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The Private Sector's Contribution to the Road Traffic Safety

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International Road Federation
Fédération Routière Internationale
Federación Internacional de Carreteras

www.irfnet.ch

THE INTERNATIONAL ROAD FEDERATION (IRF)

**Global, Independent,
Not-for-profit Organisation**
established in **1948**

Based in **Geneva, Switzerland** 

UN ECOSOC status since **1951**

Strategic Pillars of Activities

Knowledge

Connections

Advocacy



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ABOUT IRF

KNOWLEDGE & EXPERTISE

IRF fosters innovation and progress by providing access to and sharing of cutting-edge knowledge and expertise.



公益財団法人 国際交通安全学会
International Association of Traffic and Safety Sciences



global Transport
Knowledge Partnership



UNIVERSITY OF
BIRMINGHAM



جامعة قطر
QATAR UNIVERSITY



IRF GLOBAL
ROAD
DATAWAREHOUSE



DATA

IRF produces the **World Road Statistics (WRS)** and facilitates the analysis and use of data via the **IRF Data Warehouse**.



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ABOUT IRF

CONNECTIONS

IRF brings **people, businesses, countries and organisations together** to exchange ideas, define solutions to common problems and **to forge partnerships** that deliver.



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ABOUT IRF

ADVOCACY

IRF engages with **decision makers** at international, national and local level to bring about **positive change** and to **advance** the sustainable road transport and mobility agenda.



**UN CLIMATE
CHANGE
CONFERENCE
UK 2021**

IN PARTNERSHIP WITH ITALY



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ABOUT IRF

ROAD SAFETY WORK

TRAINING & CAPACITY BUILDING



- ✓ Road Safety Management
- ✓ Road Safety Audits
- ✓ Road Design Standards
- ✓ Enhanced First Aid Training



PROJECTS & DATA



KNOWLEDGE



www.gtkp.com



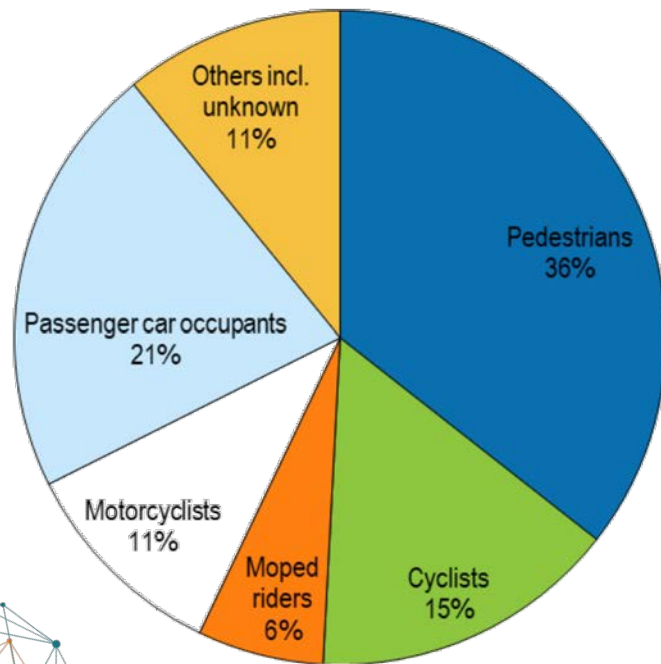
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Last Year: Pedestrians' Safety and influence of culture in their decision-making



Source: IRTAD Road Safety Annual Report 2020

- In 2018, 1'482 pedestrians were killed on Japanese roads.
- About 70% of all pedestrian fatal accidents in Japan occur while crossing the road.
- A third of these crossing death accidents occur while using a pedestrian crossing.



Private Sector & Road Safety

- Stockholm Ministerial Declaration
- UN General Assembly Resolution 74/299
- Decade of Action Plan (2021-2030)



Private Sector in Stockholm Declaration

*...Call upon businesses and industries of all sizes and sectors to contribute to the attainment of the road safety related SDGs by **applying safe system principles to their entire value chain** including internal practices throughout their procurement, production and distribution process, and to include reporting of safety performance in their sustainability reports;*



What Private Sector is good at ...

1. Changing behaviour and raising codes of practice.
2. Establishing values-based investing.
3. Developing business models and an ecosystem that revolve around safety.



Network of Employers for Traffic Safety



MISSION: Advance road safety among all **drivers, employees** and their **families**, and the **communities** where employees live and work.

**BENEFITS OF IMPROVING ROAD SAFETY GO WELL BEYOND
THEIR EMPLOYEES**



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Private Sector Road Safety Coalitions



TotalEnergies and IRF are collaborating to build on the success and experience gained via “Safe Way Right Way” initiative. <https://youtu.be/GPSb2Pkr7CQ>

AIM:

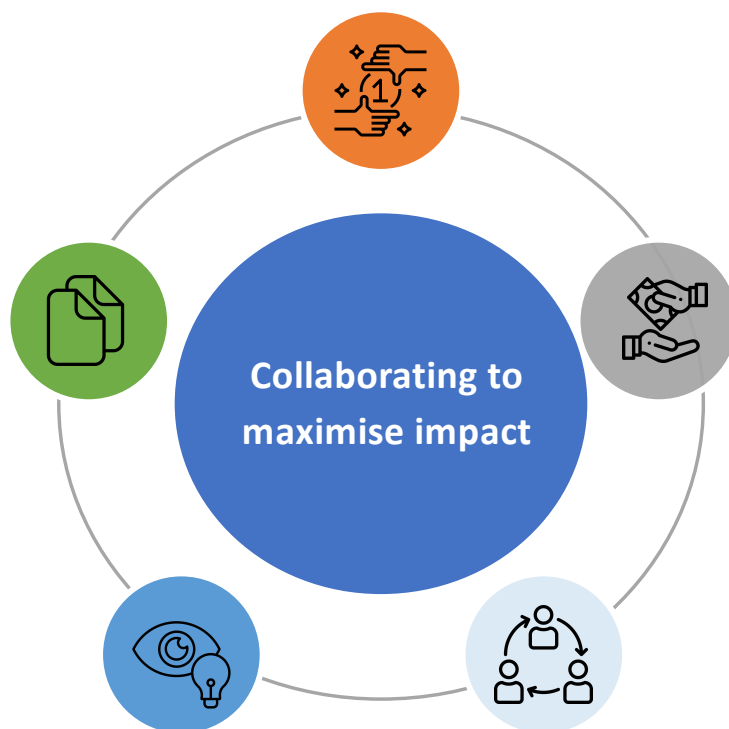
- To **mobilise** and **federate private sector stakeholders** to support road safety efforts around the world.
- To substantially improve road safety via **hands-on, impact-oriented and scalable activities**.



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The Benefits of a Coalition



SHARE BEST PRACTICES



SHARE COST



SHARE EXPERTISE



AVOID DUPLICATION OF EFFORT



**CARRY OUT MORE IMPACTFUL
AND VISIBLE PROJECTS**

Examples of Private Sector Initiatives

Guinea

- Driving school



Cameroon

- Proposals for legislative action plan
- Training schools for drivers
- Cross audit



Kenya

- Mapping of blackspots



Uganda

- Driving school
- Legislation



Tanzania

- Drivers' training
- Awareness & Education



Morocco

- Coalition being formed

Senegal

Pakistan



WOMEN ON WHEELS PROGRAMME



Why recruit female drivers?

- There is a **global shortage of truck drivers**, yet only a very small % of drivers are female - tap into this unused worker pool!
- **Female drivers are up to 4x safer** than their male counterparts resulting in:
 - ✓ Fewer crashes,
 - ✓ Fewer severe accidents
 - ✓ Improved running costs
 - ✓ Less maintenance



<https://www.holcim.com/uganda-women-wheels>



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Thank you!



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