

TAKING ACTION FOR GLOBAL ROAD SAFETY

/ ADVOCACY, CAMPAIGNS & PARTNERSHIPS /



January 2019





DEAR READER

/ The world today faces a global crisis, with a health and development impact comparable to that of the AIDS, malaria and tuberculosis pandemics. Yet most people have never heard of road safety being considered in those terms. Every year 1.35 million lives are lost on the world's roads and between 20 to 50 million people are injured, with numbers expected to rise to 2 million fatalities and 80 million injuries by 2020 if action is not taken now.

The FIA has a long and proud tradition of fighting for safety not only on the track but also on the road. As the governing body of world motor sport, and also the representative of Automobile Clubs and organisations around the world and their 80 million members, this is our role, duty and mission.

We are fully committed to reducing risk on the road and to mobilising action for road safety whenever possible. /

Not many people are aware, but road crashes are the number one cause of death for 15-29 year olds globally, while 500 children are killed every day on the road, leaving families and friends devastated. This is an unconscionable tragedy – we all have an obligation to take action, whether it be politicians introducing new legislation or drivers taking responsibility for their behaviour.

Unlike other health crises, we know how to make roads safe. We do not need to wait for a special vaccine. In Western countries, road crash fatality rates have dropped spectacularly over the past 30 years. This has been achieved through a focused strategy based around the Safe System Approach which calls for the training of safer drivers, the building of safer roads, the development of safer vehicles and the implementation of effective public policies and legislation to reduce the risk of crashes and provide rapid post-crash care.

When elected FIA President in 2009, I made the promotion of road safety my number one priority and the number one priority of the Federation as a whole, together with the support of our 246 Member Organisations in 145 countries who have fully backed the FIA Action for Road Safety campaign.

My appointment as the United Nations Secretary-General's Special Envoy for Road Safety in April 2015 was a personal honour, but more importantly, a recognition of the leading role which the FIA and its Clubs now play.

Launched in support of the United Nations Decade of Action for Road Safety 2011-2020 in May 2011, the FIA Action for Road Safety campaign has been built around four key priorities:

1. Advocating at the highest levels to commit politicians to take action and prioritise road safety as a leading health and development crisis.
2. Supporting over 300 projects on the ground in more than 75 countries with the FIA Foundation through the FIA Road Safety Grants Programme.
3. Building strong partnerships with all commercial and institutional partners who share our goals.

4. Mobilising the motor sport community to be ambassadors for the cause and utilise the sport's global reach to connect with as large an audience as possible.

The road safety community had one of its most important successes when the UN Decade of Action for Road Safety was first established in 2011, with over 100 governments signing up to its ambitious goals to stabilise and reduce fatalities by 2020, but as we have passed the mid-point of the decade it is clear we risk falling short in our goals. We need to remobilise our joint efforts to ensure a real and lasting impact and allow everyone the right to a safe journey whether it be to school, work, or home.

The FIA has strengthened its campaigning efforts to meet the targets of the United Nations Sustainable Development Goals (SDGs) to halve global road related fatalities by 2020.

In 2015, the FIA High Level Panel for Road Safety was launched, bringing together leading personalities to engage the private sector with the goal of ramping up international awareness and increase fundraising efforts in support of road safety. The launch of the United Nations Trust Fund at the United Nations General Assembly in New York City on 12 April 2018 is another major milestone and serves as an endorsement of the work of the Panel towards improved road safety.

This brochure gives an overview of the situation on the ground today and the efforts made by our Federation to play a leading role in response to this often ignored, global crisis.

We look forward to working with everyone committed to the cause. With determination, dedication and vision, I know that we can succeed.

With best wishes,

Yours sincerely,

Jean Todt
FIA President

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THE FIA

/ Founded in 1904, the Fédération Internationale de l'Automobile is the governing body of world motor sport and also represents the interests of 246 Member Organisations in 145 countries with the goal of promoting safe, affordable and accessible mobility for all. It is along the lines of both Sport and Mobility that the FIA carries out its actions. /

MOBILITY

One of the FIA's guiding principles is the desire to promote freedom of mobility and to protect the interests of consumers when travelling, in particular with regard to safety. The FIA's worldwide network of Mobility Clubs work with all stakeholders, including governments, industry, non-governmental organisations and individuals, to achieve this goal.

Over the years, FIA Clubs have become leading voices for road safety in their respective countries, and in many cases they are among the first interlocutors on road safety with national authorities. They are on the frontline raising awareness and advocating for sustainable mobility solutions, representing some 80 million motorists and their families.

They are also actively carrying out a wide-range of different education and training activities. Since 2012, the FIA Road Safety Grants Programme has supported over 300 innovative projects in more than 75 countries with the support of the FIA Foundation: awareness campaigns for drivers and vulnerable users, educational and training activities, road infrastructure and vehicle inspection programmes, as well as conferences, events and workshops.

The UN Decade of Action for Road Safety 2011-2020 has been supported strongly by FIA Clubs around the world – their work covers the five pillars of the UN Decade of Action, **as outlined on page 9.**

SPORT

As the governing body for world motor sport, the FIA seeks not only to effectively administer competition at all levels but also to promote the continuous improvement of safety standards across all forms of the sport. Cars, infrastructure and speed limits are regulated by the FIA to offer the



maximum protection possible to both drivers and spectators. Motor sport is a technological laboratory for new innovations on our roads. Safer helmets and restraint systems, crash barrier research, use of data recorders, passive safety and active telemetry are all examples where cutting edge motor sport safety research is making an important contribution.

FIA Champions are also playing an important role to raise awareness on the issue, serving as ambassadors for road safety, and promoting the message that speed can only ever belong on the race track, never on the road.

FIA ACTION FOR ROAD SAFETY IN SUPPORT OF THE UN DECADE OF ACTION

The establishment of a UN Decade of Action for Road Safety in 2011 was supported by 100 governments and FIA Clubs around the world who had led the call for international mobilisation on the issue.

The Decade has as its goal to stabilise, and then reduce the number of road fatalities worldwide by 2020. It is estimated this would save five million lives.

The FIA Action for Road Safety campaign was launched in support of the Decade aims to:

- raise awareness of the challenge with leading decision-makers,
- improve training and deploy new road safety programmes on the ground through its work with its Clubs around the world,
- build strong partnerships with private and institutional actors,
- mobilise some of the sport's biggest names to act and serve as ambassadors for the cause.



ANNUAL ROAD FATALITIES

2018 1.35 MILLION

2020 ESTIMATED 2 MILLION

ANNUAL ROAD INJURIES

2015 50 MILLION

2020 ESTIMATED 80 MILLION

PRIORITISING ROAD SAFETY FOR OVER 110 YEARS



FOUNDED IN 1904

The FIA traces its history back to the Gordon Bennett Cup – a yearly motor sport race that started in 1899. These races drew entrants from all over Europe and beyond, and were the first motor sport races. By 1903, motor sport had reached such popularity that for the Paris-Madrid race, an estimated three million spectators were drawn to the event.

The race also demonstrated the technological advancements that had been made in automobile technology, with cars reaching speeds of 160 km/h. Due to the lack of regulations, however, six participants died during this race and many spectators were injured. The following year the Gordon Bennett Cup was held at Bad Homburg in Germany, and among the 13 national Clubs in attendance, the participants agreed that an association needed to be created to administer rules that would secure safer racing conditions and fairer competition among participants. The Association Internationale des Automobiles Clubs Reconnus – later to become the FIA – was born, with the first elected President being Baron Etienne de Zuylen in 1904.

Since the FIA's establishment more than 110 years ago, the Federation has been served by over 10 Presidents, who have worked to strengthen the FIA's role to adapt to the rapid changes that have occurred in the automobile world both on the road and the track on behalf of its Members.

A ZERO FATALITY VISION FOR MOTOR SPORT

The FIA played a pivotal role in the establishment of international motor sport, with the first F1 race taking place in 1950. By the 1960s, however, tragic crashes involving both drivers and spectators had become far too commonplace. This spurred wholesale changes from the 1970s on, led by the FIA, with new rules introduced governing cars, drivers, infrastructure and spectators.

As a result, today the number of fatalities and injuries in FIA Championship events has decreased dramatically.

There is no room for complacency. Recognising that motor sport is inherently dangerous, the FIA works to continually improve safety at all levels of competition, from the grass roots level to Formula 1, with the goal of reaching its target of zero fatalities and injuries in the sport.

See more on pages 25-26.

MOTORING CLUBS ON THE FRONTLINE

With the development of the automobile came the creation of motoring Clubs. The oldest of these Clubs – some of which go back more than 110 years – were largely formed in the interests of improving the safety of their members' automotive passions. Due to the proliferation of the automobile over the course of the 20th century, Clubs diversified their interests to include other motoring services. Yet from the beginning, safety has and continues to be one of the central concerns of the FIA Mobility Clubs. Road safety is their history and heritage. It is in their DNA.

FIA Clubs are today leading advocates for road safety in their respective countries. But they are not only a voice. They are also an actor on the ground, carrying out training, awareness raising, consumer testing, and other actions every day, around the world.

See more on pages 17-18.

EURO NCAP

The creation of Euro NCAP was led by the FIA in 1997.

Being the organisation that tests active and passive safety, Euro NCAP testing represents a standardised assessment of new cars.

Euro NCAP has always demanded the highest standards of safety from automobile manufacturers. Since its foundation, 5-star safety levels have become increasingly common amongst new vehicle models.

The success of the Euro NCAP programme has led to numerous national, regional and global versions.

FIA FOUNDATION

The FIA Foundation is an independent UK registered charity which supports an international programme of activities promoting road safety, the environment and sustainable mobility, as well as funding motor sport safety research.

The Foundation was established in 2001 with a donation of \$300 million made by the FIA.

The FIA Foundation has an international membership of mobility and road safety organisations and national motor sport associations.



THE HIDDEN NUMBERS BEHIND THE 1.35 MILLION DEATHS

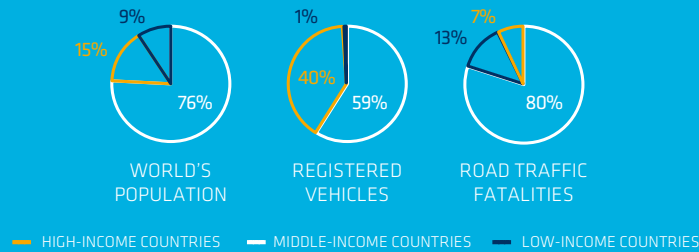
1 ROAD TRAFFIC CRASHES ARE ONE OF THE LEADING CAUSES OF DEATH GLOBALLY.

ANNUAL ROAD FATALITIES

2018 1.35 MILLION⁽¹⁾

2030 ESTIMATED 2 MILLION

2 LOW- AND MIDDLE-INCOME COUNTRIES (LMICS) ARE THE WORST AFFECTED.



3 AS ARE CHILDREN AND YOUNG PEOPLE.



EVERY DAY
> 500
CHILDREN ARE KILLED



EVERY DAY
≤ 5,000
CHILDREN ARE SERIOUSLY INJURED



Nº1
CAUSE OF DEATH
AMONG 5-29 YEAR OLDS

4 ROAD TRAFFIC CRASHES ALSO RESULT IN SIGNIFICANT ECONOMIC COSTS.

APPROX. **\$1.85 trillion** YEARLY
GLOBAL ECONOMIC COST⁽²⁾

3% GDP
COST TO MOST COUNTRIES⁽³⁾

5 INSUFFICIENT FUNDING.

\$6.5bn YEARLY
MADE AVAILABLE GLOBALLY
TO FIGHT HIV/AIDS THROUGH DONOR
GOVERNMENT ASSISTANCE (2012-14)

\$6m YEARLY
MADE AVAILABLE GLOBALLY
FOR STAND-ALONE ROAD SAFETY INITIATIVES
THROUGH DONOR GOVERNMENT ASSISTANCE (2012-14)

Sources: (1) (2) (3) UNECE
Other data: World Health Organization

POST-2015 GLOBAL ROAD FATALITIES TARGETS

2010

BASELINE FIGURE

2010
**OVER
1.2 MILLION
DEATHS
WORLDWIDE**

2020

SDG TARGET

2020
**LESS THAN
600,000
DEATHS
WORLDWIDE**

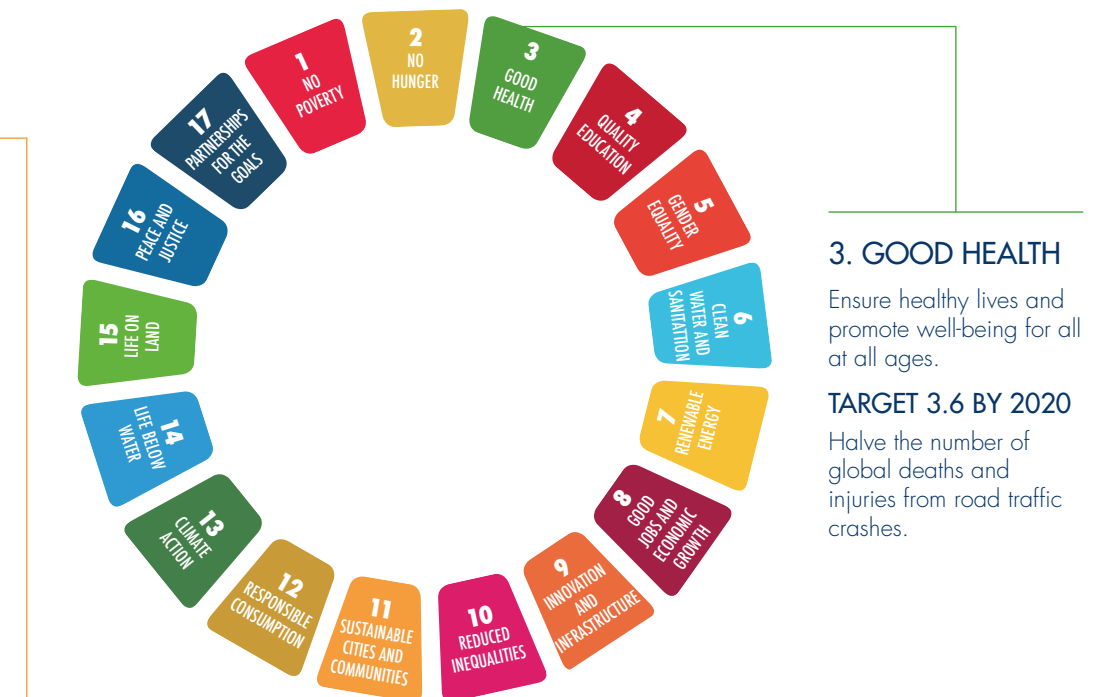
THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (SDG)

11. SUSTAINABLE CITIES AND COMMUNITIES

Make cities and human settlements inclusive, safe, resilient and sustainable.

TARGET 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.



3. GOOD HEALTH

Ensure healthy lives and promote well-being for all at all ages.

TARGET 3.6 BY 2020

Halve the number of global deaths and injuries from road traffic crashes.



/ The United Nations Decade of Action for Road Safety, launched in 2011, was signed by over 100 governments, with the goal of stabilising and reducing the forecast level of road traffic fatalities around the world by 2020.

The Decade promotes action for road safety at the national, regional and international levels.

The Decade aims to address the major public health problem posed by road safety and the broad range of social and economic consequences which, if unaddressed, will affect the sustainable development of countries. If successful, it is estimated 5 million lives will be saved.

The five key pillars build upon the Safe System Approach putting people at the centre. It encompasses all aspects of the road system, such as road users, vehicles, roads, speed, as well as post-crash care. /

TOWARDS SAFER SYSTEMS:

1. Road Safety Management

Capacity development of institutions to deliver on road safety objectives, as well as stronger enforcement and policing.

2. Safer Roads and Mobility

Improving planning, design and construction of road networks and the promotion of sustainable modes of transport.

3. Safer Vehicles

Development of, and compliance with, vehicle safety testing norms and the promotion of safer vehicles through the provision of consumer safety information.

4. Safer Road Users

Prioritising vulnerable road users and working to make all road users more aware of poor road conduct (promotion of the use of seatbelts and helmets, prevention of drink-driving and speeding).

5. Post-Crash Response

Focuses on making response times more rapid, improving on-the-scene care, as well as post-crash supervision. The goals of Post-Crash Care are to ensure that when crashes do occur, victims have the best possible chance of recovery.

FIA ACTION FOR ROAD SAFETY

THE FIA ACTION FOR ROAD SAFETY CAMPAIGN, LAUNCHED IN SUPPORT OF THE DECADE, IS BASED AROUND 4 KEY PRIORITIES:

Advocacy at the highest levels

The FIA has developed key working relationships with international institutions such as the UN, the World Health Organisation, the European Union, the World Bank, and governments around the world. For example, the FIA led the call for the inclusion of road safety in the UN Sustainable Development Goals.

Action by Clubs on the ground

The FIA is supporting its Club network through the FIA Road Safety Grant Programme. Established in 2012, the FIA Road Safety Grants Programme works with Clubs to improve road safety at the local level.

Campaigns and partnerships

The FIA is running awareness campaigns and has established numerous institutional and commercial partnerships with leading actors.

Motor sport and road safety

The FIA has mobilised the motor sport community to promote the FIA Action for Road Safety.



ROAD SAFETY MILESTONES

- 2003** First UN General Assembly resolution 57/309 on the global road safety crisis
- 2004** UN General Assembly resolution 58/289 on Improving Global Road Safety
- 2004** World Health Organisation's 'World Report on Road Traffic Injury Prevention' is launched.
- 2005** UN General Assembly resolution 60/5 on Improving Global Road Safety
- 2008** UN General Assembly resolution 62/244 on Improving Global Road Safety
- 2009** First Global Ministerial Conference on Road Safety in Moscow, following campaigning by the FIA and the FIA Foundation
- 2010** UN General Assembly resolution 64/255 on Improving Global Road Safety
- 2011** Launch of the UN Decade of Action for Road Safety and official launch of the FIA Action for Road Safety campaign with events organised by FIA Clubs globally
- 2012** UN General Assembly resolution 64/255 on Improving Global Road Safety
- 2012** Launch of the FIA Road Safety Grants Programme
- 2013** The Long, Short Walk, and the Second UN Global Road Safety Week on Pedestrian Safety

- 2014** UN General Assembly resolution 68/269 on Improving Global Road Safety
- 2014** The Second UN General Assembly resolution on global road safety
- 2015** Jean Todt is appointed United Nations Secretary-General's Special Envoy for Road Safety by United Nations Secretary-General Ban Ki-moon.
- 2015** Launch of the Third UN Global Road Safety Week on Children's Safety, and of the #SaveKidsLives campaign
- 2015** The new UN Sustainable Development Goals, including two road safety targets, are adopted.
- 2015** The Second Global Ministerial Conference on Road Safety is held in Brasilia.
- 2016** UN General Assembly resolution 70/260 paving the way for the creation of a United Nations Road Safety Trust Fund is approved by the UN General Assembly.
- 2017** Launch of the #3500LIVES Global Road Safety Campaign in partnership with JCDecaux
- 2017** The FIA Community strongly supports the Fourth UN Global Road Safety Week on the danger of speed on the road.
- 2018** UN General Assembly resolution 72/271 and launch of the United Nations Road Safety Trust Fund at the United Nations Headquarters in New York City



/ In meetings with heads of state and international decision-makers around the world, the FIA has called for road safety to be prioritised on the national, regional and international agenda. /

In November 2015, the FIA established the FIA High Level Panel for Road Safety (HLP) at the United Nations premises in New York City, with the support of now former United Nations Secretary-General Ban Ki-moon. This launch marked a major step forward in global road safety.

The FIA High Level Panel for Road Safety brings together an unprecedented coalition of leaders from the global business community, international institutions and NGOs with the aim to engage both the public and private sectors to raise funding and political awareness in response to the road safety crisis. It works to remobilise support for the goals of the Decade of Action and for the United Nations Sustainable Development Goals, both of which have committed governments to halving road traffic fatalities by 2020.

As a leading advocate for road safety, the Panel played a key role in supporting the creation of the United Nations Road Safety Trust Fund launched in April 2018. The Fund will focus on financing activities under the five pillars of the Decade of Action: better road safety management, safer infrastructure, safer vehicles, safer road user behaviour, and improved post-crash care. The Fund will finance catalytic programmes, i.e. activities that have a multiplier effect in unlocking other funds. The HLP has played an instrumental role in attracting donors to the Fund, with three members of the Panel being the first to pledge contributions. Increased resources and funding are much-needed to tackle the road safety challenge. Therefore, no contribution is too small, and all stakeholders should make saving lives on the road a priority.



Still frame from "The Road to Change", the new High Level Panel for Road Safety film on funding road safety

THE FIA HIGH LEVEL PANEL FOR ROAD SAFETY MEMBERS

A GLOBAL NETWORK FOR INNOVATION AND ACTION

CHAIRMAN



Jean Todt
FIA President
UNSG's Special Envoy for Road Safety

SPOKESPERSON



Michelle Yeoh
Actress, Producer,
and UNDP Goodwill Ambassador

FIA REPRESENTATIVES



Thierry Willemarck
FIA Deputy President for
Automobile Mobility and Tourism

FIA REPRESENTATIVES (continued)



Thomas Møller Thomsen
FIA President of Region I



Jorge Tomasi Crisci
FIA President of Region IV



Mike Noon
FIA President of Region II



Tim Shearman
FIA President of Region III

HONORARY MEMBERS



Dr. Tedros Adhanom Ghebreyesus
Director-General, WHO



Olga Algayerova
Executive Secretary, UNECE



Audrey Azoulay
Director-General, UNESCO

HONORARY MEMBERS (continued)



Michelle Bachelet
High Commissioner for Human Rights, UN



Alicia Bárcena
Executive Secretary, UNECLAC



Violeta Bulc
Commissioner for Mobility and Transport, EU



Luis Carranza
Executive President, CAF



Sir Suma Chakrabarti
President, EBRD



Peter Thomas Drennan
Under-Secretary-General for Safety & Security, UN



Luis Alberto Moreno
President, IDB



Maimunah Mohd Sharif
Executive Director, UN-Habitat



Vera Songwe
Executive Secretary, UNECA



Liu Zhenmin
Under-Secretary-General,
UNDESA

MEMBERS



Zeid Ra'ad Al Hussein
Former High Commissioner for Human Rights, UN



Thomas Bach
President, IOC



Bertrand Badré
Special Expert on Funding

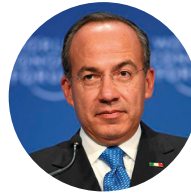
MEMBERS (continued)



Mary Barra
CEO, General Motors



Irina Bokova
Former Director General, UNESCO



Felipe Calderón
Former President of Mexico



Carlos Ghosn
Chairman and CEO
Renault-Nissan Alliance



Rolando Gonzalez-Bunster
Chairman and CEO,
InterEnergy Holdings



Pierre Guislain
Vice President for Private Sector, Infrastructure and
Industrialisation, ADB



**Her Serene Highness Princess
Charlene of Monaco**



Dan T. Chen
Vice-President and General Manager
3M Transportation Safety Division, 3M



Denis Coderre
Former Mayor of Montreal



Anne Hidalgo
Mayor of Paris and Chair of C40



Arianna Huffington
Founder and CEO, Thrive Global



Gloria Hutt Hesse
Minister of Transport & Telecommunications,
Chile



Jean-Charles Decaux
Co-CEO, JCDecaux



Guillermo Dietrich
Minister of Transport, Argentina



John Elkann
Chairman of the Board of Directors,
Fiat Chrysler Group



José Luis Irigoyen
Former Senior Director for Transport and ICT,
World Bank Group



Muhtar Kent
Chairman of the Board of Directors,
The Coca-Cola Company



Dr. Young Tae Kim
Secretary-General, ITF



François Fillon
Former Prime Minister of France



Christian Friis Bach
Secretary-General, Danish Refugee Council



Claver Gatete
Minister of Infrastructure, Rwanda



General Victor Kiryanov
President, Russian Automobile Federation



David Lappartient
President, UCI



Patrick Pouyanné
Chairman of the Board and CEO, Total

MEMBERS (continued)



Her Serene Highness Princess Reema Bint Bandar Al-Saud
Vice-President for Development and Planning,
Saudi Arabian General Sports Authority



Rémy Rioux CEO, AFD



Lord George Robertson
Chairman, FIA Foundation



Mark R. Rosekind
Chief Safety Innovation Officer, Zoox



Prof. Gérard Saillant
President, ICM



Jean-Dominique Senard
CEO, Michelin



Li Shufu
Chairman, Geely & Volvo Cars



Carlos Slim Domit
Chairman of the Board, Grupo Carso



Sir Martin Sorrell
Founder and Former CEO, WPP



Elhadj As Sy
Secretary General, IFRC



Ratan Tata
Chairman, TATA Trusts



Jorge Viegas
President, FIM

ABBREVIATION LIST

- ADB:** African Development Bank
- AFD:** French Development Agency
- CAF:** Development Bank of Latin America
- EBRD:** European Bank for Reconstruction and Development
- EU:** European Union
- FIM:** Fédération Internationale de Motocyclisme
- ICM:** Brain & Spine Institute
- IDB:** Inter-American Development Bank
- IFRC:** International Federation of the Red Cross and Red Crescent Societies
- IOC:** International Olympic Committee
- ITF:** International Transport Forum
- UCI:** Union Cycliste Internationale
- UN:** United Nations
- UNDESA:** United Nations Department of Economic and Social Affairs
- UNECA:** United Nations Economic Commission for Africa
- UNECE:** United Nations Economic Commission for Europe
- UNECLAC:** United Nations Economic Commission for Latin America and the Caribbean
- UNESCO:** United Nations Educational, Scientific and Cultural Organization
- UNESCWA:** United Nations Economic and Social Commission for Western Asia
- UNSG:** United Nations' Secretary-General
- WHO:** World Health Organization



HLP meeting with French President Emmanuel Macron at the Palais de l'Elysée, Paris, 1 October 2018

CLUBS ON THE GROUND

/ FIA Clubs are carrying out road safety projects around the world. The FIA Road Safety Grants Programme, funded by the FIA Foundation, is a pivotal initiative aimed at supporting some of these projects. So far, the programme has awarded significant grant funding to more than 300 safety initiatives in over 75 countries. /

JAMAICA – TRAFFIC POLICE TRAINING AND STRATEGY CENTRE

The project's aim was to create a centre for the Jamaica Constabulary Force to display road crash data and road safety solutions, and offer training activities for traffic police divisions. This project focussed on assisting the responsible state agency to increase its ability to address road safety issues.



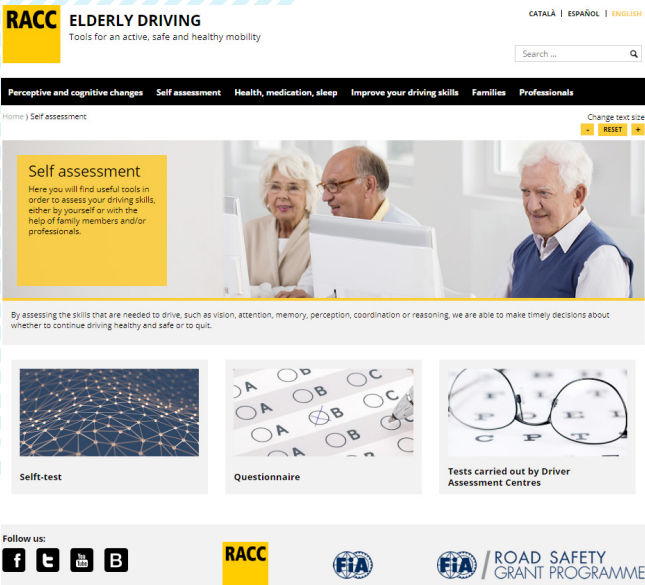
GUATEMALA – SCHOOL SIGNALING IN RURAL AREAS

The project has made roads safer around schools thanks to the installation of road signs for drivers and the development of educational material on safety for school-age children. The signs identified school zones and reinforced drivers' awareness of the lower speed limit. 20,000 children from 59 schools across the southern area of rural Guatemala benefited from this project.



SPAIN - SENIOR DRIVING SELF-EVALUATION WEBSITE

The goal of the project was the development of a website dedicated to elderly drivers, their relatives, and health and mobility professionals to encourage active, safe and healthy mobility. The website is now online and provides a self-evaluation tool for senior drivers, including seven cognitive tests to assess their vision, attention, memory, coordination, and other perceptive and cognitive abilities.



NEPAL – SAFE DRIVE: SAFE LIVES

The Nepal Automobile's Association organised an awareness rally on road safety and speed control in major cities of Nepal and distributed posters, pamphlets and promotional materials. Interactive programmes on road safety, safe driving and tourism were organised, as well as a road safety exhibition and quizzes targeting students and young people.



JAPAN – BRIDGING FIA REGION II AND JAPANESE AUTOMOBILE MANUFACTURERS IN ROAD SAFETY EDUCATION

The project aimed to develop and implement an educational programme for motorists. A workshop gathered JARI-JAMA and four Region II Clubs (IMI, AAM, AAP and RAAT) to share information on traffic crashes and discuss each Club's road safety educational activities.



TANZANIA – SAFER SCHOOLS: ROAD SIGNS EDUCATION FOR SCHOOLS

The project was based on the development of a training programme focusing on cautious driving in school zones. Zebra crossings were created and traffic signs installed to encourage drivers to slow down and reduce the risk of crashes. The AAT involved the traffic police, road safety organisations and Tanzanian personalities to spread the "Save Lives, Slow down" message of the 4th UN Global Road Safety Week.



THE FIA'S MANIFESTO FOR GLOBAL ROAD SAFETY

/ The FIA promotes the Manifesto for Global Road Safety to set the political agenda on this issue, calling for a real change of gear and scaling up of global efforts. The FIA encourages everyone to prioritise road safety by signing the Manifesto on fia.com/

- 1

AMBITIOUS TARGET

Support UN SDG Target 3.6 to halve road fatalities and injuries by 2020.
- 2

BETTER INFRASTRUCTURE

50% of casualties occur on around 10% of the road network.
- 3

SAFER VEHICLES

All new cars should meet agreed minimum UN vehicle safety standards.
- 4

MORE EFFECTIVE LAWS

Only 7% of the world's population are covered by adequate legislation on speed, drink-driving, helmet use, seat belt and child restraint use.
- 5

STOP SPEEDING

Speed is the single most significant contributor to road collisions leading to death and injury.
- 6

TACKLE DRINK-DRIVING

We call for the introduction and enforcement of effective legislation on drink-driving. The alcohol industry should promote drink-driving legislation, independent research, and public awareness on the impact of alcohol use on road safety.
- 7

IMPROVED DATA COLLECTION

Effective action can only be taken if it is targeted and measured with accurate data.
- 8

UNITED NATIONS ROAD SAFETY TRUST FUND

Building on the achievements of the Global Road Safety Facility housed at the World Bank, a scaled up United Nations Road Safety Trust Fund has been launched to attract donor aid for road safety.
- 9

PRIVATE SECTOR SUPPORT

We call for stronger recognition of road safety as a key development and public health challenge.
- 10

INCREASE COORDINATED ACTION

Regular engagement at all political levels should be a priority.

CAMPAIGNS AND PARTNERSHIPS

/ To spread awareness of the road's dangers to the greatest number of people, whether drivers, cyclists, motor bikers, or pedestrians, the FIA has launched road safety campaigns and established partnerships with institutional and corporate partners./

THE FIA'S GOLDEN RULES FOR ROAD SAFETY

The FIA has developed a set of simple road safety tips allowing to make roads safer for all.

| | | |
|---|--|---|
|  BUCKLE UP |  USE A CHILD SAFETY SEAT |  OBEY THE SPEED LIMIT |
|  DON'T TEXT AND DRIVE |  CHECK YOUR TYRES |  NEVER DRINK AND DRIVE |
|  CHECK YOUR VISION |  STAY BRIGHT |  ALWAYS PAY ATTENTION |
|  SLOW DOWN FOR KIDS |  WEAR A HELMET |  STOP WHEN YOU'RE TIRED |

#3500LIVES CAMPAIGN

Every day, more than 3,500 lives are lost on the road. To highlight this devastating number and to raise awareness of this global challenge, the FIA, in partnership with JCDecaux, has developed the #3500LIVES Global Road Safety Campaign which has now been translated into more than 30 languages and displayed in over 1,100 cities in approximately 80 countries./



EPCOIA | PHOTOS: © VANESSA VON ZITZEWITZ

INSTITUTIONAL PARTNERSHIPS

The FIA works with numerous international institutions and non-government organisations to promote road safety. These partners include the International Olympic Committee, the International Federation of the Red Cross and Red Crescent Societies, the International Transport Forum, and the Inter-American Development Bank. /

EXAMPLES OF INSTITUTIONAL PARTNERSHIPS

INTERNATIONAL OLYMPIC COMMITTEE (IOC)
The FIA and the IOC signed an agreement concerning the promotion of joint road safety campaigns across their shared platforms and ahead of sporting events. The FIA exhibited the #3500LIVES Campaign at the Youth Olympic Games in Buenos Aires earlier in 2018.

THE INTERNATIONAL FEDERATION OF THE RED CROSS AND RED CRESCENT SOCIETIES (IFRC)
The FIA and the IFRC have re-signed a Memorandum of Understanding with a focus on post-crash care, including initiatives on first-aid knowledge and the promotion of World First-Aid Day.

THE INTERNATIONAL TRANSPORT FORUM (ITF)
The FIA and the ITF are working on the development of universal road traffic safety indicators to support FIA Members when addressing national road safety problems.

INTER-AMERICAN DEVELOPMENT BANK (IDB)
Since 2012, the FIA and the IDB have been working on improving road safety in the Latin American region and Caribbean countries.

CORPORATE PARTNERSHIPS

/ A number of corporate partners have joined the FIA in its efforts to make our roads safer. Current Global Partners include Essilor, Michelin and Pirelli.
Nissan Motor Corporation is an Official Supporter. /

ESSILOR

As a long standing world leader in ophthalmic optics, Essilor is the most recent Global Partner of the FIA Action for Road Safety campaign. Since the announcement in Monza in 2017, Essilor has strongly supported the fight against road fatalities and promoted good vision as a key pillar of road safety through wide reaching awareness campaigns, developing the FIA's "Check Your Vision" Golden Rule.



Since 2011, Michelin and the FIA have partnered to deliver more than 25 national programmes around the world covering many of the FIA's Golden Rules, a key component of the FIA Action for Road Safety campaign. This partnership will continue until 2020. Joint actions have seen many countries like Brazil, China, Spain, the United States of America, India, Indonesia, and Thailand benefit from the support of the partnership.



Pirelli has been a partner of the FIA Sport and Mobility Conferences since 2014, extending this partnership in 2016 to support FIA Action for Road Safety activities. Pirelli and the FIA intend to work closely with Clubs to support local implementation of the FIA Road Safety Grants Programme.

NISSAN MOTOR CORPORATION



Nissan Motor Co., Ltd. is an active partner of the FIA Action for Road Safety campaign since 2014. Nissan is activating the campaign across various digital platforms by promoting the FIA Action for Road Safety Online Pledge to improve global road safety awareness. Nissan is also organising events such as the "NISMO FESTIVAL" and "Nissan Safety Driving Forum" where the campaign is actively promoted.

BUILDING NEW PARTNERSHIPS

The FIA is committed to road safety and the reduction of death and injury on our roads. Should you wish to participate in this cause, please contact the FIA Marketing Department (sdezerable@fia.com).

HIGHLIGHT: ESSILOR – ONE YEAR OF ACTION IN COLLABORATION WITH FIA CLUBS

Following the announcement of their partnership in September 2017 at the Monza Grand Prix, the FIA and Essilor have joined forces to raise awareness on vision and road safety in close collaboration with FIA Clubs. Here are some examples:

World Congress of Optometry, India, September 2017

Just a few days after the announcement in Monza, the international campaign "Road Safety Starts with Good Vision" was revealed to about 3,000 eye care professionals attending the WCO. The FIA/Essilor partnership was endorsed by the World Council of Optometry and the Vision Impact Institute, signifying major support from vision care professionals towards the initiative.

24 Hours of Le Mans, France & Montreal Formula 1 Grand Prix, Canada, June 2018

At these two events, the "Check Your Vision" rule was promoted to the public. Thousands of eye screenings and surveys confirmed the importance of raising awareness on good vision: around 30 percent of the people tested needed better correction and more than 50 percent needed to improve protection from glare.



FIA Mobility Conference, Montevideo, Uruguay, July 2018

A "Check Your Vision" corner was set up during the last FIA Mobility Conference in order to encourage all FIA Clubs to take action to promote the rule at a local level.

HIGHLIGHT: MICHELIN TAKES ACTION FOR ROAD SAFETY

Michelin is a strong ambassador for road safety, passionately promoting safe, accessible and sustainable mobility for all. Today, Michelin's historic commitment to save lives on the road is stronger than ever.



Because nothing is more important than the safety of those you love, we are helping to improve your travel experience with products and services that make it even safer. Because young people are often the most vulnerable, we are involved in many initiatives to help improve road safety worldwide. Among these initiatives, we take major actions as a global partner of the FIA's program "Action for road safety" to save more lives on the road.

#MichelinTakesAction
www.facebook.com/MichelinSustainableMobility/

www.michelin.com



MOTOR SPORT AND ROAD SAFETY

ENSURING SAFETY ON THE TRACK

/ Safety on the track – as on the road – is one of the top priorities of the FIA. Working with teams and drivers, and with the assistance of new technologies, the FIA is constantly looking for ways to make motor sport safer for all participants. /

Today most motor sport crashes as well as near misses are recorded on video and data is stored in on-board FIA Accident Data Recorder or ADR, so that detailed analyses can be carried out.

The engineering of circuits, closed road rally stages, hill climbs, along with the cars and the drivers' equipment are all regulated and policed.

Speed limits are imposed where necessary, effectively suspending competition for safety purposes: pit lane speed limits, safety car periods, yellow flag sectors.

Through further regulation, the FIA sets standards for race direction and control of drivers' on-track behaviour, rescue and medical intervention, emergency medical care, and circuit and event management.

Additionally, the FIA conducts research and development into all aspects of motor sport safety. The accumulated expertise is shared with National Sporting Authorities around the world, and the FIA works with them to apply the most appropriate and cost effective solutions to suit each region's particular safety issues.

MAKING MOTOR SPORT SAFER

/ Focusing on the areas of education, research and medical development, the FIA continues to explore further ways motor sport can be made safer. /

EDUCATION

The FIA aims to facilitate significant and sustainable development across the areas of young driver safety, sustainability and safety training for officials. The FIA has specifically developed programmes that promote driver safety, environmental management systems and capacity development programmes for each of these areas.

RESEARCH

The FIA Research Programme encompasses three distinct groups. Each one carries out a number of projects funded by the FIA related to a wide range of safety issues in motor sport. FIA engineers work closely with testing centres and equipment manufacturers to design the most innovative safety equipment in motor sport today.

MEDICAL

The FIA's Medical Programme aims to advance the development of medical personnel in motor sport and support the introduction of new medical techniques and technologies. To achieve these goals, the FIA has established the FIA Medical Commission. The latter works closely with the FIA's other experts to develop a series of world-class educational research initiatives.

FROM TRACK TO ROAD

/ Motor sport has always been an incubator for innovation, fast-tracking engineering development in pursuit of a competitive advantage. /



The cross-over between racing innovation and everyday motoring may not always be apparent, but it has delivered major improvements in performance, efficiency and safety in road cars.

Disk brakes, seat belts and all-wheel-drive all made their debut in the cut and thrust of the FIA's high level motor sport before being applied in everyday vehicles. All of these technologies – break through at their time of introduction – have had a significant impact on improving road safety and reducing the number of lives lost on roads around the world.

SUPPORTERS FROM THE MOTOR SPORT COMMUNITY

Drivers from all the major FIA Championships have supported the FIA Action for Road Safety campaign since 2011.



