



**United
Nations**

GLOBAL SAFE AND AFFORDABLE HELMET CAMPAIGN

MAKING THE WORLD SAFER, TOGETHER

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The secretariat for the UN Secretary-General's Special Envoy for Road Safety is hosted in UNECE. UNECE is the custodian of the United Nations road safety legal instruments applicable worldwide, such as the Convention on Road Traffic, the Convention on Road Signs and Signals, and the 1958, 1997 and 1998 Vehicle Regulations Agreements. UNECE remains the only permanent body in the United Nations system that focuses on improving road safety.

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FOR A WORLD WHERE ROADS ARE SAFE FOR EVERY USER, EVERYWHERE

WITH GLOBAL REACH COMES GLOBAL RESPONSIBILITY.
OUR WORK STRIVES TO MAKE SAFE AND SMART MOBILITY
A REALITY FOR ALL

Road fatalities and injuries are a challenge to global development. With 1.3 million people killed on the road every year, **road crashes are the first cause of death in young people aged 5 to 29**. Almost 90% of the road fatalities occur in low- and middle-income countries (LMICs).

The United Nations has invested significantly in tackling the problem globally by including road safety into its SDGs, committing to halving the number of global traffic deaths and injuries, and to providing access to safe, affordable, accessible, and sustainable transport systems for all by 2030



TRANSLATING INTO THE UN SUSTAINABLE DEVELOPMENT GOALS

SUSTAINABLE DEVELOPMENT GOALS

3 GOOD HEALTH
AND WELL-BEING



Halve the number of global deaths and injuries from road traffic crashes.

11 SUSTAINABLE CITIES
AND COMMUNITIES



Improve road safety and provide access to safe, affordable, accessible and sustainable solutions, with special attention to the needs of those in vulnerable situations.

300 MILLION MOTORCYCLES IN THE WORLD

80% are in Asia, Africa and Latin America, regions that have not yet fully embraced or enforced the United Nations minimum helmet safety standard as their national standard.

GLOBAL HELMET SAFETY STANDARDS



ECE 22.05 usable To be confirmed ECE 22.05 not usable

A MAJOR KILLER: THE MOTORCYCLES



Annual motorbike fatalities:

379,356

Annual tuberculosis deaths: 1.4 million
Annual road traffic deaths: 1.35 million

Annual malaria fatalities: 409,000
Annual motorbike fatalities: 379,356
Motorbikes are rising in popularity. Their number is projected to reach 400 million by 2050, up from 270 million in 2021.



3.4 MILLION

PEOPLE WERE KILLED
IN MOTORCYCLE
ACCIDENTS BETWEEN
2008 AND 2020

Motorcycle accident statistics in low- and middle-income countries are staggering and getting worse, as the increase in wealth leads more people to ride motorcycles on already overcrowded and under-engineered roads.

In South-Asia, the situation of two-wheeler crashes is critical while the motorcycles account for up to 70% of vehicles.

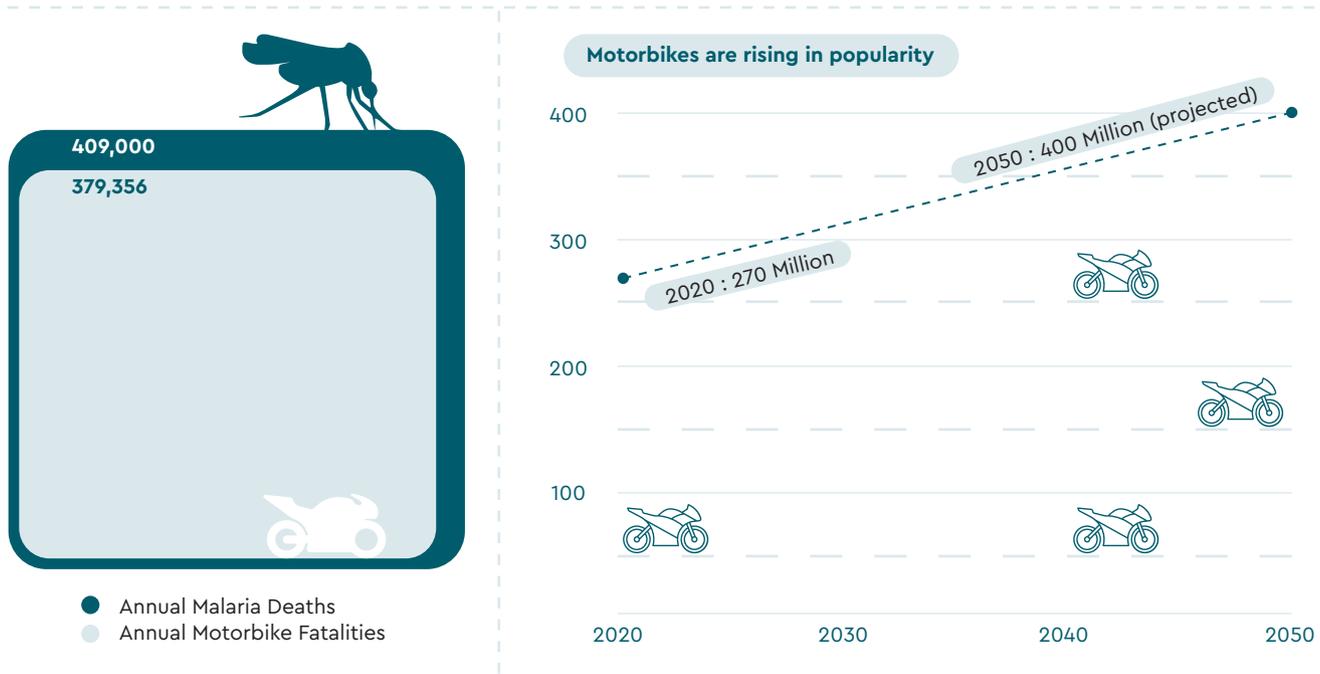
Annual Tuberculosis Deaths

1.4 Mil

Annual Road Traffic Deaths

1.35 Mil

93 percent of these deaths are in lower and middle income groups



3.4 Million deaths between 2008 and 2020

1.4 Million could have been prevented with proper helmet use

Road Deaths in Kenya : 12,463

40 % involved Motorbikes



MRS. LE THI DANG NGHIA
VIETNAMESE TEACHER,
VICTIM OF A ROAD ACCIDENT
IN 2017

"I was crossing an intersection on a national highway in Quang Nam (Vietnam) when suddenly a vehicle crashed into my motorcycle.

The force of the impact threw me to the ground. My head hit the pavement and I was knocked unconscious.

My recovery took 3 months but fortunately, I was wearing a high quality helmet. This was instrumental in preventing me being killed."

A GAME CHANGER: THE HELMETS

WE HAVE SOLUTIONS THAT COULD LOVER THE RISK OF ROAD FATALITIES BY 42%
AND INJURIES BY 69% FOR MOTORCYCLISTS

COMFORTABILITY

ADAPTED TO WARM CLIMATES, THUS
INCREASING ACCEPTABILITY IN LOW- AND
MIDDLE-INCOME COUNTRIES

AFFORDABILITY

APPROXIMATIVELY
\$15 WHOLESAL PRICE



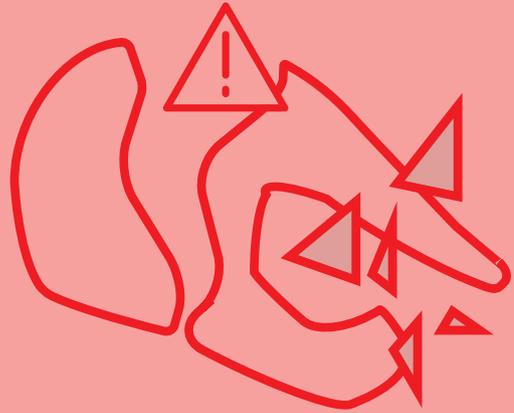
SAFETY

COMPLIANT WITH ECE 22.05
UNITED NATIONS MINIMUM SAFETY
STANDARDS FOR HELMETS

QUALITY HELMET VS NON-QUALITY HELMET?



- STRONG SHELL
- STURDY BUILT
- CLEAR VISOR
- CERTIFIED TO UN HELMET REGULATIONS



- WEAK OUTER SHELL
- FLIMSY BUILT
- UNCLEAN/ FOGGY VISOR
- NOT CERTIFIED TO UN HELMET STANDARDS

MAKING THE WORLD SAFER

THE SITUATION

- The hot climate and the high purchase price prevent many from wearing a helmet that meets UN safety standards.



THE ISSUE TO BE ADDRESSED

- Increasing number of people riding motorcycles globally.
- Motorcycle-related fatalities keep increasing.
- Low wearing rate of helmets that meet UN safety standards is the main cause.

THE SOLUTION

- A revolutionary, safe and affordable helmet meeting UN safety standards.
- Using the United Nation's expertise to achieve this goal, a world first.
- Developed by leading manufacturers and distributed by our partners.
- Together, we save lives.

TECHNICAL DETAILS



THE HELMETS ARE CUSTOMIZABLE WITH YOUR BRAND IDENTITY

FRONT



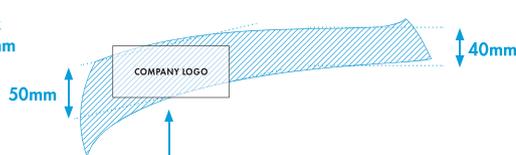
SIDE



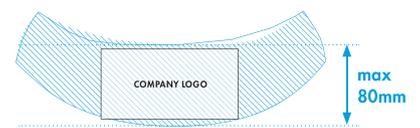
BACK



Max logo size 80 x 40mm (wxh)



Max logo size 100 x 50mm (wxh)



Max logo size 100 x 70mm (wxh)

TECHNICAL FEATURES



NZI HELMETS	
Model	SJ2
Certification	ECE22.05
Type	Open face
Options	With peak or visor
Sizes (head circumference in cm)	XS (54) L (58) S (55-56) XL (59) M (57)
Weight	950 ± 50g
Colours available	Can be customized from 50'000 units ordered <small>(Extra cost to be discussed with manufacturer)</small>

STEELBIRD HELMETS	
Model	ST-500
Certification	ECE22.05
Type	Open face
Options	With visor only
Sizes (head circumference in cm)	XS (54) L (58) S (55-56) XL (59) M (57)
Weight	850 ± 50g
Colours available	Can be customized <small>(Extra cost to be discussed with manufacturer)</small>

WE PARTNER WITH KEY MANUFACTURERS

INCLUDES BUT NOT LIMITED TO:



Steelbird
Helmets

Headquarters: Murcia, Spain
Factory: Jinhua, China

www.nzi.es/en
Contact: Juan José Bernat
+34 607 35 09 92
jj.bernat@nzi.es

Headquarters: New Delhi, India
Factory: Baddi, India

www.steelbirdhelmet.com
Contact: Ivo Boncompagni
+39 320 327 14 30
ivo@bonco.it

TOGETHER, WE CAN MAKE A REAL DIFFERENCE

WE INITIATE, YOU ACT. AWARENESS AND ADVOCACY FOR DEVELOPMENT AND PRODUCTION LEAD TO DISTRIBUTION, PROMOTION, SUPPORT AND CONTRIBUTION

YOU CAN ACT IN THREE WAYS



**Donors
Partners**



Donations to the Road Safety Fund or other designated non profit organizations fully dedicated to the distribution of helmets



The Road Safety Fund or other designated non profit organizations manage the purchase and distribution to disadvantaged populations in low- and middle-income countries



**Corporate
Partners**



Purchased at wholesale price from registered manufacturers



Distribution free of charge to protect your employees, consumers and communities. Business mechanics possible, for example 'Buy and get a free helmet'



**Distribution
Partners**



Purchased at wholesale price from registered manufacturers



Distribution at retail price through your own networks, associated with promotional efforts (to be agreed). Make it widely available to end consumers

YOUR BENEFITS

ACCELERATE THE DEPLOYMENT OF A GAME-CHANGING INITIATIVE



ASSOCIATION

Press Release with
UN Secretary-General's
Special Envoy

Relay on UN platforms

Involvement in PR stunts



COMMUNICATION

Co-branding opportunities
on helmets

Activation with
UN Special Envoy

Integration in advocacy plan



REAL IMPACT

Distribution to populations
in need

A concrete case for
CSR* endeavours

Drive positive change

*Corporate Social Responsibility



**United
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