



A N N U A L

R E P O R T

2 0 1 4

Published October 2015

# LETTER FROM THE PRESIDENT



Dear friends,

The Global Alliance of NGOs for Road Safety has come a long way since 2009 when the World Health Organization (WHO) first convened non-governmental organizations (NGOs) active in road safety to discuss the idea of an international forum to collectively advocate for safer roads.

This past year, the Alliance, which now has more than 140 member NGOs active in over 70 countries, launched its 2014-2018 Strategic Plan to grow the Alliance and increase its services to members as they work to reduce the unacceptable number of traffic injuries and fatalities and advocate for crash victims' rights. The Strategic Plan highlights three key areas for growth:

- ▶ Networking and sharing best practices and information amongst members;
- ▶ Advocacy for road safety and victims' rights; and
- ▶ Capacity building for members to implement effective programs in their countries.

We have made some important improvements in these key areas this year. In 2014, the Alliance:

- ▶ Raised funds to staff its Secretariat;
- ▶ Hired an Administrative Director, Lotte Brondum, the Alliance's first staff member, to work directly with members and develop services according to the goals outlined in the Strategic Plan;
- ▶ Officially became a member of the United Nations Road Safety Collaboration (UNRSC);
- ▶ Represented NGOs as a member of the "Friends of the Decade" group, which exists to advance the UN Decade of Action for Road Safety 2011-2020;
- ▶ Co-launched, in partnership with UNRSC members, the #SaveKidsLives campaign, which aims to raise awareness among global leaders about the toll that road traffic crashes take on children;
- ▶ Continued the development and operation of communication platforms for members, including our website and Facebook group;
- ▶ Introduced a bimonthly newsletter which reaches hundreds of road safety advocates around the world; and
- ▶ Managed preparations for the 4th Global Meeting of NGOs Advocating for Road Safety and Road Victims held in Marrakech, Morocco, in March 2015.

As you can see, the Alliance has developed substantially this past year and there are many exciting plans to continue this momentum in 2015 and beyond. I would like to extend a sincere thank you to the member NGOs who have been a part of this journey and to the World Health Organization for its commitment to the Alliance from its inception. Additionally, I would like to express gratitude to the board members who passionately contribute to the betterment of the Alliance while also having their own NGOs to run. This year, the board lost a beloved friend and colleague, Dr. Daouda Sagna. The achievements and growth of the Alliance would not have been possible without Dr. Sagna's work and dedication, and it is with great sadness that we note Dr. Sagna's passing. Finally, to our financial supporters, thank you. It goes without saying that the Alliance would not be able to pursue its mission without your generous support.

We look back on 2014 proudly and look forward to growing together in the upcoming years to prevent needless death and suffering on the world's roads and to assist the victims of crashes.

Sincerely,

**Jeffrey Witte**

*President*

*Board of Directors*

*Global Alliance of NGOs for Road Safety*

## ABOUT THE ALLIANCE

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The Global Alliance of NGOs for Road Safety exists in response to demand from NGOs worldwide for a forum where NGOs can share best practices and collectively advocate for road safety and the rights of victims of road traffic crashes.

The Alliance provides services and support to its members in three key areas: networking and sharing, advocacy, and capacity building. The Alliance also provides concise information about the activities of NGOs to non-NGO actors, such as governments, foundations, multilateral organizations, the media, and other stakeholders to promote road safety in the global development agenda.

The Alliance was established in 2012 by NGO members of the UNRSC and is a registered nonprofit under Swiss law.

## GLOBAL CHALLENGE

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Each year, more than 1.2 million people die on the world's roads and tens of millions are seriously injured. Road traffic crashes are currently the number one killer of young people aged 15-29 and the eighth leading cause of death among all people worldwide. As countries develop and acquire more and more motorized vehicles, road traffic crashes are projected to become the fifth leading cause of death globally by 2030.

Alongside the devastation that road traffic crashes impose on victims' families and loved ones, traffic crashes take a tremendous toll on the economy. Each year, developing countries lose between 1% and 3% of their Gross Domestic Product (GDP) owing to medical costs, productivity losses, and other expenses resulting from deaths and injuries on the road, which is more than most of these countries receive in development aid.

Thankfully, these consequences are preventable, and NGOs play a critical role in reducing the impact of road traffic crashes around the world.



# HISTORY AND MILESTONES

## 2009

### MAY

▶ WHO convenes 70 NGOs from 40 countries in Brussels, Belgium, at the 1st Global Meeting of NGOs Advocating for Road Safety and Road Victims to discuss how NGOs can advance the global road safety agenda. The meeting results in the Brussels Declaration.

### SEPTEMBER

▶ WHO asks nine member NGOs of the UNRSC to explore NGO interest in a global NGO platform for sharing information and best practices: 89% of NGOs surveyed express that such a platform (the future Alliance) would be beneficial.

### NOVEMBER

▶ The Brussels Declaration, which includes the concept and outline for a “UN Decade of Action for Road Safety,” is presented by NGOs at the 1st Global Ministerial Conference on Road Safety in Moscow.

### MARCH

▶ WHO organizes the 2nd Global Meeting of NGOs Advocating for Road Safety and Road Victims in Washington, D.C., attended by 100 participants representing NGOs from 48 countries. The framework for an NGO alliance is presented.

### MAY

▶ The UN Decade of Action for Road Safety 2011-2020 is launched by the UN General Assembly.

## 2011

## 2012

### MARCH

▶ WHO establishes a steering committee of representative NGOs to formally launch the Global Alliance of NGOs for Road Safety.

### APRIL

▶ The Alliance co-produces an advocacy guide for NGOs with the WHO.

## 2013

### APRIL

▶ The Alliance hosts the 3rd Global Meeting of NGOs Advocating for Road Safety and Road Victims in Antalya, Turkey, attended by nearly 100 people representing organizations from 50 countries. At the meeting, the Alliance holds its first General Assembly for member NGOs to vote on Alliance bylaws and elect its Board of Directors.

### MAY

▶ The Alliance, through support from the UN Road Safety Fund, distributes small grants to 40 NGOs to host advocacy events for the 2nd UN Global Road Safety Week.

### NOVEMBER

▶ The Alliance introduces its 2014-2018 Strategic Plan, which outlines specific goals for membership growth and development.

## 2014

### OCTOBER

▶ The Alliance becomes a member of the United Nations Road Safety Collaboration.

### NOVEMBER

▶ The Alliance introduces a bimonthly newsletter to members and road safety advocates to improve information sharing.  
 ▶ The Alliance commemorates World Day of Remembrance for Road Traffic Victims on 16 November 2014.  
 ▶ The Alliance represents NGOs at a “Friends of the Decade” meeting to prepare for the 2nd Global High-Level Conference on Road Safety to be hosted in Brazil in November 2015.

### DECEMBER

▶ The #SaveKidsLives campaign, guided in part by the Alliance, launches to gather signatures for the Child Declaration for Road Safety and promote the inclusion of road safety in the Post-2015 Sustainable Development Goals. The Alliance provides small grants to NGOs to jump-start the campaign.  
 ▶ The Alliance prepares for the 4th Global Meeting of NGOs Advocating for Road Safety and Road Victims held in Marrakech, Morocco, in March 2015.

# H I G H L I G H T S F R O M 2 0 1 4

In 2014, the Alliance provided services and support to its members in three key areas: networking and sharing, advocacy, and capacity building.

## NETWORKING AND SHARING

### Website and Social Media

The Alliance continued to develop and operate its website, [www.roadsafetyngos.org](http://www.roadsafetyngos.org), which profiles all of its member NGOs by country, provides updated information on road safety initiatives and activities around the world, and is a key source of information for international campaigns. In 2015, the website will be further developed and upgraded so that it can best serve members. The Alliance also continued to reach the road safety community with information and updates via its expanding Facebook page.



*The Alliance operates three official communication channels to share information with members and the road safety community: a website, a Facebook page, and an e-newsletter.*

### Newsletter

In November 2014, the Alliance launched its official e-newsletter, sent out twice per month to all Alliance member NGOs and more than 700 road safety stakeholders around the world, including multilateral organizations, national government agencies, foundations, private corporations, and individuals working for road safety and road victims' rights. The newsletter serves as a global platform to share information on the efforts of the NGO community and connect member NGOs to each other and other relevant organizations. As of December 2014, the Alliance issued four editions of its newsletter, which continue to be sent out bimonthly.

## A D V O C A C Y

### World Day of Remembrance

The 19th annual World Day of Remembrance for Road Traffic Victims, recognized by the United Nations, was commemorated on 16 November 2014. The Alliance connected members around the world to international awareness activities and media materials so that they could commemorate the day in their country and raise awareness about the tragic toll that road traffic crashes take on families and communities.



### #SaveKidsLives

In collaboration with UNRSC members, the Alliance co-launched the official UN Global Road Safety Week campaign, #SaveKidsLives, in November 2014. The #SaveKidsLives campaign is an international initiative mobilizing hundreds of NGOs, governments, and other road safety advocates to educate their communities about the unacceptable number of young lives affected by road traffic crashes. Under the #SaveKidsLives campaign, local advocates help to gather hundreds of thousands of signatures for the Child Declaration on Road Safety, which, from the perspective of a child, urges world leaders to take road safety seriously. In 2014, the Alliance provided small grants to NGOs in Brazil, Bulgaria, Cameroon, Lebanon, Namibia, and Nepal to jump-start the campaign. The NGOs organized public launch events that included the collection of signatures for the Child Declaration, media outreach, and formal handover of declaration signatures to local leaders. A full rollout of the campaign will take place around the world during the 3rd UN Global Road Safety Week in March 2015.

## CAPACITY BUILDING

### Technical Support

With the establishment of a permanent Secretariat in September 2014, the Alliance was able to provide direct assistance and technical support to member NGOs. The Alliance answered inquiries from hundreds of NGOs and connected them to services and partners to help them develop their programs and organizational capacity.

### 4th Global Meeting of Ngos Advocating for Road Safety and Road Victims

*In 2014, membership increased from 89 NGOs to 143 NGOs in 72 countries.*

*The Alliance Secretariat was established in September 2014 to provide direct support and services to member NGOs.*

The Alliance began preparation for the 4th Global Meeting of NGOs Advocating for Road Safety and Road Victims to be held in Marrakech, Morocco, in March 2015. In accordance with the Alliance's 2014-2018 Strategic Plan, the meeting included opportunities for member NGOs in all three of the Alliance's key areas of work. Features of the two-day meeting included a poster exhibition for members to gather best practices, panel discussions, training workshops, preparation for the 2nd Global High-Level Conference on Road Safety in Brazil, and a General Assembly where member NGOs convened to vote on Alliance bylaws and elect the Board of Directors. The 4th Global Meeting of NGOs was hosted by the Moroccan National Committee for Prevention of Road Accidents and sponsored by Allianz, FedEx, the Road Safety Fund, and the World Bank's Global Road Safety Facility. Meeting outcomes will be provided in the 2015 Annual Report.



# M E M B E R N G O S

- ALBANIA**
  - ▶ AMRKS
- ALGERIA**
  - ▶ Friends of the Road
- ARGENTINA**
  - ▶ ADISIV
  - ▶ Asociación Madres del Dolor
  - ▶ Conduciendo a Conciencia
  - ▶ Luchemos por la Vida - Asociación Civil
- ARMENIA**
  - ▶ National Road Safety Council (NRSC)
- AUSTRALIA**
  - ▶ Australian Road Safety Foundation
  - ▶ Safer Australian Roads and Highways (SARAH)
- AZERBAIJAN**
  - ▶ "Hayat" International Humanitarian Organization
- BELARUS**
  - ▶ Belarusian Auto Moto Touring Club
- BELGIUM**
  - ▶ European Cyclists Federation
  - ▶ Handicap International Federation
  - ▶ Responsible Young Drivers
- BENIN**
  - ▶ ONG ALINAGNON
- BOTSWANA**
  - ▶ Society of Road Safety Ambassadors
- BRAZIL**
  - ▶ CRIANÇA SEGURA SAFE KIDS BRASIL
  - ▶ Fundação Thiago de Moraes Gonzaga
  - ▶ IECT- Instituto de Ética e Comportamento no Trânsito
  - ▶ Observatório Nacional de Segurança Viária
- BULGARIA**
  - ▶ Open Youth Institute for Research, Education and Development
- CAMBODIA**
  - ▶ AIP Foundation
  - ▶ Cambodia Movement for Health
- CAMEROON**
  - ▶ Association des Familles de Victimes des Accidents de la Circulation (AFVAC - CAMEROUN)
  - ▶ Cameroon association for the defence of victims of accident (CADVA)
  - ▶ Cameroon Road Safety Foundation (CAROSAF)
  - ▶ SECURROUTE
- CANADA**
  - ▶ Canadian Association of Road Safety Professionals
  - ▶ MADD Canada
  - ▶ Parachute Leaders in Injury Prevention
- CHINA**
  - ▶ Safe Kids China
- COLOMBIA**
  - ▶ Por la Via Por la Vida - Liga Contra la Violencia Vial
- COSTA RICA**
  - ▶ ACONVIVIR
  - ▶ Fundación S.O.S. Paz en las Carreteras
- CÔTE D'IVOIRE**
  - ▶ Organisation des Jeunes Ivoiriens pour la Sécurité Routière (OJISER)
- CYPRUS**
  - ▶ REACTION YOUTH FOR THE PREVENTION
- DOMINICAN REPUBLIC**
  - ▶ ACODOM, INC
- ECUADOR**
  - ▶ FUNDACION CAVAT
- EGYPT**
  - ▶ Egyptian Society for Road Safety - ESRS
- GAMBIA**
  - ▶ National Youth Parliament - The Gambia
- GEORGIA**
  - ▶ Partnership for Road Safety
- GREECE**
  - ▶ EFTHITA RHODES
  - ▶ YOU ARE WHAT U DO - KOSTAS KOUVIDIS
- INDIA**
  - ▶ ArriveSAFE
  - ▶ AVOID ACCIDENT
  - ▶ Forum for Prevention of Road Accidents
  - ▶ Indian Federation of Road Safety
  - ▶ PEOPLE'S TRUST JAIPUR
  - ▶ SAFE KIDS FOUNDATION
  - ▶ Safe Road Foundation
  - ▶ SaveLIFE Foundation
  - ▶ THE ABILITY PEOPLE
  - ▶ TRAX S. SOCIETY
  - ▶ Youth Task Force
- INDONESIA**
  - ▶ Road Safety Association Indonesia
- IRAN (Islamic Republic of)**
  - ▶ Road Safety Supporters Society (RSSS)
- IRELAND**
  - ▶ Irish Road Victims' Association
- ITALY**
  - ▶ Italian Association of Road Safety Professionals
- JORDAN**
  - ▶ The Royal Health Awareness Society
- KENYA**
  - ▶ ASIRT Kenya
  - ▶ INJURIES PREVENTION & INFORMATION CENTRE - KENYA (IPIC-K)
  - ▶ Chariots of Destiny Organization
  - ▶ Pamoja Road Safety Initiative
  - ▶ RoadWise Network
  - ▶ Safedrive Africa Foundation (SDAF)
- KOREA (Republic of)**
  - ▶ Safe Kids Korea
- KYRGYZSTAN**
  - ▶ Kyrgyz Road Safety NGO
- LEBANON**
  - ▶ ASSOCIATION ZEINA HAUCH
  - ▶ Kunhadi
  - ▶ Roads For Life
- LIBERIA**
  - ▶ Save Life International
- LUXEMBOURG**
  - ▶ AVR Association nationale des Victimes de la Route
  - ▶ FEVR
- MALAYSIA**
  - ▶ Safe Kids Malaysia
- MALI**
  - ▶ Action et Jeunesse pour le Développement - Sécurité Routière (AJD - Sécurité Routière)
- MEXICO**
  - ▶ Fundación Tiempo para Vivir, A. C.
  - ▶ Mexico Previene
  - ▶ Movilidad y Desarrollo MÉXICO
  - ▶ Víctimas de Violencia Vial AC
- MOLDOVA**
  - ▶ Automobile Club of Moldova (ACM)
  - ▶ Road Safety Moldova
- MOROCCO**
  - ▶ AMPROUD
- NAMIBIA**
  - ▶ Private Sector Road Safety Forum (Namibia)
- NEPAL**
  - ▶ Swatantrata Abhiyan Nepal
- NETHERLANDS**
  - ▶ La Prévention Routière Internationale PRI
  - ▶ Youth for Road Safety (YOURS)
- NEW ZEALAND**
  - ▶ New Zealand Sleep Safety Ltd
- NIGERIA**
  - ▶ Arrive Alive Road Safety Initiative
  - ▶ Lifestyle Health Education and Safety Foundation
  - ▶ PATVORA Initiative
  - ▶ Road Accident Information & Rescue Organization
  - ▶ Safety Beyond Borders
  - ▶ TEMIDAYO OGAN CHILD SAFETY AND SUPPORT (TOCSS) FOUNDATION

- OMAN**  
 ▶ Sustainability for Life
- PARAGUAY**  
 ▶ afavivpy
- PERU**  
 ▶ Lima Cómo Vamos
- PHILIPPINES**  
 ▶ PROJECT C.A.R.E.S. (Community Activities Reaching to Everyone through Services) INC.  
 ▶ Safe Kids (Worldwide) Philippines
- POLAND**  
 ▶ The Association for Improving Safety of Road Traffic
- PORTUGAL**  
 ▶ Associação de Cidadãos Auto-Mobilizados
- ROMANIA**  
 ▶ ASOCIAPIA SIGURANPA AUTO  
 ▶ CCVR Romania
- RUSSIAN FEDERATION**  
 ▶ Road Safety Russia
- SENEGAL**  
 ▶ LASER International
- SOUTH AFRICA**  
 ▶ Childsafe South Africa  
 ▶ South Africans Against Drunk Driving
- SPAIN**  
 ▶ AESLEME  
 ▶ Instituto Internacional de Ciencias Políticas  
 ▶ P(A)T - PREVENCIÓN DE ACCIDENTES DE TRAFICO  
 ▶ Stop Accidentes
- SWITZERLAND**  
 ▶ International Federation of Pedestrians
- TAJIKISTAN**  
 ▶ Young Generation of Tajikistan
- TANZANIA (United Republic of)**  
 ▶ Helmet Vaccine Initiative Tanzania Foundation  
 ▶ UWABA Dar es Salaam Cycling Community
- THAILAND**  
 ▶ AIP Foundation  
 ▶ Child Safety Promotion and Injury Prevention Research Center
- TOGO**  
 ▶ AVA-TOGO
- TUNISIA**  
 ▶ les ambassadeurs de la sécurité routière
- TURKEY**  
 ▶ International Police Association (IPA) Turkey  
 ▶ Turkish Traffic Safety Association
- UGANDA**  
 ▶ Road Safety Trust Uganda  
 ▶ Uganda Red Cross Mbarara  
 ▶ Uganda Road Accident Reduction Network Organisation (URRENO)
- UKRAINE**  
 ▶ Road Safety Support Foundation (Ukraine)  
 ▶ Ukrainian Road Safety Association
- UNITED KINGDOM**  
 ▶ Brake  
 ▶ Eastern Alliance for Safe & Sustainable Transport (EASST)  
 ▶ FIA Foundation  
 ▶ Global New Car Assessment Programme  
 ▶ RoadPeace  
 ▶ RoadSafe  
 ▶ RoSPA
- UNITED STATES OF AMERICA**  
 ▶ Amend  
 ▶ ASIRT  
 ▶ Kids Non-Profit Organization  
 ▶ Mothers Against Drunk Driving  
 ▶ National Organizations for Youth Safety (NOYS)  
 ▶ Safe Kids Worldwide
- URUGUAY**  
 ▶ Fundacion Gonzalo Rodriguez
- FUNDACION UNITRAN**
- VENEZUELA (Bolivarian Republic of)**  
 ▶ asoransito
- VIETNAM**  
 ▶ AIP Foundation
- ZAMBIA**  
 ▶ Zambian Road Safety Trust

## BOARD OF DIRECTORS

**Jeffrey Witte**  
*President*  
*(Amend)*

In Memoriam

**Daouda Sagna**  
*(LASER International)*

**Floor Lieshout**  
*Vice President*  
*(YOURS)*

**Manuel Ramos**  
*(ACA-M)*

**Rochelle Sobel**  
*(ASIRT)*

*The Board of Directors is composed entirely of volunteers. Board members are elected from among Alliance member NGOs.*

## SECRETARIAT

**Lotte Brondum**  
*Administrative Director*

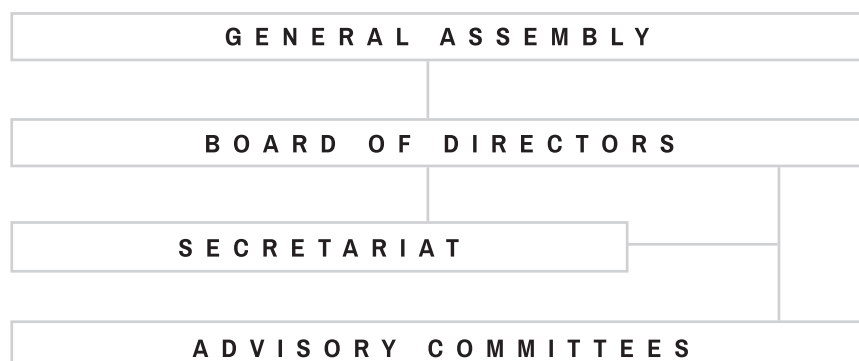
**Kristine Lim Ang**  
*Communications Officer*

## SUPPORTING ORGANIZATIONS

- ▶ Allianz
- ▶ Blacklane
- ▶ FedEx
- ▶ Global Road Safety Facility
- ▶ Road Safety Fund
- ▶ Safe Kids
- ▶ World Health Organization

## AFFILIATIONS

- ▶ Decade of Action for Road Safety 2011-2020
- ▶ Friends of the Decade
- ▶ United Nations Road Safety Collaboration (UNRSC)

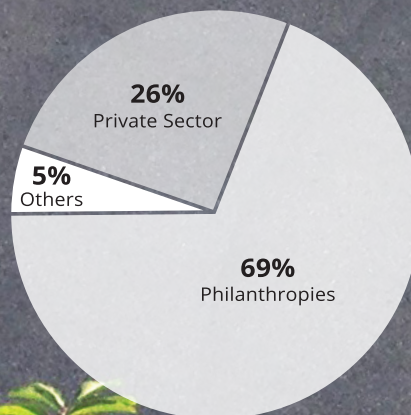


*The General Assembly convenes every two years and is composed of all Alliance member NGOs. At the General Assembly members vote on Alliance bylaws and elect the Board of Directors.*

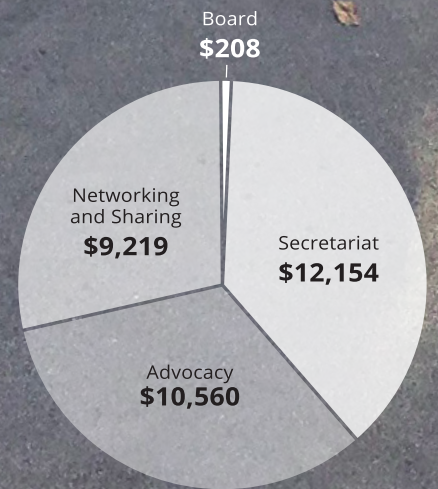


## 2014 FINANCIALS

### SOURCES OF INCOME



### EXPENDITURE





**C O N T A C T   T H E   G L O B A L   A L L I A N C E  
O F   N G O S   F O R   R O A D   S A F E T Y**

**M A I L I N G   A D D R E S S :**

Global Alliance of NGOs for Road Safety  
Klosbachstrasse 48, CH 8032  
Zurich, Switzerland

**W E B S I T E :**

[www.roadsafetyngos.org](http://www.roadsafetyngos.org)  
***Sign up to receive the Alliance  
newsletter on our website.***

**E M A I L :**

[admin@roadsafetyngos.org](mailto:admin@roadsafetyngos.org)

**L I K E   U S   O N   F A C E B O O K :**

[www.facebook.com/roadsafetyngos](http://www.facebook.com/roadsafetyngos)