

Overview of the Global Road Safety Initiative

GRSI Programme overview

GRSI 1 (2004 – 2009)

The original goal of the GRSI was 'to reduce death and injury in the focus regions, recognizing that the GRSI is only one element of the total systems approach required to achieve significant reductions in road traffic injuries/fatalities'.

The first phase of GRSI worked in two countries, China and Brazil, and the ASEAN region. Under this first phase, GRSI focused on three components: to promote Good Practice Guides; to establish regional centers of excellence' to deliver training in the application of good practice and to share knowledge; and to deliver good practice road safety projects in relevant regions.

GRSI Phase 1 Key Achievements:

- Development and implementation of the Proactive Partnership Strategy in 20 Brazilian cities contributing to a measurable reduction in fatalities and serious injuries on the roads.
- GRSI achieved global recognition in being awarded the Prince Michael of Kent International Road Safety Award for the Proactive Partnership Strategy in Brazil.
- Development and promotion of Good Practice Manuals.
- Contributed to efforts in Vietnam to create a National Helmet Strategy which led to enactment and enforcement of a helmet law.
- In Beijing, China, four major intersections were targeted for safety improvements leading to reduced traffic conflict and speeds.
- Police professional development modules were developed and delivered to members of police forces in Malaysia, Thailand and Cambodia.

GRSI 2 (2010 – 2014)

Following an independent and rigorous review of GRSI, the second phase began in late 2010 with funding from Michelin, Renault, Shell, Total and Toyota. GRSI2 was designed to build on the work of GRSI I, and at its inception, continued with a focus on four key components:

1. to promote the Good Practice Manuals;
2. to deliver good practice road safety programmes and projects and to build capacity to address critical road safety issues in relevant regions;
3. to develop sustainable road safety partnership organizations at local, regional and national levels in the target regions;
4. and, to promote and develop improvements in work-related road safety.

In response to significant change in members on the GRSI Board and to maintain clarity of the shared vision, a strategic planning session was held in March 2014 during which a set of revised implementation principles for the Initiative were documented. These showed clear alignment amongst the partners and it would be against these six principles that a Phase 2 Evaluation would be made. The revised implementation principles were:

- Build partnerships and work collaboratively
- Focus on projects that have impact (good practice)

- Secure project and skill sustainability
- Create awareness and establish GRSI as a global leader in private sector road safety collaboration
- Engage with in-country partners/affiliates of GRSI member organizations seeking expertise and linkages from local affiliates to assist with and contribute to local projects including the involvement of local staff as appropriate
- Align efforts with the Decade of Action

GRSI Phase 2 Key Achievements:

- Development, implementation and replication of *Safe to School – Safe to Home* programme (Vietnam, China, Zambia, Nigeria)
- Development of sustainability model of local funding and ownership (Brazil, Zambia)
- Local affiliate engagement and funding for project expansion (Vietnam, China)
- 15 cities programmatically engaged in demonstration projects in eight countries
- Road safety education for 30,700 students
- Over 800 project partners from private, public and civil sectors in 10 countries
- USD2,750,000 in leveraged project support
- 7 key regional seminars held sharing good practice with more than 40 countries

GRSI 3 (2015 – 2016)

Phase 3 GRSI Set Objectives

The third phase of the programme was a necessary extension to secure sustainability of the previously achieved results. It focused on the previously successful “Safe to School, Safe to Home” projects and conducted it in Vietnam. This aligned with the Decade of Action’s Pillar 4 ‘Safer Road Users’. Besides this, the third phase of the programme held several regional road safety events. There were two Africa Road Safety Events in Zambia and South Africa. With the assistance of the GRSP members, both occasions involved a great number of participants and experts from across the world. Similarly, there were two Asia Road Safety Events in China and Philippines. Once again, the events were considered to be very successful as seen further in the report, under the “Analysis of GRSI3 activities” section.

Before the third phase was put in practice set aims were determined in order to direct the activities in the most beneficial way for the road safety. Below, you can find the defined implementation principles that were aimed to be achieved:

1. To contribute to a reduction in road crash death and injury in target locations.
2. To develop and demonstrate models which encourage investment in road safety and the engagement of in-country member affiliates.
3. To entrench GRSI as a leading global example of private sector collaboration and to grow the programme in both reach and investment.
4. To develop and share good practice with road safety actors globally.
5. To align efforts with the Decade of Action goals.

The five principles set for the GRSI 3 were completely accomplished through the two-year long set of activities.