Who is IRF?

- World forum advocating better and safer roads
- Stakeholders are responsible
- Five pillars of IRF
  - Road Safety
  - Environment
  - Road Finance
  - Education
  - ITS
- Statistics
Some of our commitments

- Rehabilitation of the Silk Road
- The Trans-African Roads project
- The Pan American Highway
- The Black Sea Ring Highway
- The Adriatic-Ionian Highway
Importance of Road Safety

PROJECTED DALYS IN DEVELOPING COUNTRIES: (CHILDREN AGED 6 - 14)

Importance of Road Safety (2)

- Infrastructure
- Trauma Care
- Human Behaviour
- Vehicle
IRF contributions in Road Safety

- **Conspicuity Marking** - Seminars in Belarus
  October 2008; in UAE, May 2009
IRF contributions in Road Safety

IRF contributions in Road Safety

- Safety Guide to Road Signs
IRF contributions in Road Safety

- Breaking Simulator
IRF contributions in Road Safety

- **City of Tshwane** - Improving road safety in low-income communities where relevant information is not available

Principle of Batho Pele ("putting people first")!
THANK YOU!

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