The Global Road Safety Partnership is hosted by:

GLOBAL ROAD SAFETY PARTNERSHIP

ANNUAL REPORT

2010

Together we can save millions of lives.
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**Vision:**
A world free of road-crash death and injury

**Mission:**
The sustainable reduction of road-crash death and injury in low- and middle-income countries
Dear road safety colleagues and friends,

Eleven years ago when the Global Road Safety Partnership was founded, it brought the concept of multi-sector partnership in road safety to the global table for the first time. Today, as the Decade of Action for Road Safety begins, our passion and commitment to build partnership activity has grown, matured and translated into clear results on the ground in over 25 countries.

From the global to the local level, there is an exciting new synergy being forged aimed at halting this man-made humanitarian crisis. The Global Road Safety Partnership is a key leader in this emerging road-safety revolution, playing a critical role in bringing about the global teamwork needed as a cornerstone of the Decade of Action.

During 2010, our world-wide team has focused on aligning the Partnership’s efforts with this growing international movement while also meeting and exceeding many of its internal goals. Our team passed another year without a road-crash injury, entered six new countries, expanded the number of our partnerships, continued to develop materials for promoting good practice and played an ever greater role in global road-safety collaborations.

Creating the change we desire is possible. We know the Decade’s goals are achievable because, during the last ten years, we have developed the needed tools and proven their effectiveness with evidence-based interventions delivered through partnership. During the next ten years, we will expand these successes, bringing them to new countries, regions and communities.

In 2010, this work was already well underway in four key areas:

- The Global Road Safety Partnership became a key implementing partner of Road Safety in 10 Countries (RS-10), the world’s largest road safety initiative in low- and middle-income countries, funded by Bloomberg Philanthropies.
- The Global Road Safety Initiative launched its second five-year phase. Funded by a consortium of major energy and automotive companies, and administered by the Global Road Safety Partnership, the Initiative continues to support the development of novel, evidence-based approaches. The Initiative is now expanding beyond its original three regions of activity – China, Brazil and ASEAN countries – to include India and Africa.
- In Europe, the Global Road Safety Partnership is the leading technical partner in the implementation of the European-Union funded, Save Our Lives project, which unites 14 diverse partners from seven countries to implement projects for safe and sustainable mobility.
- The Global Road Safety Partnership’s Proactive Partnership Strategy, which has proven successful in saving lives and reducing health care costs in numerous Brazilian cities, is now expanding in Brazil as well as energizing new partnership efforts in countries such as Zambia, Morocco and elsewhere.

This is great work, and we are proud of it. We recognise that it would not be possible without the support of all our global partners. Spanning government, business and civil society sectors, these partners offer their strategic support and access in the countries where we work. This support allows our staff to be effective on the ground and to leverage our resources to the maximum effect.

As you read in these pages about the tremendous partnership work being done in an ever increasing number of countries, I ask you to think seriously about how you can join us, as a government, as a business, as a part of civil society or as an individual. In 2011, the 10th Anniversary of the International Year of Volunteers, the International Federation of Red Cross and Red Crescent Societies (our host organization) challenges us all with a simple proposition: “Find the volunteer inside you.”

Join in. Lend a hand. Our efforts today are small compared to the scale of the challenge. But the Decade of Action offers us the chance to dramatically magnify our efforts. The Global Road Safety Partnership will be engaged and a strong partner in the UN Road Safety Collaboration’s Global Plan for the Decade of Action. Now it’s up to us to do the work and commit the resources to make the most of the coming Decade. Together, we can alleviate the suffering caused by a completely avoidable and unnecessary humanitarian crisis.

Sincerely,

Patrick Lepercq
Chairman
Global Road Safety Partnership

Patrick Lepercq is the Corporate Vice President of Public Affairs for Michelin, a post he has held since 2002. Patrick brings close to 30 years of global experience with Michelin as well as management board experience with numerous international transport-sector organizations.
An infant can grow to become a sixth-grade student, capable of creating imaginative paintings, writing fantastic stories, learning new languages, calculating sums or performing great feats of athleticism — and walking him or herself to school.

In another ten years, that child could be finishing school, joining the workforce, starting a new business, volunteering in the community and supporting the next generation of learners — and driving a motorcycle, car or heavy truck.

In coming decades, he or she might raise a family, become a community leader, a business owner, a teacher, a worker — an elder capable or providing economic security and support for the upcoming generations.

For those of us who have been touched personally by the road safety crisis, we know that in a few seconds time, the achievement of decades — and the possibilities for future decades — can be erased, sending waves of loss through communities, businesses, schools and families. Yet we also have a choice to take preventative measures for protection, and as we move quickly into the Decade of Action for Road Safety, the question we now face is:

What will you do in the next ten years to ensure that all the people you care about can move freely and safely, so they thrive and make positive contributions to your community?

10 years. It’s not a lot of time. And we know how quickly it can pass. Yet it is amazing what can be achieved in such a short period.

We must remember that in a decade, youths and children will be drivers or riders. It is important that the correct road behaviours are instilled in them from an early age.

Syarifudin Harudin, Road Safety trainer from Kuala Lumpur, Malaysia, giving presentation on Road Safety Education in schools at the 2010 Global Road Safety Partnership Asia Seminar entitled ‘Preparing for the Decade of Action.’
Bringing road safety to the next level

The goal for the Decade of Action for Road Safety is to stabilize and reduce the level of road traffic fatalities around the world. How do we achieve this goal? Through partnership – as outlined in the United Nations Resolution that enacted the Decade of Action. It calls on the world to use partnership as a basis for uniting road safety interventions in 5 specific areas:

- Improving road safety management
- Safer roads
- Safer vehicles
- Safer road users
- Improving trauma care and rehabilitation of victims

Since its inception, the Global Road Safety Partnership has focused on facilitating partnerships that connect each of these five pillars. The Partnership has created and improved road safety management systems, encouraged better road user behaviour and helped partners implement good practices globally. It has the capacity to translate the Decade goals into on-the-ground, measurable results.

The Five Pillars of the Decade of Action

The Global Road Safety Partnership is the bridge that unites and aligns efforts across the five pillars.

The role of partnership

When the 64th General Assembly of the United Nations passed a resolution in May 2010 proclaiming 2011-2020 the Decade of Action for Road Safety, it recognized the crucial role that multi-sector partnerships play in implementing Decade of Action goals on the ground.

Global Road Safety Partnership’s expertise in delivering partnership-based road safety interventions means that it will play a key role in helping diverse partners achieve their own Decade of Action goals.

As one of the key organizations in the United Nations Global Road Safety Collaboration, the Global Road Safety Partnership helped lay the foundation for the Decade of Action. The Partnership contributed even more by working with members at the global and community level, identifying partners, designing campaigns, implementing interventions, and developing systems for measuring the results.
Partnership: the key to successful road safety action

In a city hospital in São José dos Campos, Brazil, a 28-year-old car crash victim recuperates from a broken leg. “We need to put road safety in people’s minds,” says the man, who a few days earlier had been hit by a drunken motorbike driver while working on a road repair crew.

He has a point. To change behaviour, to help people avoid making poor decisions, it’s necessary to change the way they think, to create a new culture of road safety. The Decade of Action for Road Safety offers a unique chance to change people’s minds and behaviours – and one of the key tools is partnership.

Why partnership? Because there is no single solution to the road safety crisis. To make our roads safe, we must tackle a complex array of risk factors – speeding, drinking, helmet wearing, seat-belt use, post-crash care, education, police enforcement – and the talents of each sector of the community are required.

No wonder the United Nations General Assembly specifically mentioned partnership when it called for a Decade of Action for Road Safety. Our partnership with the city of São José dos Campos offers a good example of how it can work. Through cooperation between city agencies, as well as schools, taxi companies and private businesses, the city has reduced the number of fatalities and serious injury by 62 percent since 2006. Consequently, it has also reduced health-care costs considerably.

Five years ago, São José dos Campos officials started using the Global Road Safety Partnership’s Proactive Partnership Strategy, a methodology that promotes cooperation between city government sectors such as transportation, health and education – as well dozens of other public, private and civil-society entities – to design effective road safety interventions and, ultimately, create a culture of road-safety.

This is just one model of partnership that the Global Road Safety Partnership is engaged in around the world. From Poland to South Africa, Bangkok to Beijing, it has fostered diverse types of partnerships that involve the highest levels of government, major corporations, Red Cross Red Crescent National Societies, universities and grassroots community volunteer groups. Partnership works because local or country based organizations are investing in their own communities. They have a stake in the problem, the solution and the long-term results of their actions.
The Global Road Safety Partnership is a hosted project of the International Federation of Red Cross Red Crescent Societies, the world’s oldest and largest humanitarian organization. This association allows the Global Road Safety Partnership to serve as a trusted, impartial and neutral advisor and facilitator of road safety partnership organizations, which often include a wide array of interests, from businesses, governments, schools, hospitals and civil society organizations and Red Cross Red Crescent National Societies.

At a global level, the relationship between both organisations has allowed the Global Road Safety Partnership to play a central role in delivering some of the world’s largest and most ambitious road safety projects, from Road Safety in 10 Countries, the $125 million road safety project funded by Bloomberg Philanthropies, to Save Our Lives, which involves 12 communities across central Europe in sustainable and safe mobility projects, as well as the Global Road Safety Initiative, the world’s largest private sector road-safety project.

The Global Road Safety Partnership is also a key member of the United Nations Road Safety Collaboration. In 2010, the build up to Decade of Action, Global Road Safety Partnership emerged as the go-to organization for how to build and sustain partnership, to help road safety partnerships increase their capacity to implement best known international practices.
RS-10 ROAD SAFETY IN TEN COUNTRIES

Turning the tide on the global road safety crisis

On a chilly day in late November, the citizens of Lipetsk, Russia fixed 232 white balloons in various places around the city square. Each balloon commemorated one of the 232 people – including nine children – who died due to road crashes during the first 9 months of 2010 in Lipetsk, a region of Russia with a population of 1.2 million.

This symbolic, public memorial occurred in observance of World Day of Remembrance for Road Traffic Victims on November 21, 2010, and it marked the beginning of a mass public campaign promoting the use of seat-belts. The campaign was part of RS-10 – a five-year, 125 million USD project to reduce death and serious injury on the roads in 10 countries where the road safety crisis is particularly severe.

The seat-belt campaign is just one of dozens of projects around that world that have already gained considerable momentum since RS-10 was first announced in late 2009.

Short for ‘Road Safety in Ten Countries,’ RS-10 is funded by Bloomberg Philanthropies and includes six global consortium partners, including the Global Road Safety Partnership, working with national and local stakeholders to implement proven, effective road safety interventions in ten low- and middle-income countries.

Other partners include Johns Hopkins International Injury Research Unit, World Health Organisation, the Association for Safe International Road Travel, EMBARQ, the World Bank Global Road Safety Facility.

Within RS-10, the Global Road Safety Partnership has a capacity development role. The Partnership has been tasked to assist and support national and local partners to build or enhance their ability to deliver effective road safety interventions, through:

- Addressing key risk factors (speeding, drink driving, use of restraints and child seats and helmet wearing)
- Strategically enhancing enforcement by traffic police
- Workshops to implement behaviour change
- Public education
- First-responder training

Already, in just 12 months since the grant was announced, several projects and partnership efforts are underway. In Cambodia and Viet Nam, for example, the Global Road Safety Partnership is helping to increase the capacity of police to manage speeding and drinking and driving. In China, two major efforts involving speeding and drunken-driving are also underway.

The only way to save lives is to get better at what we do as traffic police. The RS-10 study tour contributes to this goal of reducing drinking and driving in my country.

Captin Chea Hak, Cambodian police official on a study tour to Queensland, Australia - a project sponsored by RS-10 as part of efforts to reduce drinking and driving in Cambodia.
SAVE OUR LIVES

Road safety and sustainable mobility at the community level

→ Lorry drivers and bicyclists.
→ Freight companies and school children.
→ Public transport officials and pedestrians.

These very different sets of people aren’t often spoken of in tandem, and it’s even less common to see them working together as part of the same team. But, in fact, these groups have a lot in common: they all rely on efficient and safe mobility as part of daily life.

Now a central European-wide project is linking these diverse sets of road users throughout central Europe around another set of goals also not often uttered in the same breath: road safety and sustainable mobility.

Known as “Save our Lives – A Comprehensive Road Safety Strategy for Central Europe,” the 3 million Euro project aims to improve road safety within eight countries of the Central European Space with a long-term vision to free the region of road crash death and injury. The project was launched in 2010 by twelve participating partner organizations, including the Global Road Safety Partnership.

Co-financed by the European Union, the Save Our Lives project supports 12 pilot communities in seven countries to strengthen their approaches to road safety and sustainable mobility in order to prevent death and injury caused by road crashes.

Save Our Lives does this by helping communities to strengthen road safety management capacity, increase the skills of road safety professionals, understand road safety issues and priorities, develop targeted, visible communications to increase political engagement, and raise public awareness and commitment. The project also focuses on developing trans-national tools and networks, strengthening coordination and planning, and implementing long-term measures on-the-ground.

“This project is defined not only by single activities but by an entire structural approach that allows local partners to create and continue sustainable, locally managed solutions,” said Claus Koellinger, with Austrian Mobility Research (FGM-Amor), an Austrian firm that specializes in environmentally sound mobility solutions and a Save Our Lives partner.
When it comes to innovation, the private sector often leads the way. Whether it’s the development and manufacture of the automobile, or the creation of chips that power our cell phones, the business sector has garnered the resources, know-how and motivation to solve difficult problems.

Road safety is no different. In this case, the business sector can provide vital resources, energy and skills to help solve the road safety crisis. Perhaps the best example of this is the Global Road Safety Initiative, a five-year road safety investment from some of the world’s largest and most well-known energy and transportation companies.

Now in its second five-year phase – known as Global Road Safety Initiative phase 2 – this initiative is managed by the Global Road Safety Partnership and supported by Michelin, Renault, Shell, Total and Toyota. These global companies recognize the effect that road crashes have on their employees, communities and customers. Improving the road environment is vital to a stable business environment.

Case in point: A three-year project against drinking and driving in China, funded by the Global Road Safety Initiative, showed significant reductions in alcohol-related road crashes.

Global Road Safety Initiative partners have consistently contributed not only their resources – they have brought their business know-how and results-oriented point of view to the equation. That’s one reason there has, since the beginning, been an insistence on projects that show measurable results. Global Road Safety Initiative projects, therefore, are built on three-phases:

- Data collection and base-line surveys to identify road safety issues,
- Project design and implementation based on that data,
- Evaluation of project based on a before-after comparison.

This approach allows partners to demonstrate that well-designed, multi-sector projects are effective and save lives.

Our combined efforts are more effective than if the three sectors work on their own.

David Lewis,
Chairman of Global Road Safety Initiative and Manager of downstream Health Safety Security and Environment for Shell International Petroleum Ltd
A humanitarian response

The New Year is always a dangerous time on the roads. As 2010 came to a close, the Thai Red Cross Society planned ahead for the New Year holiday season with an unusual and innovative road safety campaign.

“Give blood and don’t drive crazy on the road,” was the slogan of their nation-wide campaign launched on 31 December and supported by Global Road Safety Partnership.

The link between blood donation and road safety? By proactively encouraging safer behaviour on the road and reducing collisions, the need for blood transfusion decreases for victims of road crashes, and the Thai Red Cross can in turn use donated blood to help other vulnerable groups.

To implement the campaign, the Thai Red Cross is working with the Red Cross Red Crescent initiative, CLUB 25, a group that encourages youth to visit blood centres to learn about safe and healthy lifestyles and to donate blood regularly.

The Thai Red Cross is one of many active Red Cross and Red Crescent National Societies taking creative steps to promote road safety. Similarly, the Global Road Safety Partnership is working with National Societies in Cambodia, Kenya, Zambia and elsewhere to develop new partnerships and projects that raise awareness, promote good practice, increase local capacity and build sustainable, locally based solutions. For Red Cross Red Crescent National Societies, the Partnership also serves as a reference centre for road safety best practice and for building partnership-based projects.

The Year of Volunteers and the Decade of Action:

As the road safety world launches the Decade of Action in 2011, humanitarian organizations are aligning behind the 10th Anniversary of the Year of Volunteers. As the International Federation of Red Cross and Red Crescent Societies 2011 campaign suggests this is the time to “Find the volunteer inside you!” and get involved in road safety in your community.

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The International Federation of Red Cross and Red Crescent Societies (IFRC) is a global humanitarian partner

The IFRC’s unique role as a neutral and impartial humanitarian organization has also allowed it to effectively advocate for road safety and to help motivate diverse international partners. This is one reason Red Cross and Red Crescent Societies are mentioned in the 5th United Nations Resolution on Road Safety, which called for the Decade of Action.

These efforts build on the implementation of the International Federation of Red Cross and Red Crescent’s guiding document, Strategy 2020. With its call for ‘Saving lives, Changing minds,’ the Strategy includes road safety as a priority area. The Solferino Youth Declaration, adopted during the 150th Anniversary of the founding of the Red Cross, also calls on all humanitarians to take greater action on road safety.

In 2010, the IFRC and its member National Societies actively supported road safety with five regional workshops that served 57 National Societies throughout Southern Africa, East Asia, South East Asia, the Middle East and North Africa and Europe.

© Robert Few/IFRC

Volunteers for the Cambodian Red Cross bring messages about helmets, speed and drinking and driving to passing motorists at major intersections.

National Red Cross and Red Crescent Societies are committed to promoting road safety, and the IFRC has taken on the issue as a priority of its strategic direction for the next decade.

Matthias Schmale, Under Secretary General for Development, International Federation of Red Cross and Red Crescent Societies (IFRC)
A tale of two victims

Isla and Tanya do not know each other, but these two women have something in common - this year they learned first-hand about the importance of road safety.

Isla was driving to work in Bangkok on her motorcycle when a car unexpectedly hit her. She flew off her bike and hit her head on the curb. “The only thing that saved me was my helmet,” Isla recalls. “If it were not for that, I would not be alive today.”

For Tanya, the precautions she took for road safety in New York City saved not only her life, but that of her 3-month-old baby. “The driver ran a red light and I remember realizing they were going to hit us,” she describes. The car made a direct hit on the baby’s door. “Miraculously because of his car seat, he was fine.”

These true stories, from two different parts of the world, show how a few simple human behaviours can save lives. The Global Road Safety Partnership is working to improve road safety habits and road safety management by focusing on four key risk factors – drinking and driving, helmets, seat-belts and speed management.

Drinking and Driving

Tackling the issue of drinking and driving is not easy.

The Global Road Safety Partnership works with partners to build effective campaigns and countermeasures based on globally recognized good practice. In Cambodia, the Partnership is working with Cambodian traffic police to increase the effectiveness and capacity of police response. It also works with partners to conduct accurate and detailed baseline studies to determine the true nature of the problem, then develop effective action plans, followed by on-the-street, enforcement and public-education campaigns. In the city of Olsztyn, Poland, for example, the Global Road Safety Partnership-Poland initiated a multi-sector campaign together with the Warmińsko-Mazurskie region that led to a 33-per-cent reduction in alcohol related road-crash fatalities over three years.

Seat belts and children restraints

All it takes is a click. It is a simple life-saving motion. South Africa Global Road Safety Partnership member, QuadPara Association gets that message across with the campaign, “Buckle Up, we don’t want new members!” The Association’s paraplegics members work at gas stations, offering information to the public about the importance of using seat-belts and asking them to sign a commitment form to guarantee their participation.
**Helmets**

Helmets decrease the risk and severity of injuries among motorcyclists by about 70 per cent, and the likelihood of death by almost 40 per cent. Helmets also substantially reduce the costs of health care because head injuries frequently require specialized medical care or long-term rehabilitation. In 2010, the Global Road Safety Partnership continued its efforts to help communities and countries develop and implement effective action plans and interventions. In Thailand, Cambodia and Viet Nam, for example, it was involved in partnership efforts that have increased helmet use dramatically in both rural village settings and busy urban streets.

Helmet-wearing rates have increased substantially in Cambodia and Viet Nam and in part due to efforts fostered by GRSP and its partners. At right, helmet-decorating contests were just one creative way communities in Thailand promoted helmet use among young people.

"As a helmet-wearing committee, we have to be role models for other community members. We cannot be on motorcycles without helmets on our heads."

Village Head of Pa Mai Ngam Village, Waeng Yai District, Khon Kaen Province, who participated in the project “Community Youth Helmet Use” in Thailand.

**Speed management**

In a fast-paced world where efficiency is highly valued, speed is one of the most challenging risk factors to manage. Around the world, the Global Road Safety Partnership is working with partners to design effect campaigns and build the capacity of local officials to implement long-term, sustainable solutions.

In 2010, the Global Road Safety Partnership continued its capacity building efforts in Africa and Asia to help local officials manage the speed of road users. In 2010, the Global Road Safety Partnership also facilitated the donation of speed radar equipment from Australia to police in Cambodia and Ukraine. It has also continued to train police in numerous countries to develop effective, safe speed enforcement strategies.
TARGETING KEY ROAD USER GROUPS

Making the greatest difference

Everyone has a role to play. By targeting key road user groups who are either particularly vulnerable (children, pedestrians, cyclists), who make up a substantial portion of daily traffic (truck, taxi and bus drivers; organizations with large fleets) or who are responsible for managing the safety of our transportation network (police, emergency responders, transportation engineers), we can have a big impact.

To this end, the Global Road Safety Partnership works to build capacity amongst key players who have a direct influence on road-user behaviour, engages with companies and organizations that can influence work-related road travel and supports programmes to protect vulnerable road users such as pedestrians, bikers and children.

Capacity building

For the Global Road Safety Partnership, sustainable change for road safety means empowering individuals with the right skills and knowledge, so they can influence road user behaviour and its consequences.

That’s why Global Road Safety Partnership experts act as facilitators to foster locally-grown solutions. This mix of technical expertise with partnership-based, participatory learning is one reason the Global Road Safety Partnership is a trusted, respected choice – why it was chosen as the implementation partner for capacity building for RS-10.

Here are just a few examples from 2010: The Partnership facilitated study tours for senior Cambodian police, organized a road-safety conclave in India that brought together more than 250 road safety actors, and worked with the Global Road Transport Knowledge Partnership (gTKP) to hold a workshop for 60 key stakeholders from the government, businesses and civil society in Zambia, among dozens of other workshops, trainings and study tours.
Work-related road safety

“Whenever I pass a truck on the road my heart beats faster,” explains Mark, a victim of a road collision. “I realise how vulnerable we are next to these vehicles, and I just hope that someone is taking the time to ensure the trucks are in good condition, and the drivers are well-trained.”

Because commercial vehicles and work-related trips make up a major portion of daily traffic, Global Road Safety Partnerships around the world focus on fleet safety and work-related travel. Organisations with large fleets also offer an opportunity to manage large groups of road users – drivers of trucks, taxis, busses and pizza delivery motorcycles – who can have a huge impact on the street environment.

In India, the Partnership works with industry officials on the fleets operated by the high-tech sector. In Brazil, the Partnership’s Proactive Partnership Strategy creates a progressive, volunteer system for rewarding taxi and bus drivers with “safe driver” quality stamps. In Poland and Hungary, partnerships also organize key national summits on managing the growing commercial traffic in the central and eastern European region.

The Global Road Safety Partnership also worked on the global front to improve the safety of work-related travel. In 2010, it was a key partner in developing a one-page “Global Road Safety Commitment” on work-related road safety management for Chief Executive Officers to demonstrate their organisation’s commitment for the Decade of Action. The Global Road Safety Partnership also continued to support a project of the International Standards Organisation to create a fully comprehensive, single global management system for work-related road safety. In 2010, there was considerable progress made on the standard (known as ISO 39001), which will be published end of 2012. The Global Road Safety Partnership brings its acquired knowledge into the project as a member of the editing and marketing committees.

Vulnerable road users

In Morocco, a mother and her child scurry across the highway in order to catch the bus. It is a typical occurrence that happens each day around the world. They are part of a group also known as vulnerable road users – pedestrians, bikers and school children. Because they make up half the road traffic deaths and they are particularly exposed on the road, vulnerable road users deserve special protection and management.

Often a mix of relatively low-cost infrastructure and behaviour management can make a tremendous difference. The right street signs and markings, educational initiatives, the creation of safe-routes to school, police enforcement or volunteer management all can combine to create zero-fatality environments.
I believe that we should aim beyond the 25 per cent reduction in crashes, and target zero per cent tolerance to road-traffic fatalities.

Deputy Minister of Communications and Transport for the Government of Zambia, Mubika Mubika

In recent years, the Global Road Safety Partnership has moved from a country-by-country structure to a regional approach that allows us to coordinate activities and collaborate with donors and agencies over large geographic zones, while bringing decision making closer to the field.

This regional approach helped the Global Road Safety Partnership leverage more resources and political will, as well as increase its organizational alignment with others who are also active regionally (The World Health Organization, the International Federation of Red Cross and Red Crescent Societies, the European Transport Safety Council, the Association of South East Asian Nations, Handicap International, the Asia Development Bank, the Southern African Development Community – to name just a few).

In addition, countries acting together as regions can gain more global attention and clout for issues they care about – issues that often transcend national boundaries. The Middle East North Africa Road Safety Partnership, for example, works closely with the United Nations Economic Social Commission for Western Asia (UNESCWA) to garner significant new attention to the issue globally and locally.

The 2010 GRSP Asia Seminar in Cambodia, brought together 250 people from 22 countries in October to share experiences and align their efforts around the Decade of Action. More than 40 presentations were given on subjects including helmet standards, road safety education, developing accurate crash statistics, drink driving, speed management, strategic policing and helmet wearing.

The Partnership’s regional structure also allows for growth, as regional managers facilitate the formation of new partnerships such as the new associations in Ukraine and Nigeria. The support of our global partners and members also allows us to facilitate strategies on a regional basis – all in the aim of reducing road-crash related death and injury.
Building partnerships with grassroots action

One of the most beautiful and unique aspects of the African continent are the long, open roads which meet the never-ending sky. From Ghana to South Africa, among the mix of cultures, languages and landscape, the roads have a magnificence that is unparalleled anywhere else in the world.

Yet as road safety experts will tell you, these roads are also some of the most dangerous. Over 90 per cent of the world’s fatalities on the roads occur in low-income and middle-income countries. Africa accounts for nearly 10 per cent of this global figure, but most striking is the fact that they only have four per cent of the world’s registered motor vehicles.

The Global Road Safety Partnership has been actively working with local partners to promote road safety in the region. As of 2010, the Global Road Safety Partnership is operating in Egypt, Ghana, Kenya, Namibia, South Africa and Zambia – with a new partnership developed in Nigeria in 2010.

“Road safety has made impressive progress in 2010,” said Global Road Safety Partnership Africa coordinator Pieter Venter. “With strong partnerships and community involvement, it is continuously growing, and we expect that the Decade of Action will serve as an even stronger platform to carry these initiatives forward.”

Activities across the continent include a pilot project called “Walking Groups” fostered by the South Africa Red Cross and the Global Road Safety Partnership South Africa, in which peer educators lead children safely to school. Another example is in Zambia, where the Global Road Safety Partnership launched a seat-belt campaign with the Lusaka city council, and also held a 2-day conference discussing key risk areas. Also throughout Africa, Red Cross Red Crescent National Societies such as those in Kenya, Zambia, Ghana and South Africa play a major role in reducing road-crash deaths through emergency response, as well as prevention and awareness efforts.

But there is a long way to go. We need your help – along with the strategic support of all our partners – to make long-term, sustainable change on Africa’s roads. As the Global Road Safety Partnership’s efforts increase throughout the continent, there will be more opportunities to get involved and make a big impact where it’s needed most.
Deaths resulting from road crashes have worryingly increased day to day. Road crashes have become a main subject of serious concern to the Royal Government of Cambodia, which has considered it as 2nd biggest catastrophe after AIDS.

Sou Phrim, Governor of Siem Reap Province, Cambodia

**Asia at the forefront**

A region with diverse cultures, growing economies and rapid motorization, Asia is at the front-line of the road-safety crisis. Fortunately, Asia has also become a hotbed for road safety innovation, where best practices have proven to make a difference in changing behaviour and reducing road crash related death and injury.

The Global Road Safety Partnership is playing a central role in aligning and facilitating efforts throughout the region in order to make the most of the opportunities. Numerous new projects were launched in 2010, and many long-term projects expanded or came to fruition, putting Asia in a position to make the most of the Decade of Action once it begins.

As early as 2009, the Global Road Safety Partnership’s annual road safety seminar was organized around the theme “Toward a Decade of Action.” In November 2010, preparations were carried further with the 8th annual Global Road Safety Partnership Asia Road Safety Seminar entitled “Preparing for the Decade of Action.” The seminar brought together more than 150 leading road safety experts, practitioners, business representatives and government officials from around the world to Siem Reap, Cambodia.

An internationally-renowned regional platform for developing effective responses to the global, man-made humanitarian crisis, the seminar gives practitioners a chance to share experiences, ideas and enthusiasm for reversing the road-crash crisis in the region. The Government of Cambodia, for example, presented its 10-year action plan (developed with support from the Global Road Safety Partnership) that aims to save 4,700 lives over the course of the Decade of Action.

Throughout the Asia region, a big part of implementing the Decade were the numerous activities that began as part of the RS-10 project. In Cambodia, numerous capacity building activities were completed which focused on motorcycle helmet wearing and drink-driving, while Viet Nam successfully conducted several drink-driving enforcement workshops. China launched drinking and driving and speed management projects in Dalian and Suzhou. In Thailand, the completion of the youth helmet wearing project and subsequent evaluation showed that concerted, inexpensive community-based projects can make a concrete and sustainable difference.

In India, the Partnership works with industry officials on the fleets operated by the high-tech sector in Bangalore and in 2010 supported a Road Safety Conclave that brought road safety experts and government officials together to address the country’s crisis at a national level. In the Philippines, effective campaigns are based on creative ways of reaching motorists, such as handing out bottles of water with road safety messages at tolls.
The Global Road Safety Partnership has a lot of experience and it is desirable - after adjustment to local conditions - to benefit from these experiences. It is very important to create a system of cooperation in the long term.

Krzysztof Piskorz, coordinator of the Regional Road Safety Council, Warmia-Mazury, Poland
Building with diversity

When a cooperation agreement was signed between the Global Road Safety Partnership and the Ukrainian Road Safety Association in early 2010, the Partnership was able to begin transferring knowledge, experience and networks from Central Europe into neighbouring Eastern Europe.

Similarly, the Save Our Lives project – in which the Global Road Safety Partnership is linking funding and expertise throughout Europe – is expanding the role of road safety in numerous countries by helping local officials and business leaders collaborate in partnership projects that benefit their own communities.

These are just two examples of the ways in which GRSP facilitates multi-sector, partnership-based solutions on a local, national and regional level throughout Europe and Central Asia. The initiatives range from campaigns to promote seat-belts and reduce drinking and driving, as well as assisting governments in improving legislation. In Poland, the Global Road Safety Partnership has worked closely with a parliamentary road safety committee while in Romania, partnership efforts have led to improved road safety laws.

At the same time, local initiatives thrive from regional partnerships and shared resources. The Global Road Safety Partnership Hungary launched a seat belt campaign in 2010 “Put on your seat belt - it will keep your family together,” which was on display at nearly every gas station and parking areas along motorways. A drinking and driving project in Warmia-Mazury, Poland, contributed to a 33 per cent reduction in drink driving fatalities from 2007 to 2009.

These partnerships play a key role in meeting goals set out by the Global Road Safety Partnership Executive Committee in the 2008-2011 master plan for the Eastern Europe and Central Asia region. Key goals of that plan included:

- Securing an EU-funded project that involved countries from eastern and central Europe,
- Bringing the European countries that we work with closer to donors, road safety experts and key organizations.
- Expansion to a new country.

The goal for the Global Road Safety Partnership in Europe is to now build upon these achievements and use them to energize efforts for the Decade of Action.

“The Global Road Safety Partnership’s experience outside Europe is of particular interest for us - it helps find new ways and solutions in our own country. The new European project, Save Our Lives, will allow the Global Road Safety Partnership Hungary to intensify its development and scope.”

Balázs Tokár, president of Global Road Safety Partnership Hungary
When we started we already had a consolidated structure on road safety. But the Global Road Safety Partnership introduced us to a more comprehensive fatal and serious injury data system, a new management tool for us that ensures a wider scope and better results.

José Carlos de Almeida from the town of Sorocaba, which signed a partnership agreement with the Global Road Safety Partnership in 2010.
From Brazil with love:
The Rise of Proactive Partnership

In many ways, the story of road safety in Brazil in 2010 can be told through the international rise of an innovative road safety system known as the Proactive Partnership Strategy, an approach based upon leading safety culture research in the oil and gas industry.

In the last ten years, the Strategy has been road tested in more than two dozen mid-sized Brazilian cities and towns, where this comprehensive approach of cooperation between city partners has shown to be effective at reducing road crash death and serious injury.

In 2010, for example, two of Global Road Safety Partnership’s member cities engaged in the Proactive Partnership Strategy – Porto Alegre and Guaíba – were recognized with the prestigious Volvo Road Safety Award. Each city, located in the southern Brazilian state of Rio Grande do Sul, received the awards at the national and south level for excellent community and professional road safety practices.

Aside from the innovative and full-spirited approach, the cities won because they could show results. Guaíba, a town of approximately 100,000 inhabitants, was able to report 146 consecutive days (on a 30 day basis) without fatal crashes on the urban and rural roads in the city – an achievement few cities in the world can claim. Their goal is to reduce deaths on the roads by 10 per cent per year, and have the year of 2020 pass without fatal crashes.

Comprehensive theoretical and practical evaluation and results are the key reasons the Proactive Partnership Strategy was recognized by Brazil’s federal government. In November, 2010, the federal committee charged with implementing RS-10 in Brazil (known officially there as Vida no Transito) identified the Proactive Partnership Strategy as the Operative Methodology for the project.

Exploring the Proactive Partnership Strategy

And now the story is getting out around the world. In 2010, the Proactive Partnership Strategy expanded to the world stage, with interest in this innovative approach as far and wide as Romania, Morocco and Zambia, and with the publication of the Proactive Partnership Strategy Manual. This manual was developed to help cities around the world adapt the approach to their specific situations, and the manual has already been put to use by Global Road Safety Partnership members in Zambia.

The timing couldn’t be better. As cities around the world look for ways to make their own changes and improve their own quality of life during the Decade of Action for Road Safety, the Proactive Partnership Strategy offers a potential roadmap for applying effective road safety projects to the local environment.

“The Proactive Partnership Strategy is very simple and very effective,” said Global Road Safety Partnership Brazil senior advisor José Cardita, who created and pioneered the Strategy. “It brings people together, gives them tools to analyse their own reality in the field of road safety, develop a common approach and stay together while implementing it.”
A member of the Moroccan Red Crescent Society delivers messages on road safety during a workshop for young people learning the rules of the road.
“There is a lot of momentum gaining around road safety in the region,” says Samar Abouraad, manager for the Global Road Safety Partnership’s Middle East and North Africa Region. “And there is a lot of interest among the different countries to align our efforts with others in the region and with Europe around the Decade of Action.”

Among the many activities in 2010, Abouraad helped organize a risk-management workshop on speed management in Cairo. Supported by RS-10, the workshop targeted key stakeholders from the Ministries of Health and Transport as well as national police. Participants used the opportunity to share lessons learned and discuss cost-effective solutions.

The Global Road Safety Partnership’s relationship with the International Federation of Red Cross Red Crescent Societies resulted in a road safety workshop at a regional meeting of 17 National Societies in Amman, Jordan in May 2010. The workshop focused on what National Societies can do to improve road safety and promote cooperation on the issue among themselves.

The Middle East North Africa Road Safety Partnership (MENARSP), formed in 2008, also worked to enhance its ties with other regions. With the help of the Europe-based project, Save Our Lives, the Partnership established strong ties with the European Union. Together they will focus on capacity building workshops, and carrying out national pilot projects with Mediterranean countries in 2011.

Young people are also an important focus in the region. Because people aged 25 and younger make up a significant portion of those killed or injured on the roads, the Middle East North Africa Road Safety Partnership is supporting several education initiatives for children. In Qatar, together with the Ministry of Education, Ministry of Interior, Shell and several others, it initiated a workshop that addressed the inclusion of road safety in school curricula. Its growing relationship established with Sesame Workshop will be at the heart of many more activities in 2011. The overall aim is to develop creative methods for educating tomorrow’s generation on the basics of road safety.
INCOME AND EXPENDITURE 2010

INCOME
Total = USD 4.11 million

EXPENDITURE BY ACTIVITY AREA
Total = USD 4.07 million

EXPENDITURE BY REGION
Total = USD 4.07 million

*GRSP/IFRC Accounts are held in Swiss Francs (CHF), figures are presented here in USD to facilitate broader understanding. CHF values were converted using an average exchange rate for 2010 of 1 USD = 1.038CHF.
CONTRIBUTING MEMBERS AND EXECUTIVE COMMITTEE

The Global Road Safety Partnership relies on the strategic support and cooperation of its members and partners, who contribute their talents, energy and resources toward reducing road-crash death and injury around the world.

CONTRIBUTING MEMBERS
ARRB Group Ltd. (Australia)
Bridgestone Corporation
BP
*Chevron Corporation
*FIA Foundation for the Automobile and Society
Ford Motor Company
*General Motors Corporation
Honda Motor Co. Ltd.
International Centre for Alcohol Policies (ICAP)
*International Federation of Red Cross and Red Crescent Societies (IFRC)
*Michelin
Renault SAS
Sanofi-Aventis
Sesame Workshop

*Shell International Petroleum Co. Ltd.
*Swedish International Development Cooperation Agency (Sida)
*TNT Express
*Total
Toyota Motor Corporation
TRL (UK)
VTI (Transport Research Laboratory - Sweden)
*UK Department for International Development (DFID)
*World Bank
*World Health Organization (WHO)
World Rescue Organisation

ADVISORY/SUPPORTING MEMBERS
Asian Development Bank (ADB)
African Development Bank
Inter-American Development Bank
National Highway Traffic Safety Administration (NHTSA) – USA
United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)
United Nations Economic Commission for Africa (UNECA)
United Nations Economic Commission for Europe (UNECE)
United Nations Economic Commission for Western Asia (UNESCWA)

*Members of GRSP’s executive committee

Partner profile Sesame Workshop reveals its new ambassador for road safety

He is perhaps one of the most beloved characters on television around the world, and over the next ten years, he will help put road safety on the map – and in the minds of children everywhere. A Muppet character belonging to the Global Road Safety Partnership’s new member, Sesame Workshop, the furry, friendly and adored Grover is the Global Road Safety Ambassador for the Decade of Action.

The Global Road Safety Partnership also helped Sesame Workshop develop its road safety curriculum and the framework for several public-service announcements that are funded by the FIA Foundation.

Sesame Workshop has further committed to participating in the Decade of Action by mobilizing media to make road safety awareness a “top-of-mind issue among road users”, and incorporating road safety content into all local Sesame programmes. They will promote road safety with global partners, and provide “live” Muppet appearances at global road safety events, all in the aim of achieving measurable improvement for road safety behavior, and help reduce road related injuries and fatalities.

“The Decade of Action is a critical opportunity for coordinated action among our global partners,” says Robert Knezevic, Sesame Workshop regional director, adding that he hopes “to mobilize our media and reach to promote road safety awareness among road users, especially families with young children.”
The International Federation of Red Cross and Red Crescent Societies (IFRC) is the world’s largest humanitarian organization, providing assistance without discrimination as to nationality, race, religious beliefs, class or political opinions.

Founded in 1919, the IFRC comprises 186 member Red Cross and Red Crescent Societies – with others in formation – a secretariat in Geneva and more than 60 delegations strategically located to support activities around the world.

The IFRC, together with the National Societies and the International Committee of the Red Cross (ICRC), make up the International Red Cross and Red Crescent Movement.