We are a globally focussed road safety programme hosted within the world's largest and most-respected humanitarian organization, the International Federation of Red Cross and Red Crescent Societies (IFRC). This gives us true global reach through 192 Red Cross/Red Crescent national societies and other partners.

We are part of an extensive international multi-sector network of partners committed to reducing road trauma which include governments, civil society and corporate communities.

Who we are?

Our people are road safety professionals with extensive expertise that includes:

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

What we do?

1. Advocating for evidence-based legislation focused on key risk factors (i.e. alcohol impaired driving, speed, use of seat belts, child restraints and motorcycle helmets) and improved vehicle safety standards.
2. Providing training, leadership development and capacity building for road policing agencies.
3. Delivering road safety and leadership education, training and capacity building.
4. Designing, tailoring and delivering international road safety grants programmes.
5. Designing, developing and implementing evidence-based road safety projects.
6. Providing expert review and technical advice on road safety strategy, policy and projects.
7. Building partnerships between government, civil society and corporate communities.

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

How we do it?

We form partnerships between the private sector, civil society and governments to apply best practice road safety policy and practice, primarily in low- and middle-income countries and can utilise our extensive network of partners to reach every corner of the globe.

We act with the humanitarian values and ethics of the IFRC as our guiding principles.

We actively contribute to the achievement of the UN Sustainable Development Goals and Global Plan - Decade of Action for Road Safety 2021 to 2030.