



**ESCWA Regional Workshop on Road Safety**

**The role of partnerships in road safety**  
 Dr Barry Watson

 Together we can save millions of lives.

The Global Road Safety Partnership is hosted by:  
 International Federation of Red Cross and Red Crescent Societies

 GLOBAL ROAD SAFETY PARTNERSHIP






**Overview**

- The need for partnerships in road safety
- GRSP's partnership model:
  - Government
  - Private sector
  - Civil society
- The business case for private sector investment
- Tips for working with the private sector

 Together we can save millions of lives.

The Global Road Safety Partnership is hosted by:  
 International Federation of Red Cross and Red Crescent Societies


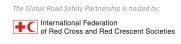


## The global road trauma problem

**1.24 million road traffic deaths every year.**

**As many as 50 million are injured each year.**

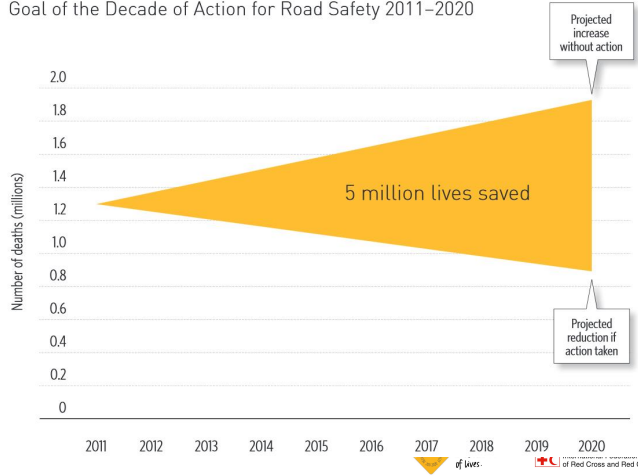
- There are nearly 3400 road deaths per day . more than 2 per minute
- This represents 11 full jumbo jets crashing each day
- Road crashes are the 8<sup>th</sup> leading cause of death, and the biggest killer of those aged 15-29
- 90% of road deaths occur in low and middle income countries (LMICs), but they only account for 52% of the world's motor vehicles
- More than 50% of those killed are pedestrians or riders of 2 and 3 wheelers
- Without action, annual road fatalities are predicted to rise to around 1.9 million by 2030 . becoming the 7<sup>th</sup> leading cause of death

Source: WHO Global Status Report on Road Safety, 2013

## Our collective challenge

Goal of the Decade of Action for Road Safety 2011–2020



Number of deaths (millions)



Year	Projected increase without action (millions)	Projected reduction if action taken (millions)
2011	1.2	1.2
2012	1.3	1.1
2013	1.4	1.0
2014	1.5	0.9
2015	1.6	0.8
2016	1.7	0.7
2017	1.8	0.6
2018	1.9	0.5
2019	2.0	0.4
2020	2.1	0.3

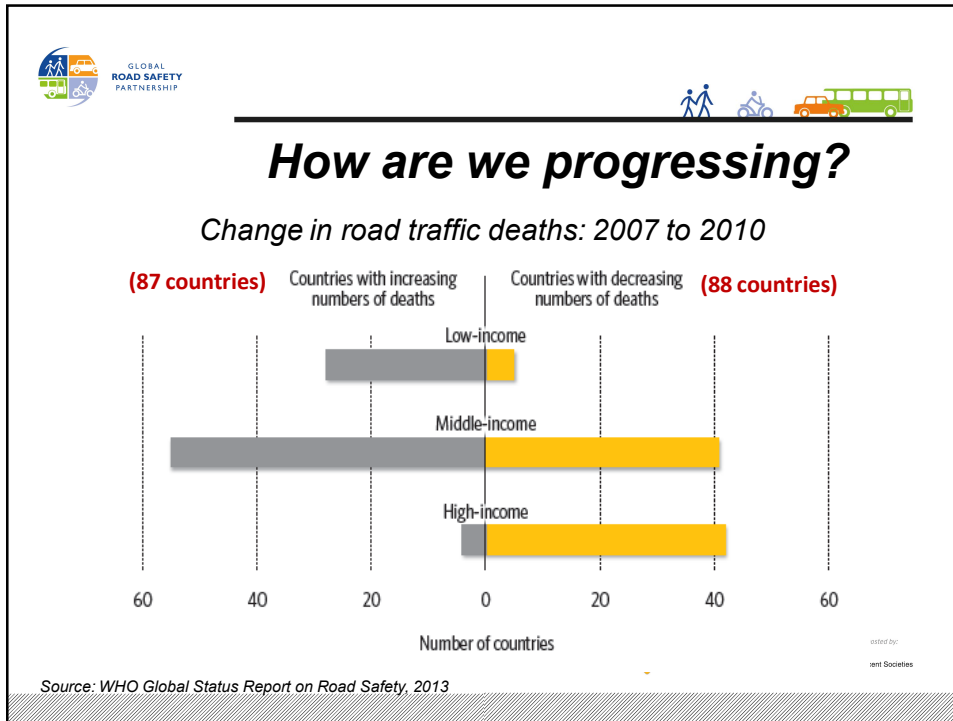
5 million lives saved

Projected increase without action

Projected reduction if action taken

Source: WHO Global Status Report on Road Safety, 2013



**The need for partnerships**

When the 64th General Assembly of the United Nations passed the resolution proclaiming the Decade of Action for Road Safety (2011-2020), it stated:

*“The solution to the global road safety crisis can only be implemented through multi-sectorial collaboration and partnerships”*



## About GRSP



- “ GRSP was founded in 1999 in response to the global road trauma problem
- “ Our mission is to contribute to a sustainable reduction in road crash death and injury
- “ We are hosted by the IFRC, the largest humanitarian organization on the globe
- “ This gives us access to 189 National Societies and 17 million active volunteers
- “ Our role is to build partnerships between government agencies, private enterprise and civil society organizations



## GRSP's key strategies



- “ Contribute to global knowledge about best practice
- “ Advocate for enhanced road safety
- “ Offer Road Safety Grants
- “ Build local capacity through training and mentoring
- “ Communicate the road safety message



The Global Road Safety Partnership is hosted by:  
International Federation  
of Red Cross and Red Crescent Societies



## Working through partnerships

- “ Our role is to create and support multi-sector partnerships
- “ Our members are leading developmental agencies, governments, businesses and civil society organizations
- “ We bring relevant Partners together to address key risk factors influencing road safety in a coordinated, economically efficient and effective manner using globally recognized good practice
- “ We currently are involved in projects in over 30 countries



The Global Road Safety Partnership is hosted by:  
International Federation  
of Red Cross and Red Crescent Societies



GRSP's unique **partnership model** brings together the experiences, expertise and resources of the private sector, public sector and civil society, with a singular purpose



GLOBAL  
ROAD SAFETY  
PARTNERSHIP

The Global Road Safety Partnership is hosted by:  
International Federation  
of Red Cross and Red Crescent Societies



## Case study: the Global Road Safety Initiative (GRSI)

- “ GRSI is a collaborative initiative between GRSP, Shell, Total and Toyota
- “ Focuses on developing and implementing community/ city-based road safety interventions that are:
  - data led
  - apply established best practice approaches
  - rigorously evaluated
  - encourage local involvement for long-term sustainability



TOTAL

TOYOTA



GLOBAL  
ROAD SAFETY  
PARTNERSHIP

The Global Road Safety Partnership is hosted by:  
International Federation  
of Red Cross and Red Crescent Societies



## GRSI activities: 2013 - 2014

Activities	Total
Countries reached (projects and seminars)	54
No. of cities where activities occurred	15
Total population of project cities/provinces	10,500,000
No. of school students exposed to program activities	30,700
Leveraged support	CHF 2,500,000
Leveraged funds for project expansion/sustainability	CHF 600,000
Regional seminars held	4
Seminar delegates	844
Targeted workshops conducted	153
Road safety stakeholders trained	3,190
Replication-ready projects developed	3
Helmets procured and distributed	1,200



TOTAL

TOYOTA



The Global Road Safety Partnership is hosted by:  
International Federation  
of Red Cross and Red Crescent Societies



## *The business case for private sector investment in road safety*



The Global Road Safety Partnership is hosted by:  
International Federation  
of Red Cross and Red Crescent Societies



## *Road safety is an investment for the private sector (1)*



- “ Road crashes have significant human and financial implications for business operators
- “ **25 - 30% of all crashes** estimated to be work-related
- “ Many organizations fail to recognize the full costs associated with work crashes, such as:
  - Higher insurance premiums
  - Replacement of lost or damaged assets
  - Loss in man hours
  - Administrative costs associated with re-training, re-hiring etc
  - Decrease in productivity through reduced morale
  - Potential loss of brand reputation
  - Potential legal issues





The Global Road Safety Partnership is hosted by:  
International Federation of Red Cross and Red Crescent Societies



## Road safety is an investment for the private sector (2)



“ There is good evidence that targeted road safety projects actually generate cost savings many times that invested

“ Case studies have shown that a systematic and holistic approach to work-related road safety can produce a range of benefits such as:



- Reduced injuries
- Reduced collision claims
- Lower running costs
- Improved staff morale
- Enhanced reputation

(e.g. Bidasca & Townsend 2014; Murray *et al*, 2010, 2014)



The Global Road Safety Partnership is hosted by:  
International Federation of Red Cross and Red Crescent Societies



## Extended Haddon Matrix

	Management Culture	Journey	Road/ Site Environment	People - Drivers and Managers	Vehicle	External/ Societal/ Community/ Brand
Pre-Crash or Pre-Drive	Leadership Business case Legal compliance Safety review Benchmarking Pilot studies Goals & policies Safety culture Committee Pledge Communications Contractors	Travel policy Mode choice Journey planning Routing Risk assessment Emergency preparation Shifts/ working time	Risk assess Observation Guidelines Site layouts Work permits C&D rules Road design Hot-spot mapping Engage local road agencies	Recruit Contract Induct Check qualified Handbook Risk assess Train Equip Communicate Engage Monitor Correct	Risk assess Select Specification Safety features Service Maintain Check Use policy Mobile comms ITS/telematics Wear & tear Grey fleet	Regulator/policy engagement CSR Benchmarking Communications Family members Community Road safety weeks/ days Awards
At Scene	Emergency support to driver	Engage local investigators	Manage scene	Process to manage scene	Crashworthy 'ITS' data capture	Escalation process
Post-Crash	Report, record & investigate Change process Data linkages, evaluation & KPIs*	Debrief & review journeys	Investigate and improve Review site/road elements of collision data	Reporting and investigation Driver debrief Counselling, trauma support Reassess/train	Strong openable doors Investigate 'ITS' data Inspection & repair	Manage reputation and community learning process

Source: Murray, Watson, King, Pratt & Darby (2014)





The Global Road Safety Partnership is hosted by:  
International Federation  
of Red Cross and Red Crescent Societies



## ***Core reasons for the private sector investment in road safety***

1. To reduce costs
2. To enhance brand reputation and recognition
3. To meet legal requirements under occupational health and safety laws
4. To enhance staff wellbeing, morale and motivation
5. To build relationships with other organizations
6. To demonstrate corporate social responsibility




The Global Road Safety Partnership is hosted by:  
International Federation  
of Red Cross and Red Crescent Societies



## ***10 Tips for Partnering with the***


Private  
Sector

1. Recognize that **each party** brings a defined set of resources to the table ÷ *know your strengths*
2. Get to know your prospective partners ÷ there needs to be a clear **alignment of interests** (geographic, thematic, outcome, scope of resources etc)
3. Identify how your skills and resources are **complementary**
4. Gather an evidence base to demonstrate the **scope of the problem**
5. Work collaboratively to identify potential solutions ÷ **what can be done**




GLOBAL ROAD SAFETY PARTNERSHIP

The Global Road Safety Partnership is hosted by:  
International Federation of Red Cross and Red Crescent Societies


## 10 Tips for Partnering with the Private Sector

6. Recognize that resourcing road safety is an investment ÷ estimate the potential **return on investment**
7. Identify opportunities to **leverage additional funding** ÷ *consider other project partners*
8. You **don't need to 'reinvent the wheel'** - apply existing good practice approaches
9. Monitor and evaluate the **effectiveness** of your efforts
10. Many private sector organisations have a long and successful history in promoting road safety ÷ so, remember your **common goals**



GLOBAL ROAD SAFETY PARTNERSHIP

The Global Road Safety Partnership is hosted by:  
International Federation of Red Cross and Red Crescent Societies



## Conclusion

- “ Road safety is a complex issue requiring a comprehensive, multi-sectorial response
- “ Partnerships are critical to:
  - Increase the amount of resources and expertise available to address the problem
  - Expand intervention possibilities
  - Build community support for change
- “ Establishing partnerships requires leadership and a supportive environment



GLOBAL ROAD SAFETY PARTNERSHIP

The Global Road Safety Partnership is hosted by:  
International Federation of Red Cross and Red Crescent Societies



## Enhancing road safety requires partnerships

Government



Private enterprise





Civil Society



Leadership by lead agencies



**Dedicated to the sustainable reduction of road crash death and injury**

**Global Road Safety Partnership**

c/o International Federation of Red Cross and Red Crescent Societies


P. O. Box 372  
17, chemin des Crêts  
CH-1211 Geneva 19  
Switzerland

Tel: +41 (0) 22 730 42 49  
Fax: +41 (0) 22 733 03 95  
E-mail: [grsp@ifrc.org](mailto:grsp@ifrc.org)  
Website: [www.grsproadsafety.org](http://www.grsproadsafety.org)

**Dr Barry Watson**

Email: [barry.watson@ifrc.org](mailto:barry.watson@ifrc.org)

Tel.: +41 79 708 4763



The Global Road Safety Partnership is hosted by:  
International Federation of Red Cross and Red Crescent Societies

