UN Decade of Action for Road Safety 2011-2020

MAKE ROADS SAFE
The Campaign for Global Road Safety

Ensuring the Decade *is* Action
Official launch of the Decade...

11 May 2011
• National and regional events as part of a rolling global launch
• New global symbol for road safety
The symbol for the Decade of Action for Road Safety
UN Decade logos...
We are a movement.

We want millions of people to own the Decade of Action

We need more than just another logo...
WPP
The world’s largest communications group
The Road Safety Tag:
A symbol to unite the world for action on road injuries
...however you like
A way to remember
And to fight
Decade Road Safety Tag

• Official unveiling: 22 & 23 September 2010
In New York at MDG summit & Clinton Global Initiative
In London at World Injury 2010 Conference
In Bangkok at UNESCAP High Level Road Safety Meeting
Decade Road Safety Tag

• Tags available initially via FIA Foundation
• Artwork of the tag will be made available on a weblink
• WHO developing campaign toolkit for Decade of Action
• Roll-out plan between October 2010 – April 2011
Using the Tag on 31 May 2011 and through the Decade...

Facebook groups

Public Displays

Something more ambitious...
Our objective
More information

www.makeroadssafe.org

www.fiafoundation.org

Thank you