Our Shared Vision
A world free of road crash death and injury

Our Shared Mission
The sustainable reduction of road crash death and injury with a priority on low- and middle-income countries

The Global Road Safety Partnership wishes to thank all involved in the production of the 2014 Annual Report.

The year 2014 was a strong one for the Global Road Safety Partnership, consolidating upon the growth experienced in 2013 and firming our position as a key actor in the development and implementation of global road safety good practice.

The year was also significant from a global perspective within the Decade of Action for Road Safety, 2011-2020. The publication last year of the Global Status Report on Road Safety 2013 reinforced the need for a united global effort and provided the road safety community with the data required to better target actions. Conversations and negotiations regarding the inclusion of specific road safety oriented language within the post-2015 Sustainable Development Goals took on heightened importance - and rewardingly, current drafts indicate a level of success to the campaign. Recognition of the road safety cause on this stage has the potential to encourage a significant increase in global investment, and with it, provide the Decade with much needed impetus towards its goals.

In a continued effort to raise the profile of road safety on the agenda of our host organization, the International Federation of Red Cross and Red Crescent Societies, GRSP undertook a number of initiatives designed to build on the interest generated through our workshops within the 2013 General Assembly. A key element within this campaign was the mapping, and subsequent publication, of the road safety interests and competencies of 142 National Societies. Strengthening road safety actions within the 189 National Societies and network of 17 million active volunteers gives GRSP a truly unique platform for global impact.

Our many programmes and initiatives contributed to an impressive body of work on which the Global Road Safety Partnership reported. Whether implementing multi-sector projects in communities in Asia, building the capacity of city level road safety stakeholders in South America, advocating for policies to improve road safety in countries across Africa, or contributing to the road safety knowledge base on a global level, the partnership model on which GRSP was founded remains core to our success.

I wish also to stress that our strength as an organization, and most importantly our ability to contribute to improving global road safety, is directly tied to the support, expertise and collaborative generosity of our members and partners; I hereby take this opportunity to thank you.

To conclude, I remind one and all that the road safety community is relatively small in relation to the scale of the challenges we face. Yet with the commitment of those involved, the application of proven good practice, and a continued drive to position road safety on the global agenda, we can and will move towards our shared vision.

Dr Jean-Yves Le Coz
Chairman
Global Road Safety Partnership
The Global Road Safety Partnership (GRSP) is a dynamic, professional, non-profit organization working globally through a proven ‘public–private–civil society’ partnership model to contribute to the United Nations Decade of Action for Road Safety through a sustainable reduction of road crash death and injury with a priority on low- and middle-income countries.

- The GRSP was founded in 1999 as an initiative of the World Bank, the Department for International Development (DFID) and the International Federation of Red Cross and Red Crescent Societies (IFRC) in response to global recognition of road safety as a human-made disaster.

- The GRSP is a hosted programme of the International Federation of Red Cross and Red Crescent Societies giving the organization a unique auxiliary to government status and access to 189 National Societies and 17 million active volunteers.

- The GRSP is a membership organization with a growing list of active members representing leading global private enterprise, multilateral development agencies, civil society and government bodies.

- A proven and cost-effective partnership model underpins all GRSP field projects bringing together the multiple voices, experiences and expertise of the private sector, public sector and civil society with singular purpose.

- In 2014, GRSP has been active in road safety partnership projects encompassing capacity building, advocating for policies impacting on road safety and knowledge development in 43 countries.

- GRSP is actively advocating for safer road use within the United Nations Road Safety Collaboration (UNRSC) as Chair of the 4th Pillar of the Decade of Action, ‘Safer Road Users’.

It has been recognized by the United Nations General Assembly in the resolution for the Decade of Action for Road Safety that ‘The solution to the global road safety crisis can only be implemented through multi-sector collaboration and partnership’. Building and sustaining such partnerships is where the power of the Global Road Safety Partnership truly lies.

A global crisis requires a global effort

The true scope of road crash death and injury is well documented on both social and economic levels. It is estimated that 1.24 million people are killed each year taking an immeasurable toll on families and communities. Up to 50 million people suffer serious, life-altering injuries which, in many low- and middle-income countries, directly contribute to the poverty cycle.

1.24 million road traffic deaths every year.

As many as 50 million are injured each year.
HOW SAFE YOU ARE DEPENDS ON WHERE YOU ARE: ROAD FATALITIES PER 100,000 POPULATION

8th leading cause of death globally

Leading cause of death for those aged 15-29 years

50% of all road traffic deaths are among pedestrians, cyclists or motorcycle riders

8th leading cause of death globally

50% of all road traffic deaths are among pedestrians, cyclists or motorcycle riders
Through a range of specific programmes, initiatives and partnerships, GRSP has a unique global footprint achieved through the cumulative expertise of our team and partners working for improved road safety outcomes in 43 countries across five regions.

Bloomberg Philanthropies Global Road Safety Programme

The 2010-2014 125-million-USD programme saw a consortium of partners including the Global Road Safety Partnership, World Health Organization, Johns Hopkins International School of Public Health, World Bank Global Road Safety Facility, Association of Safe International Road Travel and the World Resources Institute (EMBARQ) collaborate to reduce death and serious injury on the roads across 10 low-and middle-income countries, in: Brazil, Cambodia, China, Egypt, India, Kenya, Mexico, Russian Federation, Turkey and Vietnam.


Road Safety Grants Programme

The Road Safety Grants Programme was initiated in 2012 as part of the Bloomberg Philanthropies Global Road Safety Programme and is managed and administered by GRSP. Its purpose is to strengthen the capacity of NGOs to advocate for improvements in road safety policy and actions in order to reduce deaths and serious injuries as a result of road crashes. During 2014, the programme supported 20 active grantees working in seven countries.

For more detailed information see www.grsproadsafety.org/grants-programme

Global Road Safety Initiative

The Global Road Safety Initiative is a proven collaboration harnessing the road safety expertise of globally respected private sector organizations to develop and implement community- and city-based interventions designed to contribute to reducing deaths and injuries on the road which are data led, rigorously evaluated, cross-sectorally engaging and ultimately sustainable.

Administered by GRSP, the GRSI is funded by Michelin, Renault, Shell, Total and Toyota.

For more detailed information see www.grsproadsafety.org/what-we-do/global-road-safety-initiative

EuroMed Transport Programme

The ‘EuroMed Transport: Support to the MENA Road Safety Programme’ aims to provide capacity building and technical assistance to road safety officials in 8 beneficiary countries in the MENA region, namely Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestine and Tunisia. The multi-sector, evidence based and result oriented in-country pilot projects form an important component of the programme funded by the European Union.

For more detailed information see www.grsproadsafety.org/what-we-do/eu-mena

TRACECA Road Safety II

TRACECA (Transport Corridor Europe-Caucasus-Asia) is an international transport programme involving the European Union and member states of the Eastern European, Caucasian and Central Asian region, namely: Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Tajikistan, Turkmenistan, Ukraine and Uzbekistan.

Working with partners including Eastern Alliance for Safe and Sustainable Transport (EASST), the Red Cross Global First Aid Reference Centre (GFARC), automobile clubs and Red Cross Red Crescent National Societies, the programme aims to help build both government and civil society stakeholder capacity, promote long-term and sustainable partnership and knowledge sharing, and increase collaboration and cooperation within the region with a focus on safer road users and improved post-crash care.

For more detailed information see www.grsproadsafety.org/what-we-do/traceca-road-safety-ii
AFRICA

Africa is home to a mere 4%* of the world’s registered motor vehicles, yet globally the continent experiences the highest rate of road traffic fatalities. Rapid increases in motorization in the many fast-growing African economies pose an enormous threat in coming years. Our work across the region focuses on interventions around identified key risk factors, such as seat-belts, speed, and drinking and driving. Taking momentum from our successes, we continue to work collaboratively and to strengthen local partnerships, addressing risky road behaviour and building a stronger culture of road safety across Africa.

In 2014, GRSP contributed towards:

• Improving road safety in Zambia through engineering interventions and the introduction of ‘Safe to School – Safe to Home’ methodology in Lusaka city.
• Advocating to strengthen school transport safety standards in Kenya and to reduce vehicle speed around schools.
• Leading ‘Safe Roads 4 Youth’ programme in South Africa, which has provided actionable insights into effective approaches to drinking and driving prevention.
• Facilitating knowledge sharing between road safety stakeholders from 30 countries through the 3rd GRSP African Road Safety Regional Seminar.

*Global Status Report on Road Safety 2013, WHO
AMERICAS

Whilst globally the Americas as a region has the second lowest rate of road traffic fatalities worldwide with 16.1* deaths per 100,000 habitants, the disparity between north and south is alarming.

Our work in the Americas has focused on the development and application of a replicable enforcement ‘Train the Trainer’ programme in both Brazil and Mexico. GRSP was also the driving force behind the development of the Proactive Partnership Strategy (PPS), a process for planning and implementing road safety interventions based on reliable data from multiple sources.

Some of the highlights of our achievements include:

- Ensuring more than 6,500 police in Mexico are trained in the safe efficient set-up of alcohol checkpoints and seat-belt wearing enforcement.
- Delivering Train the Trainer workshops in Brazil, with more than 1,300 road safety stakeholders in attendance with the majority being road police.
- Securing the adoption of the PPS across Brazil, for implementation in all 27 state capital cities and in Brasilia.

*Global Status Report on Road Safety 2013, WHO
ASIA PACIFIC

In Asia Pacific, the majority of people killed annually in road crashes are vulnerable road users – pedestrians, cyclists and motorcycle riders. In fact, vulnerable road users account for 50% of all road traffic deaths in the region.

As a result, GRSP has developed and implemented innovative strategies toward making cities safer across the region, in particular for these vulnerable road users. All our programmes are designed to target and address the locally identified road safety risks, such as helmet-wearing, child pedestrian safety and speed.

Regional highlights include:

- Building the capacity of every road police person in Cambodia through training, mentoring and coaching programmes.
- Working with local transport companies in Vietnam to put into place drink drive policies and initiatives.
- The replication and expansion of the ‘Safe to School – Safe to Home’ programme in Vietnam and China reaching more than 12,000 students.
- Engineering improvements and slower speed zones around schools participating in the ‘Safe to School – Safe to Home’ programme.
- Supporting the passage of the Road Traffic Law in Cambodia, which includes motorcycle passenger helmet requirements.
- Guiding the development of strategic plans for drinking and driving enforcement in India, and training police in strategic and targeted enforcement.

Our efforts demonstrate that inexpensive public health interventions and community-based projects can make a real and sustainable difference.
Europe and Central Asia is a region of disparity. While a number of western European countries enjoy the lowest road crash fatality rates anywhere in the world, many of the fast-developing but poorer economies suffer some of the highest fatality rates amid rapid increases in motorization.

Despite many notable improvements in vehicle safety, drink-driving and speed continue to be critical contributing factors in road traffic crashes. As a consequence, our work in the region is focused on addressing these road safety risks and others, such as seat-belts and child restraints.

Highlights of our progress in the region include:

- Road safety situational assessments undertaken and multi-disciplinary national level working groups constituted in 10 countries.
- Drafting and delivering a report on pedestrian safety to the Russian government with recommendations for improving the situation.
- Certification of Master trainers (Training of Trainers) in first aid for road crash response - resulting in more than 400 people being trained.
- Progressing the adoption of child restraint standards in Russia.
- Building the capacity of road police in Russia to enforce seat-belt wearing and to manage travel speeds.
- Working with the Turkish Red Crescent Society to advocate for improvements to Turkish seat-belt legislation.
MIDDLE EAST AND NORTH AFRICA (MENA)

Globally, the Middle East and North Africa (MENA) region has the second highest road fatality rate, with 21.3* deaths per 100,000 population. Although authorities and some national organizations have taken targeted action towards increasing road safety, for example adopting national speed limits, many strategies remain poorly implemented or enforced.

Through enhanced training techniques and supporting the implementation of good practice interventions, GRSP is building the capacity of road safety stakeholders to address risk factors impacting road safety in the region.

Achievements include:

- Developing and delivering a French language Road Safety Audit course in collaboration with ARRB used to train 20 national road safety stakeholders in Morocco.
- Developing and testing a contextualised Defensive Driving Training (DDT) curriculum suitable for the road environment in Jordan.
- Enhanced road safety management practices at a public transport company in the city of Sfax, Tunisia has paved the way towards the amendment of road safety guidelines within the Ministry of Transport.
GRSP welcomed two new members who joined the partnership in 2014, Stars Foundation and MAPFRE Foundation (Fundacion MAPFRE).

Founded in 2001 by Al-Dabbagh Group and based in London, Stars Foundation invests in organizations and ideas that transform the lives of disadvantaged children and their communities globally. Stars is committed to reaching 20 million people by 2020 through a range of programmes all underpinned by a set of core principles:

- A focus on improving the wellbeing of children.
- A belief in unlocking the power of local organizations.
- A commitment to sharing examples of effective practice.
- Accelerated progress through partnerships.

MAPFRE Foundation was established on 5 November 1975 and is an institution sponsored by the Spanish insurance group MAPFRE. The foundation’s aim is to contribute to achieving objectives of general interest to society, including:

- Promoting the safety of people and their assets, focussing particularly on road safety, medicine and health.
- Enhancing quality of life and of the environment.
- Contributing to improving the economic, social and cultural conditions of the more disadvantaged people and sectors within society.

Both organizations bring a wealth of experience to the partnership and GRSP looks forward to working closely with each.

2014 International Road Safety Executive Dinner

October 30 saw GRSP host the 2014 International Road Safety Executive Dinner at the President Wilson Hotel in Geneva.

It was a distinguished gathering comprising thought leaders, advocates and innovators in the field of road safety. Guests were honoured to have on the evening as special guest and speaker, His Excellency Amr Al Dabbagh, Founding Chairman of new GRSP member, Stars Foundation, who spoke eloquently on the principles of ‘Giving, Earning and Sustaining’.
142 National Societies provide feedback on road safety work

In 2014 GRSP conducted a mapping project involving 142 National Societies of Red Cross and Red Crescent to assess the capacity of National Societies to engage in road safety. The report arising from this project provides a comprehensive overview of the scope of work currently being undertaken in this field through the National Society and volunteer networks. It also serves as both a guide to the potential work that could be instigated, and a conduit for enhanced sharing and communication on matters of road safety between National Societies themselves, and with the Global Road Safety Partnership.

Amongst other findings, the report shows that whilst 70% of National Societies do carry out road safety interventions, 82% of National Societies expect to play an increasing role in road safety in the future. The report also documents funding sources for National Society road safety work, details private sector partnerships, shares case studies of good practice and more.

Introducing the Bloomberg Philanthropies Initiative for Global Road Safety

Building on the success of phase 1 of the Bloomberg Philanthropies Initiative for Global Road Safety, the year 2015 marks the beginning of the second five-year phase of the Bloomberg Philanthropies’ programme aiming to reduce fatalities and injuries from road traffic crashes. For the second phase, with a new commitment of US$125 million over five years from Bloomberg Philanthropies, ten cities and five countries have been selected as official participants in the Bloomberg Initiative for Global Road Safety (BiGRS). A total of 20 cities were invited to submit proposals to compete for funding and technical support to implement good practice road safety and to save lives. Ten were selected to progress. With assistance from the world’s leading experts in road safety, the chosen cities will establish an elite network of visionary municipal leaders who commit to implementing bold, new efforts to save lives and protect their citizens from road traffic injuries. The BiGRS will also work with five countries at a national level to strengthen road safety legislation. The Road Safety Grants Programme managed by GRSP will also be expanded.

Safe to School - Safe to Home

The year saw replication and expansion for one of GRSP’s flagship programmes, ‘Safe to School - Safe to Home’. The lead implementation in Vietnam expanded into new schools, reach expanded in China, and a commitment for funding has been secured for replication in Dong Nai province through Shell Vietnam. Work is also underway with a number of Shell affiliates in the region to introduce the programme in their countries of operation. Further, the methodology has been introduced in the 10 countries of the TRACECA programme.

Developed by GRSP through the Global Road Safety Initiative, the programme in 2014 also saw the addition of a specialized ‘school road safety assessment tool’ developed in collaboration with ARRB.

GRSP 2014 Asia and Africa Seminars focus on Child Safety

500 children die on the roads each day. Thousands more are seriously injured.

With these figures driving the theme for the Third UN Global Road Safety Week 2015 (4 – 10 May 2015), 2014 saw GRSP host the 7th annual Asia regional event and the 3rd African event, both with a focus on strengthening child road safety in the regions. Since the first Asia regional seminar held in 2007, GRSP regional seminars and workshops have cemented themselves as key events on the global road safety calendar.

In total, over 430 road safety experts, practitioners, business representatives and senior government officials from all over the world shared ideas, initiatives and best practices to help reduce road deaths and injuries amongst vulnerable road users and stimulated support and action around the United Nations Decade of Action for Road Safety 2011-2020.

The events are made possible with the support of our members Michelin, Renault, Shell, Total and Toyota.
Financials

Income
Total = CHF 6.84M (USD 7.47M)

- Programme Funding: 87%
- Membership contributions: 13%

Expenditure by activity area
Total = CHF 6.35M (USD 6.94M)

- Capacity Building: 28%
- Good Practice Demo Project: 3%
- Human Resource Costs: 33%
- Indirect costs: 10%
- Communications / Governance and Administration: 2%
- Grants: 14%
- Shared office costs: 4%
- Travel Costs: 4%
- Red Cross/Red Crescent Support: 2%

Expenditure by region
Total = CHF 6.35M (USD 6.94M)

- Global: 54%
- Europe: 6%
- Asia: 24%
- MENA: 7%
- Africa: 5%
- Americas: 5%
Join the Partnership

It is widely acknowledged that partnership is key to creating a real and sustainable impact on road safety. The Global Road Safety Partnership is a demonstrated leader in building partnerships, designing and implementing evidence-based road safety interventions, and is a respected contributor to the field of road safety good practice both within private organizations and at a global level. Members access and enjoy:

- The Capacity of our global team of experts and extensive network of experienced partners.
- The Reputation of being a member of a world-class global network of business, government and civil society.
- The Opportunity to leverage the complementary efforts, expertise and energy of other members to make a sustainable contribution to road safety within your organization, community and beyond.

For further information on joining Global Road Safety Partnership, refer to our website at www.grsproadsafety.org

While there, why not look at the growing list of organizations that have signed the Global Road Safety Commitment, a pledge to work towards zero death and injury within individual organizations.
Global Road Safety Partnership
PO Box 303
17 chemin des Crêts
CH-1211 Geneva 19
Switzerland
Tel: +41 22 730 4249
Fax: +41 22 730 0395
Email: grsp@ifrc.org
Web: www.grsproadsafety.org

The Global Road Safety Partnership is hosted by:

International Federation of Red Cross and Red Crescent Societies