Development of the Tag

March 2010: UN Road Safety Collaboration meeting in New York accepts FIA Foundation offer to ask WPP to design a symbol

WPP, world’s largest advertising and communications group, agrees to launch internal pro-bono competition for Decade

April 2010: WPP winning agency ‘The Partners’ designs ‘Tag’ in consultation with UN lead road safety agency WHO and the FIA Foundation

June 2010: Governmental ‘Friends of the Decade’ meeting approves Tag as symbol for the Decade of Action for Road Safety
Development of the Tag

September 2010: Tag announced in New York at Clinton Global Initiative and at UN Millennium Development Goals summit

September 2010: Tag announced at World Injury Prevention conference in London

October 2010: Tag adopted as symbol of UN Decade by UN Road Safety Collaboration
Development of the Tag


December 2010: Tag symbol use freely available to registering non-profits. Road Safety Fund launched to engage corporate sector.

December 2010: UN Secretary Ban Ki-moon endorses Tag
Tag objectives

Raise profile of road safety by becoming globally recognised symbol of road safety with similar brand values to AIDs ribbon etc

Be unifying theme and symbol for Decade of Action launches and activities

Deliver fundraising benefit for Decade injury prevention programmes through corporate support via the Road Safety Fund
• Maximise potential of the Decade of Action

• Use the ‘Tag’ to generate funds for safety by engaging private sector

• Present a united voice to potential donors and work together with UNRSC partners to deliver funds

• Hosted and managed by FIA Foundation at zero cost. FIAF also donates to the Fund. Neither FIAF or WHO benefit from the Fund.
Launch: 11 MAY 2011

A global launch consisting of “rolling" national launch events in every time-zone of the world, beginning in the Pacific and ending on the west coast of the Americas.

Each national launch is expected to include some or all of the following:

• One-hour media event with heads of state, government ministers dignitaries, celebrities, RTI victims and others

• Release of national plans for the Decade and/or a new road safety initiative
MORE INFORMATION:

Go to the following websites:

http://www.who.int/roadsafety/decade_of_action

http://www.decadeofaction.org