assemblies enabling them to set and modify local speed limits.

Kenya

The National Transport and Safety Authority launched the National Road Safety Action Plan 2024-2028 in April, which secured political will and commitment from the President and Cabinet Secretary towards the review of the Traffic Act.

Uganda

The Traffic and Road Safety (Prescription of Speed Limits) Regulation 2024 (under section 108 (1) of the Traffic and Road Safety Act, Cap. 347) was submitted to the Attorney General and signed off by the Minister of Transport in December. At the end of the year, it was awaiting gazettelement by the Uganda Printing and Publishing Company.

India

The Government of West Bengal notified the Speed Management guidelines under Section 112(2) of the Motor Vehicles Amendment Act, specifying speed limits for different road types. The guideline was developed by GRSP grantee the Indian Institute of Technology (IIT) Kharagpur.

China

Newly adopted or revised e-bike helmet laws at provincial or city levels were enacted in 2024 in the Ningxia province and in nine cities, including Guangzhou and Jinzhou. As of 31 December 2024, a total of 13 provinces and 49 cities had mandatory e-bike helmet laws with penalties for non-compliance covering 791,582,622 people, equating to 57.39% of the total Chinese population. Further, new national standards for Child Restraint Systems (CRS) were adopted in September 2024.

Vietnam

In June, the National Assembly of Vietnam passed the Road Traffic Safety and Order Law (RTSOL) and the Law of Roads. Notably, for the first time, Vietnam law now contains provisions on Child Restraint Systems and on preventing children from sitting in the front seat of a car.

Bangladesh

The government notified the speed limit guidelines to set maximum speed limits by road types in line with the WHO recommendations.

Malaysia

The Deputy Prime Minister announced a national policy to reduce the speed limit from 40km/h to 30km/h in school areas together with the installation of more speed bumps to reduce speeds in school zones. This was the result of an advocacy campaign designed and implemented by GRSP grantees the Malaysian Institute of Road Safety Research (MIROS) and Bike Commute, in collaboration with international partners of the BIGRS.

*The Julián Esteban Law (Ley Julián Esteban) is a Colombian traffic safety law named in memory of Julián Esteban Gómez, a 13-year-old cyclist who was tragically killed by a truck while training in July 2021. The law was enacted to improve road safety for vulnerable road users, especially cyclists and pedestrians.

Botnar Child Road Safety Challenge

The Botnar Child Road Safety Challenge (BCRSC), an initiative led by Fondation Botnar in partnership with the Global Road Safety Partnership (GRSP), implemented road safety projects across six countries: India, Mexico, Romania, Tanzania, Tunisia, and Vietnam. These initiatives, running from July 2020 to January 2024, targeted child road safety in smaller cities with high road-traffic injury and fatality rates.

The projects aimed to reduce child road fatalities and injuries by improving infrastructure, educating communities, enforcing laws, and managing data in collaboration with local stakeholders. Each country project was uniquely adapted to its environment and involved local governmental, private, and non-governmental partners to ensure sustainable impact.

Key Initiatives Across the Six Countries:

1

Infrastructure Redesign:
In every project city, infrastructure improvements were made around schools and high-risk areas to create safer travel routes for children. This included implementing pedestrian crossings, speed bumps, barriers, and more.

2

Data Management:
In many project cities, new data systems were introduced to better monitor road safety and assess project impact, enhancing the accuracy of data collection and its usage in policy planning.

3

Road Policing:
Projects collaborated with local road policing agencies to develop enforcement plans, train officers, and promote compliance with traffic laws, particularly around school zones.

4

Education and Advocacy:
Projects included road safety education within schools and public awareness campaigns. This engaged children, parents, and community leaders, emphasizing helmet use, speed compliance, and pedestrian safety.

5

Stakeholder Engagement:
Each project engaged multiple sectors—local governments, police, health sectors, education departments, and community organizations—to build strong coalitions for child road safety.

The BCRSC emphasized long-term partnerships with local and national bodies, aiming to integrate road safety into regular government programming and secure ongoing community support. Each project produced replicable models to help scale child road safety measures across other cities and regions.

The BCRSC succeeded in creating meaningful and sustainable improvements in child road safety across diverse global contexts, setting a framework for continued impact in urban road safety for vulnerable populations.

With the BCRSC now closed, case studies, peer-reviewed academic articles and outcomes are collated within an interactive [Data Visualization Platform](#) hosted on the GRSP website. This platform is a lasting asset, as well as an invaluable point of reference for others looking to undertake meaningful, innovative child road safety actions in the future.

fondation
BOTNAR



GRSP Annual Report 2024

299,576

STUDENTS ENGAGED VIA TRAINING, EDUCATION, AND COMPETITIONS

3,856

GOVERNMENT OFFICIALS PARTNERED WITH AND TRAINED

163

SCHOOLS IMPROVED BY ROAD SAFETY ENGINEERING

11,471

TEACHERS BENEFITED FROM CAPACITY BUILDING

1,296

POLICE OFFICIALS COLLABORATED WITH AND TRAINED

15,584

PARENTS TRAINED AND EDUCATED

4,329

DRIVERS BENEFITED FROM CAPACITY BUILDING

**3. MEMBER COLLABORATION
AND ACTION**

**4. IFRC AND NATIONAL
SOCIETY ENGAGEMENT**

**5. FINANCIAL
SNAPSHOT**

**6. MEMBERS
OF THE GRSP**



3. Member Collaboration and Action

The partnership model on which GRSP was built involves the bringing together of the “three voices” of business, government and civil society, each having something unique to bring to help solutions take root. The civil society sector brings the voice of change and societal improvement. The business voice brings target setting and focused efficiency of action, and the government voice brings the ability to enshrine efficient social change into legislation. This partnership approach is reflected in our membership.

Members of the GRSP form a global, multi-sector network with demonstrated road safety expertise and a deep commitment to safe and sustainable mobility, both within their organizations and in the communities, cities, and countries in which they operate.

GRSP members draw on and contribute to a vast pool of knowledge and resources. Through GRSP, members collaborate with peers across industry sectors to understand and address shared challenges. Members also enjoy ready access to GRSP’s network of partners and experts for support in the implementation of locally tailored road safety projects.

Each year, the GRSP team works closely with members to identify and deliver a range of expert support services, including:

- Tailored online or in-person road safety training courses for staff.
- Access to a range of off-the-shelf, evidence-based programmes targeting specific risk groups.
- Workshop design and facilitation.
- Support for local operations, including training and mentoring.
- Advice on work-related road safety strategy.
- Expert review and evaluation of road safety policies, policy documents and projects.
- Advice on dissemination of good practice.
- Support for internal and external communications (e.g., workshops, webinars, e-learning).



Michael Chippendale
Manager,
External Relations and Sustainable
Mobility Programming

GRSP members are thought and action leaders in sustainable mobility and apply their extensive knowledge, energy and resources to reducing the burden of road crash deaths and injuries across their businesses, along their value chains and throughout the communities, cities and countries in which they operate and live. Supporting this work and joining them on their sustainable mobility journeys, whether from early stages, or as established world-recognized substance leaders, is a privilege.

”



In the first months of 2024, GRSP welcomed [four new member organizations](#):



European Transport Safety Council (ETSC)

ETSC is a Brussels-based independent non-profit making organization dedicated to reducing the numbers of deaths and injuries in transport in Europe. Founded in 1993, ETSC provides an impartial source of expert advice on transport safety matters to the European Commission, the European Parliament, and national governments.



QatarEnergy

QatarEnergy is a state-owned petroleum company of Qatar. The company operates all oil and gas activities in Qatar, including exploration, production, refining, transport, and storage. The President & CEO is Saad Sherida al-Kaabi, Minister of State for Energy Affairs.



Muller Automotive

Certified ISO9001, leader of the French market and key global player, Muller Automotive is committed to offering modular LV, MC and HGV solutions that are robust, reliable and high-tech. Muller is recognized for its know-how in the world of Vehicle Inspection, and actively participates within the FIEV with the Ministry of Ecology in the drafting of standards and rules for this market, essential for secure mobility.



Stalker Radar

Texas-based Stalker Radar is a leader in the manufacturing and distribution of handheld radar speed detectors, dash-mounted mobile mode radar, police lidar speed detectors, and speed camera enforcement equipment. They also manufacture a line of sports radar products used mainly in baseball. They hold ISO 9001:2015 certification for quality management systems.

Membership is a critical component of the GRSP operating model. Member inputs and expertise further enhance GRSP’s ability to make a difference in advancing global road safety initiatives. **We encourage like-minded businesses to reach out to us to [explore membership](#) and other collaboration opportunities.**



2024 Africa Regional Road Safety Seminar

On the back of the success of relaunching our in-person regional road safety seminars in Manila in December 2023, GRSP partnered with **iRAP** and the **Kenya Red Cross** to host the Africa Road Safety Seminar in Nairobi, Kenya on 8 and 9 October 2024.



The event was a major regional success attracting over 200 participants from government, civil society and the private sector and over 40 local and international high-level speakers, including GRSP private sector members **Stalker Radar** and **Muller Automotive**, as well as representatives from the **WHO**, **World Bank**, **FIA Foundation**, **Vital Strategies** and the **Anglo American Foundation** amongst many other prominent regional and global road safety organizations.



During the seminar, GRSP launched a technical guide “**Assisting the Development and Implementation of Motorcycle Helmet Standards in Low- and Middle-Income Countries**”. This comprehensive document aims to support government agencies and organizations advocating for safe and affordable helmets to develop national motorcycle standards meeting internationally recognized best practices and regulatory measures facilitating their application and compliance.



The Anglo American Foundation, Impact Catalyst

The **Anglo American Foundation**, via the Impact Catalyst* approved US\$3 million for a 3-year multi-faceted road safety project focused on the province of Limpopo, South Africa. The project is known as the **Limpopo Road Safety Project (LRSP)**.

The GRSP is a key partner in this 12-pronged programme of work, contributing to the project’s technical steering committee and to managing the delivery of a structured road safety educational programme by the **South African Road Safety Partnership** and **South African Red Cross Society** in the municipalities of Musina and Blouberg. Further involvement of GRSP in the LRSP will see a road policing capacity building component be delivered during 2025 to the Limpopo Traffic Police.

*The Impact Catalyst is an initiative founded by Anglo American, the Council of Scientific & Industrial Research (CSIR), Exxaro, and World Vision South Africa, to create mechanisms that drive large-scale, socio-economic development initiatives through public-private partnerships.



Bridgestone Global Road Safety Programme

GRSP supported **Bridgestone** to leverage the progress achieved on the pilot Asia Regional Road Safety Initiative (2020-2022) which brought road safety actions under a single regional umbrella to develop a strategy for taking this coordinated approach global. This strategy was approved by Bridgestone senior management in Tokyo, Japan, leading to GRSP supporting Bridgestone in developing a ‘Road Safety Playbook’ to be used as a resource for Bridgestone regions to implement effective, evidence-based road safety actions. GRSP also worked with a global Bridgestone task force to develop a common Impact Framework to monitor and report on Bridgestone’s road safety actions right around the world using a robust and consistent methodology.

The impact of this global approach has been recognized with the prestigious **Prince Michael of Kent International Road Safety Award** in December 2024.



Oman Shell

With support from **Shell**, GRSP visited Oman to present the methodology of structured, in-school road safety education to the **Ministry of Education (MoE)** together with the **Royal Oman Police (ROP)**. With ministry approvals given, GRSP returned to train representatives from the MoE, the ROP and teachers from a selection of urban and rural schools. Following a small pilot, a decision was taken by the MoE to firstly expand the implementation to 60 schools and then roll out the programme country-wide in the second half of 2024. GRSP continues to support the MoE in this work ensuring the quality of delivery and the commitment to fully implement the structured educational approach of the programme.

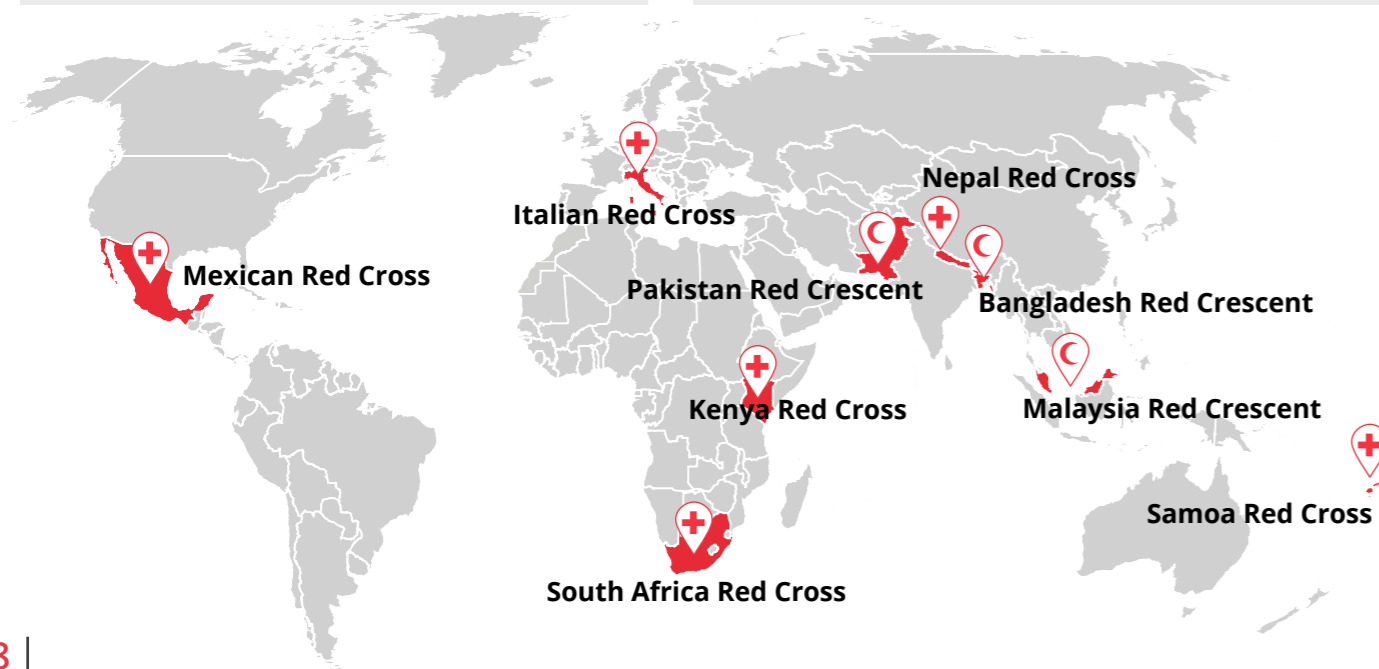
4. IFRC and National Society Engagement

The IFRC is the world's largest humanitarian network whose role is to support the humanitarian work of the 191-member National Societies, which bring together more than 16 million volunteers for the good of humanity. The GRSP plays its part in this critical mission by supporting member Red Cross and Red Crescent Societies with their programming and development in road safety and risk reduction.

As the IFRC's resource centre on road safety, GRSP provides technical knowledge and leadership, and works to build the capacity of National Societies in injury prevention and risk management on roads. GRSP's partnership model promotes and supports cross-pollination between actors within the network.

Serious crash prevention is the essence of the Safe System approach for road safety and is complemented by the post-crash response work undertaken by many National Red Cross and Red Crescent Societies around the globe. Approaching road safety holistically reduces the risk of road trauma and brings sustainable change to affected communities. In 2024, the GRSP worked with National Societies across three continents to develop, implement, and oversee evidence-based road safety projects. These activities ranged from child road safety education to youth and volunteer engagement, capacity building, and advocacy.

1. In 2019, the **Italian Red Cross** reached out to the GRSP with an interest in engaging more deeply in road safety. The relationship matured into a multi-country regional programme that, in its pilot phase, engaged the **Bangladesh Red Crescent**, the **Nepal Red Cross**, and the **Pakistan Red Crescent**.
Following this positive first experience working with GRSP and engaging with road safety, the Italian Red Cross committed additional funding for a second round of road safety grants in Malaysia, Pakistan and Samoa. The **Samoa Red Cross** was the first of the three National Societies in this second phase of the programme to receive training in November 2024. This resulted in a strong buy-in from all stakeholders and communities making the progression of the project smooth and effective.
The **Malaysia Red Crescent** and **Pakistan Red Crescent Societies** will be trained in 2025.
2. The GRSP is partnered with the **Mexican Red Cross** for a project titled: "Promotion of Safe Vehicle Fleets for Organizations". The focus of the project is generating commitment and compliance from public and private organizations to improve fleet safety. Commencing in July 2022, the current project will conclude in December 2025.
3. Working with the **Kenya Red Cross**, the National Transport and Safety Authority (NTSA) and other road safety stakeholders, the "Safe Urban Roads and Areas in Kenya" project is focused on improving the safety of vulnerable road users across the country.
4. The **Bangladesh Red Crescent Society (BRCS)** worked on a project titled "Saving lives on the road - Advocating for stronger legislation to improve road safety in Bangladesh". Working as a member of the Road Safety Coalition in Bangladesh, the BRCS is campaigning for the adoption of more comprehensive road safety legislation by government.



Further GRSP Global Road Safety Contributions



GRSP, the **ADB** and the **Asia Pacific Road Safety Observatory**, together with Event Partners **Bridgestone** and **iRAP** will be conducting the 2025 Asia-Pacific Road Safety Conference at the ADB Headquarters from 9 to 11 September in Manila, the Philippines. The focus of the conference will be on "Strengthening and Diversifying Financing for Road Safety", with a sub-focus on addressing how road safety aligns with many key public health agendas such as youth, climate, health and disaster risk reduction.

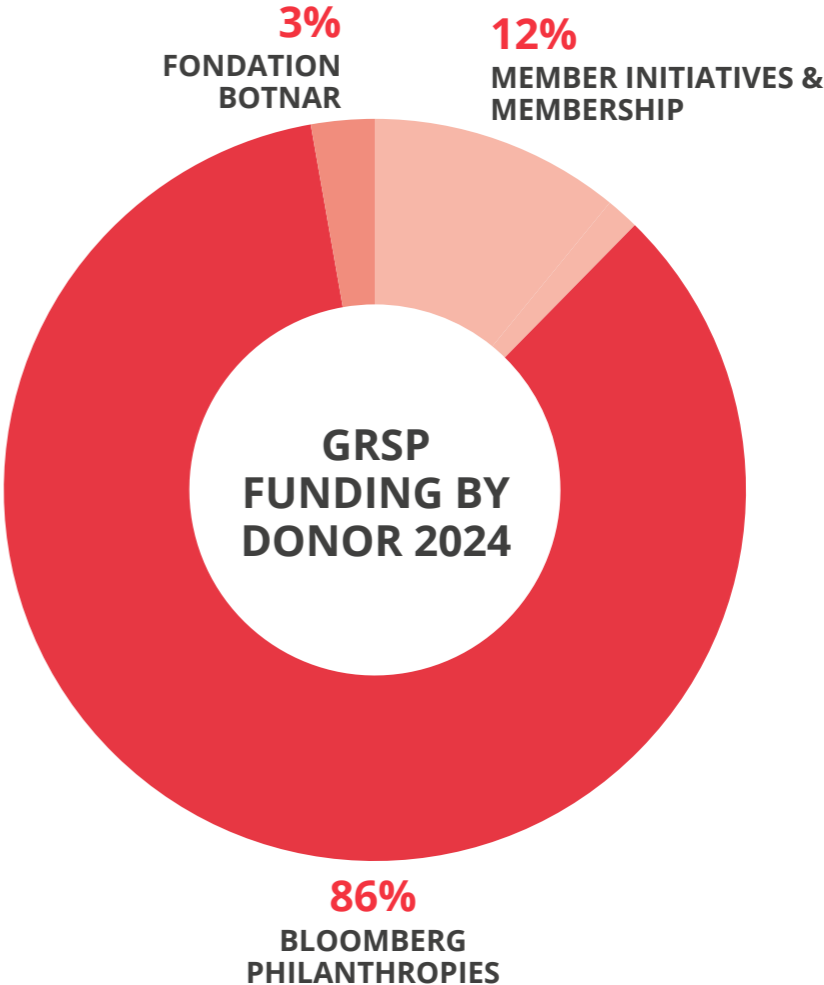
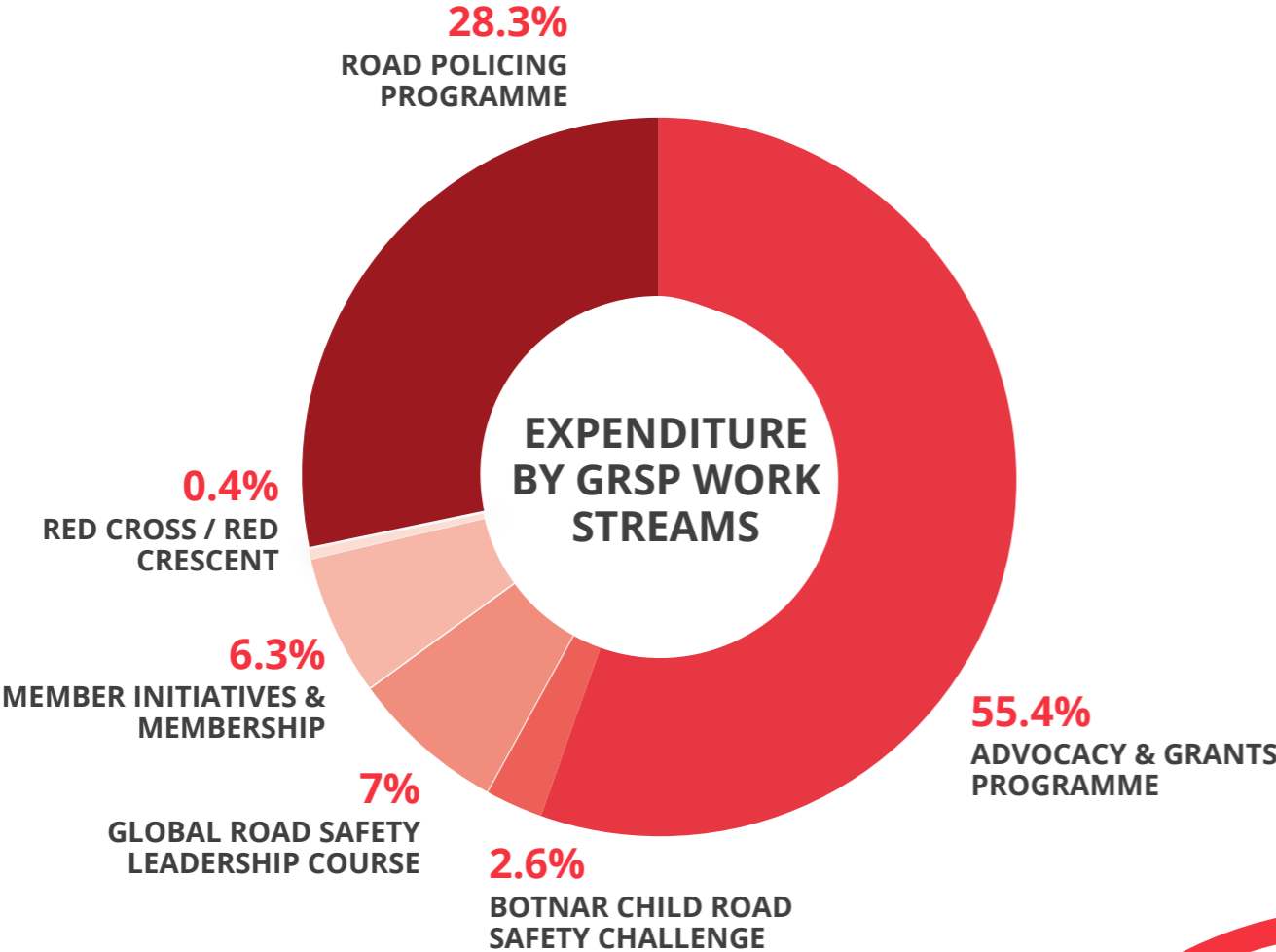


In partnership with the **Kuala Lumpur IFRC Regional Office**, the GRSP has introduced Partner National Societies to its work and activities in the context of the Bi-Monthly Partner National Societies Coordination Meeting for the Asia-Pacific region.



At the request of the **FIA Foundation**, GRSP provided a proposal for a two-year road policing capacity building programme focused on motorcycle-helmet enforcement for police in Jamaica. The proposal has been approved with the first visit planned for mid-2025.

5. Financial Snapshot



6. Members of the Global Road Safety Partnership



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**For more information about how to join the Global Road
Safety Partnership please visit our website**

www.grsproadsafety.org



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