LAUNCH OF THE

DECADE OF ACTION FOR ROAD SAFETY 2011-2020
Launch Objectives:

• Organise Global Decade Launch consisting of rolling national launches

• Use ‘Tag’ as unifying theme and symbol for Decade of Action launches and activities

• Raise public, media, policy, corporate awareness of Decade and generate momentum for further progress

• Use ‘Tag’ to strengthen road safety ‘brand’ by establishing a globally recognised symbol with similar brand values to AIDs ribbon

• Secure political support for action

• Establish platform and strategic framework for collective effort
Pre-launch: building momentum, setting expectations

12th April 2011 – Launch of Commission for Global Road Safety ‘Make Roads Safe report’
Pre-launch: building momentum, setting expectations

‘Time for Action’ report:

• Urges UN reform in transport sector and road safety inclusion in post MDG framework

• Maintains pressure on development banks to prioritise safety

• Calls for urgent action to protect child and adolescent rights to safe mobility

• Proposes voluntary ‘safety levy’ of US$2 on every new car to support Decade implementation through Road Safety Fund
Pre-launch: building momentum, setting expectations

12th April 2011: Nelson Mandela Foundation and FIA Foundation announce Zenani Mandela Road Safety Scholarship
Pre-launch: building momentum, setting expectations

19th April 2011: World Bank President Robert Zoellick and regional development banks launch ‘MDB Road Safety Initiative’
Pre-launch: building momentum, setting expectations
11.05.11
Australia

“...let us ensure that the ten years ahead mark a turning point for global road safety...”
Julia Gillard, Prime Minister
China

China Launch Day for Decade of Action for Road Safety & China Road Safety

2011.5.11 • 北京

China Intelligent Transportation Systems Federation of Automobile Industry

National Industrial Technology Innovation Project Management

Strategic Alliance of China

China FIA Foundation

FIA Foundation for the Automobile and Society

Together, we can make roads safe!
Thailand
Vietnam
India
The international community has a duty to develop a common strategy and joint action to enhance road safety

President Dmitry Medvedev
Kenya
Italy

Germany

FIA Foundation
for the Automobile and Society
“Every six seconds someone is killed or seriously injured on the world's roads. We simply cannot go on like this”.

David Cameron, Prime Minister
France
European Union
United States: Washington, DC
Inter-American Development Bank, Washington DC
United States: New York City
Canada
Argentina

El Salvador

FIA Foundation
for the Automobile and Society
Jamaica

Gold medal Olympic sprinter, Asafa Powell
Brazil
Mexico

“I am delighted that the United Nations has proclaimed 2011-2020 to be a Decade of Action for Road Safety. In Mexico, we will strive to reach the world-wide target of reducing road deaths by 50% in the next 10 years.”

President Felipe Calderón
New partners joining road safety movement

Sesame Street & FIA Foundation

• 3 public service announcements funded by FIAF

• Broadcast deal with IDB

• 21 countries with local production including Brazil, China, India, Russia and South Africa
Policy momentum

• + 100 Countries, many with government participation

• Australian Government announces US $ 6 million for Global Road Safety Facility ‘MDB Initiative’

• Unicef ‘State of the World’s Children Report, 2011’

“ Injury prevention in a child’s second decade of life should become a major international public health objective”

• World Health Assembly Resolution on Child Injury Prevention, May 2011

• Decade of Action is now framework for national road safety strategies in many countries

• Leading transport policy organisations: IRF, PIARC etc using framework of Decade for policy development
thank you