

# A 10 POINT MANIFESTO FOR GLOBAL ROAD SAFETY

## **1. AMBITIOUS TARGETS**

In the new Sustainable Development Goals, a post-2015 target to halve global road traffic deaths by 2020 has been adopted. A 2030 target to ensure safe and sustainable mobility in cities by 2030 has also been adopted. Achieving these targets requires political commitment and new financing on an unprecedented level.

## **2. BETTER INFRASTRUCTURE**

50% of casualties occur on around 10% of the road network. There must be an international effort to ensure greater road safety to all road users through proper planning, design, building and maintaining high safety performance standards of road networks.

## **3. SAFER VEHICLES**

By 2020 all new cars must meet minimum UN vehicle safety standards. Airbags should be included as standard and the increased uptake of safety features such as anti-lock braking systems (ABS), electronic stability control (ESC) and autonomous emergency braking (AEB) should be actively pursued.

## **4. MORE EFFECTIVE LAWS**

Only 7% of the world's population are covered by adequate laws covering the five main risk factors: speed, drink driving, motorcycle helmet use, seat belt and child restraint use. By 2020, at least 50% of countries must be covered.

## **5. STOP SPEEDING**

Speed is the single most significant contributor to road collisions leading to death and injury. Managing speed limits through enforcement and infrastructure design is a priority. The deployment of low speed zones around schools and better road design to protect vulnerable users are crucial to achieve this.

## **6. TACKLE DRINK-DRIVING**

The alcohol industry should promote the introduction and enforcement of drink-drive legislation, research, and public awareness, and encourage the development and implementation of alcohol interlocks as a targeted policy intervention, for example through the setting up of a dedicated fully independent fund.

## **7. IMPROVED DATA COLLECTION**

Effective action can only be taken if it is targeted and measured with accurate data. Regional collaborations such as Latin America's OISEVI should be supported and developed in other world regions. All countries must adopt the '30 day rule' for defining and reporting road traffic fatalities and injuries.

## **8. GLOBAL FUND FOR SAFER ROADS**

Building on the achievements of the Global Road Safety Facility housed at the World Bank, a scaled up Global Fund for Safer Roads should be launched to attract new donor aid for road safety, enabling strategic cooperation by all the Multi-lateral Development Banks, development agencies, private and philanthropic donors and key international institutions.

## **9. PRIVATE SECTOR SUPPORT**

Bilateral donors must recognise road safety as a development and public health challenge and provide commensurate increased funding support for action. The private sector can, and must, contribute much more both in terms of financial philanthropy and in-kind support, including through innovative financing mechanisms.

## **10. INCREASE COORDINATED ACTION**

An emphasis on genuine high level coordination should be the focus of a remodelled approach for the post-2015 era. An annual Forum should be held to ensure a formal and regular, at least biannual, one day Ministerial Meeting on Road Safety, with a focus on funding.