

# 2018 - 2019 REPORT





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# A GLOBAL CHALLENGE

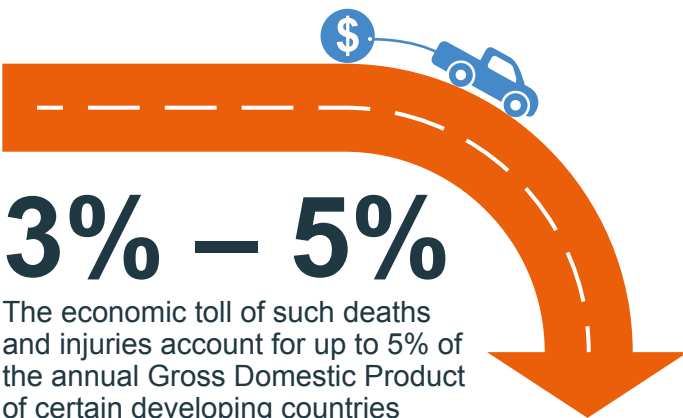
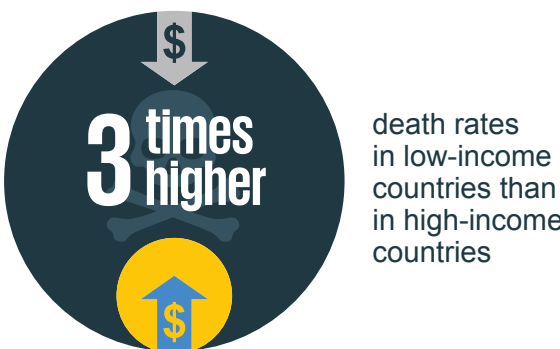
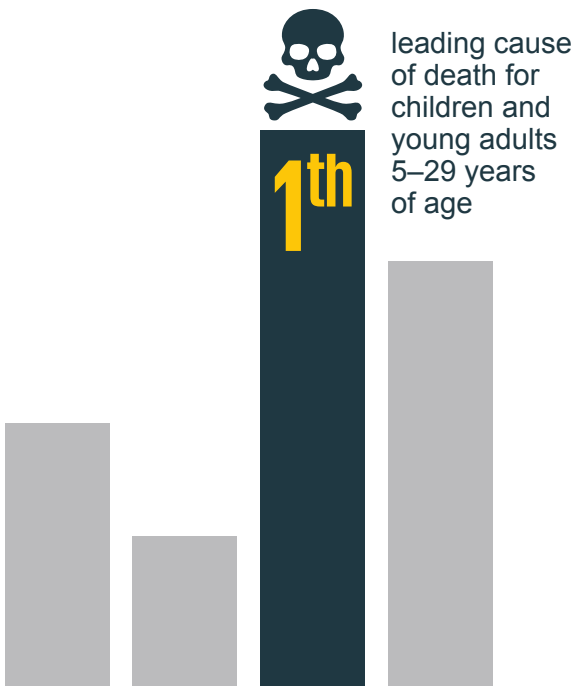
## Each year around the world



**1.35 million** deaths from road traffic crashes each year



**50 million** people are injured each year



Source: WHO, Global status report on road safety 2018

# A SUSTAINABLE DEVELOPMENT PRIORITY

The 2030 Agenda for Sustainable Development, adopted by the 193 Members of the United Nations, has set a global goal (SDG 3) of reducing road traffic deaths and injuries by 50% by the year 2020.

The 2030 Agenda also calls for “Making cities and human settlements inclusive, safe, resilient and sustainable” (SDG 11) and sets as a target to “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 (Target 11.2)”.



## THE GLOBAL GOALS For Sustainable Development



**Target 3.6**  
To halve the number of global traffic deaths and injuries by 2020.



**Target 11.2**  
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, by 2030.



**Target 17.16**  
Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries.



# A GLOBAL FRAMEWORK FOR ACTION



In April 2018 during its seventy-fourth session, the United Nations General Assembly approved **12 voluntary global performance targets for road safety risk factors** and encouraged Member States to take steps, towards achieving those targets.

UN Photo/Manuel Elias

## Global Road Safety Performance Targets



### Target 1

By 2020 all countries establish a comprehensive multisectoral national road safety action plan with time-bound targets.



### Target 2

By 2030, all countries accede to one or more of the core road safety related UN legal instruments.



### Target 3

By 2030, all new roads achieve technical standards for all road users that take into account road safety, or meet a three star rating or better.



### Target 5

By 2030, 100% of new (defined as produced, sold or imported) and used vehicles meet high quality safety standards, such as the recommended priority UN Regulations, Global Technical Regulations, or equivalent recognized national performance requirements.



### Target 7

By 2030, increase the proportion of motorcycle riders correctly using standard helmets to close to 100%.



### Target 9

By 2030, halve the number of road traffic injuries and fatalities related to drivers using alcohol, and/or achieve a reduction in those related to other psychoactive substances.



### Target 11

By 2030, all countries to enact regulation for driving time and rest periods for professional drivers, and/or accede to international/regional regulation in this area.



### Target 4

By 2030, more than 75% of travel on existing roads is on roads that meet technical standards for all road users that take into account road safety.



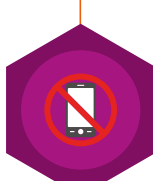
### Target 6

By 2030, halve the proportion of vehicles travelling over the posted speed limit and achieve a reduction in speed-related injuries and fatalities.



### Target 8

By 2030, increase the proportion of motor vehicle occupants using safety belts or standard child restraint systems to close to 100%.



### Target 10

By 2030, all countries have national laws to restrict or prohibit the use of mobile phones while driving.



### Target 12

By 2030, all countries establish and achieve national targets in order to minimize the time interval between road traffic crash and the provision of first professional emergency care.

PILLAR 1: Road safety management

PILLAR 2: Safer roads and mobility

PILLAR 3: Safe vehicles

PILLAR 4: Safe road users

PILLAR 5: Post-crash response



# A PARTNERSHIP FOR ACTION ON ROAD SAFETY

The United Nations General Assembly adopted a resolution on the 12th of April 2018, entitled “Improving Global Road Safety”. It focusses on strengthening multilateral cooperation towards the reduction of road traffic injuries and saving lives:

“

In April 2018 during its seventy-fourth session, the United Nations General Assembly approved 12 voluntary global performance targets for road safety risk factors and “encouraged Member States to take steps, towards achieving those targets. At the same time, the General Assembly also requested the United Nations system, to support Member States to help them achieve global targets. And also invited all relevant stakeholders, international organizations, development banks and funding agencies, foundations, professional associations and private sector companies to scale up funding in support of road safety”. A/RES/72/271

”



In this line, The United Nations Institute for Training and Research (UNITAR), alongside private and public-sector partners, is committed to strengthening government officials’ and key stakeholders’ capacities to improve road safety through concrete and targeted interventions.

UN Photo/Martine Perret

## Joining Forces for Road Safety

Through the Initiative “Partnership for Action on Road Safety”, UNITAR with the support of AB InBev and in collaboration with its network of affiliated “CIFAL” training centres around the world, academic institutions, and the private sector are contributing to advance road safety targets by:

**PARTNERSHIP  
FOR ACTION**  
ROAD SAFETY

**AB InBev**

1



### Public Awareness

Increasing public awareness of road safety risk factors.

2



### Capacity Building

Building capacity of government authorities to implement holistic, evidence-based approaches that improve road safety.

3



### Partnerships

Promoting the development of public-private partnerships to accelerate progress.

4



### Tools

Facilitating practical tools, learning resources, methodologies, and practical solutions.

This report summarizes the outcomes of UNITAR's Partnership for Action on Road Safety implemented with the support of Ab InBev in 2018.



## DOMINICAN REPUBLIC

Road safety is a significant problem in the Dominican Republic. The country ranks among the highest in the world in terms of traffic fatalities, with a rate of 29.3 per 100,000 inhabitants, placing the Dominican Republic above the global average and the highest in Latin America (WHO).

The **goal of the pilot project**, for the first 12 months after implementation of the different measures, is to

**reduce traffic fatalities by**  
**↓13.3%**



## BUILDING CAPACITY

With the objective of strengthening the capacity of government authorities responsible for road safety and key stakeholders in the Dominican Republic, a training workshop was held in Santo Domingo on 8-10 May, bringing together 113 officials from the Ministry of Public Works and Communications (MOPC) and the National Institute for Transit and Ground Transport (INTRANT), along with representatives from, academic institutions, NGOs and the media.

The capacity-building workshop provided an opportunity to hear from experts throughout the world who are implementing road safety programmes, while learning practical approaches to reduce traffic fatalities and injuries. Experts from Spain, Colombia, Uruguay, Brazil and Mexico shared practical solutions that can lead to road safety improvements.

### The workshop covered three main areas:

- a) Mobility and road safety as key factors that contribute directly to the building of sustainable and safe cities and societies.
- b) The fundamental role of media in raising awareness about the risk factors and in contributing not only to increasing road safety literacy but in serving as an active tool to save lives.
- c) Development of strategic alliances among all stakeholders to scale up road safety interventions.



During the workshop, the “City Pilot Project for the Dominican Republic” was presented to the community at large to inform about the status of the Pilot and mobilize stakeholder’s support towards its implementation.



The pilot project targets road segments within three key municipalities: Santo Domingo, Santiago, and La Vega. Practical measures will be implemented in these localities, including establishing speed limits, closing clandestine crossings, installing and improving signage, traffic lights, and overall lighting, and beefing up law enforcement through the use of traffic cameras, speed bumps, and other speed reducers.

These areas were selected as they have the highest concentration of traffic fatalities and relevant improvements can be made.



## INDIA

Senior government authorities, private sector executives, academics, international organization representatives, road safety experts and civil society leaders, gathered to exchange knowledge and best practices to improve road safety, leading to collaboration and implementation of targeted interventions in the city of Gurugram, India.



## The High Level Conference served as the venue to deliver the following outcomes:



**Road Safety Learning and Partnership Platform**, which is a global collaborative initiative that aims to provide countries and key stakeholders with road safety learning.



**Road Safety Data Dashboard for Gurugram**, a tool that serves to monitor data related to road traffic incidents, empowering government officials to target informed road safety actions in the area. This tool has been specially designed for the City of Gurugram and was donated by AB InBev to the State Government of Haryana.



**Multi-stakeholder Action Plan** which includes the results of an analysis conducted in Gurugram and remedial measure to improve road safety. The plan identified 10 black-spots and provided a set of cost-effective methods to correct them.



The Road Safety High Level Conference held 27-29 August 2018 empowered **87 government officials** from the Ministry of Road Transport and Highway, the apex body for Road Safety in the State of Haryana, the Transport Department of the State of Haryana and the City of Gurugram with the technical know-how and management skills to implement interventions that improve road safety.

The Working Group is comprised of representatives from UNITAR, AB InBev, DLF Foundation, Apollo Tyres, Pepsico, Haryana Vision Zero, Indian Road Safety Campaign (IRSC), CSIR-Central Road Research Institute (CSIR-CCIR), Safe Road Foundation, All India Institute of Medical Sciences (AIIMS), All India Motor Transport Congress (AIMTC).





# SOUTH AFRICA

At the Road Safety Africa Conference held in Johannesburg, South Africa on 26-27 November 2018, **93 senior government authorities, private sector executives, academics, international organizations' representatives, road safety experts and civil society leaders** from South Africa and the region gathered to exchange knowledge and best practices to improve road safety, as well as to develop city-to-city collaborations and multi-stakeholder support towards road safety interventions in the region.

The Conference concluded with a meeting of the **City Pilot Steering Committee**, where participants reviewed the Pilot's progress, defined next steps to implement targeted interventions and discussed impact-oriented road safety solutions for South Africa.



To support these goals, the **“Network of Universities on Road Safety”** was introduced during the Conference. This initiative aims to provide a platform to promote research into road safety and further facilitate the exchange best practices, while contributing to the development of policy proposals and road safety strategies.

The Initiative's key objective is to leverage this Network's academic expertise to assist

government officials in developing strategies and practical solutions that help improve road safety.

The Network will meet regularly to review ongoing work, provide key insights on how academic institutions are contributing to road safety and highlight the impact this network has on providing practical solutions to addressing current challenges.



# ROAD SAFETY AND THE SUSTAINABLE DEVELOPMENT GOALS

INCREASING PUBLIC AWARENESS & PROMOTING PARTNERSHIPS



The private sector constitutes a key partner in advancing the Sustainable Development Goals (SDGs) by designing and implementing measures that contribute to sustainable development. From designing road safety codes, to improving safety features of vehicles and developing technology applications that enhance mobility and reduce traffic crashes, to raising awareness about road safety risk factors, private sector companies are leading the march towards long lasting solutions.

With the support of the Permanent Mission of the Dominican Republic to the United Nations in New York, the Dialogue “Advancing Road Safety and the SDGs - A partners perspective” took place with the objective of providing a unique perspective

from private sector corporations on how they are working in different areas related to the SDGs and an opportunity for collaboration to make local progress towards the global goals.

The special meeting was inaugurated by H.E. Hugo Francisco Rivera, Vice Minister of Foreign Affairs for Economic Affairs and International Cooperation of the Dominican Republic and the discussion was facilitated by Dr. David Nabarro, former Special Advisor to the United Nations Secretary-General on the 2030 Agenda. It brought together a group of 32 private sector executives and members of Permanent Missions to the United Nations in New York.



Some private sector initiatives presented included EUCORD's initiative to increase farmers' capacity to sustainably grow quality crops matched to the commercial needs of the food and feed industry; The Nature Conservancy's water funds strategy that helps cities and communities protect their water sources. AB InBev presented the “Road Safety Data Dashboard”- a tool developed by data specialists and donated to the governments of the State of Sao Paulo in Brazil and to the State of Haryana in India – to help monitor data related to road traffic crashes following a minimum set of indicators.

UNITAR shared about its multi-stakeholder approach, that brings together government authorities, businesses, academic institutions, international organizations, road safety experts, media and civil society to share and implement practical solutions and concrete strategies that help reduce road traffic fatalities and injuries.



# ROAD SAFETY AND DIGITAL INNOVATION

Using new technology such as smart traffic light and traffic control systems, artificial intelligence, the use of telematics and automotive technology can contribute to prevent and reduce the number of road related accidents and improve road safety. Mobile network and fast data transmission solutions can be used, for instance, to collect data on vehicles on the road and condition of roads, as well to provide real-time weather information and warnings. Ultimately with the objective of reducing accidents.



The “Road Safety and Digital Innovation: Asia-Pacific Conference” took place in Shanghai, China on 25-26 April 2019. Attended by over **80 government officials, experts and business leaders from China and the Asia-Pacific region** focused on the major risk factors impacting road safety today. The conference not only presented a unique opportunity to exchange best practices and innovative measures for road safety, but also addressed how new digital tools can lead to better solutions to this challenge. New technologies, such as automated driving; smart mobility; smart traffic lights, which rely on artificial intelligence; and big data for road safety are just some of the modern solutions leading the way.



## INCREASING PUBLIC AWARENESS & PROMOTING PARTNERSHIPS



During the Conference, the results of AB InBev’s **Pilot Project in Shanghai** were presented to inform about the company’s collaboration with traffic police departments of the Shanghai Public Security Bureau and with Tongji University over the past four years to implement a range of programs including ‘analysis and improvement of accident-prone roads’ and ‘behavioral-analysis-based commercial drive safety education’ that have led to positive results and to effectively reduced road traffic casualty rates in Shanghai.

The results reported by Tongji University’s Joint International Research Laboratory of Transportation Safety were positive, with the total number of accidents at the selected accident-prone areas decreasing from 50 to 70 percent on average, and the total number of casualties decreasing by more than 50 percent. Furthermore, there was a 30 percent reduction in risky driving behavior, such as using cell phones or driving while tired among participants in the educational programs.



According to the report developed by Tongji University, the pilot project has contributed to reduce the city’s annual fatalities by working on multiple levels to improve road conditions, including enhancing 6 accident-prone road medians and intersections, while implementing a behavior-based road safety program for commercial drivers and educating the public on safer road behaviors.



# PUBLIC-PRIVATE PARTNERSHIPS TO ADVANCE ROAD SAFETY

INCREASING PUBLIC AWARENESS & PROMOTING PARTNERSHIPS



Mr. Keith Kerman, Deputy Commissioner of the NYC Department of Citywide Administrative Services (DCAS) and Mr. Mohamad Talas, Director of System Engineering, Intelligent Transportation System of the NYC Department of Transportation (DOT) presented the City's Connected Vehicle Pilot. The Pilot is consistent with Mayor de Blasio's Vision Zero goal of eliminating traffic deaths and serious injuries in the city by 2024. It not only aims to make the municipal fleets safer, but it also provides a well-defined opportunity for private fleets to support this goal. "The Pilot promotes the use of wireless communications technology in vehicles and on infrastructure to alert drivers to roadway hazards and help them avoid collisions", said Mr. Mohamad Talas from the NYC DOT.

Mayor Bill de Blasio launched New York City's Vision Zero Program in 2014, and it is becoming a national model. Since 2013, traffic fatalities have dropped 34-percent to the lowest level since record-keeping began in 1910. The Connected Vehicle Pilot is managed by the U.S. DOT and is a national effort to deploy, test and activate mobile and roadside technologies and enable multiple connected vehicle applications. The pilot is focused on developing and deploying more than 15 safety applications to provide in-vehicle warnings to motorists behind the wheel. New York City is one of three Connected Vehicle Pilot sites. The others are Tampa and Wyoming.



On 6 May 2019 in the framework of the Fifth UN Global Road Safety Week (UNGRSW), UNITAR and Ab InBev in collaboration with the New York City Department of Citywide Administrative Services, the New York City Department of Transportation and Together for Safer Roads (TSR) hosted the briefing "Public-Private Partnerships to Advance Vision Zero in the City of New York", providing a venue to announce the **New York City Connected Vehicle Pilot** and to motivate partners from the private sector to act in support of road safety.

The briefing served as a special opportunity to bring leaders from global companies to "Speak Up" for road safety and to acknowledge that strong leadership is needed to achieve related Sustainable Development Goals and road safety global targets.



“

Addressing road safety challenges requires the active engagement of all social actors: academic institutions, governments at all levels, the private sector, the media, the international community, and society as a whole to ensure that road safety is a global priority.

”

– Ambassador Luis Gallegos, Permanent Representative of Ecuador to the UN in New York

The companies leading TSR collectively operate some 600,000 fleet vehicles around the world, representing a tremendous potential and responsibility to save lives on the world's roads. People are a company's greatest asset and companies have the responsibility of ensuring the welfare of their employees, as well as considering the potential dangers business fleets may pose. "By fostering public-private partnerships, TSR's members can learn from the City's best practices and share with other cities around the world" said David Braunstein, President of TSR.

Achieving Vision Zero not only requires strong leadership but also requires multi-stakeholder participation from all sectors, especially businesses. UNITAR alongside public and private sector partners, is committed to both strengthening

the capacities of government officials and key stakeholders such as the private sector to improve road safety as well as supporting the implementation of innovative actions that can help achieve road safety related targets. In this line, the Briefing aimed to facilitate knowledge sharing and to reinforce public-private partnerships in support of road safety.

 **TOGETHER FOR  
SAFER ROADS**



## TOOLS

In 2018, the “Road Safety Learning and Partnership Platform” was launched as a collaborative initiative that aims to support countries to design and implement systematic, recurrent and results-oriented road safety learning.

The Learning and Partnership Platform “RS: Learn” supports knowledge sharing, promote the development of learning materials and encourage interventions through collaboration. It is accessible to all, and is an ongoing initiative that features training courses, case studies, and best practices, as well as services offered by UNITAR and partners.

### The Learning and Partnership Platform “Road Safety Learn” is an ongoing initiative that includes:



#### Knowledge sharing and management materials

The Road Safety Learn provides access to toolkits, learning materials, activities and services offered by UNITAR and partners.



#### Road safety training

Products include a series of introductory modules and self-paced e-learning courses, as well as resource guides for advanced learning.



#### Country projects

Assessments in five pilot countries, interventions and learning practices are shared on the platform, along with a Methodology on road safety data management and its implementation in pilot countries is included.



Facilitating multi-stakeholder collaboration is essential towards meeting global road safety targets. RS:Learn seeks to mobilize public-private sector collaboration to compile the best learning resources for education and information awareness as well as to promote implementation of local demonstration projects that help cities reduce deaths and injuries caused by traffic crashes.

[www.un-roadsafety-learn.org](http://www.un-roadsafety-learn.org)

## PARTNERSHIPS

### In Johannesburg, South Africa in 2018:

The “Network of Universities on Road Safety” was created to provide a platform to promote best practices exchange, while contributing to develop policy proposals to improve road safety.

With the academic expertise, this Network aims to assist government officials in developing interventions in support of road safety.

The Network not only provides resource persons who share their expertise in different training activities but also offers key insights on how academic institutions are contributing to road safety and the impact that universities have in providing practical solutions to address current challenges. The Network includes the Shanghai Academy of Social Sciences in China, the Tongji University, the University of the Philippines, the University of Newcastle in Australia, the European University, the Kennesaw State University in the United States of America, the Technical University of Loja in Ecuador, and the INTEC in the Dominican Republic.





# HIGHLIGHTS 2018 – 2019



Road Safety Partnership for Action is launched in Geneva

February 2018



Capacity building workshop for Government Agencies responsible for road safety in the Dominican Republic

May 2018



High Level Road Safety Conference in India

August 2018



Safer Roads for Gurugram Action Plan

August 2018



Capacity building workshop for Government Agencies responsible for road safety in South Africa

October 2018



Dialogue on advancing road safety and the SDGs with the private sector

September 2018



Launch of Road Safety Learning and Partnership Platform

August 2018



Launch of Data System for Gurugram

August 2018



Network of Universities on Road Safety launched in South Africa

October 2018



Facilitated best practices exchange on the use of technology to advance road safety in the Asia-Pacific Region

April 2019



Dialogue on public-private partnerships to advance road safety

May 2019

## Upcoming activities and initiatives

15 July | New York, USA  
Presentation of Best Practices Toolkit

September | Gurugram, India  
Launch of e-Learning courses for public officials from India

October | Sao Paulo, Brazil  
Road Safety Americas Conference

2019



# OUR BENEFICIARIES



-   
Government officials and policy makers
-   
Municipal authorities
-   
Private sector executives
-   
Civil society representatives
-   
Academics

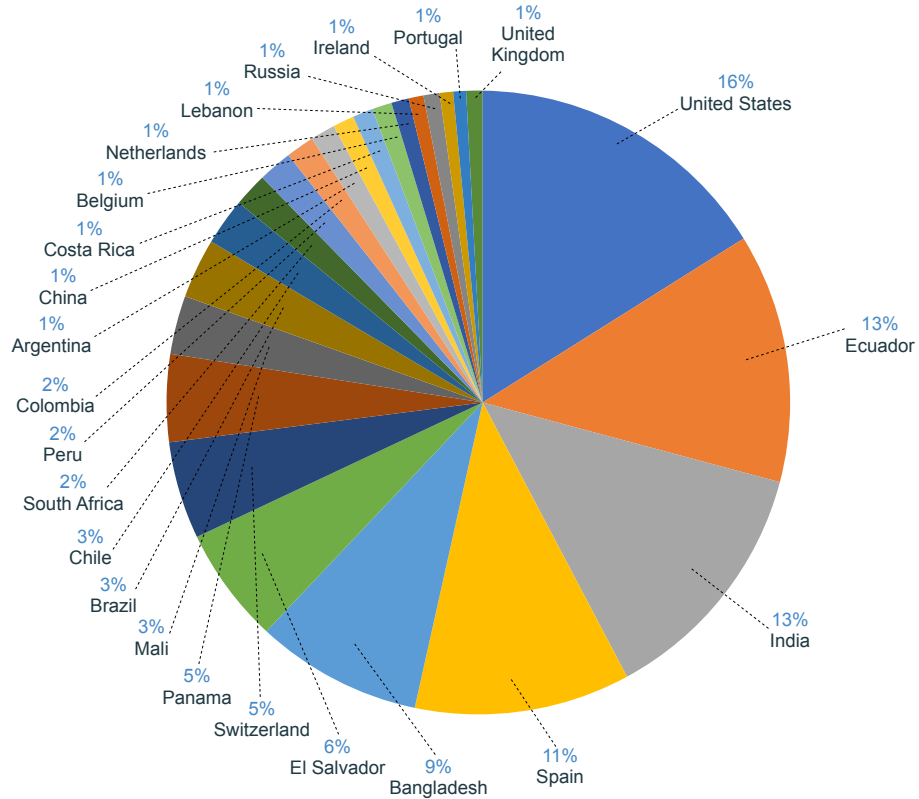
## Road safety trainings conducted for

417 senior government authorities, private sector executives, academics, international organizations' representatives, road safety experts and civil society leaders from **18 Countries** (May 2018 – May 2019)



## Outreach through the Road Safety Learning and Partnership Platform

Since its inception in August 2018, the Road Safety Learning and Partnership Platform “RS: Learn” has had **7,663** visits from over **24 different countries**, spanning 5 continents. 78% of the visits were by directly visiting the Platform with “Learning Resources” and “Featured Courses” pages having the most views.



## PARTNERSHIP FOR ACTION ROAD SAFETY







[www.un-roadsafety-learn.org](http://www.un-roadsafety-learn.org)